

DAFTAR PUSTAKA

- Aksa & Ririn. (2011). *Manajemen Pemasaran Jasa*. Bogor: Ghalia Indonesia
- Ali, M. (2013). *Penelitian Kependidikan Prosedur dan Strategi*. Bandung: CV Angkasa.
- Alma Buchari. (2000). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta
- _____. (2009). *Pengantar Bisnis*. Bandung: Alfabeta
- _____. (2013). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta
- Al-Rasyid, H. (1994). *Teknik Penarikan Sampel dan Penyusunan Skala*. Bandung: Program Pasca Sarjana Universitas Padjajaran.
- Anil Bilgihan, Jay, J. (2016). Towards a unified customer experience in online shopping environments Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1). <https://doi.org/10.1108/IJQSS-07-2015-0054>
- Belch, G. E. B. & M. A. (2015). *Advertising and Promotion: an Integrated Marketing Communications Perspective*.
- Chen, C.-C. V., & Chen, C.-J. (2017). The role of customer participation for enhancing repurchase intention. *Management Decision*, 55(3), 547–562. <https://doi.org/10.1108/MD-06-2016-0380>
- Chiu. (2014). Review And Analysis Of Factors Affecting Online, 4, 1312–1321.
- Choi, E. J., & Kim, S. (2013). The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention, 7(1), 239–252.
- Choon, K., & Corresponding, L. (2010). The Effects of Shopping Orientations , Online Trust and Prior Online Purchase Experience toward Customers ' Online Purchase Intention. *International Business Research*, 3(3), 63–76. <https://doi.org/10.5539/ibr.v3n3p63>
- Dharmawirya, M., & Smith, B. A. (2012). Analysis of Consumer Repurchase Intention towards Online Shopping in Indonesia ' s Online Retail Business Market. *International Journal of E-Education, E-Business, E-Management and E-Learning*, 2(3), 3–6.
- Ding, C. (2015). Emotions and continued usage of mobile applications. *Industrial*

Management & Data Systems, 115(5), 833–852.
<https://doi.org/10.1108/IMDS-11-2014-0338>

Dziewanowska, K. (2015). Dimensions of Real and Virtual Consumer Experiences. *Faculty of Management Working Paper Series 9 (4) 2015 UW Faculty of Management Dimensions of Real and Virtual Consumer Experiences*.

Ecommerce Foundation. (2016). *Global B2C E-commerce Report 2016*.

Evans, B. (2009). Customer expectations of store attributes: A study of organized retail outlets in India. *Journal of Retail & Leisure Property*, 9(1), 75–87.
<https://doi.org/10.1057/rlp.2009.27>

Fandy, T. (2008). Strategi Pemasaran. *Jurnal Manajemen dan Start-Up Bisnis* (Vol. 1).

Fang, Wen, George, P. (2016). Consumer Heterogeneity, Perceived Value, And Repurchase Decision-Making In Online Shopping: The Role Of Gender, Age, And Shopping Motives. *Journal of Electronic Commerce Research*, 17(2), 116–131.

Fatemeh Taheri, N. A. (2016). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Academic Journal of Business Management*, 3(4), 187–204.
<https://doi.org/10.1108/IJRDM-03-2012-0034>

Fiore, A. M., & Kim, J. (2007). *An integrative framework capturing experiential and utilitarian shopping experience*. *International Journal of Retail & Distribution Management* (Vol. 35).
<https://doi.org/10.1108/09590550710750313>

Ghazali Musa, Izzah Mohammad, Thinaranjey Thirumoorthi, S. M., & Kasim, A. (2015). Exploring visitors ' experience using strategic experiential modules (SEMs): the case of Zoo Negara , Kuala Lumpur. *International Journal Of Tourism Cities*, 1(3), 234–263. <https://doi.org/10.1108/IJTC-08-2014-0012>

Goma Agaag, I. E. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention A cultural and commitment-trust. *Internet Research*, 26(1), 288–310. <https://doi.org/10.1108/IntR-10-2014-0244>

Grewal, D., Roggeveen, A. L., & Tsiros, M. (2008). The Effect of Compensation on Repurchase Intentions in Service Recovery. *Journal of Retailing*, 84(4), 424–434. <https://doi.org/10.1016/j.jretai.2008.06.002>

Hafid, A. (2013). *Konsep dan Dasar Ilmu Pendidikan*. Bandung: Alfabeta

Handono, Ronald, A. (2015). Analisis Faktor-Faktor yang Mempengaruhi Minat

Beli Ulang pada Produk McDonald di Surabaya. *Gema Aktualita*, 4(1), 95–100.

Hermawan, A. (2009). *Penelitian Bisnis*. Jakarta: Grasindo.

