

DAFTAR PUSTAKA

- Kirana, dkk (2021). *Pengaruh Experiential Marketing dan Kepuasan Terhadap Loyalitas Pelanggan Pada Tijili Hotel Seminyak*. Ganec Swara, 15(1) <http://journal.unmasmataram.ac.id/index.php/GARA>
- Agustina Manullang, F., & Heryenzus. (2022). Pengaruh Service Quality, Trust dan Satisfaction Terhadap Repurchase Intention Pada Pengguna Online PT Great Seasons Travel. *ECo-Buss*, 5(1).
- Chandrarin, G. (2018). *Metode Riset Akuntansi Pendekatan Kuantitatif*. Salemba Empat.
- Diamona, K. P., & Harini, D. C. (2018). *The Analysis Of Effect Of Sense, Feel, Think, Act, And Relate As The Experiential Marketing Variables To Customer Loyalty Of Andelir Hotel Semarang*. *Eco-buss*, 5(1)
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Fiqihta, E., Kuraesin, E., & Muniroh, L. (2019). Pengaruh Kualitas Pelayanan dan Brand Image terhadap Kepuasan Pelanggan. *Jurnal Ilmu Manajemen*, 2(2).
- Fransica, D. A. (2018). Analisa Pengaruh Brand Image terhadap Customer Loyalty dan Customer Satisfaction sebagai Mediator di Hotel Shangri-La Surabaya. *Jurnal Hospitality Dan Manajemen Jasa*, 6(1).
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Progam IBM SPSS 25* (P. P. Harto, Ed.; 9 ed.). Universitas Diponegoro.
- Ismunandar, & Ayu Lestari, W. (2019). Pengaruh Experiential Marketing terhadap Kepuasan Konsumen (Studi Kasus pada Salon Liontin Kota Bima). *Jurnal Penelitian Ekonomi Dan Akuntansi(JPENSI)*, 4(3).
- Kandampully, J., Zhang, T. (Christina), & Bilgihan, A. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379–414. <https://doi.org/10.1108/IJCHM-03-2014-0151>

- Kotler, P., & Keller, K. L. (2013). *Strategic brand Management: Building, Measuring and Managing Brand Equity* (4 ed., Vol. 4). Pearson Edition.
- Permatasari, S. A., & Wulandari, A. (2020). *The Influence Of Brand Image On The Interest Of Visiting Aston Pasteur Hotels In2020*. Telkom University.
- Philip, K., & Keller, K. L. (2012). *Marketing Management* (14 ed.). Prentice Hall Published.
- Putra, B. S. (2018). Pengaruh Experiential Marketing dan Brand Trust terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Hotel Aryaduta Di Pekanbaru. *JOM Fekon*, 4(1).
- Rampengan, T. L., Mangantar, M., & Raintung, M. C. (2021). Pengaruh Experiential Marketing, Brand Image dan Brand Trust terhadap Minat Berkunjung Kembali pada Grand Master Resort Tomohon. *Jurnal EMBA*, 9(4).
- Selfia, D. (2018). Pengaruh Experiential Marketing dan Brand Image terhadap Loyalitas Pelanggan Hotel Pusako Bukittinggi. *JOM FISIP*, 4(2).
- Subaebasni. (2019). International Review of Management and Marketing Effect of Brand Image, the Quality and Price on Customer satisfaction and Implications for Customer Loyalty PT Strait Liner Express in Jakarta. *International Review of Management and Marketing*, 9(1).
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. ALFABETA.
- Tjiptono, F. (2015). *Pemasaran Jasa*. Bayu Media.
- Wahyudi, I. A. (2021). Pengaruh Brand Image dan Experiential Marketing Terhadap Customer Sastisfaction (Studi Pada Hotel Oyo Surabaya). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 25. <https://doi.org/10.24912/jmieb.v5i1.9240>
- Wowiling, T., Tumbel, A., & Soegoto, A. S. (2019). Analisis Pengaruh Service Quality Dan Brand Image Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening. *Jurnal Riset Bisnis Dan Manajemen* , 7(4).