## **REFERENCES**

- Anggraini, D. D., Sari, A. P., & Sari, M. H. N. 2020. Entrepreneurship and Online Business. Our Writing Foundation Publishers. Medan.
- Apriyani, Veni, Eka Sri Wahyuni and Yenti Sumarni. (2023). Sharia Bank Quality Service Management. Bengkulu: Brimedia Global.
- Bella Aurellia Natalie, J.E. Sutanto, Moses Soediro, Adrie Oktavio (2023). The Influence Of Experiential Marketing, Service Quality And Promotion On Customer Loyalty At Roland Bakery And Café Jember.
- Candra, V., Simarmata, N. I. P., & Mahyuddin. 2021. Introduction to Research Methodology. Medan: Kita Write Foundation.
- Euis Soliha, Ajeng Aquinia, Kristina Anindita Hayuningtias (2021). The Influence of Experiential Marketing and Location on Customer Loyalty.
- Firmansyah, Anang. (2019). Product and Brand Marketing (Planning & Strategy). Publisher Deepublish Publisher, Yogyakarta.
- Ghodang, Hironymus. (2020). Quantitative Research Methods: Basic Concepts & Applications of Regression and Path Analysis Using SPSS. Medan: Group Partner Publishers.
- Ghozali, Imam. (2019). Multivariate Analysis Applications. Semarang: University. Diponegoro.
- Harjadi, Dikdik and Arraniri, Iqbal (2021). Experiential marketing & Product Quality in Millennial Generation Customer Satisfaction. Cirebon: Insan Shodiqin Gunung Jati Foundation.
- Hermawan, Iwan. (2019). Quantitative, Qualitative and Mixed Method Education Research Methodologies. Brass: Hidayat Quaran Brass.
- Ismainar, H. (2019). Patient Safety in Hospitals. Yogyakarta: Deepublish Publisher.
- Jaya, I. M. L. M. (2019). Health Data Processing Using SPSS. Yogyakarta: Thema Publishing.
- Kristianto and Baktiono (2020). The Influence of Product Quality, Service Quality, and Location on Loyalty Customers of Lontong Balap Pak Gendut Surabaya.

- Lorenzo Yauwerissa, and Jushua Sutanto Putra (2021). The Effect of Service Quality and Customer Relationship Management Towards Customer Loyalty (Case Study on Customer GTT Café Mojokerto).
- Mulyono. (2020). Achieve Through JFP Come on, collect your credit score. Yogyakarta: Deepublish Publisher.
- Mutiawati, C., et al. (2019). Performance of Highway Public Transport Services. Yogyakarta: Deepublish Publisher.
- Nagdalena, Ina. (2021). Joint Writing About Elementary School Learning Design. Sukabumi. Publisher's Imprint.
- Pasaribu, Endi Zunaedy, Siska Yulia Rahmi, Mesra Wati Ritonga, Ronal Watrianthos, Wahyu Azhar Ritonga, Rizki Kurniawan Rangkuti and Nurhanna Harahap. (2020). Who's Afraid of Learning Statistics with SPSS. Medan: Kita Write Foundation.
- Priyatna, Surya Eka. (2020). Social Statistical Analysis of Quantitative Research Series Using SPSS. Medan: Kita Write Foundation.
- Rachbini, Widarto, Rachbini Didik, Natalia Santoso, Hadi Prayitno and Evawati Khumaedi. (2020). Economic & Business Research Methods SPSS & SEM Lisrel Regression Analysis. Jakarta: Indef.
- Riyanti, B. P. D. (2021). Creativity and Innovation in the Workplace. Jakarta: Atma Jaya Indonesian Catholic University.
- Riyanto, S., & Aglis, A. H. (2020). Research Methods Quantitative Research in the Fields of Management, Engineering, Education and Experimentation. Yogyakarta: Deepublish Publisher.
- Santi, Indyah Hartami and Fandi Sudiasmo. (2019). Perceived Usefulness and Perceived Ease of Use on Behavioral Intention To Use and Actual Usage in Facial Skin Type Identification Applications. Surabaya: Jakad Media Publishing.
- Sari, A. R. P., and Yasa, N. N. K. (2019). Customer Trust Between the Relationship between Company Image and Price Reasonability and Mapemall.com Customer Loyalty. Jakarta : Klaten.
- Septiana Sari and Ratnawili (2021). The Effect of Service Quality and Customers' Satisfaction toward Loyalty of Customers at Cafe Bro & Sis Bengkulu City.

- Sudarso, Adriasan. (2019). Marketing Management of Hospitality Services (Completed with Research Results on Star Hotels in North Sumatra. Yogyakarta: Deepublish Publisher.
- Suntaraporn Chawkradian And Chanyaphak Lalaeng (2023). Experiential Marketing And Business Innovation Affecting Customer Loyalty In Cafe Business.
- Surajiyo, Nasruddin and Herma Paleni. (2020). Human Resources Research, Definition, Theory and Application (Using IBM SPSS 22 For Windows). Yogyakarta: Deepublish Publisher.
- Tjiptono, F., and Chandra, G. (2019). Service, Quality & Satisfaction. Yogyakarta: Andi Offset.
- Tjiptono, F. & Diana, A. (2019). Customer Satisfaction-Concept, Measurement and Strategy. CV Publisher. Andi Offset, Yogyakarta.
- Wahyoedi, Soegeng and Saparso. (2019). Sharia Bank Customer Loyalty: Study of Religiousness, Service Quality, Trust and Loyalty. Yogyakarta: Deepublish Publisher.
- Witdiawati, Laili Rahayuwa and Sheizi Prista Sari. (2018). Concepts and Applications of Research on the Lives of Breast Cancer Patients. Bandung: Unpad Press.
- Yuliawati, L., et al. (2019). First Aid in Quantitative Times: A Practical Guide to Using JASP Software. Surabaya: Ciputra University.
- Yusup, Dede. (2021). The Influence of Kampoeng Jamboe Agrotourism Experiential Marketing on Visitors' Word of Mouth. STIA Banten Thesis.