

DAFTAR PUSTAKA

- Adler, E.S., & Clark, R., 2008, *The Methodology of Sampling and Purposive Sampling*, Arghya Ray
- Anderson, W.E., 2003, *The Formation of Market-Level Expectations and its Covariates*, Journal of Consumer Research, Vol 30, June 2003, 115-124
- Astawa, I Ketut., 2008, *Pengaruh Layanan dan Kepuasan Pada Niat Beli Ulang Pelanggan di Hotel Inna Kuta Beach*, Tesis, Program Pascasarjana, Universitas Udayana
- Azwar, Saifuddin, 2004, *Metodologi Penelitian*, Pustaka Pelajar, Yogyakarta
- Bougie, Robert., 2010, *Research Methods for Business*, John Wiley and Sons, Inc, Southern Illionis University at Carbondale
- Bowen, J.T., & Chen, S.L., 2001, *The Relationship Between Customer Loyalty and Customer Satisfaction*, International Journal of Contemporary Hospitality Management, pp.213-217
- Darmadi, 2001, *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*, Jakarta, Gramedia Pustaka Utama
- Depdikbud, 1995, *Kamus Besar Bahasa Indonesia*, Balai Pustaka, Jakarta
- Dick, A.S., & Basu, K., 1994, *Customer Loyalty: Toward an Integrated Conceptual Framework*, Journal of the Academy of Marketing Science, 22 (2), 99-113
- Dharmmesta, Basu Swastha., 1999, *Loyalitas Pelanggan: Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti*. Jurnal Ekonomi dan Bisnis Indonesia, Vol 14, No. 3: 73-88
- Ferdinand, AT., 2002, *Structural Equation Modelling dalam Penelitian Manajemen*, Seri Pustaka Kunci 03/2000, Badan Penerbit Universitas Diponegoro, Semarang
- Fornell, C., 1992, *A National Customer Satisfaction Barometer: The Swedish Experience*, Journal of Marketing, 56(1), 6-21
- Ghozali, Imam., 2005, *Model Persamaan Struktural; Konsep dan Aplikasi Dengan Program AMOS Ver.5.0*, Edisi II, Semarang, Badan Penerbit Universitas Diponegoro

Griffin, J., 2003, *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*, Alih bahasa: Dr Dwi Kartini Yahya, Erlangga, Jakarta

Hanefors, M., & Mossberg, L., 2003, *Searching for the Extraordinary Meal Experience*, *Journal of Business and Management*, 9(3), 250-266

Hannam, K., 2004, *Tourism and Development II: Marketing, Destinations, Experience and Crises*, *Progress in Development Studies Journal*, Vol. 4, pp.3-6

Hoq, Mohammad Ziaul., Amin, Muslim., 2009, *The Role of Customer Satisfaction to Enhance Customer Loyalty*, *Eurasian Journal of Business and Economics*, Vol 2 (4)

Hsiu-Jung, Chou., 2009, *The Effect of Experiential and Relationship Marketing on Customer Value: A Case Study of International American Casual Dining Chains in Taiwan*, *Social Behaviour and Personality*, 37(7), 993-1008

Januar, T,Oeyono., Diah, Dharmayanti., 2014, *Analisa Pengaruh Experiential Marketing Terhadap Loyalitas Konsumen Melalui Kepuasan Sebagai Intervening Variabel di Tator Café Surabaya Town Square*, Universitas Kristen Petra, Surabaya

Khaled, Alkiani., Kwek, Choon Ling., Anas, Ahmad, Abzakh., 2012, *The Impact of Experiential Marketing and Customer Satisfaction on Customer Commitment in the World of Social Networks*, *Asian Social Science*, Vol. 9, No. 1; 2013

Kotler, Philip., 1994, *Marketing Management: Analysis, Planning, Implementation and Control (8th ed)*, International Edition, Englewood Cliffs, Prentice Hall, New Jersey.

Kotler, P., Kottler, K.L., 2006, *Marketing Management*, 12 Edition, Pearson International

Kotler, P., Kottler, K.L., 2006, *Marketing Insight: Experiential Marketing*, Marketing Management

Kotler P., Hayes, Thomas, Paul, 2002, *Marketing Professional Service*, Prentice Hall International Press

Kuswandi, 2004, *Kepuasan Konsumen dalam Bisnis Retail*, Yogyakarta

Lee, M.S., Hsiao, H.D., & Yang, M.F., 2009, *The Study of the Relationships Among Experiential Marketing, Service Quality, Customer Satisfaction and Customer Loyalty*, *The International Journal of Organizational Innovation*

Lupiyoadi, Hamdani, 2006, *Manajemen Pemasaran Jasa*, Jakarta: Salemba Empat

Maghnati, Farshad., Kwek, Choon, Ling., & Amir, Nasermodeli., 2012, *Exploring the Relationship between Experiential Marketing and Experiential Value in The Smartphone Industry*, UCSI University, Kuala Lumpur, Malaysia

Malhotra, N.K., 2007, *Marketing Research An Applied Orientation*, 5th edition, New Jersey : Pearson Education

McIlroy, A., S, Barnett., 2000, *Building Customer Relationships: Do Discount Cards Work?* *Managing Service Quality*, 10 (6), 347-355

Mei, Ying, Wu., & Li, Hsia, Tseng., 2014, *Customer Satisfaction and Loyalty in an Online Shop : An Experiential Marketing Perspective*, *International Journal of Business and Management*, Vol. 10, No.1

Ming, Chou-You., 2010, *Study on the Impacts of Experiential Marketing and Customers Satisfaction Based on Relationship Quality*, *The International Journal of Organizational Innovation*

Ming-Shing, Lee., Huey, Hsiao., Ming-Fen, Yang., 2012, *The Study of The Relationships Among Experiential Marketing, Service Quality, Customer Satisfaction and Customer Loyalty*, *International Journal of Organizational Innovation*, Vol 11, No. 4

Mowen, J.C., Minor, M., 1998, *Consumer Behavior*, New York, Prentice Hall Inc

Nasution, M. Nur., 2004, *Manajemen Jasa Terpadu*, Bogor, Ghalia Indonesia.