Hsieh, W. T. M., Lin, T. M. Y., & Tsao, W. (2016). Intensifying online loyalty! The power of website quality and the perceived value of consumer / seller relationship. *Industrial Management & Data Systems*, 116(9), 1987–2010. <https://doi.org/10.1108/IMDS-07-2015-0293>

Ishak, R. Pengaruh experiential marketing terhadap loyalitas konsumen pada (2015).

Istijanto. (2009). *Aplikasi Riset Praktis Riset Pemasaran*. Jakarta: Gramedia Pustaka Utama.

Izogo, E. (2016). Structural equation test of relationship quality Repurchase intention – willingness to recommend framework in retail banking. *International Journal of Emerging Markets*, 11(3), 374–394. <https://doi.org/10.1108/IJOEM-07-2015-0130>

Kotler, P (2003). *Marketing Management*. Jilid 1. New jersey: Pearson education

Kotler, P dan Keller, K (2009). *Marketing Management 13 Edition Jilid 1*. Person education

_____. (2009). *Marketing Management 13 Edition Jilid 2*. Person education

_____. (2016). *Marketing Management 15 edition*. Person education

Kotler, P dan Armstrong, G. (2014). *Principles of Marketing*. England: Pearson Education

Kuntjara. (2007). *Analisis faktor-faktor yang mempengaruhi minat beli ulang*. Tesis.

Kwon, N. (2010). The influence of prior experience and age on mature consumers ' perceptions and intentions of internet apparel shopping. *Journal of Fashion Marketing and Management*, 14(3), 335–349. <https://doi.org/10.1108/13612021011061825>

Lee, Y., & Management, M. (2008). Exploring the Influence of Online Consumers ' Perce ption on Purchase Intention as Exemplified with an Online Bookstore, (July 1995).

Lee Chai Har, Uchenna Cyril Eze, N. O. N. (2011). Analyzing key determinants of online repurchase intentions. *Asia Pacific Journal of Marketing and Logistics*, 23(2), 200–221. <https://doi.org/10.1108/13555851111120498>

Lin, Chinho, L. (2014). Factors affecting online repurchase intention. *Industrial*

Management & Data Systems, 114(4), 597–611.
<https://doi.org/10.1108/IMDS-10-2013-0432>

Lovelock, C. (2010). *Pemasaran Jasa-Perspektif Indonesia Jilid 1*. Jakarta: Erlangga.

Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th Edition). New Delhi: Pearson Education Limited.

McKechnie, T. &. (2009). Experience marketing: a review and reassessment. *International Marketing Trends Conference*, 25, 1–24.

Mohamed, Hussein, Zamzuri, H. (2014). Insights into individual 's online shopping continuance intention. *Industrial Management & Data Systems*, 114(9), 1453–1476. <https://doi.org/10.1108/IMDS-07-2014-0201>

Moslehpour, M., Wong, W.-K., Pham, K. Van, & K. Aulia, C. (2017). Repurchase intention of Korean beauty products among Taiwanese consumers. *Asia Pacific Journal of Marketing and Logistics*, 29(3), APJML-06-2016-0106. <https://doi.org/10.1108/APJML-06-2016-0106>

Mowen. (2002). *Perilaku Konsumen jilid 1*. Jakarta: Erlangga

Nasution M.N. (2004). *Manajemen Jasa Terpadu (Total Service Management)*. Bogor: Ghalia Indonesia

Ni Putu Widantari Suandana, Ketut Rahyuda, N. N. K. Y. (2016). Pengaruh Pengalaman Membeli Produk Fashion Terhadap Niat Membeli Kembali Melalui Kepuasan Dan Kepercayaan Pelanggan, *10*(1), 85–97.

Novianti, P. (2011). Pengaruh Shopping Experience Terhadap Brand Image Kawasan Objek Wisata Belanja Batik Trusmi (Survei terhadap Pengunjung Kawasan Objek Wisata Belanja Batik Trusmi Kabupaten Cirebon). *Tourism and Hospitality Essentials*, 1(2), 121–136.

Oesma Yevis.(2010).*Sukses Mengelola Marketing MIX, CRM, Customer Value, dan Customer Dependency*. Bandung: ALFABETA

Pahlevani, S. (2015). Investigating Factors Affecting the Online Repurchasing Intention. *Trends in Life Science. an International Peer- Reviewed Journal*, 4(1), 197–202.

