

**MODEL LOYALITAS DALAM PEMANFAATAN TEKNOLOGI
MELALUI PENCIPTAAN *MEMORABLE EXPERIENTIAL*
*REALITY TECH***

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Doktor Manajemen
Konsentrasi Manajemen Pemasaran



Oleh:
Christianingrum
NIM. 2211152

**PROGRAM STUDI DOKTOR MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

**MODEL LOYALITAS DALAM PEMANFAATAN TEKNOLOGI
MELALUI PENCIPTAAN *MEMORABLE EXPERIENTIAL
REALITY TECH***

DISERTASI

Oleh:
Christianingrum

Dr. UPI Bandung, 2024
M.M UPI Bandung, 2013
S.Pd UPI Bandung 2010

Disertasi yang diajukan untuk memenuhi salah satu syarat
memperoleh gelar Doktor (Dr.) pada Fakultas Pendidikan Ekonomi
dan Bisnis

© Christianingrum 2024
Universitas Pendidikan Indonesia
Desember 2024

Hak Cipta dilindungi undang-undang. Disertasi ini tidak boleh
diperbanyak seluruhnya atau sebagian, Dengan dicetak ulang, difoto
kopi, atau cara lainnya tanpa ijin dari penulis

LEMBAR PENGESAHAN

**MODEL LOYALITAS DALAM PEMANFAATAN TEKNOLOGI MELALUI
PENCiptaan MEMORABLE EXPERIENTIAL REALITY TECH**

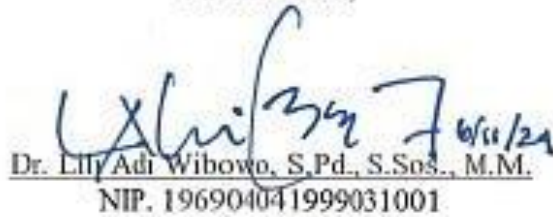
Disertasi ini disetujui dan disahkan oleh:

Ketua Promotor,



Prof. Dr. Hj. Ratih Hurriyati, M.P.
NIP. 1968022519933012001

Ko Promotor,



Dr. Lily Adi Wibowo, S.Pd., S.Sos., M.M.
NIP. 196904041999031001

Anggota,



Dr. Heny Hendrayati, S.JP., M.M.
NIP. 197610112005012002

Mengetahui,
Ketua Program Studi Doktor Manajemen



Dr. Maya Sari, S.E., M.M.
NIP. 197107052002122007

ABSTRAK

Christianingrum (2211152). “**Model Loyalitas Dalam Pemanfaatan Teknologi Melalui Penciptaan *Memorable Experiential Reality Tech***” Dibawah bimbingan Prof. Dr. Ratih Hurriyati, M.P., Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Heny Hendrayati, S.IP.,M.M.

Penelitian ini mendalami penerapan teknologi digital di industri ritel, khususnya dalam membangun loyalitas pelanggan melalui pendekatan berbasis pengalaman. Penelitian ini bertujuan untuk memverifikasi variabel yang berpengaruh terhadap loyalitas dalam pemanfaatan teknologi melalui penciptaan *memorable experiential reality tech*. Pendekatan penelitian menggunakan metode kuantitatif, dengan populasi penelitian mencakup pengguna aplikasi IKEA di Indonesia. Sampel diambil menggunakan rumus *power analysis* dan menghasilkan 400 responden yang pernah menggunakan aplikasi IKEA Indonesia. Pengumpulan data dilakukan melalui penyebaran kuesioner, pengujian hipotesis dilakukan menggunakan SEM AMOS. Hasil penelitian menunjukkan bahwa *sensory engagement*, *experiential providers technology*, dan *memorable experiential reality tech* secara simultan dan parsial memengaruhi loyalitas dalam pemanfaatan teknologi. *Memorable experiential reality tech* terbukti menjadi mediator yang signifikan antara *sensory engagement* dan loyalitas. Tingkat loyalitas pengguna aplikasi IKEA di Indonesia tergolong tinggi, terutama dalam dimensi persepsi nilai dan rekomendasi, sementara dimensi komitmen relatif lebih rendah namun tetap dalam kategori tinggi. Hal ini menunjukkan pentingnya persepsi nilai dan rekomendasi sebagai penentu loyalitas, yang di dorong oleh pengalaman multisensorial, relevansi, dan makna dari interaksi teknologi. Implikasi dari penelitian ini menunjukkan bahwa perusahaan perlu fokus pada peningkatan pengalaman berkesan berbasis teknologi untuk meningkatkan loyalitas. Saran untuk penelitian mendatang meliputi penerapan model ini pada sektor lain, seperti perbankan atau pendidikan, guna memperluas pemahaman terkait loyalitas teknologi di berbagai industri. Penelitian selanjutnya juga dapat mengeksplorasi variabel tambahan, seperti *customer engagement* atau *brand trust*, sebagai moderator atau mediator yang berpotensi memengaruhi hubungan antar variabel utama.

Kata Kunci: *sensory engagement*, *experiential providers technology*, *memorable experiential reality tech*, loyalitas, ritel

ABSTRACT

Christianingrum (2211152). "A Model of Loyalty in the Use of Technology Through the Creation of Memorable Experiential Reality Tech," supervised by Prof. Dr. Ratih Hurriyati, M.P., Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M., and Dr. Heny Hendrayati, S.IP., M.M.

This research explores the application of digital technology in the retail industry, particularly in building customer loyalty through an experiential approach. This research aims to verify the variables that influence loyalty in the use of technology through the creation of memorable experiential reality tech. The research approach uses quantitative methods, with the research population covering IKEA application users in Indonesia. The sample was taken using the power analysis formula and resulted in 400 respondents who had used the IKEA Indonesia application. Data collection was carried out through distributing questionnaires, hypothesis testing was carried out using SEM AMOS. The results showed that sensory engagement, experiential providers technology, and memorable experiential reality tech simultaneously and partially influenced loyalty in technology utilization. Memorable experiential reality tech proved to be a significant mediator between sensory engagement and loyalty. The loyalty level of IKEA app users in Indonesia is high, especially in the perceived value and recommendation dimensions, while the commitment dimension is relatively lower but still in the high category. This shows the importance of perceived value and recommendation as determinants of loyalty, which is driven by the multisensorial experience, relevance, and meaning of technological interaction. The implications of this study suggest that companies need to focus on enhancing technology-based memorable experiences to increase loyalty. Suggestions for future research include applying this model to other sectors, such as banking or education, to broaden the understanding of technology loyalty across industries. Future research could also explore additional variables, such as customer engagement or brand trust, as moderators or mediators that could potentially influence the relationship between the main variables.

Keywords: sensory engagement, experience provider technology, memorable experience reality technology, loyalty, retail

DAFTAR ISI

HALAMAN SAMPUL	iii
LEMBAR PENGESAHAN	iii
LEMBAR PERNYATAAN	iv
KATA PENGANTAR	v
UCAPAN TERIMA KASIH	vii
ABSTRAK	viii
ABSTRACT	ix
DAFTAR ISI	x
DAFTAR TABEL	xiv
DAFTAR GAMBAR	xv
BAB I PENDAHULUAN	1
1.1. Latar Belakang Penelitian	1
1.2. Rumusan Masalah	12
1.3. Tujuan Penelitian.....	13
1.4. Kegunaan Penelitian.....	14
1.5. Sistematika Penulisan Disertasi	15
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	17
2.1. Kajian Pustaka.....	17
2.1.1. Pendekatan Teori.....	17
2.1.2. Loyalitas dalam Pemanfaatan Teknologi	20
2.1.3. <i>Memorable Experiential Reality Tech</i>	34
2.1.4. <i>Experiential Providers Technology</i>	42
2.1.5. <i>Sensory Engagement</i>	52
2.2. Kerangka Pemikiran	68
2.3. Hipotesis.....	86
BAB III METODE PENELITIAN	88
3.1. Subjek dan Objek Penelitian	88

3.2.	Metode Penelitian.....	88
3.2.1.	Metode dan Jenis Penelitian yang Digunakan.....	88
3.2.2	Operasionalisasi Variabel Penelitian.....	89
3.2.3	Sumber dan Jenis Data	98
3.2.4	Populasi, Sampel dan Teknik Penarikan Data	99
3.2.4.1	Populasi	99
3.2.4.2	Sampel.....	99
3.2.4.3	Teknik Penarikan Sampel.....	100
3.2.5	Teknik Pengumpulan Data	101
3.2.6	Hasil Pengujian Validitas dan Reliabilitas	101
3.2.6.1	Hasil Pengujian Validitas	102
3.2.6.2	Hasil Pengujian Reliabilitas	104
3.2.7	Teknik Analisis Data.....	105
3.2.7.1	Rancangan Analisis Data Deskriptif	106
3.2.7.2	Rancangan Analisis Data Verifikatif.....	107
3.2.7.2.1	Model dalam SEM	108
3.2.8	Rancangan Pengujian Hipotesis	109
BAB IV TEMUAN DAN PEMBAHASAN		115
4.1	Temuan Penelitian.....	115
4.1.1	Profil Industri/Perusahaan dan Karakteristik/ Identitas Responden.....	115
4.1.1.1	Profil Industri IKEA.....	115
4.1.1.2	Karakteristik Responden	116
4.1.2	Analisis Deskriptif.....	136
4.1.2.1	Hasil Analisis Deskriptif <i>Sensory Engagement</i>	136
4.1.2.2	Hasil Analisis Deskriptif <i>Experiential Providers Technology</i>	138
4.1.2.3	Hasil Analisis Deskriptif <i>Memorable Experiential Reality Tech</i>	139
4.1.2.4	Hasil Analisis Deskriptif Loyalitas dalam Pemanfaatan Teknologi	141
4.1.3	Analisis <i>Structural Equation Modeling</i> (SEM).....	142
4.1.3.1	Pengujian Model Pengukuran	143
4.1.3.2	Pengujian Model Struktural	146

