

DAFTAR PUSTAKA

- Ali, Moch. (1985). *Penelitian Pendidikan Prosedur dan Strategi*. Bandung: Angkasa.
- Alma, Buchari. (2005). *Manajemen Pemasaran dan Pemasaran Jasa (Edisi Revisi)*. Bandung: Alfabeta.
- Al-Rasyid, Harun. (1994). *Teknik Penarikan Sampel dan Penyusunan Skala*. Bandung: Universitas Padjajaran.
- Arikunto, Suharsimi. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Yogyakarta: Bina Aksara.
- Austin, Erica Weintraub & Pinkleton, Bruce E. (2015). *Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Third Edition)*. New York: Routledge.
- Beri, G C. (2010). *Business Statistics (Third Edition)*. New Delhi: Tata McGraw Hill Education Private Limited.
- Burns, Robert B & Burns Richard A. (2008). *Business Research Methods and Statistics Using SPSS*. London: Sage Publications Ltd.
- Cannon, Joseph P, dkk. (2008). *Pemasaran Dasar-Dasar: Pendekatan Manajerial Global (Edisi Enam Belas)*, Alih Bahasa: Afia R. Fitriati dan Ria Cahyani. Jakarta: Salemba Empat.
- Cravens, D & Piercy, N. (2013). *Strategic Marketing (Tenth Edition)*. Singapore: McGraw-Hill Companies, inc.
- Francois, A. Carrillat. (2009). *Brand Management*. SAGE Publications.
- Gaffar, Vanessa. (2007). *CRM dan MPR Hotel: Customer Relationship Management and Marketing Public Relation*. Bandung: CV Alfabeta.
- Griffin, Jill. (2005). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan (Edisi Revisi dan Terbaru)*, Alih Bahasa: Dwi Kartini Yahya. Jakarta: Erlangga.
- Hermawan, Asep. (2009). *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta: PT. Grasindo.
- Hurriyati, Ratih. (2015). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: CV. Alfabeta.
- Kartajaya, Hermawan. (2006). *Marketing in Venus*. Jakarta: Gramedia.
- Kotler, Philip & Amstrong, Gary. (2014). *Principle of Marketing (14th Edition)*. New Jersey: Pearson Education, Inc.

- _____, Philip & Keller, Kevin Lane. (2016). *Marketing Management* (15th Edition). England: Pearson Education, Inc.
- Lovelock, Christopher & Wirtz, Jochen. (2011). *Services Marketing: People, Technology, Strategy* (Seventh Edition). New Jersey: Prentice Hall.
- Naresh K, Malhotra. (2015). *Basic Marketing Research* (Global^h Edition). England: Prentice Hall.
- Pine II, B Joseph & Gilmore, James H. (2011). *The Experience Economy: Update Edition*. Boston: Harvard Business Review Press.
- Schmitt, Bernd H & Rogers, David L. (2008). *Handbook on Brand and Experience Management*. United Kingdom: Edward Elgar Publishing Limited.
- _____, Bernd H. (2003). *Customer Experience Management: A revolutionary approach to connecting with your customer*. New Jersey: John Wiley & Sons Inc.
- _____, Brend H. (1999). *Experiential Marketing: How to get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. New York: The Free Press.
- Setiadi, Nugroho J. (2013). *Perilaku Konsumen* (Edisi Revisi). Jakarta: Kencana.
- Solomon, Michael R. (2011). *Consumer Behavior; Buying Having, and Being*. (7th Edition). New Jersey: Pearson Prentice Hall.
- Smilansky, Shaz. (2009). *Experiential marketing: a practical guide to interactive brand experiences*. London: Koogan Page.
- Sudjana. (2000). *Metode Statistik*. Bandung: Tarsito.
- Sugiyono. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sumarwan, Ujang. (2011). *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran* (Edisi Kedua). Bogor: Ghalia Indonesia.
- Tjiptono, Fandy. (2008). *Strategi Pemasaran*. Yogyakarta: PT. Andi Offset.
- _____, Fandy & Chandra, Gregorius. (2014). *Service, Quality & Satisfaction* (Edisi Ketiga). Yogyakarta: Andi.
- Uma Sekaran. (2009). *Metode Penelitian Untuk Bisnis*. Jakarta: Salemba Empat.
- Umar, Husein. (2008). *Metode Riset Bisnis*. Jakarta: PT Gramedia Pustaka Utama.

