

REFERENCES

- Wethefest.com. (2019). *We The Fest..* [online] Available at: <http://wethefest.com/2014/> [Accessed 17 Apr. 2019].
- Hvs.com. (2019). *HVS Hotel Development Cost Survey 2017/18.* [online] Available at: <https://www.hvs.com/article/8389-hvs-hotel-development-costsurvey-201718> [Accessed 17 Apr. 2019].
- Live.coachella.com. (2019). [online] Available at: <https://live.coachella.com/> [Accessed 15 Apr. 2019].
- Allaway, A. W., Gooner, R. M., Berkowitz, D. & Davis, L. (2005). *Deriving and Exploring Behaviour Segments within a Retail Loyalty Card Program, European Journal of Marketing*, 40(11/12), 1317-1339.
- Anthanassopoulos, A, D. (2000). Customer satisfaction cues to support market segmentation and explain switching behavior. *Journal of Business Research*, 47, 191-207.
- Appelbaum, A. (2001). The constant consumer. *Gallup Management Journal*. Retreived on 4 May 2017 from <http://gmj.gallup.com/content/745/Constant-Customer.aspx>
- Arikunto, S. (2002). *Prosedur Penelitian, Suatu Pendekatan Praktek*. Jakarta: PT Rineka Cipta.
- Badan Pusat Statistik. (2016). <https://www.bps.go.id/Subjek/view/id/16>
- Bielen, F. & Demoulin, N. (2007). *Waiting Time Influence on the Satisfaction-loyalty Relationship in Services, Managing Service Quality*, Vol. 17(1), 63-74.
- Brady, M. K. & Robertson, C. J. (2001). *Searching for a Consnsus on the Antecedent Role of Service Quality and Satisfaction: An Exploratory Cross- national Study. Journal of Business Research*. 51(1), 53-60

Brink, A. & Berndt, A. (2004). *Customer Relationship Management and Customer Service*. South Africa: Juta.

Brodie, R. J., Linda, D. H., Biljana, J. & Ana, I. (2011). Customer engagement: conceptual domain, fundamental propositions, and implication for research.

Journal of Service Research, 14(3). 252-271.

rown, M. R., & Mazzarol, T. W. (2009). The importance of institutional image to student satisfaction and loyalty within higher education. *Higher Education*, 58, 81-95. Doi: 10.1007/s10734-008-9183-8.

Budhwani, K. (2002). *CMA Management*, Apr2002, Vol. 76, Issue 2, p13, 3p

Campanelli, M. (2007). Engagement is the next phase in marketing communications: Experian Summit, 18 January (accessed on May 3 2017), available at <http://www.dmnews.com/Engagement-is-next-phase-in-communications-Experian-summit/article/94175/>

Caruana, A., Money, A, H., & Berthon, P, R. (2000). Service quality and satisfaction – the moderating role of value. *European Journal of Marketing, Journal of Service Industry Management*. 15(1):27 – 53.

Castro, C. B., Amario, E. M., & Ruiz, D. M. (2004). *The Influence of Employee Organizational Citizenship Behaviour on Customer Loyalty. International Journal of Service Industry Management*. 15(1): 27-53.

Choi, E. J. & Kim, S. H. (2013). *The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-purchase Intention.*

Cronnin, J. R., J. J., Brady, M. K., Hult & M, G. T. (2000). *Assessing the Effect of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. Journal of Retail*. 76, 193-218.

D'Onofrio, Martin. (2016). *Audience Engagement – The Digital Mystery Revealed.*

Retrieved on 1 May 2017 from
<http://www.freepressmedia.com/blog/article/audience-engagement-digital-mystery>