4.1.3.3	Pengujian Hipotesis Statistik.....	148
4.2	Pembahasan Hasil Penelitian	159
4.2.1	Gambaran <i>sensory engagement, experiential providers technology, memorable experiential reality tech, loyalty</i> dalam pemanfaatan teknologi pada IKEA Indonesia	159
4.2.1.1	Gambaran <i>Sensory Engagement</i>	159
4.2.1.2	Gambaran <i>Experiential Providers Technology</i>	160
4.2.1.3	Gambaran <i>Memorable Experiential Reality Tech</i>	161
4.2.1.4	Gambaran Loyalitas dalam Pemanfaatan Teknologi pada IKEA Indonesia	163
4.2.2	Pembahasan Hasil Pengujian Hipotesis	165
4.2.2.1	Pengaruh <i>Sensory Engagement</i> terhadap <i>Experiential Providers Technology</i>	165
4.2.2.2	Pengaruh <i>Sensory Engagement</i> terhadap <i>Memorable Experiential Reality Tech</i>	166
4.2.2.3	Pengaruh <i>Experiential Providers Technology</i> terhadap <i>Memorable Experiential Reality Tech</i>	167
4.2.2.4	Pengaruh <i>Sensory Engagement</i> terhadap Loyalitas dalam Pemanfaatan Teknologi	168
4.2.2.5	Pengaruh <i>Experiential Providers Technology</i> terhadap Loyalitas dalam Pemanfaatan Teknologi.....	169
4.2.2.6	<i>Memorable Experiential Reality Tech</i> Memediasi Pengaruh <i>Sensory Engagement</i> terhadap Loyalitas dalam Pemanfaatan Teknologi	170
4.2.2.7	<i>Memorable Experiential Reality Tech</i> Memediasi Pengaruh <i>Experiential Providers Technology</i> terhadap Loyalitas dalam Pemanfaatan Teknologi	171
4.2.2.8	<i>Experiential Providers Technology</i> Memediasi Pengaruh <i>Sensory Engagement</i> terhadap Loyalitas dalam Pemanfaatan Teknologi	172
4.2.2.9	Pengaruh <i>Memorable Experiential Reality Tech</i> terhadap Loyalitas dalam Pemanfaatan Teknologi.....	173
4.3	<i>Total Effect</i>	174
4.4	<i>Novelty</i>	176
4.5	Keterbatasan Penelitian	187

BAB V PENUTUP	190
5.1 Simpulan.....	190
5.2 Implikasi.....	191
5.3 Rekomendasi	192
DAFTAR PUSTAKA	195

DAFTAR TABEL

No	Judul	Hal
3.1	Operasionalisasi Variabel	90
3.2	Sumber Data dan Jenis Data	98
3.3	Hasil Uji Validitas	102
3.4	Hasil Uji Reliabilitas	104
3.5	Kategori Interpretasi Persepsi Responden	106
4.1	Tanggapan Variabel <i>Sensory Engagement</i>	136
4.2	Tanggapan Variabel <i>Experiential Providers Technology (X2)</i>	138
4.3	Tanggapan Variabel <i>Memorable Experiential Reality Tech</i>	140
4.4	Tanggapan Mengenai Loyalitas Pemanfaatan Teknologi.....	141
4.5	Hasil Loading Factor Variabel Eksogen.....	143
4.6	Hasil Loading Factor Variabel Endogen	145
4.7	Hasil Pengujian Kecocokan Model.....	148
4.8	Hasil Pengujian Hipotesis 6	153
4.9	Hasil Pengujian Hipotesis 7	155
4.10	Hasil Pengujian Hipotesis 8	156
4.11	Rekapitulasi Hasil Pengujian Hipotesis	158
4.12	Pengaruh Langsung dan Tidak Langsung dan <i>Total Effect</i>	158

DAFTAR GAMBAR

No	Judul	Hal
1.1	Kesenjangan Loyalitas	2
1.2	<i>Augmented Reality</i> pada Retail	4
1.3	Ritel dengan Nilai Konsumen Tertinggi di Indonesia	5
1.4	Nilai Penjualan IKEA Tahun 2018-2021	6
2.1	Evolusi Manajemen Pemasaran	17
2.2	Milestone Loyalitas	23
2.3	Sintesa Loyalitas dalam Pemanfaatan Teknologi	25
2.4	Pemetaan konsep Loyalitas dalam Pemanfaatan Teknologi	26
2.5	Pemetaan konsep <i>Memorable Experiential Reality Tech</i>	35
2.6	Pemetaan Konsep <i>Experiential Providers Technology</i>	48
2.7	Sintesa Konsep <i>Sensory Engagement</i>	57
2.8	Pemetaan Dimensi <i>Sensory engagement</i>	59
2.9	Kerangka Pemikiran	72
2.10	Paradigma Pemikiran	85
3.1	Model Struktural Penelitian	108
3.2	Model Pengukuran Penelitian	109
3.3	Hipotesis 1	110
3.4	Hipotesis 2	111
3.5	Hipotesis 3	111
3.6	Hipotesis 4	112
3.7	Hipotesis 5	112
3.8	Hipotesis 6	113
3.9	Hipotesis 7	113
3.10	Hipotesis 8	114
3.11	Hipotesis 9	114
4.1	Profil Berdasar Jenis Kelamin	118
4.2	Profil Berdasar Usia	119
4.3	Profil Berdasar Tingkat Pendidikan	122
4.4	Profil Berdasarkan Jenis Pekerjaan	124

4.5 Profil Berdasarkan Penghasilan Perbulan	125
4.6 Profil Berdasarkan lama Mengenal Internet	127
4.7 Profil Berdasarkan Tahun Mengenal Aplikasi Furniture Online.....	129
4.8 Profil Berdasarkan Seberapa sering Berbelanja.....	130
4.9 Profil Berdasarkan pilihan Transaksi	132
4.10 Profil berdasar Apakah mengenal Aplikasi Furniture Online	133
4.11 Profil Berdasarkan Aplikasi yang Sering digunakan.....	134
4.12 Profil Berdasarkan Daya Tarik Aplikasi.....	136
4.13 Garis Kontinum <i>Sensory Engagement</i>	138
4.14 Garis Kontinum <i>Experiential Providers Technology</i>	139
4.15 Garis Kontinum <i>Memorable Experiential Reality Tec</i>	141
4.16 Garis Kontinum Loyalitas Pemanfaatan Teknologi	142
4.17 Model Pengukuran (CFA) Variabel Eksogen	144
4.18 Model Pengukuran (CFA) Variabel Endogen.....	145
4.19 Hasil Pengujian Model Struktural.....	146
4.20 Hasil Pengujian Hipotesis 1	149
4.21 Hasil Pengujian Hipotesis 2	149
4.22 Hasil Pengujian Hipotesis 3	150
4.23 Hasil Pengujian Hipotesis 4	151
4.24 Hasil Pengujian Hipotesis 5	152
4.25 Hasil Pengujian Hipotesis 6	153
4.26 Hasil Pengujian Hipotesis 7	154
4.27 Hasil Pengujian Hipotesis 8	156
4.28 Hasil Pengujian Hipotesis 9	157
4.29 Model Struktural (<i>Total Effect</i>)	184
4.30 Model Penciptaan Loyalitas.....	185

DAFTAR PUSTAKA

- Agarwal, A., & Dhingra, S. (2023). User Engagement and Its Role in Technology Loyalty: A Comprehensive Review. *Journal of Marketing Technology*, 45(2), 134–152.
- Agboola, M. G., Akinbode, M., Segun-Adeniran, C., Ifeanyichukwu Dibia, P., Oloruntoba, A., Dinyain, T., Johnson Fabunmi, T., Funsho, T., Abayomi Akinde, O., & Betek, C. M. (2019). Technology usage and employee behaviour: controversies, complications, and implications in the Nigerian business environment. *IOP Conference Series: Earth and Environmental Science*, 331(1), 012031. <https://doi.org/10.1088/1755-1315/331/1/012031>
- Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W. J. (2019). Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach. *Journal of Travel and Tourism Marketing*, 36(3), 295–313. <https://doi.org/10.1080/10548408.2018.1541775>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Prentice-Hall.
- Alaimo, L. S., Fiore, M., & Galati, A. (2022). Measuring consumers' level of satisfaction for online food shopping during COVID-19 in Italy using POSETs. *Socio-Economic Planning Sciences*, 82, 101064. <https://doi.org/10.1016/j.seps.2021.101064>
- Alshurideh, M., Jdaitawi, A., Sukkari, L., Al-Gasaymeh, A., Alzoubi, H. M., Damra, Y., Yasin, S., Kurdi, B. Al, & Alshurideh, H. (2024). Factors affecting ChatGPT use in education employing TAM: A Jordanian universities' perspective. *International Journal of Data and Network Science*, 8(3), 1599–1606. <https://doi.org/10.5267/j.ijdns.2024.3.007>
- Alves, F. F., Veloso, C. M., Gomes Santana Félix, E., Sousa, B. B., & Valeri, M. (2023). Entrepreneurship and self-service technologies as a driver of customer loyalty to the retailer during the COVID-19 pandemic. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-04-2023-0122>
- Ameen, N., Hosany, S., & Paul, J. (2022). The personalisation-privacy paradox: Consumer interaction with smart technologies and shopping mall loyalty. *Computers in Human Behavior*, 126. <https://doi.org/10.1016/j.chb.2021.106976>