Karya Ilmiah:

- Adibzadeh, Marzieyh & Nakhae, Sakineh. (2015). *Examination the interrelationships Experiential Marketing, Experiential Value, Purchase*

- Behavior and Their Impact on Customer Loyalty (Case Study: Customers of Hormoz Hotel in Bandar-E-Abbas). Journal of Marketing and Customer Research Vol. 12.*
- Arthur, Isac Kwamena. (2008). *Conceptualisation of Experience Economy as Competitive Advantage for Rural Food Industry and Rural Development*. Denmark: Aalborg University, European Network of Industrial Policy.
- Devindiani, Eva & Wibowo, Lili Adi. (2015). Pengaruh *Experiential Marketing* Terhadap *Customer Satisfaction* Serta Dampaknya Pada *Customer Loyalty*. *Journal of Business Management Education* Volume 2, Nomor 1.
- Guirong, Shao & Jian Liang. (2010). *An Analysis on the Effect of Supermarket Experiential Marketing Impacting Customer Loyalty*. *International Conference of Marketing Science and Management Technology* pp 256-262.
- Hurriyati, Ratih, & Widiastuti, Irna. (2008). Retensi Pelanggan Pada Pengunjung Resort & Spa Kampung Sampireun Garut. *Pendidikan Manajemen Bisnis*, 1–19.
- Jatniko, Dwi Rohmat & Andharini, Sri Nastiti. 2012. Analisis *Experiential Marketing* Dan *Loyalitas Pelanggan Jasa Wisata* (Studi Pada Taman Rekreasi Sengkaling Malang). *Jurnal Manajemen Dan Kewirausahaan* Vol.14, No. 2, hlm: 128-137.
- Jones, T. & Taylor S. (2007). *The Conceptual Domain of Service Loyalty: How Many Dimensions?.* *Journal of Services Marketing* 26 (1), 36-51.
- Karadeniz, Mustafa, *et al.* (2013). *The Effects of Experiential Marketing and Service Quality on Customer Satisfaction and Customer Loyalty at Shopping Centers*. *Journal of Naval Science and Engineering* Vol 9, No 1.
- Kustini. (2007). Penerapan *Experiential Marketing*. *Jurnal Riset Ekonomi dan Bisnis* Vol. 7, No. 2.
- Linggasari, Citra & Millanyani, Heppy. 2014. Pengaruh *Store Atmosphere* Terhadap *Loyalitas Pelanggan Pada Kopi Progo Bandung*. *Jurnal Fakultas Komunikasi dan Bisnis Universitas Telkom*.
- Lokito, Sheila Amanda & Dharmayanti, Diah. (2013). Analisis Pengaruh *Experiential Marketing* dan *Customer Satisfaction* terhadap *Customer Loyalty* Comedy Kopi di Surabaya. *Jurnal Strategi Pemasaran* Vol. 1, No. 2.
- Mahesh, A & Dinesh, G P. (2014). *Examining the Interrelationship of Experiential Marketing with Experiential Value and Purchase Behaviour and Their Impact on Customer Loyalty: Case Sage of BSNL India*. *IFSMRC AIJRM* Vol. 2, Issue. 4.

