

## DAFTAR PUSTAKA

- Adam, M., & Sanaji, S. (2019). Peran kepuasan sebagai variabel intervening pada experiential marketing terhadap loyalitas. *KINERJA*.  
<https://journal.feb.unmul.ac.id/index.php/KINERJA/article/view/6104>
- Afandi, M. R., & Setyowati, T. (2019). *Dampak Kualitas Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Pada Dira Cafe & Pool Pontang Ambulu Jember*. 4(1), 79–91.
- Agarwal, R., & Dhingra, S. (2023). Heliyon Factors influencing cloud service quality and their relationship with customer satisfaction and loyalty. *Heliyon*, 9(4), e15177.  
<https://doi.org/10.1016/j.heliyon.2023.e15177>
- Akgunduz, et al 2023. (2023). *A roadmap focused on customer citizenship behavior for fast-food restaurants during COVID-19*.  
<https://doi.org/10.1108/IHR-01-2023-0006>
- Akgunduz, Y. (2021). *How leader – member exchange affects job embeddedness and job dedication through employee advocacy*.  
<https://doi.org/10.1108/JHTI-08-2021-0230>
- Arta, P. F. J. (2019). *PENGARUH EXPERIENTIAL MARKETING TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN (Studi Pada Pelanggan Cafe ....* eprints.umm.ac.id.  
<https://eprints.umm.ac.id/52908/1/PENDAHULUAN.pdf>
- Azzahra, S. N., Aryanto, S., & Djuanda, U. (2023). *Analisis Pengaruh Media Sosial Tiktok Terhadap Pertumbuhan Ekonomi*. 2, 1107–1114.
- Brown, J. R., Crosno, J. L., & Ying, P. (2018). Is the theory of trust and commitment in marketing relationships incomplete ? *Industrial Marketing Management*, October, 1–15.  
<https://doi.org/10.1016/j.indmarman.2018.10.005>
- Budiaji, 2019. (2017). *Pengaruh Sales Promotion Shopee Food Terhadap*

*Minat Beli: Survei Pada Followers @shopeefood\_id di DKI Jakarta.*  
*X, 42–59.*

Cahyaningtyas et al., 2023. (2023). *PENGARUH PERKEMBANGAN TEKNOLOGI PADA ERA REVOLUSI INDUSTRI.* October.

Dean, D., & Suhartanto, D. (2019). The formation of visitor behavioral intention to creative tourism : the role of push – Pull motivation. *Asia Pacific Journal of Tourism Research*, 0(0), 1–11.  
<https://doi.org/10.1080/10941665.2019.1572631>

Djaelani, M., & Ali, R. (2022). *Information Technology and Repositioning of Human Resource Management Functions.* 2(2), 50–55.

Ernest Grace, Rosita Manawari Girsang, Sudung Simatupang, Vivi Candra, & Novelyn Sidabutar. (2021). Product Quality and Customer Satisfaction and Their Effect on Consumer Loyalty. *International Journal of Social Science*, 1(2), 69–78.  
<https://doi.org/10.53625/ijss.v1i2.138>

Fandi, 2019. (2019). *PENGARUH KUALITAS LAYANAN TERHADAP MINAT NASABAH MENGGUNAKAN MOBILE BANKING PT BANK SYARIAH MANDIRI SURABAYA.* 2, 110–117.

Fared et al., (2021). (n.d.). *WITH MEDIATION OF CUSTOMER SATISFACTION : STUDY OF ONLINE.* 1(2), 93–106.  
<https://doi.org/10.56348/mark.v1i2.37>

Fernando, G., David, P., & Sergio, A. (2023). Heliyon Effect of service experience , engagement and satisfaction on the future intentions of customers of a sports services. *Heliyon*, 9(7), e17850.  
<https://doi.org/10.1016/j.heliyon.2023.e17850>

Gaffar, V., Rahayu, A., Wibowo, L. A., & Tjahjono, B. (2021). *The Adoption of Circular Economy Principles in the Hotel Industry.* 6(1), 92–97.

González-rodríguez, M. R., Díaz-fernández, M. C., & Gómez, C. P. (2020).