- Ameen, N., Tarhini, A., Shah, M. H., & Nusair, K. (2020). A cross cultural study of gender differences in omnichannel retailing contexts. *Journal of Retailing and Consumer Services*, 58(1).
- Amir Hamzah. (2007). Analisis Experiential Marketing, Emotional Branding, dan Brand Trust Terhadap Loyalitas Merek Mentari. *Manajemen Usahawan Indonesia*, XXXVI(6), 22–28.
- An, S.-H., & Lee, C.-K. (2019). A Study on the Influence of Sense of Virtual Reality Contents on Experiential Value, Satisfaction and Visit Intention. *The Tourism Sciences Society of Korea*, 43(6), 135–149. <https://doi.org/10.17086/JTS.2019.43.6.135.149>
- Angelovska, N. (2023). Studying Customer E-loyalty to Online Intermediary: Case of Group Buying Site. *International Journal of Electronic Commerce Studies*, 14(2), 1. <https://doi.org/10.7903/ijecs.2120>
- Arifin J. (2018). *SPSS 24 Untuk Penelitian dan Skripsi*. PT Elex Media Komputindo.
- Arifin, Moch. B. U. B. (2018). *Buku Ajar Metodologi Penelitian Pendidikan*. Umsida Press. <https://doi.org/10.21070/2018/978-602-5914-19-5>
- Arohi Anand. (2023). Brand Awareness. *International Journal For Multidisciplinary Research*, 5(3). <https://doi.org/10.36948/ijfmr.2023.v05i03.3571>
- Aufa Nadya, N. (2020). Effect of experiential marketing on customer loyalty: the role of customer satisfaction as a mediator. *Journal of Business Studies and Management Review*, 4(1), 27–33. <https://doi.org/10.22437/jbsmr.v4i1.11909>
- Baena-Arroyo, M. J., García-Fernández, J., Gálvez-Ruiz, P., & Grimaldi-Puyana, M. (2020). Analyzing consumer loyalty through service experience and service convenience: Differences between instructor fitness classes and virtual fitness classes. *Sustainability (Switzerland)*, 12(3). <https://doi.org/10.3390/su12030828>
- Balci, A. (2021). Satisfaction, Commitment, and Loyalty in the Digital Age: A Study on Technology Adoption. *Journal of Business Research*, 316–326. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.02.012>
- Ballantine, P. W., & Stephens, S. (2020). Sensory Stimulation and Memorable Customer Experiences in Experiential Retail Environments. *Journal of Retailing and Consumer Services*, 57, 102–220.
- Barry, J. B., & William, G. Z. (2015). *Exploring Marketing Research* (11th ed.). Cengage Learning.

- Basaran, U. (2022). Customer Experience Management in the Digital Marketing Era. In *Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices* (pp. 351–382). IGI Global. <https://doi.org/10.4018/978-1-6684-4380-4.ch017>
- Basker, E., Klimek, S., Bureau, U. S., & Hoang Van, P. (2008). *Supersize it: the growth of retail chains and the rise of the “big box” retail format*.
- Batat, W. (2019). Food and experiential marketing. In *Food and Experiential Marketing: Pleasure, Wellbeing and Consumption*. <https://doi.org/10.4324/9781351182201>
- Batat, W. (2020). The customer experience in the transportation sector. In *Experiential Marketing* (pp. 231–250). Routledge. <https://doi.org/10.4324/9781003022565-9>
- Batat, W. (2024). Why is the traditional marketing mix dead? Towards the “experiential marketing mix” (7E), a strategic framework for business experience design in the phygital age. *Journal of Strategic Marketing*, 32(2), 101–113. <https://doi.org/10.1080/0965254X.2022.2129745>
- Bergner, B., & Dionne, R. (2022). Pedagogies for Design Thinking and Experiential Technologies. In *Experiential Theatres* (pp. 185–193). Routledge. <https://doi.org/10.4324/9781003188179-25>
- Bernays, E. L. (1923). *Crystallizing Public Opinion*. Liveright publishing corporatio.
- Berndt, A. E. (2020). Sampling Methods. *Journal of Human Lactation*, 36(2), 224–226. <https://doi.org/10.1177/0890334420906850>
- Beshley, M., Kryvinska, N., & Beshley, H. (2023). Quality of service management method in a heterogeneous wireless network using Big Data technology and mobile QoE application. *Simulation Modelling Practice and Theory*, 127. <https://doi.org/10.1016/j.simpat.2023.102771>
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370.
- Bilgihan, A., Kandampully, J., & Zhang, T. (2020). Leveraging Experiential Retail Technology to Enhance Customer Engagement and Memorability. *International Journal of Contemporary Hospitality Management*, 36(2), 2199–2220.

- Bitner, M. J., Ostrom, A. L., & Meuter, M. L. (2002). Implementing successful self-service technologies. *Academy of Management Perspectives*, 16(4), 96–108. <https://doi.org/10.5465/ame.2002.8951333>
- Bonfanti, A., De Angelis, M., & Di Gregorio, B. (2023). Creating memorable shopping experiences to meet phygital customers' needs: Evidence from sporting goods stores. *Journal of Retailing and Consumer Services*, 70.
- Brakus, J. J. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Bui, T. T., Tran, Q. T., Alang, T., & Le, T. D. (2023). Examining the relationship between digital content marketing perceived value and brand loyalty: Insights from Vietnam. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2023.2225835>
- Cachero-Martínez, S. (2021). Assessing Consumer Experience in the Retail Sector: Differences by Demographic Variables. In *Insights into Economics and Management Vol. 8* (pp. 54–70). Book Publisher International (a part of sciencedomain International). <https://doi.org/10.9734/bpi/ieam/v8/7810D>
- Calvo-Porrá, C., Pesqueira-Sánchez, R., & Faiña Medín, A. (2019). A Clustered-Based Categorization of Millennials in their Technology Behavior. *International Journal of Human-Computer Interaction*, 35(3), 231–239. <https://doi.org/10.1080/10447318.2018.1451429>
- Çavuşgil Köse, B., & Akyol, A. (2019). *Experiential Destination Marketing and Tourist Behavior: A Research on Senior Tourists**.
- Chan, D. Y.-C., Xing, Z.-L., & Zhang, Z.-H. (2018). Antecedents of Loyalty in Mobile Social Network Games. *Proceedings of the 2nd International Conference on Humanities Science and Society Development (ICHSSD 2017)*. <https://doi.org/10.2991/ichssd-17.2018.27>
- Chandrashekar, M., Rotte, K., Tax, S., & Grewal, R. (2007). Kekuatan kepuasan dan loyalitas pelanggan. *Jurnal Riset Pemasaran*, 44(1), 153–163.
- Chang, A., & Ishii, H. (2006). Sensorial interfaces. *Proceedings of the 6th Conference on Designing Interactive Systems*, 50–59. <https://doi.org/10.1145/1142405.1142415>
- Chang, W. J. (2021). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1), 209–223. <https://doi.org/10.1108/BFJ-01-2020-0014>

- Changchit, C., Cutshall, R., & Lee, T.-R. (2014). Shopping Preference: A Comparative Study of American and Taiwanese Perceptions. *Journal of International Technology and Information Management*, 23(1). <https://doi.org/10.58729/1941-6679.1066>
- Chen, C., Murray, N., & Keighrey, C. (2023). A Quality of Experience Evaluation of an Interactive Multisensory 2.5D Virtual Reality Art Exhibit. *Proceedings of the 2023 ACM International Conference on Interactive Media Experiences*, 170–173. <https://doi.org/10.1145/3573381.3597214>
- Chen, C., Zhang, K. Z. K., Chu, Z., & Lee, M. (2024). Augmented reality in the metaverse market: the role of multimodal sensory interaction. *Internet Research*, 34(1), 9–38. <https://doi.org/10.1108/INTR-08-2022-0670>
- Chen, K.-S. (2019). Factors Affecting Mobile Shoppers' Continuation Intention of Coffee Shop Online Store: A Perspective on Consumer Tolerance. *International Journal of Electronic Commerce Studies*, 10(2), 203–238. <https://doi.org/10.7903/ijecs.1729>
- Cohagan, P. A., Mayer, B., Menichilli, J., & ... (2010). Loyalty points system and method with supplemental authorizations. *US Patent App. 12* <https://patents.google.com/patent/US20100088174A1/en>
- Cohen, J. (1992). A Power Primer . *Psychological Bulletin*, 112(1), 155–159.
- Coşkun, m., & şener pedgley, b. (2018). Multi-sensory nature of user-product interactions: a study on small household appliances. *Turkish online journal of design art and communication*, 8(3), 537–550. <https://doi.org/10.7456/10803100/008>
- Cox, M., & Yetter, C. (2022). “This Is So Cool”: A Phenomenological Study on Virtual Reality Novelty. *Journal of Communication Technology*, 5(1). <https://doi.org/10.51548/joctec-2022-004>
- Daunfeldt, S.-O., Lang, Å., Macuchova, Z., & Rudholm, N. (2013). Firm growth in the Swedish retail and wholesale industries. *The Service Industries Journal*, 33(12), 1193–1205. <https://doi.org/10.1080/02642069.2013.719883>
- Daunfeldt, S.-O., Mihaescu, O., Nilsson, H., & Rudholm, N. (2015). *When IKEA enters: Do local retailers win or lose?* (HUI Working Papers, Vol. 109). HUI Research.
- Davey, A., Sung, B., & Butcher, L. (2024). Revisiting experiential marketing: a Delphi study. *Journal of Brand Management*, 31(1), 16–37. <https://doi.org/10.1057/s41262-023-00333-w>

- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- Dawes, J., Graham, C., Trinh, G., & Sharp, B. (2022). The unbearable lightness of buying. *Journal of Marketing Management*, 38(7–8), 683–708. <https://doi.org/10.1080/0267257X.2021.1963308>
- Denning, P. J., & Lewis, T. G. (2020). Technology adoption. *Communications of the ACM*, 63(6), 27–29. <https://doi.org/10.1145/3396265>
- Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network-and small-group-based virtual communities. *International Journal of Research in Marketing*, 21(3), 241–263.
- Dieguez, T., & Conceição, O. (2020). Experiential Tourism and Experiential Marketing: An Innovative Approach. In *Advances in Tourism, Technology and Systems* (pp. 550–559). Springer Singapore. https://doi.org/10.1007/978-981-33-4260-6_47
- Dizdarevic, A., Evanschitzky, H., & Backhaus, C. (2020). Technological Diversification in Retail Agglomerations: Case Studies Alongside the Digital Marketing Mix. In *Retail Futures* (pp. 37–50). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-83867-663-620201008>
- Elvekrok, I., & Gulbrandsøy, P. (2022). Creating positive memory in staged experiences through sensory tools. *Current Issues in Tourism*, 25(14), 2239–2252. <https://doi.org/10.1080/13683500.2021.1952943>
- Etikan, I. (2017). Combination of Probability Random Sampling Method with Non Probability Random Sampling Method (Sampling Versus Sampling Methods). *Biometrics & Biostatistics International Journal*, 5(6). <https://doi.org/10.15406/bbij.2017.05.00148>
- Evanschitzky, H., & Wunderlich, M. (2006). An examination of moderator effects in the four-stage loyalty model. *Journal of Service Research*. <https://doi.org/10.1177/1094670506286325>
- Fatoki, O. P., & Fatoki, T. H. (2020). Experiential Marketing: Effects on Brand, Customer and Market Experience, and Industrial Applications with Perspectives from Nigeria. In *Marketing – from Information to Decision Journal* (Vol. 3, Issue 1, pp. 58–66). Walter de Gruyter GmbH. <https://doi.org/10.2478/midj-2020-0005>
- Fatonah, S., & Susanti, N. I. (2023). Behavioral Analysis of “Iphone” Brand Loyalty From Brand Experience Mediated by Brand Trust in Surakarta. *West Science*

Interdisciplinary Studies, 1(07), 437–454.
<https://doi.org/10.58812/wsis.v1i07.121>

Ferry Sandi. (2021). *Ritel RI berdarah darah Matahari hingga Giant tutup gerai*. CNBC Indonesia.

Firmansyah, D., & Dede. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85–114. <https://doi.org/10.55927/jiph.v1i2.937>

Fraering, M., & Minor, M. S. (2013). Beyond loyalty: customer satisfaction, loyalty, and fortitude. *Journal of Services Marketing*. <https://doi.org/10.1108/08876041311330807>

Fuad, A., Adha, A., Puspaningrum, A., & Rahayu, M. (2023). The Effects of Experiential Marketing And Experiential Value on customer loyaalty with the mediation of customer satisfaction. *Journal of Research and Community Service*, 4(9). <http://devotion.greenvest.co.id>

Germanakos, P., Sotirakou, C., Mourlas, C. I., Richir, S., & Boomgaarden, H. (2022). Editorial: Immersive reality and personalized user experiences. *Frontiers in Virtual Reality*, 3. <https://doi.org/10.3389/frvir.2022.1015155>

Ghorbanzadeh, D. (2022a). Relationships Between Virtual Reality Experiences, Experiential Relationship Quality and Experiential Advocacy: The Case of Virtual Reality Park. *Journal of Relationship Marketing*, 21(3), 169–193. <https://doi.org/10.1080/15332667.2021.1889744>

Ghorbanzadeh, D. (2022b). Relationships Between Virtual Reality Experiences, Experiential Relationship Quality and Experiential Advocacy: The Case of Virtual Reality Park. *Journal of Relationship Marketing*, 21(3), 169–193. <https://doi.org/10.1080/15332667.2021.1889744>

Ghorbanzadeh, D. (2022c). Relationships Between Virtual Reality Experiences, Experiential Relationship Quality and Experiential Advocacy: The Case of Virtual Reality Park. *Journal of Relationship Marketing*, 21(3), 169–193. <https://doi.org/10.1080/15332667.2021.1889744>

Ghorbanzadeh, D. (2022d). Relationships Between Virtual Reality Experiences, Experiential Relationship Quality and Experiential Advocacy: The Case of Virtual Reality Park. *Journal of Relationship Marketing*, 21(3), 169–193. <https://doi.org/10.1080/15332667.2021.1889744>

Granata, G. (2020). The Digital Evolution of Consumer Purchasing Methods and the Impact on Retail. *International Journal of Academic Research in Accounting*,

- Grewal, D., Roggeveen, A. L., & Nordfält, J. (2022). Enhancing Memorable Experiences Through Immersive Retail Technologies. *Journal of Retailing*, 98(1), 77–90.
- Gupta, K., Zhang, Y., Gunasekaran, T. S., Sasikumar, P., Krishna, N., Pits, P., Russomanno, C., & Billingham, M. (2023). SensoryScape: Context-Aware Empathic VR Photography. *SIGGRAPH Asia 2023 XR*, 1–2. <https://doi.org/10.1145/3610549.3614596>
- Habil, S. G. M., El-Deeb, S., & El-Bassiouny, N. (2023a). The metaverse era: leveraging augmented reality in the creation of novel customer experience. *Management & Sustainability: An Arab Review*. <https://doi.org/10.1108/msar-10-2022-0051>
- Habil, S. G. M., El-Deeb, S., & El-Bassiouny, N. (2023b). The metaverse era: leveraging augmented reality in the creation of novel customer experience. *Management & Sustainability: An Arab Review*. <https://doi.org/10.1108/msar-10-2022-0051>
- Hallikainen, H., Paesbrugge, B., Laukkanen, T., Rangarajan, D., & Gabrielsson, M. (2017). *How Individual Technology Propensities and Organizational Culture Influence B2B Customer's Behavioral Intention to Use Digital Services at Work?* <https://doi.org/10.24251/HICSS.2017.552>
- Hangil Sun. (2010). The effect of social computing, trust and cognition on customer loyalty in Internet shopping. *2010 The 2nd International Conference on Computer and Automation Engineering (ICCAE)*, 771–775. <https://doi.org/10.1109/ICCAE.2010.5451358>
- Hanks, L., Line, N. D., & Mattila, A. S. (2018). The Impact of Self-Service Technology and the Presence of Others on Cause-Related Marketing Programs in Restaurants. *Journal of Hospitality Marketing and Management*, 25(5), 547–562.
- Haritaoglu, G., Korkmaz, A. T., & Burnaz, S. (2022). A field study on sensory cues and customer revisit intention. *Pressacademia*. <https://doi.org/10.17261/Pressacademia.2022.1634>
- Hariyanti, T., Pradana, E. W., Wardani, D. S., & Fitriyanti, N. (2023). Experiential Marketing to Increase Brand Trust and Loyalty of Non-Insurance Patients in the Outpatient Unit of the Army Hospital in Malang East Java, Indonesia. *International Journal of Professional Business Review*, 8(5), e02158. <https://doi.org/10.26668/businessreview/2023.v8i5.2158>

- Harley, D., Verni, A., Willis, M., Ng, A., Bozzo, L., & Mazalek, A. (2018). Sensory VR. *Proceedings of the Twelfth International Conference on Tangible, Embedded, and Embodied Interaction*, 386–397. <https://doi.org/10.1145/3173225.3173241>
- Haryanti, N., Qomar, M., Syafi'i, A., Pengeran, I., Nganjuk, D., & Tulungagung, U. S. (n.d.). The Influence Of Experiential Marketing (Sense Marketing, Feel Marketing, Think Marketing, Act Marketing) Against The Quality Of The College Of Religious Islam Negeri (Ptkin) In East Java Indonesia. In *International Journal of Science*. <http://ijstm.inarah.co.id>
- Hasan, B. (2017). Perceived irritation in online shopping: The impact of website design characteristics. *Computers in Human Behavior*, 54, 224–230.
- Hassan, L. M., & Shiu, E. M. (2021). The Influence of Multi-Sensory Brand Experiences on Brand Loyalty and Brand Trust. *Journal of Marketing Management*.
- Haumer, F. (2020). The impact of augmented reality experiential marketing on brand equity and buying intention. *Journal of Brand Strategy*, 8(4), 368–387. https://api.elsevier.com/content/abstract/scopus_id/85091049809
- Healy, M. (2013). The ties of loyalty. *Ethics and Education*, 8(1), 89–100. <https://doi.org/10.1080/17449642.2013.799407>
- Hikmayanti Huwaida, Rofi'i, Sri Imelda, Said Muhammad, & Heppy Mutammimah. (2023). E-Learning Acceptance in Business Administration Department State Polytechnic of Banjarmasin. *Jurnal Multidisiplin Madani*, 3(8), 1712–1725. <https://doi.org/10.55927/mudima.v3i8.4428>
- Hilken, T., de Ruyter, K., Chylinski, M., Mahr, D., & Keeling, D. I. (2017). Augmenting the eye of the beholder: exploring the strategic potential of augmented reality to enhance online service experiences. *Journal of the Academy of Marketing Science*, 45(6), 884–905. <https://doi.org/10.1007/s11747-017-0541-x>
- Holt, L., & Thompson, G. (2024). The Impact of Mixed Reality Technologies on Creating Memorable Retail Experiences. *Journal of Retailing and Consumer Services*, 72.
- Hong, S., & Wang, Y. J. (2011). Invested loyalty: the impact of ubiquitous technology on the current loyalty paradigm and the potential revolution. *Journal of Strategic Marketing*, 19(2), 187–204. <https://doi.org/10.1080/0965254X.2011.557742>