Papalia, Diane. (2011). *Human Development: Psikologi Perkembangan*. Jakarta: Kencana Prenada Media Group

Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 42(3), 187–204. <https://doi.org/10.1108/IJRDM-03-2012-0034>

- Parastanti, G. P., Srikandi, K., & Hidayat, K. (2014). Pengaruh Prior Online Purchase Experience Terhadap Trust Dan Online Repurchase Intention (Survey pada Pelanggan ZALORA Indonesia Melalui Website www.zalora.co.id). *Jurnal Administrasi Bisnis*, 16(1).
- Pentina, Amialchuk, T. (2011). Exploring effects of online shopping experiences on browser satisfaction and e-tail performance. *International Journal of Retail & Distribution Management*, 39(10), 742–758. <https://doi.org/10.1108/09590551111162248>
- Pine & Gilmore. (1999). *The Experience Economy*. Harvard Business Press.
- Rahayu, A., & Adi, L. (2013). Analisis Nilai Pengalaman Berbelanja Online Melalui Experiential Marketing, 4(1), 1–15.
- Rahayu, A., & Anggarini, G. (2009). Keputusan Pembelian Produk Audio Sony. *Strategic*, 8(16).
- Rangkuti, Freddy. (2007). *Riset Pemasaran*. Jakarta: Gramedia Pustaka Utama
- Razi, Farshad faezy, M. lajevardi. (2016). Sense Marketing , Experiential Marketing , Customer Satisfaction and Repurchase Intention. *Journal of Marketing and Consumer Research*, 21, 67–73.
- Research, W. & S. M. Marketplace Site Begin To Dominate E-Commerce Market in Indonesia 2015 (2015).
- Ratih Hurriyati, (2008). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta
- Riduwan. (2008). *Dasar-Dasar Statistika*. Bandung: Alfabeta.
- _____. (2013). *Dasar-Dasar Statistika*. Bandung: Alfabeta.
- Robinette, S. (2001). *Emotion marketing*. McGraw-Hill. Retrieved from http://www.jurysync.com/images/uploads/print_Emotion_Marketing.pdf
- Safa, Nader S, R. von S. (2016). Customers repurchase intention formation in e-commerce, 1–9.
- Same, Siiri, J. larimo. (2015). Marketing Theory: Experience Marketing and Experiential Marketing. *International Scientific Conference Business and Management*. <https://doi.org/10.3846/bm.2012.063>
- Santrock John W. (2007). *Remaja Edisi Kesebelas Jilid 1*. Jakarta: Erlangga
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behaviour*. Pearson Education.
- Schiffman, L.G., & Joseph L.Wisenblit. (2015). *Consumen Behaviour*. Pearson

Education

- Schmitt, B. (1999). *How to Get Customer to Sense, Feel, Think, Act, Relate to Your Company and Brands*. The Free Press
- Schmitt, B. (2010). Experience Marketing: Concepts , Frameworks and Consumer Insights, 5(2), 55–112. <https://doi.org/10.1561/17000000027>
- Sekaran, Uma. (2003). *Research Methods for Business*. John Wiley & Sons
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business* (5th Ed). Chennai, India: John Willey & Sans Ltd.
- Selim aren, et al. (2013). Factors Affecting Repurchase Intention to Shop at the Same Website. *Social and Behavioral Sciences*, 99, 536–544. <https://doi.org/10.1016/j.sbspro.2013.10.523>
- Setiadi, Nugroho. (2015). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Prenadamedia Group
- Silalahi, U. (2012). *Metode Penelitian Sosial*. Bandung: PT. Refika Aditama.
- Skorek, M. (2016). Attitudes of Polish Consumers Toward Experiential Marketing. *Journal of Management and Business Administration*, 24(4), 109–124. <https://doi.org/10.7206/jmba.ce.2450-7814.185>
- Solomon, M. R. (2013). *Consumer Behavior : Buying, Having, and Being* (10th ed.). New Jersey: Person Education Limited, England.
- Sudjana. (2003). *Teknik Analisis Regresi dan Korelasi bagi Para Peneliti*. Bandung: Tarsito.
- Sugiyono. (2009). *Metode Penelitian Bisnis*. Bandung: Alfabeta
- _____. (2011). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- _____. (2012). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- _____. (2013). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- _____. (2015). *Cara Mudah Menyusun: Skripsi, Tesis, dan Disertasi*. Bandung: Alfabeta.
- _____. (2016). *Statiska Penelitian Bisnis*. Bandung: Alfabeta
- Supriadie, D.(2012). *Komunikasi Pembelajaran*. Bandung: Remaja Rosdakarya

