DAFTAR PUSTAKA

A. BUKU

Pine, B. J., II & Gilmore, J. H. (2016). *The Experience Economy: Competing for Customer Time, Attention, and Money* (Updated ed.). Harvard Business Review Press.

Armstrong, G., & Kotler, P. (2023). *Marketing: An Introduction* (14th ed.). Harlow: Pearson Education.

Griffin, J. (2022). *Customer Loyalty: How to Earn It, How to Keep It*. San Francisco: Jossey-Bass.

Kasmir. (2023). *Manajemen Pemasaran*. Jakarta: PT RajaGrafindo Persada.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). London: Pearson Education Limited.

Firmansyah, M. Anang, et.al. (2018). "*Perilaku Konsumen (Sikap dan Pemasaran)*". Deepublish, Yogyakarta

Supriyanto. (2016). *Administrasi Niaga: Konsep dan Aplikasi*. Bandung, Alfabeta.

Fayol, H. (2016). *Administration Industrielle Et Generale*. Paris, Dunod.

Sedarmayanti. (2023). *Administrasi Bisnis: Teori dan Praktik*. Bandung: Refika Aditama.

Kotler, P., Kartajaya, H., & Setiawan, I. (2023). *Marketing 5.0: Technology for Humanity*. Hoboken: John Wiley & Sons.

Ghozali, I. (2018). Aplikasi analisis multivariate dengan program IBM SPSS 25 (Edisi 9). Badan Penerbit Universitas Diponegoro.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69–96.

Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Boston: Pearson.

Brun, I., Rajaobelina, L., Ricard, L., & Berthiaume, B. (2025). The role of customer experience dimensions in expanding customer–firm relationships: A customer expansion journey approach. *Journal of Retailing*, *101*(2), 245–267

Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioral Sciences* (2nd ed.). New York: Holt, Rinehart and Winston.

B. JURNAL

Al-Sammarraie, R. (2025). *The impact of sensory marketing on consumer behaviour in the cosmetic and skin care market*. Haaga-Helia University of Applied Sciences.

Spence, C., Di Stefano, N., Reinoso-Carvalho, F., & Velasco, C. (2024). *Marketing sonified fragrance:* Designing soundscapes for scent. *i-Perception*, 15, 20416695241259714.

Cui, G., & Chen, R. (2021). Impulse Buying and Sensory Marketing in Mobile Commerce Environments. *Journal of Retailing and Consumer Services*, 59, 102–113.

Ghosh, R., Banerjee, S., & Das, A. (2023). The Influence of Auditory Marketing on Consumer Mood and Spending Patterns. *Journal of Marketing Theory and Practice*, 31(3), 345–361.

Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2022). The Customer Retail App Experience: Implications for Customer Loyalty. *Journal of Retailing and Consumer Services*, 65, 102842.

Sugesti, E., Tinggi, S., Ekonomi, I., & Prasetya, E. (2025). The Role of Service Quality and Customer Experience in Shaping Word-of-Mouth: The Mediating Effect of Customer Satisfaction on Cosmetic Products in Indonesia. *The Eastasouth Management and Business*, 3(03), 507–520.

Suharto, S., & Yuliansyah, Y. (2023). The Influence of Customer Relationship Management and Customer Experience on Customer Satisfaction. *Integrated Journal of Business and Economics*, 7(1), 389.

Zaid, S., & Patwayati. (2021). Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 983–992.

Gustafsson, A., Caruelle, D., & Bowen, D. E. (2024). Customer experience (CX), employee experience (EX) and human experience (HX): introductions, interactions and interdisciplinary implications. *Journal of Service Management*, 35(3), 333-356.

Rather, R. A., & Hollebeek, L. D. (2021). Customers' service-related engagement, experience, and behavioral intent: Moderating role of age. *Journal of Retailing and Consumer Services*, 60, 102453.

Bharej, K., & Singh, N. (2025). Electronic Word of Mouth (eWOM) And Its Impact on Consumer Buying Behaviour. *Journal of Information Systems Engineering and Management*, 10(38s), 1154-1175.

Maharani, D. A., Hidayat, W., & Wijayanto, A. (2023). "Pengaruh Customer Experience dan Harga terhadap Kepuasan Pelanggan." *Jurnal Ilmu Administrasi Bisnis*, 12(2).

Zaid, S., & Patwayati. (2021). "Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia." *Journal of Asian Finance, Economics and Business*, 8(4), 983-992.

Guan, Y., Zhang, J., & Li, H. (2021). Dimensions of customer experience in digital environments. *Journal of Business Research*, *136*, 456–468.

Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, *65*, 102842.

Waqas, M., et al. (2024). Customer experience in the digital age: A multidimensional perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, *19*(1), 1–18.

Christou, M., et al. (2026). State-of-the-Art Review on the Rise of Experiential and Transformative Travel: Reassessing Value, Meaning and Impact. *Social Sciences*, 7(2), 59.

Sujana, S., & Yusni, Y. (2024). The Influence of Service Quality and Price Perceptions on Customer Loyalty and Customer Satisfaction as Intervening Variables. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 1165–1178