- Deng, Z., Lu, Y., Wei, K. K., Zhang, J. (2010). Understanding Customer Satisfaction and Loyalty: An Empirical Study of Mobile Instant Messages in China. *International Journal of Information Management*, 30, 289-300.
- Dimitriades, Z. S. (2006). *Customer Satisfaction, Loyalty and Commitment in Service Organizations – Some Evidence from Greece*. *Management Research News*, 29(12): 782-800.
- Dotchin, J. A., & Oakland, J. S. (1994). Total quality management in services: Part 2 Service quality. *International Journal of Quality & Reliability Management*, 11(3), 27-42.
- Douglas, J., McClelland, R., and Davies, J. (2008). *The Development of a Conceptual Model of Student Satisfaction with their Experience in Higher Education. Quality Assurance in Education*. 16(1),19-35.
- Duffy, D. (2003). Internal and external factors which affect customer loyalty, *Journal of Consumer Marketing*, 20(5), 480-485.
- Durianto. (2004). Brand Equity Ten, Strategi Memimpin Pasar. PT. Gramedia Pustaka Utama, Jakarta
- Egan, J. (2008). *Relationship Marketing: Exploring Relational Strategies in Marketing*. 3rd Edition. Gosport: Pearson Prentice Hall.
- Ehigie, B. O. & Taylor, M. (2009). *Managing: Exploring Relational Strategies in Marketing*. 3rd Edition. Gosport: Pearson Prentice Hall.
- Ferdinand, A. (2002). *Structural Equation Modeling dalam Penelitian Manajemen*. Semarang: FE UNDIP.

Fisher, A. (2001). *Winning the Battle for Customers, Journal of Financial Services Marketing*, 6(2), 77-83.

Fraering & Minor. (2007). *Beyond Loyalty: Customer Satisfaction, Loyalty, and Fortitude. Journal of Service Marketing* 27(4). doi: 10.1108/08876041311330807.

Frow, Pennie & Payne, S. A. (2007). *Towards the Perfect Customer Experience, Journal of Brand Management*, 15(2), 89-136.

Fullerton, G. & Taylor, S. (2002). *Mediating, Interactive, and Non-linear Effects in Service Quality and Satisfaction with Service Research. In Canadian Journal of Administrative Science*. 19(2), 124-136.

Gallan, Andrew S., Cheryl Burke Jarvis, Stephen W. Brown, and Mary Jo Bitner. (2013). Customer positivity and participation in services: an Empirical test in a health care context. *J. of the Acad. Markt. Sci.* 41, 338-356.

Operant services quality is the general evaluation of buyers on the performance of an intangible administration got from service providers (Gallan et al., 2012)

Gallarza, M. & Saura, I. G. (2006). *Value Dimensions Perceived Value, Satisfaction and Loyalty: An Investigation of University Students' Travel Behaviour. Tourism Management*. 27, 437-452.

Gee, R., Coates, G., & Nicholson, M. (2008). Understanding and profitability managing customer loyalty *Mark. Intell. Plann.*, 26(4), 359-374.

Ghuneim, Mark. (2008). Terms of engagement: Measuring the active consumer. Wiredset, March 26 (available at <http://wiredset.com/2008/03/26/terms-of-engagement-measuring-the-active-consumer/>)

Giese, J. L. & Cote, J. A. (2002). *Defining Customer Satisfaction, Academy of Marketing Science Review*, volume 2000, No. 1.

Gobe, M. (2001). Emotional branding: the new paradigm for connecting brands to people. *Business/design*. New York.

Gounaris, S. Dimitriades, S. and Stathakopoulos, V. (2010). “*An Examination of the Effects of Service Quality and Satisfaction on Customers’ Behavioral Intentions in E-Shopping*”, *Journal of Service Marketing*. 24(2), 142-156.

Griffin, J. (2005). *Customer Loyalty: How to Earn It, How to keep it*. Jakarta: Penerbit Erlangga

Hair, et al. (2006). *Multivariate Data Analysis*. 6th Edition. New Jersey: Pearson Education.

Hallberg, G. (2004). *Is Your Loyalty Programme Really Building Loyalty? Why Increasing Emotional Attachment, Not Just Repeat Buying, is Key to Maximising Programme Success. Journal of Targeting, Measurement and Analysis for Marketing*. 12(3), 231-241.

