

## DAFTAR PUSTAKA

- Aaker, David. 1991. *Manajemen Equitas Merek, Memanfaatkan Nilai Dari Suatu Merek*. Jakarta : Mitra Utama.
- Andreani, F. 2007. *Experiential Marketing (Sebuah Pendekatan Pemasaran)*. *Jurnal Manajemen Pemasaran Volume 2*.
- Assael, Henry. 1998. *Consumer Behavior And Marketing Action 6<sup>th</sup> Edition*. New York : South Western College Publishing.
- Chauduri, A And Holbrook, M.B. 2001. *The Chain Of Effects From Brand Trust And Brand Affect To Brand Performance : The Role Of Brand Loyalty*. *Journal Of Marketing*, Vol. 6, Pp. 81 – 93.
- Cunningham, s.m. 1966. “brand loyalty – what, where, how much?”. *Harvard business review*, 34. 116 – 128.
- Dachlan, U. 2014. *Panduan Lengkap Structural Equation Modeling*. Jakarta : Lentera Ilmu.
- Dharmmesta, B.S. 1999. *Loyalitas Pelanggan: Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti*. *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 14, No. 3, h. 73-88.
- Dharmmesta, B. 2008. *Peran Pemasaran Dalam Perusahaan Dan Masyarakat*. *Manajemen Pemasaran*. 1 – 38.
- Dick, A.S dan Basu K. 1994. “Customer Loyalty : Toward An Integrated Conceptual Framework”. *Journal Of The Academy Marketing Science*. Vol. 22, P 99 – 113.
- Dijulius, J. 2003. *Secret Service (Hidden System That Deliver Unforgatable Customer Service)*. New York (NY): Americant Management Association (AMACOM).
- Fandy, Tjiptono. 2000. *Manajemen Jasa*. Edisi Kedua. Andy Offset. Yogyakarta.
- Gaffar, Vanessa. 2007. *Costumer Relationship Management And Marketing Public Relation*. Bandung : Alfabeta.
- Gobe, Marc. 2005. *Emotional Branding : Paradigm Baru Untuk Menghubungkan Merek Dengan Pelanggan*. Erlangga. Jakarta.
- Griffin. 1995. *Customer Loyalty : How to Earn It, How to Keep It*. New York. Mac Grow Hill
- Griffin, J. 2005. *Customer Loyalty : Menumbuhkan Dan Mempertahankan Kesetiaan Pelanggan*. Dwi Kartini Yahya, Penerjemah; Yati Sumiharti; Ratri Medya; Wisnu C. Kristiaji, Editor. Erlangga. Jakarta (ID).

- Hallowel, R. 1996. The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability: an empirical study. *International Journal of Service Industry Management*, Vol. 7, No. 4, pp. 27-42.
- Hasan, Ali. (2014). *Marketing dan Kasus Kasus Pilihan*. Cetakan ke-2. Yogyakarta: Penerbit CAPS (Center for Academic Publishing Service).
- Kartajaya H. 2007. *Boosting Loyalty Marketing Performance : Menggunakan Teknik Penjualan, Customer Relationship Management Dan Servis Untuk Mendongkrak Laba*. Bandung (ID): Mizan Pustaka.
- Kotler, Philip. 2000. *Manajemen Pemasaran*. Edisi Millennium. Jakarta : Prenhallindo.
- Kotler, Philip. 2003. *Manajemen Pemasaran*. Edisi Kesebelas. Jakarta : Indeks Kelompok Gramedia.
- Kotler & Keller. 2006. *Manajemen Pemasaran*. Edisi 12 Jilid 1. Terjemahan (Molan Benyamin). Indonesia : PT. Indeks.
- Kotler, Philip. 2011. *Manajemen Pemasaran di Indonesia (edisi 1)*. Jakarta: Salemba Empat.
- Lau, G.T., & S.H. Lee. 1999. Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, No. 4, pp. 341-370.
- Nigam, A. 2012. Modeling Relationship Between Experiential Marketing, Experiential Value And Purchase Intension In Organized Quick Service Chain Restaurants Using Structural Equation Modeling Approach. *International Journal Of Computer Science & Management Studies*. Vol. 12, Pp 2231 – 52.
- Reichheld, f.f. and p. Schefter. 2000. E – loyalty : your secret weapon on the web. *Harvard bussines review* (78:4). Pp 105 – 113.
- Richard, et al. 1998. The effect of positive self – instructional : a controlled trial. *Journal cognitive therapy and research*. Vol 22, 225 – 236.
- Same S, Larimo J. 2012. *Marketing Theory : Experience Marketing And Experiential Marketing*. The 7<sup>th</sup> International Scientific Conference “Bussines And Management 2012”. December 2020 : 480 – 87.
- Schmitt, Bernd H. 1999. *Experiential Marketing, How To Get Customers To Sense, Feel, Think, Act And Relate To Your Company And Brands*. New York. Free Press.
- Sugiyono. 2009. *Metode Penelitian Kualitatif Dan Kuantitatif Dan R & D*. Bandung : Alfabeta.
- Sutisna. 2003. *Perilaku Konsumen Dan Komunikasi Pemasaran*. Cetakan Ketiga. Bandung : Pt. Remaja Rosdakarya.

- Sutisna. 2005. Manajemen Pemasaran. Edisi Kesebelas. Jakarta : Indeks.
- Tjiptono, Fandy. 2014. *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Andi Offset. Yogyakarta.
- Travis, Daryl. 2000. Emotional Branding : How Succesfull Gain The Irrational Edge.