

## DAFTAR PUSTAKA

- Aaker, D. (2013). *Manajemen Pemasaran Strategi*. Edisi kedelapa. Jakarta: Salemba Empat.
- Aaker. (2014). *Building Strong Brands*. (A. Baderi, Trans.). Jakarta: Bumi Aksara.
- Alloza, A. (2008). Brand engagement and brand experience at BBVA, the transformation of a 150 years old company. *Corporate Reputation Review*, 11(4), 371-379.
- Assauri, S. (2012). *Manajemen Pemasaran*. Jakarta: PT Raja Grafindo.
- Brakus, J., Joško, B., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of marketing*, 73(3).
- Buttle, F. (2004). *Customer Relationship Management (Manajemen Hubungan Pelanggan)*. Jakarta: Banyumedia Publishing.
- Buttle, F. (2010). *Customer Relationship Management*. Jakarta: Bayu Media.
- Cacioppo, J. T., & Petty, R. E. (1982). The need for cognition. *Journal of Personality and Social Psychology*, 42, 116-31.
- Chaney, D. (2011). *Life Style: Sebuah Pengantar Komprehensif*. Yogyakarta: Jalasutra.
- Chinomona, R. (2013). The Influence Of Brand Experience On Brand Satisfaction, Trust and Attachment In South Africa. 12(10).
- Daryanto, & Setyobudi, I. (2014). *Konsumen dan pelayanan prima*. Yogyakarta: Gava Media.
- Dewi, R. K., Kumadji, S., & Marwadi, M. K. (2015). Pengaruh Experiential Marketing Terhadap Kepuasan Pelanggan Dan Dampaknya Pada Loyalitas

- Pelanggan (Survei Pada Pelanggan Tempat Wisata Jawa Timur Park 1 Kota Wisata Batu). *Jurnal Administrasi Bisnis (JAB)*, 28(1).
- El-Manstrly, D., Ali, F., & Line, N. (2021). Severe service failures and online vindictive word of mouth: The effect of coping strategies. *International Journal of Hospitality Management*, 95.
- Fihartini, Y., Helmi, A., Hassan, M., & Oesman, Y. M. (2020). The Mediating Role of Affective Experience to The Effect of Online Retail Ethic on Repurchase Intention: Indonesian Y and Z Generation Perspective. *Proceedings of the First International Conference of Economics, Business & Entrepreneurship*, <http://dx.doi.org/10.4108/eai.1-10-2020.2304738>.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 (2nd ed.)*. Semarang: Universitas Diponegoro.
- Griffin, R. W., Moorhead, & Gregory. (2014). *Organizational Behavior: Managing People and Organizations. Eleventh Edition*. USA: South Western.
- Gross, J. J. (2014). *Emotion Regulation: Conceptual and empirical foundation*. In J.J. Gross (Ed.), *Handbook of emotion regulation (2nd ed)*. New York: Guilford.
- Hair, J. F., Anderson, E., Babin, B. J., & Black, W. C. (2010). *Multivariate data analysis: A global perspective*. Upper Saddle River, 7.
- Hasan, A. (2010). *Marketing dari Mulut ke Mulut*. Yogyakarta: Media Pressindo.
- Hertanto, E. (2017). Perbedaan Skala Likert Lima Skala dengan Modifikasi Skala Likert Empat Skala. *Jurnal Metodologi Penelitian* .

- Kamal, M. (2014). Faktor-faktor yang Mempengaruhi Willingness to Pay Pengguna Trans Jogja. *Jurnal Universitas Muhammadiyah Yogyakarta*.
- Keller, L. (2013). *Strategic Brand Management ; Building, Measuring, and Managing Brand Equity*. Fourth Edition Harlow,. Pearson Education Inc.
- Kotler, P., & Amstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks.
- Kotler, P., & Keller, L. (2012). *Manajemen Pemasaran Jilid I Edisi ke 12*. Jakarta: Erlangga.
- Kotler, P., & Keller, L. (2016). *Manajemen Pemasaran. Jilid I & 2*. Edisi ke 12. Jakarta: Erlangga.
- Kotler, P., & Lee, N. R. (2015). *Social Marketing: Changing Behaviors for Good 5th Edition*. London: Sage Publication, Inc.
- Kriyantono, R. (2020). Teknik praktis riset komunikasi kuantitatif dan kualitatif disertai contoh praktis Skripsi, Tesis, dan Disertai Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran. Rawamangun: Prenadamedia Group.
- Kurtz, D. L., & Boone, L. E. (2010). *Principles of Contemporary Marketing, South Western, 14th International Edition*. European Edition.
- Leonard, S., Comm, M., & Thung, F. (2017). The relationship of service quality, word-of-mouth, and repurchase intention in online transportation services. *Journal of Process Management. New Technologies*, 5(4), 30-40.