Hanzaee, K. H. & Nasimi, M. A. (2012). *Path Analysis of Perceived Service Quality, Satisfaction and Loyalty in the Banking Industry of Iran. Research Journal of Applied Sciences, Engineering and Technology*. 4(10), 1351-1358.

Haven, Brian (2007). Marketing’s new key metric: Engagement. August 8, (Accessed April

Helgesen, O., & Nessel, E. (2007). Images, satisfaction and antecedents: Drivers of student loyalty? A case study of a norwegian university college. Corporate Reputation Review, 10, 38-59. doi: 10.1057/palgrave.crr.1550037.

Hening-Thurau, T., Markus, F. L., & Ursula, H. (2002). *Modeling and Managing*

Student Loyalty: A Case Study of a Norwegian University College.
 Corporate Reputation Review, 10, 38-59. Doi:
 10.105/palgrave.crr.1550037.

Higgin, E. T. (2006). *How Regulatory Fit Creates Value*. Social Psychology and Economics. New York: Guilford.

Higgin, E. T. (2006). *Multivariate Data Analysis*. 6th Edition. New Jersey: Pearson Education.

Holdford, D. & Patkar, A. (2013). Identification of service quality dimensions of pharmaceutical education. *American Journal of Pharmaceutical Education*, 67(4). Retrieved from
<http://www.ajpe.org/aj6704/aj6704108/aj6704108.pdf>

Bps.go.id. (2019). *Badan Pusat Statistik*. [online] Available at: <https://www.bps.go.id/linkTableDinamis/view/id/980> [Accessed 26 Sep. 2019].

Hume, M. & Sullivan, M. G. (2010). *The Consequence of Appraisal Emotion, Service Quality, Perceived Value and Customer Satisfaction on Repurchase Intent in the Performing Arts*. *Journal of Service Marketing*. 24(2), 170-182.

Indonesia-investment.com. (2016). *Industri Pariwisata Indonesia*. Retrieved on 19th April 2017 from <http://www.indonesia-investments.com/id/bisnis/industri-sektor/pariwisata/item6051?>

Irawan, Hadi. (2002). *Manajemen Pemasaran Jasa*. Jakarta: PT. Elex Media Komputindo.

Jain, R., Sinha, G., & De, S. K. (2010). *Service Quality in Higher Education: An Exploratory Study*. *Asian Joournal of Marketing*, 4: 144-154.

Jones, Brett. (2014). *What is Projection Mapping*. Retrieved on 11th August 2017 from <http://projection-mapping.org/whatis/>

- Kahn, W. A. (1990). *Psychology conditions of personal engagement and disengagement at work*. Academy of Management Journal, Vol 33, 692-724.
- Keiningham, Timothy, L., Aksoy, L., Cooil, B. & Andreassen, T. W. (2008). *Linking Customer Loyalty to Growth. MIT Sloan Management Review*. 49(4, Summer), 50-57.
- Kotler, P. & Armstrong, G. (2012). *Principle of Marketing*. 13th Edition. Boston: Pearson Prentice Hall.
- Kotler, Philip. (2003). *Marketing Management*. 11th edition. New York: Prentice Hall
- Kreag, Glenn. (2001). *The Impacts of Tourism*. Retrieved on 9th May 2017 from <http://www.seagrant.umn.edu/tourism/pdfs/ImpactsTourism.pdf>
- Kuo, Yen-Ku. & Ye, Kung-Don. (2009). *The Casual Relationship between Service Quality, Corporate Image and Adults' Learning Satisfaction and Loyalty: A Study of Professional Training Programmes in a Taiwanese Vocational Institute*. *Total Quality Management*, 7, 749-762. doi: 10.1080/14783360903037085.
- Lewis, B, R., & Mitchell, V, W. (1990). Defining and measuring the quality of customer service. *Marketing Intelligence & Planning*, 8(6), 11-17.
- Lewis, R, C., & Bernard H, B. (1983). The Marketing aspects of service quality in emerging perspectives on service marketing, L Berry, G. Shostak, and G. Upah, eds., Chicago: *American Marketing Association*, 99-107.
- Lovelock, C. and Wirtz, J. (2007). *Service Marketing: People, Technology, Strategy, sixth edition*. USA: Pearson Prentice Hall.