- Mulyadi, Hari & Saktiawati, Devi. (2008). Pengaruh *Brand Personality* Terhadap Loyalitas Pelanggan Sampo Sunsil, *Journal of business management & Entrepreneur Education*, Vol 7, No 13.
- Nurchahyo, Bagus. (2016). *The Role of Customer Satisfaction in a Relation of Experiential Marketing and Customer Loyalty*. *Advances in Social Science Research Journal* Vol. 3, No. 1.
- Oeyono, Januar T & Dharmayanti, Diah. (2013). Analisa Pengaruh *Experiential Marketing* Terhadap Loyalitas Konsmen Melalui Kepuasan Sebagai Intervening Variabel Di Tato Café Surabaya Town Square. *Jurnal Manajemen Pemasaran* Vol. 1, No. 2.
- Ozturk, R. (2015). *Exploring the Relationships between Experiential Marketing, Customer Satisfaction and Customer Loyalty: An Empirical Examination in Konya*. *International Journal of Social, Behavioral, Education, Economic, Business and Industrial Engineering* Vol. 9, No. 8, pp 2715-2718.
- Putri, Yuwandha Anggia & Astuti, Sri Rahayu T. (2010). Analisis Pengaruh *Experiential Marketing* terhadap Loyalitas Pelanggan Hotel "X" Semarang. *Faculty of Economics and Business* Vol. 12, No 2.
- Riza, Saraswati, dkk. (2013). Pengaruh *Experiential Marketing* Terhadap Loyalitas: Studi Pada Pelanggan Taman Indie Resto Malang. *Jurnal Administrasi Bisnis* Vol 6, No 1.
- Rotti, Gratia Kristines. (2012). Analisis Pengaruh *Experiential Marketing* Terhadap Customer Satisfaction dan Dampaknya Terhadap Loyalitas Pelanggan Studi Kasus: Blitz Megaplex Grand Indonesia. *Jurnal Program Studi Magister Manajemen Universitas Indonesia*.
- Same, Siiri. (2012). *Understanding Experience Marketing: Conceptual Insights and Differences from Experiential Marketing*. Estonia: Tallinn University of Technology.
- Sari, Mareta Kemala. (2012). Pengaruh Penerapan *Experiential Marketing* terhadap Loyalitas Konsumen Kartu Pra Bayar Simpati Telkomsel. *Jurnal Program Studi Pendidikan Ekonomi STKIP PGRI Sumatera Barat* Vol 1, No 1.
- Wibowo, Lili Adi. (2011). *Experiential Marketing dan Branded Customer Experience* Kaitannya dengan Loyalitas Pelanggan Restoran dan Café Serta Dampaknya pada Citra Bandung Sebagai Destinasi Pariwisata Indonesia. *Jurnal Pendidikan Manajemen Bisnis*.
- Wu, Mei-Ying & Tseng, Li-Hsia. (2015). *Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective*. *International Journal of Business and Management* Vol. 10, No. 1.

Yuan, Yi-Hua & Wu, Chihkang. (2008). *Relationships among Experiential marketing, experiential value, and customer satisfaction*. *Journal of Hospitality & Tourism Research* Vol. 32, No. 3.

Zena, Ara Puti & Hadisumarto, Dewanto. (2012). *The study of relationship among experiential marketing, service quality, customer satisfaction, and customer loyalty*. *ASEAN Marketing Journal* Vol. IV, No. 1.

Internet, Majalah, dan Lainnya:

www.harian.analisadaily.com/kota/news/industri-kecantikan-di-indonesia-sangat-potensial/54505/2014/08/13

www.bisniskeuangan.kompas.com/read/2012/09/05/16335723/Jumlah.Salon.100.000.Pasar.Salon.RI.Capai.Rp.16.6.Triliun.

www.industri.bisnis.com/read/20120905/257/94018/pabrik-baru-loreal-tingkatkan-penetrasi-di-indonesia.

www.jpnn.com/read/2015/05/20/305164/Bisnis-Salon-Tumbuh-15-Persen.

www.marketing.co.id/experiential-marketing-pekerjaan-schmitt-belum-selesai/.

www.swa.co.id/business-strategy/marketing/hadirkan-beauty-trade-show-ite-siap-garap-pasar-indonesia.

www.topbrand-award.com/top-brand-survey/survey_methodology.

www.wolipop.detik.com/read/2013/01/08/180809/2136553/234/7-rekomendasi-tempat-penghilangan-bulu-tubuh-yang-mengganggu

www.beauty.grivy.com/h/i/112049933-4-tempat-waxing-dengan-harga-terjangkau-di-jakarta.