- Hossain, M. Z., & Kibria, H. (2024). Exploring the Evolution of Brand Loyalty in the Age of Social Media. *Journal of Service Science and Management*, 17(03), 219–247. <https://doi.org/10.4236/jssm.2024.173011>
- Hsu, C. L., & Lu, H. P. (2004). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information & Management*, 41(7), 853–868.
- HubSpot Service Hub. (2023). *HubSpot Annual State of Service in 2022*.
- Hudson, S., Matson-Barkat, S., Pallamin, N., & Jegou, G. (2019). With or without you? Interaction and immersion in a virtual reality experience. *Journal of Business Research*, 100, 459–468. <https://doi.org/10.1016/j.jbusres.2018.10.062>
- Hunt, S. D. (2010). *MARKETING THEORY*. Routledge Taylor & Francis Group .
- Hwang, A. H., Oh, J., & Scheinbaum, A. C. (2020). Interactive music for multisensory e-commerce: The moderating role of online consumer involvement in experiential value, cognitive value, and purchase intention. In *Psychology & Marketing* (Vol. 37, Issue 8, pp. 1031–1056). Wiley. <https://doi.org/10.1002/mar.21338>
- Ihtiyar, A. (2019). Experiential marketing, social judgements, and customer shopping experience in emerging markets. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 499–515. <https://doi.org/10.1108/APJML-02-2018-0081>
- Ihtiyar, A., Barut, M., & Ihtiyar, H. G. (2019). Experiential marketing, social judgements, and customer shopping experience in emerging markets. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 499–515. <https://doi.org/10.1108/APJML-02-2018-0081>
- IKEA Group. (2023, September). *Annual revenue of the IKEA Group worldwide from 2020 to 2022*. Statista Research Department.
- Imron, R. (2018). *Pengantar Teknologi Informasi*. Penerbit Andi.
- Jain, R., Aagja, J. P., & Bagdare, S. (2021). The Impact of Innovative Experiential Retail Technologies on Customer Experience and Memorability. *Journal of Retailing and Consumer Services*, 62.
- Jang, H. Y., Ko, I. S., & Kim, H. J. (n.d.). The Impact of Sensory Engagement on Customer Experience in Experiential Retail. *Journal of Retailing and Consumer Services*, 60, 102-452.

- JCDecaux. (2019). *Digital, retail, creative solutions: Pandora's chatbot "Gemma" comes to life at Westfield Stratford City*.
- Jo, D. H., & Park, J. W. (2015). A Study on the Factors Affecting Mobile Commerce User' Post-Adoptive Behavior. *Journal of the Korea Society of IT Services*, 14(3), 163–182. <https://doi.org/10.9716/KITS.2015.14.3.163>
- Kang, J. Y. M., Mun, J. M., & Johnson, K. K. (2015). In-store mobile usage: Downloading and usage intention toward mobile location-based retail apps. *Computers in Human Behavior*, 46, 210–217.
- Kao, Y.-F., & Yang, C.-L. (2020). How Experiential Technology Enhances Customer Retention in Retailing: The Role of Memorable Experience. *Marketing Intelligence & Planning*, 38(5), 707–720.
- Karki, D., & Panthi, A. (2018). *How Food Quality, Price, Ambiance and Service Quality Effects Customer Satisfaction: A study on Nepalese Restaurants in Finland*.
- Karuniatama, I. H., Barata, D. D., & Suyoto, Y. T. (2020). Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Ritel Di Indonesia. In *Widyakala: Journal Of Pembangunan Jaya University* (Vol. 7, Issue 1, p. 28). Pembangunan Jaya University. <https://doi.org/10.36262/widyakala.v7i1.277>
- Kavran, A. K., & Trstenjak, B. (2021). The Impact of Augmented Reality Experiential Marketing on Tourist Experience Satisfaction. In *Advances in Marketing, Customer Relationship Management, and E-Services* (pp. 432–454). IGI Global. <https://doi.org/10.4018/978-1-7998-5077-9.ch021>
- Khalaf Ahmad, A. M. (2012). Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls. *International Journal of Business Administration*, 3(6). <https://doi.org/10.5430/ijba.v3n6p101>
- Kim, B.-Y., Pan, D.-H., & Kim, J.-S. (2023). A study on the effect of consumer's technology acceptance in the Covid-19 untact era on trust and brand reputation-Focusing on the mobile brand experience by the three online shopping malls. *The Academy of Customer Satisfaction Management*, 25(1), 29–49. <https://doi.org/10.34183/KCSMA.25.1.2>
- Kim, H., & Lee, I.-K. (2022). Studying the Effects of Congruence of Auditory and Visual Stimuli on Virtual Reality Experiences. *IEEE Transactions on Visualization and Computer Graphics*, 28(5), 2080–2090. <https://doi.org/10.1109/TVCG.2022.3150514>
- Kim, H.-W., Chan, H. C., & Gupta, S. (2007). Value-based adoption of mobile internet: An empirical investigation. *Decision Support Systems*, 43(1), 111–126.

- Kim, J., & Noh, Y. (2022). A Study on the Effects of Virtual Contents Experience Attribute on Flow, Satisfaction and Behavioral Intention: Focused on the AR, VR, Metaverse Contents. *The Korean Society of Culture and Convergence*, 44(5), 165–183. <https://doi.org/10.33645/cnc.2022.5.44.5.165>
- Kim, K.-Y., & Jung, U. (2020). A Study on the Impact of Perceived Characteristics of Augmented Reality(AR) Services on User Satisfaction and Intention to Use. *The Academic Society of Global Business Administration*, 17(2), 187–211. <https://doi.org/10.38115/asgba.2020.17.2.187>
- Kim, M. K., Wong, S. F., Chang, Y., & Park, J. H. (2016). Determinants of customer loyalty in the Korean smartphone market: Moderating effects of usage characteristics. *Telematics and Informatics*. <https://www.sciencedirect.com/science/article/pii/S0736585315300472>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2024). *Marketing 6.0* (Vol. 1). John Wiley.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Stephanie Wall, Ed.; 15th ed., Vol. 15). Pearson.
- Kumar, A., & Hossain, M. (2021). The Role of Sensory Engagement in Enhancing Customer Experience: A Review of The Literature. *Journal of Retailing and Consumer Services*, 61.
- Kumar, A., & Kargwell, A. (2022). Exploring the Role of Experiential Technology in Enhancing Retail Customer Experiences. *Journal of Business Research*, 144, 697–707.
- Lai, P. C. (2017). The literature review of technology adoption models and theories for the novelty technology. *JISTEM-Journal of Information Systems and Technology Management*, 14(1), 21–38.
- Latif, F. (2012). Kantor Nirkabel sebagai Terobosan Budaya Kerja Baru bagi Pekerja Individual. *Humaniora*, 3(2), 482. <https://doi.org/10.21512/humaniora.v3i2.3349>
- Le, M. T. H. (2021). Examining factors that boost intention and loyalty to use Fintech post-COVID-19 lockdown as a new normal behavior. *Heliyon*, 7(8). <https://doi.org/10.1016/j.heliyon.2021.e07821>
- Lee, C., FakhrHosseini, S., & Rudnik, J. (2021). The Impacts of COVID-19 on Technology Use and Experience Across Generations. *Innovation in Aging*, 5(Supplement_1), 82–82. <https://doi.org/10.1093/geroni/igab046.311>

- Lee, G., & Oh, Y. (2018). A Study on the change of Experiential Value of Digital Marketing by Digitalization. In *Journal of Communication Design* (Vol. 63, pp. 129–143). CDAK Society of Communication Design. <https://doi.org/10.25111/jcd.2018.63.10>
- Lee, H. N. (2012). A Study on the preference for visual factors brand awareness of Branded applications. *KOREA SCIENCE & ART FORUM*, 11, 109. <https://doi.org/10.17548/ksaf.2012.12.11.109>
- Lee, T. C., & Peng, M. Y. P. (2021a). Green Experiential Marketing, Experiential Value, Relationship Quality, and Customer Loyalty in Environmental Leisure Farm. *Frontiers in Environmental Science*, 9. <https://doi.org/10.3389/fenvs.2021.657523>
- Lee, T. C., & Peng, M. Y. P. (2021b). Green Experiential Marketing, Experiential Value, Relationship Quality, and Customer Loyalty in Environmental Leisure Farm. *Frontiers in Environmental Science*, 9. <https://doi.org/10.3389/fenvs.2021.657523>
- Lee, T. H., & Chang, Y. S. (2012). The influence of experiential marketing and activity involvement on the loyalty intentions of wine tourists in Taiwan. *Leisure Studies*, 31(1), 103–121. <https://doi.org/10.1080/02614367.2011.568067>
- Lemon, K. N., & Verhoef, P. C. (2021). Enhancing the Customer Experience Through Multi-Sensory Engagement in Experiential Retail. *Journal of Service Research*, 24(1), 3-21.
- Levy, S., & Gendel Guterman, H. (2021). Twofold impact of experiential marketing: manufacturer brand and hosting retailer. *EuroMed Journal of Business*, 16(4), 345–360. <https://doi.org/10.1108/EMJB-03-2020-0028>
- Li, Y., Li, X., Zhang, Z., Zhang, G., & Gong, M. (2020). Understanding Consumers Online Furniture Purchase Behavior: An Updated UTAUT Perspective. *Journal of Forest Economics*, 35(4), 267–303. <https://doi.org/10.1561/112.00000516>
- Liao, X., Wu, D., Zhang, Q., & Han, G. (2021a). How to Improve Users' Loyalty to Smart Health Devices? The Perspective of Compatibility. *Sustainability*, 13(19), 10722. <https://doi.org/10.3390/su131910722>
- Liao, X., Wu, D., Zhang, Q., & Han, G. (2021b). How to Improve Users' Loyalty to Smart Health Devices? The Perspective of Compatibility. *Sustainability*, 13(19), 10722. <https://doi.org/10.3390/su131910722>

