

REFERENCES

- Artaya, I. P. (2019, Maret). *Experiential Marketing Sebagai Pendekatan Dalam Memahami Konsumen*. *Wiraniaga –Membangun Jaringan Penjualan*. Retrieved from https://www.researchgate.net/publication/331588024_Experiential_Marketing_Sebagai_Pendekatan_Dalam_Memahami_Konsumen. (n.d.).
- Consumer buying interest: Survey of shopee consumers in Yogyakarta*. (n.d.). Retrieved May 17, 2022, from https://www.researchgate.net/publication/357405436_Consumer_Buying_Interest_Survey_of_Shoppee_Consumers_in_Yogyakarta
- Amalina, N. (n.d.). *The influence of user experience towards user satisfaction of E-government service - A case study of gampil application*. CORE. Retrieved May 18, 2022, from <https://core.ac.uk/display/299925923>
- Sulaiman, ., & Musnadi, S. (2018). Customer relationship management, customer satisfaction and its impact on customer loyalty. *Proceedings of the 7th International Conference on Multidisciplinary Research*. <https://doi.org/10.5220/0008892606920698>
- Batat, W. (2019). Phygital Customer experience. *Experiential Marketing*, 207–227. <https://doi.org/10.4324/9781315232201-11>
- Egan, C., & Benyon, D. (2017). Sustainable HCI. *Proceedings of the 2017 ACM Conference Companion Publication on Designing Interactive Systems*. <https://doi.org/10.1145/3064857.3079115>
- Setting a strategic course to maximize customer value. (2018). *The Customer Centricity Playbook*, 1–18. <https://doi.org/10.2307/j.ctv2hdfw5.5>
- Chen, Y., You, F., Wang, J., & Schroeter, R. (2017). Measuring user experience in situ: Use emotion data to assess user experience. *Advances in Intelligent Systems and Computing*, 547–558. https://doi.org/10.1007/978-3-319-60492-3_52
- Colbjørnsen, T. (2020). The streaming network: Conceptualizing distribution economy, technology, and power in streaming media services. *Convergence: The International Journal of Research into New Media Technologies*, 27(5), 1264–1287. <https://doi.org/10.1177/1354856520966911>
- Yuniari, G. A. A. D. D., & Giantari, I. G. A. K. (2020). The influence of innovation, customer value and customer empowerment on customer

- satisfaction. *Russian Journal of Agricultural and Socio-Economic Sciences*, 104(8), 88–95. <https://doi.org/10.18551/rjoas.2020-08.11>
- Zha, D., Foroudi, P., Jin, Z., & Melewar, T. C. (2021). Making sense of sensory brand experience: Constructing an integrative framework for future research. *International Journal of Management Reviews*, 24(1), 130–167. <https://doi.org/10.1111/ijmr.12270>
- An, M.-a, & Han, S.-L. (2020, March 10). *Effects of experiential motivation and customer engagement on Customer Value Creation: Analysis of psychological process in the experience-based retail environment*. *Journal of Business Research*. Retrieved May 16, 2022, from <https://www.sciencedirect.com/science/article/abs/pii/S0148296320301508>
- Sánchez-Gutiérrez, J., Cabanelas, P., Lampón, J. F., & González-Alvarado, T. E. (2018, October 5). *The impact on competitiveness of customer value creation through relationship capabilities and Marketing Innovation*. *Journal of Business & Industrial Marketing*. Retrieved May 17, 2022, from <https://www.emerald.com/insight/content/doi/10.1108/JBIM-03-2017-0081/full/html>
- User experience (UX) evaluation based on interaction-related mental models*. (n.d.). Retrieved May 17, 2022, from https://www.researchgate.net/publication/318157129_User_Experience_UX_Evaluation_Based_on_Interaction-Related_Mental_Models
- Hardani, Auliya, N. H., andriani, H., Fardani, R. A., Ustiawaty, J ... (n.d.). Retrieved May 17, 2022, from <http://eprints.umpo.ac.id/8505/8/DAFTAR%20PUSTAKA.pdf>
- Irsoadmin. (2020, May 20). *IRSO 2020*. International Research Ship Operators' Meeting. Retrieved May 17, 2022, from <https://irso.info/irso-2020/>
- Tiza, M. F., & Susanti, F. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan, studi kasus pada perusahaan jne cabang Padang. <https://doi.org/10.31227/osf.io/hx87m>
- Yuniari, G. A. A. D. D., & Giantari, I. G. A. K. (2020). The influence of innovation, customer value and customer empowerment on customer satisfaction. *Russian Journal of Agricultural and Socio-Economic Sciences*, 104(8), 88–95. <https://doi.org/10.18551/rjoas.2020-08.11>
- Mahmoud, M. A., Hinson, R. E., & Anim, P. A. (2017). Service innovation and customer satisfaction: The role of Customer Value Creation. *European Journal of Innovation Management*, 21(3), 402–422. <https://doi.org/10.1108/ejim-09-2017-0117>

- Kadir, A., Basri, M., & Rodi, R. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan, Nilai, Kepercayaan Dan loyalitas pelanggan Rumah Tangga Pada perusahaan daerah air minum Kota Kendari. *Journal Publicuho*, 1(1), 28. <https://doi.org/10.35817/jpu.v1i1.7297>
- Zeithaml, V. A. (2017). Valarie Zeithaml: Autobiographical reflections. *Journal of Historical Research in Marketing*, 9(3), 264–276. <https://doi.org/10.1108/jhrm-05-2017-0017>
- Menurut Tjiptono Dalam (Utomo & Syarif, 2017) - BSI. (n.d.). Retrieved May 17, 2022, from https://repository.bsi.ac.id/index.php/unduh/item/252342/File_10-Bab-II.pdf
- Fragua, A. P. (2019). Netflix nations. the geography of digital distribution. *Information, Communication & Society*, 23(4), 621–623. <https://doi.org/10.1080/1369118x.2019.1697342>
- Populix. (2020, September 21). *Populix*. Retrieved from Populix.co:<https://www.info.populix.co/post/fenomena-binge-watching-dan-persaingan-sengit-layanan-video-on-demand-di-indonesia>
- Wawolumaja, J. F. (2021). Jurnal Pengaruh user experience (UX) design terhadap kemudahan pengguna Dalam Menggunakan aplikasi CARSWORLD. *Journal Acta Diurna*, 17(1). <https://doi.org/10.20884/1.actadiurna.2021.17.1.3813>
- Sulaiman, ., & Musnadi, S. (2018). Customer relationship management, customer satisfaction and its impact on customer loyalty. *Proceedings of the 7th International Conference on Multidisciplinary Research*. <https://doi.org/10.5220/0008892606920698>