Telematics and Informatics Facial-expression recognition : An emergent approach to the measurement of tourist satisfaction through emotions. *Telematics and Informatics*, 51(October 2019), 101404. <https://doi.org/10.1016/j.tele.2020.101404>

Gunawan, I. (2022). *CUSTOMER LOYALTY : The Effect Customer Satisfaction , Experiential Marketing and Product Quality*. 1(1).

H, R. T., Tresnati, R., Akbar, M. M., Manajemen, P., & Ekonomi, F. (n.d.). *Pengaruh Brand Image dan Kualitas Pelayanan Terhadap Loyalitas Konsumen Laundry Sepatu Deekey Shoes Garage di Antapani Bandung*. 877–881.

Handoko et al., 2023. (2023). *Analisa Pengaruh HARGA DAN EXPERIENTAL MARKETING TERHADAPLOYALITAS KONSUMEN DAN KEPUASAN KONSUMEN PADA PT. PERSADABHINNEKA TIMUR DI KABUPATEN MOJOKERTO DIMASA PANDEMI COVID-19*. 1(1), 1–10.

Hanifah, H. (2023). *Pengaruh kepercayaan terhadap loyalitas pelanggan pada pengguna shopee di Kota Padang*. 6(1).

Harin, R. R., & Tresnati, R. (2020). Pengaruh Experiential Marketing dan Kepuasan Konsumen terhadap Loyalitas Konsumen pada Restoran Cepat Saji Mcdonaldâ€™s Bandung Indah Plaza. *Prosiding Manajemen*. <https://karyailmiah.unisba.ac.id/index.php/manajemen/article/view/20911>

Hasanah et al., 2024. (2024). *Bridging : Journal of Islamic Digital Economic and Management ISSN : 3025-9177 ANALISIS HUBUNGAN EXPERIENTAL MARKETING DAN CUSTOMER SATISFACTION*. 1(1), 320–335.

Hasman et al., 2024. (2024). *MARKETPLACE SHOPEE DI KECAMATAN MEDAN HELVETIA THE INFLUENCE OF SATISFACTION , TRUST AND EASE OF USE ON CUSTOMER LOYALTY IN THE SHOPEE*

*MARKETPLACE IN MEDAN HELVETIA DISTRICT. 99–111.*

Hendayana, Y., & Solichati, U. (n.d.). PENGARUH EXPERIENTIAL MARKETING DAN KEPERCAYAAN TERHADAP LOYALITAS KONSUMEN PENGGUNA MARKETPLACE SHOPEE DI KOTA .... In *Jurnal MANAJERIAL*. scholar.archive.org.

<https://scholar.archive.org/work/5x4l6w6stnehvjhgansdg23smm/access/wayback/https://ejournal.upi.edu/index.php/manajerial/article/download/29998/pdf>

Hendayana, Y., & Solichati, U. (2021). *PENGARUH EXPERIENTIAL MARKETING DAN KEPERCAYAAN MARKETPLACE SHOPEE DI KOTA BEKASI THE EFFECT OF EXPERIENTIAL MARKETING AND TRUST ON CONSUMER LOYALTY USERS MARKETPLACE SHOPEE IN BEKASI CITY. 20(2), 233–241.*

Issa, A., Al, A., Al, A., Rahman, A., Senathirajah, S., & Rahman, T. (2024). Journal of Open Innovation : Technology , Market , and Complexity The relationship between CRM , knowledge management , organization commitment , customer profitability and customer loyalty in telecommunication industry : The mediating role of customer satisfaction and the moderating role of brand image. *Journal of Open Innovation: Technology, Market, and Complexity, 10(1), 100227.* <https://doi.org/10.1016/j.joitmc.2024.100227>

Kaosiri, Y. N., José, L., Fiol, C., Ángel, M., Tena, M., María, R., Artola, R., & García, J. S. (2017). *User-Generated Content Sources in Social Media : A New Approach to Explore Tourist Satisfaction.* <https://doi.org/10.1177/0047287517746014>

