

DAFTAR PUSTAKA

- Alsaid, Khaloud Naser., Nour El Hounda Ben Amor. 2020. *Experiential Marketing Impact on Experiential Value and Customer Satisfaction*. King Saud University: Expert Journal of Marketing, Volume 8, Issue 2, p.118-128.
- Andreani F. (2007). *Experiential Marketing (Sebuah Pendekatan Marketing)*. Jurnal Manajemen Pemasaran Vol 2 Nomor 1 April. p.1-8
- Astari, Wayan Febri., Komang Agus Satria. 2016. *Peran Experiential Value dalam Memediasi Experiential Marketing Terhadap Repurchase intention*. Bali: Jurnal Manajemen Strategi Bisnis dan Kewirausahaan Vol.10 Nomor 1 Februari 2016. p.16-30
- Batat, W. 2019. *Experiential marketing: Consumer behavior, customer experience and the 7Es*. In *Experiential Marketing: Consumer Behavior, Customer Experience and The 7Es*.p.1-273
- Cambier, F., & Poncin, I. (2020). *Inferring Brand Integrity From Marketing Communications: The Effects of Brand Transparency Signals in a Consumer Empowerment Context*. Journal of Business Research, 109. p.260–270. <https://doi.org/10.1016/j.jbusres.2019.11.060>
- Dash, Ganesh., Kip Kiefer., Justin Paul. 2020. *Marketing to Millennials Marketing 4.0 Customer Satisfaction and Repurchase intention*. Journal of Business Research. pp.608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Dharmayana, I Made Arya., Gede Bayu Rahanatha. 2017. *Pengaruh Brand Equity, Brand Integrity, Brand Preference dan Kepuasan Konsumen Terhadap Niat Membeli Kembali*. Bali: E-Jurnal Manajemen Unud Vol 6 Nomor 4.
- Dhillon, Rati.,Bhawna Agarwal.,Namita Rajput. 2021. *Determining The Impact of Experiential Marketing on Consumer Satisfaction*. India: Business Perfectives Innovative Marketing Vol. 17 Issue 4. p.62-74. doi:10.21511/im.17(4).2021.06

- Fariska, Mohamad Hanif.,Teguh Widodo. 2021. *The Effect of Marketing 4.0 On Repurchase intention Mediated With Customer Satisfaction Case On E-Commerce Sayurbox*. Bandung: e-Proceeding of Management Vol. 8. No.6. p. 7966-7078.
- Febrini, Irma Yanti. 2019. *Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen dan Minat Beli Ulang di Warung Kopi Klotok*. Yogyakarta: Jurnal Manajemen Bisnis, Vol 10 Nomor 1. p.35-54
- Ferdinand Augusty. 2005. *Structural Equation Modeling dalam Penelitian Manajemen Aplikasi Model-Model Rumit dalam Penelitian untuk Tesis Magister dan Disertasi Doktor*. Semarang: Badan Penerbit Undip.
- Ferrinadewi, Erna. 2018. *Merek dan Psikologi Konsumen, Implikasi Pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu
- Ghozali, Imam. 2016. *Desain penelitian kuantitatif & kualitatif untuk akuntansi, bisnis, dan ilmu sosial lainnya* (1st ed.). Yoga Pratama.
- Ghozali, Imam. 2017. *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Prentice Hall.
- Kanopaite, Vaida. 2015. *The Impact of Experiential Marketing Use on The Customer Perceived Value and Satisfaction in Lithuanian Restaurants*. ISM University of Management and Economics, 4(November), pp. 108.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital*. “John Wiley & Sons, Inc., Hoboken, New Jersey.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15 [edition]). Pearson.
- Kusuma, A.A. 2013. *Pengaruh Experiential Marketing Terhadap Repurchase Intention Melalui Experiential Value*. Jurnal Manajemen Pemasaran, 1(1). p.1-6.
- Nigam, Ashutosh. 2012. *Modeling Relationship Between Experiential Marketing, Experiential Value and Repurchase intentions in Organized Quick Service*

- Chain Restaurants Shoppers Using Struktural Equation Modeling Approach*. Journal of Commerce dan Trade. Vol. VII No. 2. p.114-123.
- Rahayu, Deasy., Srikandi Kumadji., Andriani Kusumawati. 2016. *Experiential Marketing dan Pengaruhnya Terhadap Kepuasan Pelanggan dan Minat Pembelian Ulang*. Makasar: Jurnal Manajemen Bisnis Vol 35 Nomor 2.
- Rahayu, Deny Damar. 2018. *The Influence of Experiential Marketing and Brand Trust on Customer Satisfaction and Customer Loyalty*. Pekanbaru: International Conference on Technology Education and Social Science. Pp. 233-243.
- Schmitt, B. (2011). Experience Marketing: Concepts, Frameworks and Consumer Insights. *Foundations and Trends in Marketing*, 5(2). pp.55-112. <https://doi.org/10.1561/17000000027>
- Setyono, Darwin. 2017. *Analisa Pengaruh Experiential Marketing Terhadap Minat Beli Ulang Konsumen Konig Coffee & Bar*. Surabaya: Universitas Kristen Petra.
- Sohrabi, C., Alsafi, Z., O'Neill, N., Khan, M., Kerwan, A., Al-Jabir, A., ... Agha, R. 2020. *World Health Organization declares global emergency: A review of the 2019 novel coronavirus (COVID-19)*. *International Journal of Surgery*.
- Yacob, Syahmardi., Ade Octavia.,Eni Oktaviani 2017. *Pengaruh Experiential Marketing Terhadap Customer Satisfaction dan Customer Brand Loyalty Pizza Hut*. Jambi: Prosiding Seminar Nasional AIMI.
- Tim Penyusun. 2020. *Pedoman Penulisan Tesis*. Kudus : Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Muria Kudus.