Noegroho, Adam., Suharyono, 2013, *Pengaruh Experiential Marketing dan Brand Trust Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan*, Universitas Brawijaya, Malang

Novy, Utarie., Harjanto, Prabowo., 2013, *Pengaruh Experiential Marketing dan Relationship Marketing Terhadap Experiential Value dan Dampaknya Terhadap Customer Behavioral Intention (Studi Kasus: Nanny's Pavillon Terrace – Central Park Mall)*, Binus University, Jakarta, 11480

Oliver, RL., 1994, *A Cognitive Model for the Antecedents and Consequences of Satisfaction Decisions*, *Journal of Marketing Research* 17, 460-469

Osin, Tauli., Marhadi, 2012, *Pengaruh Emotion Marketing dan Experiential Marketing Terhadap Customer Loyalty Pondok Khas Melayu di Pekan Baru*, *jurnal Ekonomi*, Volume 20, Nomor 4 Desember 2012

Parasuraman, A., Zeithaml, V.A., and Berry, L.L., 1988, *SERVQUAL: A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality*, *Journal of Marketing*, 64(1), 12-40

Pearson, N., 1996, *Building Brands Directly: Creating Business Value from Customer Relationships*, Macmillan Business, Vol.20, No.6

Petrick, J., Morais, D., & Norman, W., 2001, *An Examination of Determinants of Entertainment Vacationer's Intention to Revisit*, Journal of Travel Research, 40(1), 41-48

Pine II, B.J., & Gilmore, J.H., 1999, *The Experience Economy: Work is Theatre and Every Business a Stage*, Harvard Business School Press, Boston, MA

Pi, Wan-Ping., Huang, Hsieh-Hong, 2011, *Effect of Promotion on Relationship Quality and Customer Loyalty in the Airline Industry: The Relationship Marketing Approach*, African Journal of Business Management, Vol.5 (11), Pp. 4403-4414

Pullman, M.E., & Gross, M.A., 2004, *Ability of Experience Design Elements to Elicit Emotions and Loyalty Behaviors*, Decision Sciences, 35: 551-578

Putri, Yuwandha., Tri, Astuti., 2010, *Analisis Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Hotel "X" Semarang*, Fakultas Ekonomi Universitas Diponegoro, Semarang

Rotti, GK., 2012, *Analisis Pengaruh Experiential Marketing Terhadap Customer Satisfaction dan Dampaknya Terhadap Loyalitas Pelanggan Studi Kasus : Blitz Megaplex Grand Indonesia*, Universitas Indonesia, Jakarta

Sanjaya, Pinky, 2012, *Analisa Pengaruh Kepuasan Experiential Marketing Terhadap Loyalitas Konsumen Pada Celebrity Fitness Surabaya*, Universitas Kristen Petra, Surabaya

Santoso, Singgih., 2002, *SPSS Statistik Multivariat*, Jakarta, PT. Elex Media Komputindo

Saraswati, Riza., Arifin, Zainul., Yulianto, Edy., 2013, *Pengaruh Experiential Marketing Terhadap Loyalitas (Studi pada Pelanggan Taman Indie Resto Malang)*, Universitas Barawijaya, Malang

Schmitt, 2003, *Customer Experience Management: A Revolutionary Approach to Connecting With Your Customers*, New York: Free Press

Schmit, B., & Simonson, A., 1997, *Marketing Aesthetics: The Strategic Management of Brands, Identity, and Image*, New York: The Free Press

Schmitt, B. 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, 2007, *Metodelogi Penelitian Pendidikan*, Penerbit Alfabeta, Bandung

Supranto, 2001, *Statistik Teori dan Aplikasi*, Jilid Kedua, Edisi Keenam, Penerbit Erlangga, Jakarta

Uma, Sekaran., 2006, *Metode Penelitian untuk Bisnis*, Jilid 2, Edisi 4, Salemba Empat, Jakarta

Wijanto, Setyo Hari., 2008, *Structural Equation Modeling dengan LISREL 8.8 Konsep dan Tutorial*, Yogyakarta: Graha Ilmu

Wijono, Djoko., 2000, *Manajemen Mutu Pelayanan Kesehatan: Teori, Strategi dan Aplikasi*, Vol. 1, Airlangga University Press, Surabaya

Wiratmadja, RG., 2011, *Pengaruh Experiential Marketing Terhadap Minat Beli Ulang Pelanggan Studi Kasus: Inul Vizta Ktv Pejaten Village*, Universitas Indonesia, Jakarta

Yuan, Y.E., & Wu, C.K., 2008, *Relationship Among Experiential Marketing, Experiential Value and Customer Satisfaction*, Journal of Hospitality & Tourism Research, Vol 32(3), pp. 387-410

Zeithaml, V., Parasuraman, A., Berry, L., 1990, *Delivery Quality Service Balancing Customer Perception and Expectation*, USA : Free Press Collier Macmillan Publisher

<http://swa.co.id/business-strategy/fitness-first-indonesia-targetkan-20-cabang-baru>

<https://www.fitnessfirst.co.id/>

http://www.topbrand-award.com/top-brand-survey/surveyresult/top_brand_index_2013_fase_2

<http://www.marketing.co.id/top-brand-award-2014>