Kasus, S., Konsumen, P., Cafe, S., Malang, K., Maulidya, A., Saroh, S., Zunaida, D., Studi, P., Bisnis, A., Administrasi, F. I., Islam, U., Mt, J., Malang, H., Universitas, L., Malang, I., Mt, J., & Malang, H. (2021). *PENGARUH EXPERIENTIAL MARKETING DAN MARKETING. 10(2), 205–213.*

Kurniawati, D., & Judisseno, R. K. (2020). *ISSN : 2775-7374*  
*PENGUNAAN SKALA LIKERT UNTUK MENGANALISA*  
*EFEKTIVITAS REGISTRASI STAKEHOLDER MEETING :*  
*EXHIBITION INDUSTRY 2020 ISSN : 2775-7374. 142–152.*

LESTARI, Y. (2019). *Pengaruh Experiential Marketing pada Kampanye*  
*9.9 Super Shopping Day terhadap Loyalitas Konsumen Pengguna*  
*Shopee (Studi pada Pengguna Shopee di ....*

*openlibrary.telkomuniversity.ac.id.*

<https://openlibrary.telkomuniversity.ac.id/pustaka/151139/pengaruh-experiential-marketing-pada-kampanye-9-9-super-shopping-day-terhadap-loyalitas-konsumen-pengguna-shopee-studi-pada-pengguna-shopee-di-indonesia-.html>

Lestari, Y., & Djuwita, A. (2019). *Pengaruh Experiential Marketing Pada*  
*Kampanye 9.9 Super Shopping Day Terhadap Loyalitas Pengguna*  
*Shopee (Studi Pada Pengguna Shopee Di Indonesia). EProceedings ....*

<https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/10547>

Liu, Y., Hultman, M., Eisingerich, A. B., & Wei, X. (2020). *Annals of*  
*Tourism Research How does brand loyalty interact with tourism*  
*destination ? Exploring the effect of brand loyalty on place*  
*attachment. Annals of Tourism Research, 81(August 2019), 102879.*

<https://doi.org/10.1016/j.annals.2020.102879>

Madiawati, P. N. (2023). *The Effects of Experiential Marketing and Store*  
*Atmosphere on Customer Loyalty of MSMEs in West Java. Binus*  
*Business Review, 14(3), 297–305.*

<https://doi.org/10.21512/bbr.v14i3.9760>

Manengkey, V. M., Tumbel, T. M., & ... (2019). *Pengaruh Experiential*  
*Marketing Terhadap Loyalitas Pelanggan Kebun Strawberry*  
*D'MOOAT. JURNAL ....*

<https://ejournal.unsrat.ac.id/index.php/jab/article/view/23558>

Manus et al., 2023. (n.d.). *PERUSAHAAN TERHADAP LOYALITAS PELANGGAN SHOPEE BITUNG THE EFFECT OF CUSTOMER SATISFACTION , TRUST AND COORPORATE REPUTATION ON SHOPEE BITUNG CUSTOMER LOYALTY* Oleh : Fakultas Ekonomi dan Bisnis Jurusan Manajemen Universitas Sam Ratulangi Manado *Jurnal EMBA*. 11(4), 748–756.

Marcella, I., Haris, P. A., Fawzia, P. Z., & Laurencius, R. R. (2022). *DETERMINASI KEPUASAN DAN LOYALITAS PELANGGAN : KUALITAS PELAYANAN DAN KEPERCAYAAN ( LITERATURE REVIEW MANAJEMEN PEMASARAN )*. 3(1), 286–300.

Maulidya, A., Saroh, S., & Zunaida, D. (2021). Pengaruh experiential marketing dan marketing mix terhadap minat beli ulang konsumen (Studi kasus pada konsumen semusim cafe Kota Malang). *JIAGABI (Jurnal Ilmu ....*  
<http://jim.unisma.ac.id/index.php/jiagabi/article/view/12919>

Muhtarom, A. (2022). *ANALISIS PERSEPSI HARGA , KUALITAS PELAYANAN , TERHADAP PENINGKATAN PENJUALAN DIMEDIASI LOYALITAS PELANGGAN PADA UMKM AYAM POTONG*. 5(1), 743–755.