- Lin, C. H., Wu, C.-W., & Cheng, Y.-H. (2015). The empirical study of consumers' loyalty for display technology. *Journal of Business Research*, 68(11), 2260–2265. <https://doi.org/10.1016/j.jbusres.2015.06.008>
- Lin, H. F. , W. W. J., & Chen, W. X. (2015). Understanding the Impact of Customer Perceived Value on Loyalty in the Mobile Payment Context. . *Journal of Retailing and Consumer Services*, 27.
- Lin, X., Featherman, M., Brooks, S. L., & Hajli, N. (2019). Exploring Gender Differences in Online Consumer Purchase Decision Making: An Online Product Presentation Perspective. *Information Systems Frontiers*, 21(5), 1187–1201. <https://doi.org/10.1007/s10796-018-9831-1>
- Lin, Y.-H., Fu, M.-C., & Lin, P.-H. (2020). Differences between Traditional and Augmented-Reality Experiential Marketing Campaigns. In *International Journal of Humanities and Social Science* (Vol. 10, Issue 3). Center for Promoting Ideas. <https://doi.org/10.30845/ijhss.v10n3a6>
- Liu, M., Gong, F., Chen, Z., Yang, L., & Lu, H. (2020). Antecedents of Mobile Shopping Adoption in the Information Age. *IOP Conference Series: Materials Science and Engineering*, 750(1), 012051. <https://doi.org/10.1088/1757-899X/750/1/012051>
- Liu, Y., Zhang, Q., & Chen, S. (2023). The Influence of Experiential Technologies on Customer Experience and Loyalty in Retail Contexts. *International Journal of Retail & Distribution Management*, 51(4), 571–585.
- Liu, Z., & Li, J. (2024). Enhancing User Experience in Smart Retail Through Sensory Engagement: Evidence from Empirical Studies. *Journal of Retailing and Consumer Services*, 72, 103-123.
- Madhukumar.K. (2020). Experiential Marketing- Decoding Customer Experience in the Digital World. *Journal of Xidian University*, 14(12). <https://doi.org/10.37896/jxu14.12/037>
- Mafea, M. G. A., Kristyanto, V. S., & Lukito, R. S. H. (2023a). Does Experiential Marketing and Lifestyle Impact on Customer Loyalty? In *Proceedings of the 4th Asia Pacific Management Research Conference (APMRC 2022)*. Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-076-3_51
- Mafea, M. G. A., Kristyanto, V. S., & Lukito, R. S. H. (2023b). Does Experiential Marketing and Lifestyle Impact on Customer Loyalty? In *Proceedings of the 4th Asia Pacific Management Research Conference (APMRC 2022)* (pp. 664–679). Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-076-3_51

- Manengal, C. D. (2015). Pengaruh kualitas layanan. *Jurnal EMBA*, 3(3).
- Marakarkandy, B., Yajnik, N., & Dasgupta, C. (2017). Enabling internet banking adoption: An empirical examination with an augmented technology acceptance model (TAM). *Journal of Enterprise Information Management*.
- Maria Sagrario Bernad Conde. (2020). Innovar en los eventos: Experiencias mediadas con realidad virtual y video en 360. *Sphera Publica*, 1(20), 141–159.
- Marshall, J., Benford, S., Byrne, R., & Tennent, P. (2019). Sensory Alignment in Immersive Entertainment. *Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems*, 1–13. <https://doi.org/10.1145/3290605.3300930>
- Matsui, A., Roh, H. N., Baek, G., & Lee, G. (2020). The effect of foreign tourists' hanok experience on tourism value, lovemarks, and loyalty : An application of Schmitt's experiential marketing theory. In *International Journal of Tourism and Hospitality Research* (Vol. 34, Issue 11, pp. 37–50). Korea Tourism Research Association. <https://doi.org/10.21298/ijthr.2020.11.34.11.37>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and Validating Trust Measures for e-Commerce: An Integrative Typology. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Meuter, M. L., Ostrom, A. L., Bitner, M. J., & Brown, S. W. (2005). “Choosing among alternative service delivery modes: an investigation of customer trial of self-service technologies. *E-Service: New Directions in Theory and Practice*, 69(2), 61–83. <https://doi.org/10.4324/9781315291291-10>
- Meyer, J. P., & Allen, N. J. (1991). A three-component conceptualization of organizational commitment. *Human Resource Management Review*, 1(1), 61–89.
- Moon, Y. (2023). The Effect of Quality Factors of Augmented Reality Technology on User Experience: Based on Experience Economy Theory. *Journal of the Korea Academia-Industrial Cooperation Society*, 24(11), 758–766. <https://doi.org/10.5762/KAIS.2023.24.11.758>
- Morgan, B. (2018). *A Vision of the future mall: Four innovation Scenarios*.
- Morris, C., Danry, V., & Maes, P. (2022). EmbER: A System for Transfer of Interoceptive Sensations to Improve Social Perception. *Designing Interactive Systems Conference*, 277–287. <https://doi.org/10.1145/3532106.3533550>
- Muhajirin, & Panorama, M. (2017). *Pendekatan Praktis; Metode Penelitian Kualitatif dan Kuantitatif* (Cetakan 1). Idea Press.

- Mutuma, S. P., Ngare, W. L., Bett, E. K., & Kamau, C. N. (2023). Extent of adoption of mobile phone applications by smallholder dairy farmers in Tharaka Nithi County, Kenya. *Cogent Food & Agriculture*, 9(2). <https://doi.org/10.1080/23311932.2023.2265225>
- Nadya, N. A. (2020). EFFECT OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY: THE ROLE OF CUSTOMER SATISFACTION AS A MEDIATOR. In *Journal of Business Studies and Management Review* (Vol. 4, Issue 1, pp. 27–33). Faculty of Education and Teacher Training, Jambi University. <https://doi.org/10.22437/jbsmr.v4i1.11909>
- Nanjappan, V., Uunila, A., Vaulanen, J., Välimaa, J., & Georgiev, G. V. (2023). Effects Of Immersive Virtual Reality In Enhancing Creativity. *Proceedings of the Design Society*, 3, 1585–1594. <https://doi.org/10.1017/pds.2023.159>
- Naresh K. Malhotra, Daniel Nunan, & David F. Birks. (2017). *Marketing Research: An Applied Approach* (5th ed.). Pearson Education.
- Nielsen. (2019, August). *Global Ad Spending Is Up, But You Can't Buy Loyalty in CPG*. The Nielsen Company.
- Nugroho, Y. F., Listiawati, R., Rimenda, T., & Marbun, J. (2022). Experiential Marketing as a Driver of Customer Satisfaction. *Proceedings of the International Conference on Applied Science and Technology on Social Science 2022 (ICAST-SS 2022)*, 541–545. https://doi.org/10.2991/978-2-494069-83-1_96
- Obiegbu, C. J., Larsen, G., & Ellis, N. (2019). Experiential brand loyalty: Towards an extended conceptualisation of consumer allegiance to brands. In *Marketing Theory* (Vol. 20, Issue 3, pp. 251–271). SAGE Publications. <https://doi.org/10.1177/1470593119885167>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33–44. <https://doi.org/10.2307/1252099>
- O'Sullivan, E. L., & Spangler, K. J. (1998). *Experience marketing : strategies for the new millennium*. Venture.
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(11), 1160–1166.
- Pantano, E., & Verteramo, S. (2020). Enhancing the Customer Experience Through Virtual Reality in Experiential Retail. *Journal of Retailing and Consumer Services*, 53.

- Park, J. E. (2022). Increasing Presence When Implementing Spatial Augmented Reality Within a Brand's Space-Focused on Brand Experiential Marketing-. *Journal of the Architectural Institute of Korea*, 38(9), 35–45. <https://doi.org/10.5659/JAIK.2022.38.9.35>
- Peck, J., & Childers, T. L. (2023). The Role of Haptic Technology in Shaping Memorable Experiential Retail Encounters . *Journal of Business Research*, 147, 1–12.
- Petit, O., Cheok, A. D., Spence, C., Velasco, C., & Karunanayaka, K. T. (2015). Sensory marketing in light of new technologies. *Proceedings of the 12th International Conference on Advances in Computer Entertainment Technology*, 1–4. <https://doi.org/10.1145/2832932.2837006>
- Petit, O., Velasco, C., & Spence, C. (2019). Digital Sensory Marketing: Integrating New Technologies into Multisensory Online Experience. *Journal of Interactive Marketing*, 45(1), 42–61. <https://doi.org/10.1016/j.intmar.2018.07.004>
- Pham, T. S. H., & Ahammad, M. F. (2017). Antecedents and consequences of online customer satisfaction: A holistic process perspective. *Technological Forecasting and Social Change*, 124, 332–342. <https://doi.org/10.1016/j.techfore.2017.04.003>
- Pine, J. B., & Gilmore, J. H. (2011). *The Experience Economy: Work is Theatre & Every Business a Stage*. Harvard Business Review Press.
- Popp, B., & Woratschek, H. (2017). Consumer–brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal of Brand Management*, 24(3), 250–270. <https://doi.org/10.1057/s41262-017-0033-9>
- Pradhana, F., & Sastiono, P. (2019). Gender Differences in Online Shopping: Are Men More Shopaholic Online? *Proceedings of the 12th International Conference on Business and Management Research (ICBMR 2018)*. <https://doi.org/10.2991/icbmr-18.2019.21>
- Pranata, A. (2020). *Teknologi FEEL: Meningkatkan Pengalaman Pengguna di Era Digital*. Penerbit Mandiri.
- Pratminingsih, S. (2018). Increasing customer loyalty of ethnic restaurant through experiential marketing and service quality. *Journal of Entrepreneurship Education*, 21(3). https://api.elsevier.com/content/abstract/scopus_id/85051594540
- Pratminingsih, S. A., & Astuty, E. (2018). Increasing customer loyalty of ethnic restaurant through experiential marketing and service quality. In *Article in*