Lin, C.-H., Yang, H.-L., & Liou, D.-Y. (2009). The Impact of Corporate Social Responsibility on Financial Performance: Evidence From Business in Taiwan. *Technology In Society*, 56-63.

Mankiw, N. G. (2015). *Principles of Economics*. Stamford: Cengage Learning.

Muhammad, & Artanti, Y. (2016). The Impact of Experiential Marketing on Word of Mouth with Customer Satisfaction as a Intervening Variable. *Jurnal Dinamika Manajemen*, 7(2), 182-190.

Niagam. (2012). Executive Summary Of The Articles: Study on Cross-format Shopping Motives and Shopper Typologies in Emerging Food and Grocery Retail Market in India. *Metamorphosis A Journal of Management Research*, 11(1).

Nurhayati, & Murti, W. W. (2012). Analisis Faktor-Saktor Yang Mempengaruhi Minat Beli Ulang Masyarakat Terhadap Produk Handphone. *Value Added*, 8(2).

Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing & Management*, <https://doi.org/10.1080/19368623.2018.1445055>, 1936-8631.

Paulus, A. L. (2018). Entrepreneurship orientation and innovation capability: the role of intellectual resources as mediation (a case study of SMEs furniture in Madiun East Java). *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 4(2), 151-151.

Priyono, M. (2016). *Metode Penelitian Kuantitatif*. Sidoarjo: Zifatama.

- Rahmasari. (2017). *Pengaruh faktor internal secara bersama-sama terhadap keputusan konsumen dalam membeli produk di ChaCha MilkTea Jl Gejayan*. Lumbung Pustaka Universitas Negeri Yogyakarta.
- Sahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia-Social and Behavioral Sciences*, 24, 1288-1301.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2014). *Consumer Behaviour*. London: Pearson.
- Schmitt, B., & Zarantonello, L. (2013). Consumer Experience and Experiential Marketing: A Critical Review. *Review of Marketing Research*, 10, 25-61.
- Sekaran, U., & Bougie, R. (2016). *Research Method For Business: A SkillBuilding Approach 17th Edition*. Chischester: Wiley.
- Sentosa, I. (2018). A strategic framework of good governance, infrastructure development and community empowerment in Indonesian Public Sector Management. *African Journal of Hospitality, Tourism and Leisure*.
- Sernovitz, A. (2012). *Word of Mouth Marketing: How Smart Companies get People Talking*. New York: Kaplan Inc.
- Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam periklanan dan Promosi*. Jakarta: Salemba Empat.
- Sholokhah, A. (2016). Statistik Deskriptif dalam Penelitian Kualitatif. *Komunika*. Vol. 10, No. 2. IAIN Purwokerto.
- Siraj, U. M. (2020). *The Relationship between Sensory Marketing, Brand Experience, and Brand Equity on Purchase Intentions at Coffee Shop in Indonesia*. Yogyakarta: Universitas Islam Indonesia.

- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Syahputri, Y. D., Fandeli, C., & Nasirudin. (2019). Analisis Kesiediaan Membayar WTP (Willingness To Pay) Dalam Upaya Perawatan Lingkungan Alun- Alun Kota di Kabupaten Lumajang Jawa Timur. *Jurnal Rekayasa Lingkungan*, 2019(2), 1-16.
- Tobari, A., Hamidi, H., & Safaie, N. (2021). Effect of Sensory Experience on Customer Word-of-mouth Intention, Considering the Roles of Customer Emotions, Satisfaction, and Loyalty. *International Journal of Engineering*, 34(03), 682-699.
- Tomić, m., & Alfnes, F. (2017). Effect of Normative and Affective Aspects on Willingness to Pay for Domestic Food Products—A Multiple Price List Experiment. *Journal of Food Products Marketing*, <http://dx.doi.org/10.1080/10454446.2017.1323067>, 1-16.
- Wijaya, V. (2020). Pengaruh Sensory Marketing Terhadap Willingness To Pay A Premium Price Melalui Brand Experience Sebagai Variabel Intervening Studi Kasus Starbucks. *Jurnal Manajemen Universitas Kristen Petra* .
- Wang, S., Li, C., Hoffmann, H., Lu, S., Sentosa, W., & Kistijantoro, A. I. (2018). Understanding and auto-adjusting performance-sensitive configurations. *ACM SIGPLAN Notices*, 53(2), 154-168.

Yasin, M., & Priyono, J. (2016). Analisis faktor usia, gaji dan beban tanggungan terhadap produksi home industri sepatu di Sidoarjo (Studi kasus di Kecamatan Krian). *Jurnal Ekonomi Dan Bisnis*, 1(1), 95-120.

Yuliawan, E., & Ginting, M. (2016). Pengaruh Experiential Marketing Terhadap Kepuasan Nasabah Pada Pt Bank Mandiri Cabang Medan Balai Kota. *Jurnal Wira Ekonomi Mikroskil*, 6(1)