- Susanto. (2000). *Manajemen Pemasaran di Indonesia*. Jakarta: Salemba Empat
- Tarofder, Nikhashemi, Azam, Selvantharan, H. (2016). The mediating influence of service failure explanation on customer repurchase intention through customers satisfaction. *International Journal of Quality and Service*
- Tirtarahardja, U. (2005). *Pengantar Pendidikan*. Jakarta: Rineka Cipta
- Tho, N. X., Lai, M., & Yan, H. (2017). The Effect of Perceived Risk on Repurchase Intention and Word – of – Mouth in the Mobile Telecommunication Market: A Case Study from Vietnam. *International Business Research*, 10(3), 8–19. <https://doi.org/10.5539/ibr.v10n3p8>;
- Tjiptono Fandy. (2008). *Strategi Pemasaran*. Yogyakarta: Andi Offset
- _____. (2012). *Pemasaran Strategik*. Yogyakarta: Andi.
- _____. (2014). *Pemasaran Jasa*. Yogyakarta: CV. Andy Offset.
- Umar, H. (2011). *Metode Penelitian untuk Skripsi dan Tesis Bisnis, Edisi 11*. Jakarta: Raja Grafindo Persada.
- _____. (2013). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: Rajawali.
- _____. (2014). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: Raja Grafindo Persada.
- _____. (2014). *Metode Riset Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.
- Utama, R. D. H., & Aprilliani, R. (2009). Pengaruh Program Consumer Promotion Nada Sambung Pribadi. *Strategic*, 8(15).
- Vasudha, R, S. (2016). Understanding The Role of Hedonic Shopping Value in Determining Repurchase intention And Customer Satisfaction in Online Shopping Scenario, 6(4), 460–461.
- Widiyanto, I., & Prasilowati, S. L. (2015). Perilaku pembelian melalui internet, 17(2), 109–112. <https://doi.org/10.9744/jmk.17.2.109>
- Wijaya, T. (2011). *Manajemen Kualitas Jasa. Indeks*.
- Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology and Marketing*, 21(5), 351–373.
- Yu, E. S. W. J., Wang, E. S., & Yu, J. (2016). Effect of product attribute beliefs of ready-to-drink coffee beverages on consumer-perceived value and repurchase intention. *British Food Journal*, 118(12), 2963–2980. <https://doi.org/10.1108/BFJ-03-2016-0128>

Yudha, A. P. (2009). *Analisis faktor–faktor yang mempengaruhi minat pembelian ulang terhadap ponsel merek Nokia.*

Yuli Setiarini, Subagjo, Paramu, I. (2017). Customer Repurchase Intention and Satisfaction in Online Shopping.

Zhang, S., & Chaipoo Pirutana, S. (2016). Factors Affecting Repurchase Intention Towards Luxury Goods in Thailand. *International Research Conference.*

Sumber Skripsi dan Tesis:

Hakim Muafi. 2015. *Pengaruh Stimulus Pemasaran Terhadap Citra Merek pada Notebook Hewlett Packard.* Skripsi. UPI

Maulany Soesanty. 2015. *Pengaruh Green Product Terhadap Nilai Pelanggan dan Dampaknya Pada Repurchase Intention.*Tesis.UPI

Purnama Ega. 2015. *Pengaruh Trust dan Perceived Usefulness Terhadap Keputusan Menggunakan Situs E-commerce B2C.* Skripsi. UPI

Putri Ashri. 2016. *Pengaruh Brand Experience Terhadap Kepuasan pelanggan dan Dampaknya pada Repurchase Intention.*Tesis.UPI

Sofwan Dara. 2015. *Analisis Co-Creation experience Terhadap Kota Kreatif Sebagai Destinasi Parawisata Serta Dampaknya Pada Revisit Intention.* Tesis.UPI

Sumber Internet:

Pengguna Internet di Indonesia tahun 2016:
[APJII Report](#) (diakses, 20 Desember 2016)

[Pertumbuhan Pendapatan E-commerce B2C di dunia tahun 2012-2016:](#)
[Global B2C E-commerce Report](#) (diakses, 06 Mei 2017)

Pertumbuhan Penjualan E-commerce B2C di dunia tahun 2012-2016:
[www. eMarketer. Com](#) (diakses, 20 Desember 2016)

[Ranking Popular situs e-commerce B2C di Indonesia tahun 2014-2016:](#)
[Similiarweb.com](#) (diakses, 15 Desember 2016)

Jumlah Online Shoppers di Indonesia tahun 2016:
[SPIRE Research and Consulting](#) (diakses, 15 Desember 2016)

Perbandingan Pengunjung Situs e-commerce B2C di Indonesia tahun 2014-2016:
[Similiarweb.com](#) (diakses, 20 November 2016)

Rating Kepuasan Konsumen Lazada.co.id
Trustedcompany.com (diakses, 09 Februari 2017)

Review Positif dan Negatif Konsumen Lazada.co.id tahun 2016-2017
Trustedcompany.com (diakses, 16 Februari 2017)

Kekurangan dan Kelebihan Berbelanja online
Summary Study E-commerce (diakses, 01 Maret 2017)

Factors of Shopping Experience
www.Comscore.com (diakses, 01 Maret 2017)