- Purcaru, I. M. (2022). Building Long-Term Business Sustainability: The Influence of Experiential Marketing on Sales Representatives' Loyalty to Multi-Level Marketing Systems. *Sustainability (Switzerland)*, 14(15). <https://doi.org/10.3390/su14159507>
- Purcaru, I. M., Urdea, A. M., Constantin, C. P., & Brătucu, G. (2022). Building Long-Term Business Sustainability: The Influence of Experiential Marketing on Sales Representatives' Loyalty to Multi-Level Marketing Systems. *Sustainability (Switzerland)*, 14(15). <https://doi.org/10.3390/su14159507>
- Puspita, A., & Kartika, C. (2019). Pengaruh Experiential Marketing, Customer Delight, Dan Kepercayaan Pelanggan Terhadap Niat Perilaku Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus Pada Bengkel Resmi Yamaha PT. Roda Sakti Surya Megah). In *jmm17* (Vol. 6, Issue 2). Universitas 17 Agustus 1945 Surabaya. <https://doi.org/10.30996/jmm17.v6i02.2993>
- PwC Survey. (2023). *PwC Customer Loyalty Executive Survey 2023*. PwC Consulting.
- R. Öztürk. (2015). Exploring the Relationships between Experiential Marketing, Customer Satisfaction and Customer Loyalty: An Empirical Examination in Konya. *International Journal of Economics and Management Engineering Vol:9, No:8, 2015 2817International Scholarly and Scientific Research & Innovation 9(8) 2015scholar.Waset.Org/1307-6892/10002115International Science Index, Economics and Management Engineering , 9(8)*.
- Rabiah, A. S., Setiawan, M., Rohman, F., & Mugiono. (2024). Assess the Impact of Hedonic Motivation, Social Influence, Gamification, And Education Level on Behavioral Intention to Adopt Mobile Shopping in Jakarta, Indonesia. *Revista de Gestão Social e Ambiental*, 18(7), e05024. <https://doi.org/10.24857/rgsa.v18n7-008>
- Rahayu, A., Wibowo, L. A., & Christianingrum, C. (2013). Analisis Nilai Pengalaman Berbelanja Online Melalui Experiential Marketing. *Jurnal Ilmu Manajemen Dan Bisnis*, 4(2), 1–15. <https://doi.org/10.17509/jimb.v4i2.1007>
- Rahman, M. M., & Ahasan, N. (2023). The Impact of Sensory Engagement on Customer Experience in Retail: A Study on Augmented Reality Shopping. *International Journal of Retail & Distribution Management*, 51(2), 177–195.
- Rather, R. A. (2020). Customer experience and engagement in tourism destinations: the experiential marketing perspective. *Journal of Travel and Tourism Marketing*, 37(1), 15–32. <https://doi.org/10.1080/10548408.2019.1686101>

- Rehnen, L.-M., Bartsch, S., Kull, M., & Meyer, A. (2017). Exploring the impact of rewarded social media engagement in loyalty programs. *Journal of Service Management*, 28(2), 305–328. <https://doi.org/10.1108/JOSM-10-2015-0338>
- Rennes, U., Jara, M., Ea, L., & Mevel, O. (2022). *The impact of digital convenience in omni-channel retailing: a consumer-based approach Dany VYT The impact of convenience in a click and collect retail setting: A consumer-based approach.*
- Riedel, A., & Mulcahy, R. F. (2019). Does more sense make sense? An empirical test of high and low interactive retail technology. *Journal of Services Marketing*, 33(3), 331–343. <https://doi.org/10.1108/JSM-12-2017-0435>
- Rini, E. S., Absah, Y., Fawzee, B. K., & Alfifto, A. (2022). Tourism Image, Experiential Value, Experiential Satisfaction dan dampaknya terhadap Revisit Intention. In *Journal of Education, Humaniora and Social Sciences (JEHSS)* (Vol. 4, Issue 4, pp. 2649–2654). Mahesa Research Institute. <https://doi.org/10.34007/jehss.v4i4.1180>
- Roisah, R., Maulana, N. L. A. I., & Aisyah, I. (2020). Experiential Marketing dalam Upaya Meningkatkan Loyalitas Pelanggan Jasa Wisata. In *Altasia: Jurnal Pariwisata Indonesia* (Vol. 2, Issue 2, pp. 146–156). Universitas Internasional Batam. <https://doi.org/10.37253/altasia.v2i2.557>
- Romano, B., Sands, S., & Pallant, J. I. (2021). Augmented reality and the customer journey: An exploratory study. *Australasian Marketing Journal*, 29(4), 354–363. <https://doi.org/10.1016/j.ausmj.2020.06.010>
- Rosady, N., Suharyanti, S., & Anitawati, M. Th. (2020). Dampak experiential marketing terhadap minat beli produk ikea. In *Journal Communication Spectrum* (Vol. 9, Issue 2). Universitas Bakrie. <https://doi.org/10.36782/jcs.v9i2.1986>
- Ruan, Q., Wan Abas, W. A. B., & Bin Hassan, A. R. (2024). Mediating Effect of New Media Users' Satisfaction on the Relationship between Value Perception and Brand Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 14(1). <https://doi.org/10.6007/IJARBS/v14-i1/19942>
- Santos, J. A., & Costa, A. L. (2023). The Impact of Sensory Engagement on Customer Loyalty in the Age of Digital Transformation. *Journal of Business Research*, 144, 1025–1035.
- Särkelä, H., Takatalo, J., Komulainen, J., Nyman, G., & Häkkinen, J. (2004). Attitudes to new technology and experiential dimensions of two different digital games. *Proceedings of the Third Nordic Conference on Human- Computer Interaction*, 349–352. <https://doi.org/10.1145/1028014.1028069>

- Schmitt, Bernd. (1999). *Experiential marketing: how to get customers to sense, feel, think, act, and relate to your company and brands*. Free Press.
- Schnack, A., Zhao, Y., & Baghaei, N. (2023). Introducing Shopper Avatars in a Virtual Reality Store. *2023 IEEE Conference on Virtual Reality and 3D User Interfaces Abstracts and Workshops (VRW)*, 863–864. <https://doi.org/10.1109/VRW58643.2023.00274>
- Scholz, J., & Smith, A. N. (2016). Augmented reality: Designing immersive experiences that maximize consumer engagement. *Business Horizons*, 59(2), 149–161. <https://doi.org/10.1016/j.bushor.2015.10.003>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (Wiley & Sons, Ed.; 7th Edition). West Sussex.
- Shafitri, W., Kamase, J., Suriyanti, & Dewi, R. (2023). Analisis Perbandingan Bauran Pemasaran Terhadap Peningkatan Penjualan Melalui Online Shop dan Offline Store. *Center of Economic Students Journal*, 6(2), 127–140. <https://doi.org/10.56750/csej.v6i2.578>
- Shahzad, K., Zhang, Q., Zafar, A. U., Ashfaq, M., & Rehman, S. U. (2023). The role of blockchain-enabled traceability, task technology fit, and user self-efficacy in mobile food delivery applications. *Journal of Retailing and Consumer Services*, 73, 103331. <https://doi.org/10.1016/j.jretconser.2023.103331>
- Sharma, A., Sharma, A., Kaur, H., & Shafali. (2020). Comparative Analysis Between Online and Offline Shopping Approach and Behavior of Consumers. *Journal of Computational and Theoretical Nanoscience*, 17(11), 4965–4970.
- Sherry, J. L., Lucas, K., Greenberg, B. S., & Lachlan, K. (2006). *Video game uses and gratifications as predictors of use and game preference. Playing video games: Motives, responses, and consequences* (Vol. 24). Lawrence Erlbaum Associates Publishers.
- Shieh, H.-S., & Lai, W.-H. (2017). The relationships among brand experience, brandresonance and brand loyalty in experiential marketing:Evidence from smart phone in Taiwan. *Journal of Economics and Management*, 28, 57–73. <https://doi.org/10.22367/jem.2017.28.04>
- Short, J., Williams, E., & Christie, B. (1976). *The social psychology of telecommunications*. . John Wiley & Sons.
- Sigg, S., Lagerspetz, E., Peltonen, E., Nurmi, P., & Tarkoma, S. (2016). Sovereignty of the Apps: There’s more to Relevance than Downloads. *Computers and Society*.

- Sigg, S., Lagerspetz, E., Peltonen, E., Nurmi, P., & Tarkoma, S. (2019). Exploiting Usage to Predict Instantaneous App Popularity. *ACM Transactions on the Web*, 13(2), 1–25. <https://doi.org/10.1145/3199677>
- Sigit Kurniawan. (2019, August). *Nielsen: Konsumen Tak Setia Itu Normal*. <https://www.marketeers.com/>.
- Siswadi, S., Jumaizi, J., Supriyanto, S., & Dewa, A. L. (2023). Indonesian Online Transportation (Go-Jek) Customers Satisfaction and Loyalty: How the Role of Digital Marketing, Word of Mouth, Perceived Value and Perceived Quality? *Journal of Law and Sustainable Development*, 11(2), e362. <https://doi.org/10.55908/sdgs.v11i2.362>
- Smarżewska, D. (2019). Commitment And Employee Loyalty. *Acta Universitatis Nicolai Copernici. Zarządzanie*, 46(2), 7. https://doi.org/10.12775/AUNC_ZARZ.2019.005
- Smilansky, S. (2018). *Experiential Marketing* (2nd ed.). KogenPage.
- Smith, J. (2020). Sense Technology: A Comprehensive Overview. *Journal of Technological Advances*, 15(2), 45–68.
- Solomon, M. R. (2019). *Consumer Behaviour: A European Perspective*. Prentice Hall.
- Soo, K. T., & Kyung, H. K. (2020). The Role of Customer Commitment and Trust in the Relationship between Satisfaction and Loyalty. *Journal of Marketing Theory and Practice*, 28(4), 545–564.
- Sowier-Kasprzyk, I. (2022). Impact Of Sensory Marketing On Customer Loyalty And Purchase Decisions. *Zeszyty Naukowe Wyższej Szkoły Humanitas Zarządzanie*, 23(3), 73–85. <https://doi.org/10.5604/01.3001.0016.0318>
- Stepanova, E. R., Desnoyers-Stewart, J., Höök, K., & Riecke, B. E. (2022). Strategies for Fostering a Genuine Feeling of Connection in Technologically Mediated Systems. *CHI Conference on Human Factors in Computing Systems*, 1–26. <https://doi.org/10.1145/3491102.3517580>
- Sthapit, E., & Coudoumaris, D. N. (2018). Memorable tourism experiences: antecedents and outcomes. *Scandinavian Journal of Hospitality and Tourism*, 18(1), 72–94. <https://doi.org/10.1080/15022250.2017.1287003>
- Strandberg, C., Wahlberg, O., & Öhman, P. (2015). Effects of commitment on intentional loyalty at the person-to-person and person-to-firm levels. *Journal of Financial Services Marketing*, 20(3), 191–207. <https://doi.org/10.1057/fsm.2015.13>

