

DAFTAR PUSTAKA

- Anderson, C.R., & Zeithaml, C.P. (1984). *Stage of the product life cycle, business strategy and business performance*. Acad. Manag. J. 27 (1), 5e24.
- Andreani, F. (2007). *Experiential Marketing (Sebuah Pendekatan. Pemasaran)*. Jurnal Manajemen Pemasaran, Volume 2 No 1.
- Baker, S.M., & Kennedy, P.F. (1994). *Death by nostalgia: a diagnostic of context-specific cases*. Advances in Consumer Research 21, 169–174.
- Bass, C. (2010). *Pour un marketing multi-sensoriel*. Diambil kembali dari marketthinking.blogspot.se/2010/04/pour-un-marketing-multi-sensoriel.html.
- Braun-LaTour, K., LaTour, M.S. (2005). *Transforming consumer experience*. Journal of Advertising 34 (3), 19–30.
- Chitturi, R. (2009). *Emotions by design: A consumer perspective*. International Journal of Design, 3(2), 7-17
- Choi H-J. (2006). *The effects of internet shopping mall attributes on the clothing purchasers' satisfaction, trust, and loyalty (PhD Dissertation)*. The Graduate School of Clothing and Textiles, Hanyang University.
- Cronin, J.J.Jr., & Taylor, S.A. (1992). *Measuring service quality: a reexamination and extension*. Journal of Marketing, Vol. 56 July, pp. 55-68.
- Cronin, J.J. & Taylor, S.A. (1994). *SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality*. Journal of Marketing, Vol. 58 No. 1, January, pp. 125-31
- Dumortier, A. (2014). *Le marketing polysensoriel*. Diambil kembali dari [://www.auditsiteweb.com/marketing-polysensoriel](http://www.auditsiteweb.com/marketing-polysensoriel).
- Dvorsky, G. (2013). *The human nose can sense 10 basic smells*. Diambil kembali dari io9.com/the-human-nose-can-sense-10-basic-smells-1355489504.
- Fornell, C. (1992). *A National Customer Satisfaction Barometer: The Swedish Experience*. Journal of Marketing 56(1), 6-22.

- Fournier, S., & Yao, J. (1997). *Reviving brand loyalty: a reconceptualization within the framework of consumer–brand relationships*. *International Journal of Research in Marketing* 14 (5), 451–472.
- Gilbert, G. R., et.al. (2004). *Measuring Customer Satisfaction in The Fast Food Industry: cross-national Approach*. *The Journal of Services Marketing*, 18.
- Hirsch, A.R. (1995). *Effects of ambient odors on slot-machine usage in a Las-Vegas casino*. *Psychol. Mark.* 12 (7), 585–594.
- Holbrook, M.B. (1993). *Nostalgia and consumption preferences: some emerging patterns of consumer tastes*. *Journal of Consumer Research* 20 (2), 245–256.
- Irawan, H. (2003). *10 Prinsip Kepuasan Pelanggan*. Jakarta: PT Gramedia.
- Kartajaya H. (2003). *Marketing In Venus*. Jakarta: Gramedia Pustaka Utama.
- Kim M-H. (2010). *The effect of online store attributes on the shopping satisfaction - mainly focusing on the control effect of shopping styles and shopping mall type characteristics*. Graduate School of Chung-Ang University.
- Kotler, & Armstrong. (2001). *Prinsip-prinsip pemasaran*. Edisi keduabelas, Jilid 1. Jakarta: Erlangga
- Kotler, P., & Armstrong, (2002). *Prinsip-Prinsip Pemasaran*, Edisi Keenam, Erlangga, Jakarta.
- Kotler, Phillips & Gary Armstrong. (2008). *Prinsip – Prinsip Pemasaran*. Alih Bahasa Bob Sabran. Edisi 12. Jakarta; Indeks.
- Kumar, V., & Shah, D. (2004). *Building and sustaining profitable customer loyalty for the 21st century*. *Journal of Retailing*(4), 317-331.
- Kun D. A. (2013). *Study of the influence of shopping mall website's characteristics on customer satisfaction and repurchase intention (Master's Degree Thesis)*. Business Administration, Graduate School, Honam University.

- Lindstrom, M. (2005), *Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound*. Simon & Schuster.
- Lupiyoadi, Rambat, Hamdani. (2006). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Mitchell, D. J., Kahn, B. E., & Knasko, S. C. (1995). *There's Something in the Air: Effects of Ambient*. Odor on Consumer Decision Making”, *Journal of Consumer Research*, Vol. 22, No. 2, pp. 229-38.
- Mittal, V., & Kamakura, W.A. (2001). *Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics*. *Journal of Marketing Research*, Vol. 38(1), 131-142.
- Moronvalle, E. (2013). *Sensory Marketing: When brands charm your 5 senses!* Diambil kembali dari www.expertinbox.com/marketing-sensoriel-quand-les-marques-charment-vos-5-sens.
- Pallasmaa, J. (2005). *The eyes of the skin: architecture and the senses*.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). *Re-assessment of expectations as a comparison standard in measuring service quality: Implications for further re-search*. *Journal of Marketing*, 58, 111-124.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL: A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality*. *Journal of Marketing*, 64(1),12-40.
- Schmitt, B. H. (1999). *Experiential Marketing*. *Journal of Marketing Management*, 15(1), 53-67.
- Sierra, J., & Shaun, M. (2007). *Attitudes and emotions as determinants of nostalgia purchases: an application of social identity theory*. *Journal of Marketing Theory & Practice* 15 (2), 99–112.
- Smilansky, S. (2009). *Experiential marketing: A practical guide to interactive brand experiences*. London: Kogan Page.

- Soars B. (2009). *Driving sales through shoppers' sense of sound, sight, smell and touch*. International Journal of Retail & Distribution Management, Vol. 37 Iss: 3, pp.286 - 298
- Sugiyono. (2004). *Metode Penelitian Bisnis*. Cetakan ke enam. Bandung. C.V Alfabeta
- Szwarc, P. (2005). *Researching Customer Satisfaction and Loyalty: How to Find Out what People Really Think*. Kogan Page, London.
- Thomson, M., MacInnis, D.J., & Park, C.W. (2005). *The ties that bind: measuring the strength of consumers' emotional attachments to brands*. Journal of Consumer Psychology 15 (1), 77–91
- Tjiptono, F. (2001). *Manajemen Jasa*. Penerbit Andi, Yogyakarta.
- Tjiptono F., & Anastasia D. (2001). *Total Quality Management*. Penerbit Andi. Yogyakarta.
- Zeithaml V.A., Parasuraman A., & Malhotra A. A. (2000). *Conceptual framework for understanding E-service quality: Implications for future research and managerial practice*. Cambridge, MA, United States: MSI (Marketing Science Institute).
- Zena, P. A., & Hadisumarto A. D. (2012). *The Study of Relationship among Experiential Marketing, Service Quality, Customer Satisfaction, and Customer Loyalty*. ASEAN MARKETING JOURNAL, June 2012 - Vol.IV - No. 1, pp37-46