Mathew, T., Deborah, J., Innis, M. & Whan, P. (2005). *Engaging Links: Measure the Strength of the Emotional Attachment to the Brand. Research and Application in Marketing*, 20(1), 79-98.

Martin Fraering, Michael S. Minor, (2013), "Beyond loyalty: customer satisfaction, loyalty, and fortitude", Journal of Services Marketing, Vol. 27 Iss 4 pp. 334-344 <http://dx.doi.org/10.1108/08876041311330807>

Minor, S. M., Hausman, Angela. (2004). *An Elaborated Model of Satisfaction with Live Musical Entertainment*. Journal Advance in Customer Research, Volume 31.

Minor, S.M., Hausman, Angela. (2004). An Elaborated Model of Satisfaction With LiveMusical Entertainment". Journal Advance in Costumer Research, Volume 31.

Minor, S.M., Tillman W., F.J. Brewerton dan Angela H. (2004). Rock on! Anelementary model of customer satisfaction with musical performance".Journal of Service Marketing, Vol. 18 No 1, pp.7-18.

Minor, S.M., Tilman W., F.J. Brewerton dan Angela H. (2004). Rock on! An Elelmentary Model of Customer Satisfaction With Musical Performance. Journal of Service Marketing, Vol. 18 No 1, pp. 7- 18.

Mittal, V. & Kamakura, W. (2011). *Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics*, *Journal of Marketing Research*, 38(1), 131-142.

Nadiri, H., Jay, K., & Kashif, H. (2009). Students' perceptions of service quality in higher education, *Total Quality Management*, 20(5), 523-535.

Ndubisi, N. O. (2007). *Relationship Marketing and Customer Loyalty. Mark. Intel. Plan.*, 25(1), 98-106.

- Oldfield, B. M., Baron, S. (2000). *Student Perceptions of Service Quality in a UK University Business and Management Quality. Quality Assurance in Education.* 8(2), 85-95.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer.* New York, NY: McGraw-Hill.
- Palli, J. & Mamilla, R. (2012). Students' Opinions of Service Quality in the Field of Higher Education. *Creative Education*, 3, 430-438.
- Paswan, A. K., Spears, N. & Berry, L. L. (1985). *Servqual: A Multiple-item Scale for Measuring Consumer Perception of Service Quality.* *Journal of Retailing*, 64(1): 12-40.
- Radbourne, Johanson, J., Glow, K., and Hilary. (2014). The Value of 'being there': How the live experience measure quality for the audience. *Coughing and Clapping: Investigating Audience Experience.* SEMPRE Studies in The Psychology of Music. England: Ashgate.
- Rahaman, M. M., Abdullah, Md. & Rahman, A. (2011). *Measuring Service Quality Using SERVQUAL Model: A Study on PCBs (Private Commercial Banks) in Bangladesh.* *Business Management Dynamics*, 1(1), 1-11.
- Rahman, Z. (2006). *Customer Experience Management – A Case Study of an Indian Bank.* *Database Marketing & Customer Strategy Management.* 13(3), 203. <http://dx.doi.org/10.1057/palgrave.dbm.3240298>
- Raposo, M. & Alves, H. (2007). *A Model of University Choice: an exploratory approach. Linking Research, Policy and Practice.* 1-18.
- Reichheld, F. F. (2006). *The Ultimate Question: Driving Good Profits and True Growth.* Boston: Harvard Business School Press.
- Reiger, T. & Kamsins, C. (2006). Are you failing to engage? *The Gallup Management Journal*, (November), 1-5.