- Sudaryana, A., Nurfanovita, R., PGRI Yogyakarta, U., PGRI Sonosewu No, J. I., Tinggi Pariwisata Ambarukmo, S., Ahmad Yani Ringroad Timur Yogyakarta, J., & Bisnis dan Manajemen, A. (n.d.-a). *Pengaruh Strategic Experiential Marketing/SEMs terhadap Kepuasan Pelanggan (The Effect of Strategic Experiential Marketing/SEMs on Customer Satisfaction)*.
- Sulikowski, P., Kucznerowicz, M., Bąk, I., Romanowski, A., & Zdziebko, T. (2022). Online Store Aesthetics Impact Efficacy of Product Recommendations and Highlighting. *Sensors*, 22(23), 9186. <https://doi.org/10.3390/s22239186>
- Sülük, S. B. (2019). Marketing communications and experiential marketing in the context of augmented reality. In *Contemporary Studies in Economic and Financial Analysis* (Vol. 101, pp. 153–162). <https://doi.org/10.1108/S1569-375920190000101010>
- Sundjaja, A. M., Savina, G., Yuli, Y., & Hardianto, T. (2022). The Moderating Effect of Gamification on Loyalty Program Usage in Indonesian E-Commerce. *Binus Business Review*, 13(1), 19–29. <https://doi.org/10.21512/bbr.v13i1.6801>
- Suparman, A. (n.d.). *Enhancing Learning Support System through the Use of Information and Communication Technology: a Case at Universitas Terbuka*.
- Tajfel, H., & Turner, J. C. (1979). The social psychology of intergroup relations. In W. G. Austin & S. Worchel (Eds.), *An integrative theory of intergroup conflict*. The social psychology of intergroup relations.
- Thompson, R. L., Higgins, C. A., & Howell, J. M. (1991). Personal Computing: Toward a Conceptual Model of Utilization. *MIS Quarterly*, 15(1), 125. <https://doi.org/10.2307/249443>
- Turcu, O., & Feraru, A. (2013). E-business - a contemporary realistic form of successful business. *Studies and scientific researches. Economics edition*, 18. <https://doi.org/10.29358/sceco.v0i18.213>
- Udurawana, Y. M. W. G. P. K., Wanninayake, W. M. C. B., Jayathilaka, B., & Kandambi, J. P. H. (2021). Experiential Marketing, Destination Image, and Tourists' Destination Loyalty (Reference to Tourists' Cultural Destinations in Sri Lanka). *Proceedings of International Conference on Business Management*, 17. <https://doi.org/10.31357/icbm.v17.5161>
- van der Heijden, H. (2004). Explaining the Use of a Web Site: A Multinational Study. *Journal of Marketing Management*, 20(5), 635–650.
- Van Kerrebroeck, H., Brengman, M., & Willems, K. (2017). Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a

- shopping mall. *Computers in Human Behavior*, 77, 437–450. <https://doi.org/10.1016/j.chb.2017.07.019>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17.
- Venkatesh, Morris, Davis, & Davis. (2003a). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 27(3), 425. <https://doi.org/10.2307/30036540>
- Viet Tam, T., Tien, N. H., & Banka, M. (2024). Identifying gamification factors for digital banking service users in Vietnam: Extending TAM model with gamification and perceived value. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2398730>
- Wang, L. (2020). *Reconstruction of Brand Communication on Media Integration in the 5G Digital Era* (pp. 1280–1286). https://doi.org/10.1007/978-981-15-2568-1_178
- Wang, X., Ali, F., Tauni, M. Z., Zhang, Q., & Ahsan, T. (2022). Effects of hedonic shopping motivations and gender differences on compulsive online buyers. *Journal of Marketing Theory and Practice*, 30(1), 120–135. <https://doi.org/10.1080/10696679.2021.1894949>
- Wang, Y., & Liu, W. (2024). Exploring the Impact of Sensory Marketing on Customer Loyalty Through Technology in E-commerce. *International Journal of Information Management*, 65.
- Wiedmann, K. P., Labenz, F., Haase, J., & Hennigs, N. (2018). The power of experiential marketing: Exploring the causal relationships among multisensory marketing, brand experience, customer perceived value and brand strength. *Journal of Brand Management*, 25(2), 101–118. <https://doi.org/10.1057/s41262-017-0061-5>
- Wilson, J., Adams, R. , & Moore, T. (2021). Perceived Value and Its Effect on User Loyalty in the Digital Age. *Global Journal of Marketing*, 50(1), 89–104.
- Wismantoro, Y. (2017). Pengaruh Self Service Technology (Isst) Terhadap Kepuasan Dan Loyalitas : Dengan Mediasi Relational Benefits. *Jurnal Penelitian Ekonomi Dan Bisnis*, 1(1). <https://doi.org/10.33633/jpeb.v1i1.1479>
- Woisetschläger, D. M., Hartleb, V., & Blut, M. (2019). How to make brand communities work: Antecedents and consequences of consumer participation. *Journal of Relationship Marketing*, 7(3), 237-256.
- Wong, A., & Haque, M. (2022). Understanding the brand and website effects of online loyalty: a mediation perspective. *Journal of Marketing Management*, 38(3–4), 333–368. <https://doi.org/10.1080/0267257X.2021.1949378>

- Wu, H.-C., Ai, C.-H., Chang, Y.-Y., Wang, D.-Q., & Wu, T.-P. (2021). Experiential quality, experiential relationship quality and future experiential intentions in the Macau gaming industry. In *Tourism Review* (Vol. 77, Issue 1, pp. 177–189). Emerald. <https://doi.org/10.1108/tr-04-2020-0180>
- Wu, H.-C., Ai, C.-H., Chang, Y.-Y., Wang, D.-Q., & Wu, T.-P. (2022). Experiential quality, experiential relationship quality and future experiential intentions in the Macau gaming industry. *Tourism Review*, 77(1), 177–189. <https://doi.org/10.1108/TR-04-2020-0180>
- Wu, H.-C., Ai, C.-H., & Cheng, C.-C. (2019). Virtual reality experiences, attachment and experiential outcomes in tourism. *Tourism Review*, 75(3), 481–495. <https://doi.org/10.1108/TR-06-2019-0205>
- Wu, H.-C., & Cheng, C.-C. (2018a). What Drives Experiential Loyalty Toward Smart Restaurants? The Case Study of KFC in Beijing. *Journal of Hospitality Marketing & Management*, 27(2), 151–177. <https://doi.org/10.1080/19368623.2017.1344952>
- Wu, M.-Y., & Tseng, L.-H. (2014a). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management*, 10(1). <https://doi.org/10.5539/ijbm.v10n1p104>
- Yamamoto, J., Fukui, T., Nishii, K., Kato, I., & Pham, Q. T. (2022). Digitalizing Gratitude and Building Trust through Technology in a Post-COVID-19 World—Report of a Case from Japan. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 22. <https://doi.org/10.3390/joitmc8010022>
- Yang, K., & Jolly, L. D. (2008). Age cohort analysis in adoption of mobile data services: gen Xers versus baby boomers. *Journal of Consumer Marketing*, 25(5), 272–280. <https://doi.org/10.1108/07363760810890507>
- Ying Li, Xiao Li, Zongli Zhang, Guangsheng Zhang, & Min Gong. (2020). Understanding Consumers Online Furniture Purchase Behavior: An Updated UTAUT Perspective. *Journal of Forest Economics*, 35(4), 267–303.
- Yoon, S. J., & Kim, J. (2020). An Examination of Sensory Experience: The Effects of Sensory Design on Customer Experience and Loyalty in Retailing. *Journal of Business Research*, 11, 324–334.
- YouGov PLC. (2021, August). *Ritel dengan Nilai Konsumen Tertinggi di Indonesia*. YouGov PLC.
- Yuan, S. J., & Chen, J. X. (2021). Internet User Stickiness in the Social Q & A Community from the Perspective of Interactivity - A Case Study on Zhihu

Website. *Frontiers in Artificial Intelligence and Applications*, 345, 1–6.
<https://doi.org/10.3233/FAIA210383>

Zainurrafiqi. (2022). The Effect of Functional Value, Social Value and Experiential Value on Customer Loyalty with Customer Satisfaction as an Intervening Variable: Empirical Evidence from Indonesia. *International Journal of Multicultural and Multireligious Understanding*.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.

Zha, D., Foroudi, P., Melewar, T. C., & Jin, Z. (2024). Examining the Impact of Sensory Brand Experience on Brand Loyalty. *Corporate Reputation Review*.
<https://doi.org/10.1057/s41299-023-00175-x>

Zhang, S., Zhu, J., Wang, G., Reng, S., & Yan, H. (2022). Furniture online consumer experience: A literature review. *BioResources*, 17(1), 1627–1642.
<https://doi.org/10.15376/biores.17.1.1627-1642>

Zhang, Y., & Song, Y. (2022a). The Effects of Sensory Cues on Immersive Experiences for Fostering Technology-Assisted Sustainable Behavior: A Systematic Review. *Behavioral Sciences*, 12(10), 361.
<https://doi.org/10.3390/bs12100361>