Mukuan, D. D. S. (2021). *Kepercayaan Konsumen , Kualitas Layanan Terhadap Keputusan Pembelian pada Aplikasi E-Commerce Shopee di Kota Tondano*. 2(1), 79–84.

Nafiah, K. L., & Trihudiyatmanto, M. (2021). Membangun Loyalitas Pelanggan Melalui Kepuasan Yang Dipengaruhi Oleh Kualitas Produk, Brand Image Dan Experiential Marketing. *EKOBIS: Jurnal Ilmu Manajemen Dan ....*  
<https://uby.ac.id/ejournal/index.php/ekobis/article/view/487>

Ningsih, A. S., & Nurfarida, I. N. (2022). Efek kualitas layanan pada loyalitas pelanggan: peran mediasi kepuasan pelanggan. *MBR (Management and Business ....*

<https://ejournal.unikama.ac.id/index.php/mbr/article/view/6962>

Orazgaliyeva, E., Abuzhalitova, A., Sokhatskaya, N., Smykova, M., & Kazybayeva, A. (2024). Regional Science Policy & Practice Trust as a critical driver of customer loyalty in the pharmaceutical market : A study of Kazakhstan. *Regional Science Policy & Practice*, *xxxx*, 100021. <https://doi.org/10.1016/j.rspp.2024.100021>

Owan, V. J., Asuquo, J. E., & Asuquo, M. E. (2020). *Research Article A structural equation model of principals ' communication patterns , funds management and school-community relationship*. 3(1), 1–18.

Pitaloka, E. D., Sutejo, B., & Sumiyati, S. (2024). *Purchase Intention ( Study At Boston Café Semarang ) Pengaruh Store Atmosphere , Customer Value Terhadap Customer Satisfaction Dan Terhadap Purchase Intention ( Studi Pada Boston Café Semarang )*. 5(1), 884–900.

Pop, R., Săplăcan, Z., Dabija, D., & Alt, M. (2021). Current Issues in Tourism The impact of social media influencers on travel decisions : the role of trust in consumer decision journey. *Current Issues in Tourism*, 0(0), 1–21. <https://doi.org/10.1080/13683500.2021.1895729>

Prasetya, A. Y., Savitri, D. A. M., & ... (2023). Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. ... *Ilmiah Research and ....* <https://jurnal.alimspublishing.co.id/index.php/jis/article/view/403>

Prasetyo, D. W., & Wasis, W. (2019). Pengaruh Experiential Marketing terhadap loyalitas konsumen dan dimediasi oleh kepuasan konsumen. *MBR (Management and Business ....* <https://ejournal.unikama.ac.id/index.php/mbr/article/view/4616>

Pratiwi, D. (2022). *Efek Mediasi Kepuasan Konsumen Terhadap Kualitas Layanan , Citra Merek dan Kepercayaan Konsumen Terhadap Loyalitas Pelanggan*. 3(2), 489–501.

- Rahman, N. H. A., & Fitri, M. (2022). Pengaruh Experiential Marketing Dan Kepuasan Pelangga Terhadap Loyalitas Pelanggan Pada Bri Unit Wuring. *Jurnal Sinar Manajemen*.  
<https://jurnal.unismuhpalu.ac.id/index.php/JSM/article/view/2328>
- Rahman, S., Fadrul, F., Yusrizal, Y., & Marlyna, R. (2022). *Improving the Satisfaction and Loyalty of Online Shopping Customers Based on E-Commerce Innovation and E-Service Quality*. 24(1), 56–81.
- Rahmidani, 2022. (2022). *Pengaruh Kepercayaan dan Customer value Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening pada Produk Sampo Lifebuoy*. 5(3), 364–377.
- Raya, U. P., & Raya, U. P. (2020). *Pengaruh Kualitas Pelayanan Dan Harga Yang Dimediasi Oleh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Deddy Rakhmad Hidayat 1*. 1(1), 15–27.
- Samara, E., Ulum, I., & Juliati, R. (2023). *Destination Image as Mediation : Factors Affecting Customer Satisfaction in the Natuna Food Industry*. 02(02), 77–89. <https://doi.org/10.22219/bimantara.v2i02.27963>
- Sardiyanto, 2023. (2023). *Analisis citra merek, kepercayaan dan kualitas produk terhadap kepuasan konsumen dan dampaknya pada loyalitas pelanggan*. 4(2).
- Sari, P., Di, R., Cardoba, D., Rokhmawati, D., & Anugerah, R. (2020). *Pengaruh Produk , Harga dan Lokasi Terhadap Keputusan*. 1(2), 23–33.
- SEPTIAWAN, N. A. G. I. (2019). *PENGARUH EXPERIENTIAL MARKETING TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Survey .... eprints.upnyk.ac.id. http://eprints.upnyk.ac.id/19978/*
- Soepono et al., (2019). (2019). *PENGARUH SERVICE QUALITY , TRUST , DAN CONSUMER SATISFACTION TERHADAP CONSUMER LOYALTY PADA CV . SARANA MARINE FIBERGLASS EFFECT OF*