- Ronald & Amelia. (2014). *Measuring Service Quality on Higher Education Base on Service Dominant Logic. Interdisciplinary Journal of Contemporary Research in Business*, 6(5), 95-106.
- Ronald, S. P. (2015).
- Sa'ncchez, J., Callarisa, L., Rodriguez R. M. and Moliner, M. A. (2006). *Perceived Value of the Purchase of a Tourism Product. Tourism Management*. 27, 394-409.
- Sashi, C. M. (2012). *Customer engagement, buyer seller relationships, and social media*. Management Decision, Vol. 50 Iss:2, pp.253-272.
- Schaufeli, W. B., Martinez, I., Marques-Pinto, A., Salanova, M., & Bakker, A. B. (2002). *Burnout and engagement in university students: A cross national study*. Journal of Cross-Cultural Psychology, 33, 464-481.
- Sedley, Richard. (2010). “4th annual online customer engagement report 2010” (available at <http://issuu.com/richardsedley/docs/customer-engagement-report2010/>).
- Seiler, V, L. (2004). Examining Service Quality for homebuyers in the residential real state brokerage industry. PhD thesis, Sydney: University of Western Sydney.
- Sekaran, U. (2006). *Research Methods for Business*. Jakarta: Salemba Empat.
- Singh, J. & Sirdeshmukh, D. (2000). *Agency and Trust Mechanism in Consumer Satisfaction and Loyalty Judgements, Journal of Academy of Marketing Science*, 28, 150-167.
- Spillane, James J. (1987). *Ekonomi Pariwisata Sejarah dan Prospeknya*. Yogyakarta: Kanisius.
- Sugiyono. (2002). *Metode Penelitian Administrasi*. Bandung: CV Alfabeta.

- Sultan, Parves., Wong, Ho Yin. (2012). *Service Quality in a Higher Education Context: an integrated model*. *Asia Pacific Journal of Marketing and Logistics*, 24(5), 755-784.
- Sweeney, J. C. & Geoffrey, N. S. (2001). *Consumer-perceived Value: The Development of a Multiple Item Scale*. *Journal of Retailing*. 77(2), 203-220.
- Triana, D. D. (2000). *Model Penilaian Kinestetik dalam Menilai Tari I-pop (Modern Dance)*. Retrieved on 5th May 2017 from <http://simlitmas.isbi.ac.id/e-jurnal/index.php/panggung/article/view/106>
- Uncles, M. D., Dowling, G. R. & Hammond K. (2003). *Customer Loyalty and Customer Loyalty Programs*. *Journal of Consumer Marketing*. Retrieved on 6th May 2017 from https://www.researchgate.net/publication/235361557_Customer_Loyalty_and_Customer_Loyalty_Programs
- Van Doorn, J., Katherine, E. L., Vikas, M., Nab, S., Pick, D., Pirner, P. et al. (2010). *Customer Engagement Behavior: Theoretical Foundations and Research Directions*. *Journal of Service Reseach*. 13(3), 253-266.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing, *Journal of Marketing*, 68(1), 1-17.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketin, *Journal of Marketing*, 68(1), 1-17.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: exploring customer relationship beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 127-145.
- Wang, Chung-Yu., and Li-Wei Wu. (2012). *Customer Loyalty and the Role of Relationship Length*, *Managing Service Quality*, 22(1), 58-74.

Wijaya, T. (2009). *Analisis Data Penelitian Menggunakan SPSS*. Yogyakarta: Universitas Atmajaya.

Winder, R. E. & Judd, D. K. (1996). Organizational Orienteering: Linking Deming, Covey, and Senge in an Integrated Five Dimension Quality Model. American Society for Quality.

Wisniewski, M., & Donnelly, M. (1996). Measuring service quality in the public sector: the potential for SERVQUAL. *Total Quality Management*, 7 (4), 357-365.

Wisskirchen, C. V. (2006). *The Customer-led Bank: Converting Customers from Defectors into Fans. Strategy and Leadership*, 34(2), 10-20.

Zahari, W., Yusoff, W., & Ismail, M. (2008). FM-SERVQUAL: a new approach of service quality measurement framework in local authorities. *Journal of Corporate Real Estate*, 10(2), 130-144.

Zohra, Ghali. (2011). The role of the emotion felt towards a brand in the development of the behavior of loyalty: An application in the sector of mobile phones in Tunisia. *African Journal of Marketing Management*, 3(8), 168-177.