*SERVICE QUALITY, TRUST, AND CONSUMER SATISFACTION ON CONSUMER LOYALTY ON CV. MARINE FIBERGLASS FACILITIES. 7(1), 831–840.*

Sudaryanto et al., 2022. (2022). *Departemen Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro Jl. Prof. Soedharto SH Tembalang, Semarang 50239, Phone: +622476486851. 11, 1–12.*

Susanti, A. (2021). PENGARUH EXPERIENTIAL MARKETING DAN BRAND TRUST TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL .... *Jurnal Ekobis Dewantara.*

<http://jurnalfe.ustjogja.ac.id/index.php/ekobis/article/view/1771>

Susanto, E. F., Rouly, D., & Pandjaitan, H. (2024). *The Effect of Trust on Customer Loyalty through Customer Satisfaction. 203–210.*

<https://doi.org/10.37641/jimkes.v12i1.2404>

Trihudiyatmanto et al., 2021. (2021). *Membangun Loyalitas Konsumen Melalui Kepuasan Yang Dipengaruhi oleh Kualitas Produk, Brand Image, dan Experiential Marketing. June.*

<https://doi.org/10.36596/ekobis.v9i1.487>

Trilaksono, A. I., & Prabowo, B. (2023). Analisis Pengaruh Experiential Marketing terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Intervening. *Reslaj: Religion Education Social ....*

<https://journal.laaroiba.ac.id/index.php/reslaj/article/view/1262>

Trilaksono et al, 2023. (2023). *Analisis Pengaruh Experiential Marketing terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Intervening: Studi Kasus pada Gojek di Surabaya. 5, 101–*

*112. https://doi.org/10.47476/reslaj.v5i1.1262*

Tristiyono, B., Hidayatullah, S., Abdurrahim, S. I., & Savhira, S. A. (2019). Analisis Konsistensi Atribut Karakter Desain untuk Menentukan Ciri Khas Sebuah Merek Produk: Studi Kasus pada Sepatu Converse. *Jurnal Desain Idea: Jurnal Desain Produk Industri Institut Teknologi*

*Sepuluh Nopember Surabaya, 18(1), 1.*

[https://doi.org/10.12962/iptek\\_desain.v1i18.5081](https://doi.org/10.12962/iptek_desain.v1i18.5081)

Widajanti et al., (2019). (2019). *Analisis Pengaruh Kepercayaan Merk Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Konsumen Retno Skin Care di Surakarta.* 13(1), 16–26.

Wijaya, S. (2023). *Pengaruh Pengalaman dan Kepercayaan Konsumen pada Loyalitas Konsumen.* e-journal.uajy.ac.id. <http://e-journal.uajy.ac.id/29030/>

Wilson, N., Keni, K., Henriette, P., & Tan, P. (2021). *The Role of Perceived Usefulness and Perceived Ease-of-Use Toward Satisfaction and Trust which Influence Computer Consumers ' Loyalty in China.* 23(3), 262–294.

Yeohana et al., (2020). (2020). *KEPUASAN PELANGGAN TERHADAP LOYALITAS.* 4(3), 840–849.

