

## **DAFTAR PUSTAKA**

- Adeosun, L. P., & Ganiyu, R. A. (2012). Experiential Marketing: An Insight into the Mind of the Consumer. *Asian Journal of Business and Management Sciences*, Vol. 2 No.7.
- Aida, M., & Sasaki, H. (2014). *Shifting from Consumption to Experience: Winning in the Omnichannel Retailing*. Japan: EYGM Limited.
- AMA. (2013). *Definition of Marketing*. Retrieved November 20, 2015, from www.ama.org: <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>
- AMR. (2015). *What is Back Translation?* Retrieved Desember 09, 2015, from www.asiamarketresearch.com:  
<http://www.asiamarketresearch.com/glossary/back-translation.htm>
- Barnes, J. G. (2003). *Secrets of Customer Relationship Management*. (A. Winardi, Trans.) Yogyakarta: Andi.
- Blair, M., Armstrong, R., & Murphy, M. (2003). *The 360 Degree Brand in Asia: Creating More Effective Marketing Communications*. New Jersey: Pearson Prentice Hall.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does it Affect Loyalty? *Journal of Marketing*, Vol. 73.
- Cannon, J. P., Perreault, Jr, W. D., & McCarthy, E. J. (2008). *Basic Marketing*. New York: McGraw-Hill.
- Chen, J., Ching, R. K., Luo, M. M., & Liu, C. C. (2008). Virtual Experiential Marketing on Online Customer Intentions and Loyalty. *Proceedings of the 41st Hawaii International Conference on System Sciences*.

- Coelho, M. d., & Santos, P. F. (2013). The Smartphone Experience Marketing: Cocreating Value through Mobile Apps. *Brazilian Journal of Marketing, Opinion, and Media Research*.
- Datta, V., & Vasantha, S. (2013). Experiential Value, Customer Satisfaction and Customer Loyalty: An Empirical Study of Kfc in Chennai. *Indian Journal of Applied Research, Vol.3(9)*.
- Dehghan, A., & Shahin, A. (2011). Customer Loyalty Assessment A Case Study in Maddiran, the Distributor of LG Electronics in Iran. *Business Management and Strategy, Vol.2 No.1*.
- Dutka, A. (2008). *AMA Hand Book for Customer Satisfaction*. Lincolnwood: NTC Business Book.
- Emarketer. (2014, Desember 11). *2 Billion Consumers Worldwide to Get Smart(phones) by 2016*. Retrieved April 18, 2015, from www.emarketer.com: <http://www.emarketer.com/Article/2-Billion-Consumers-Worldwide-Smartphones-by-2016/1011694>
- Frontier. (2015). *Top Brand Index 2015 Fase 1*. Retrieved Mei 2, 2015, from www.topbrand-award.com: [http://www.topbrand-award.com/top-brand-survey/survey-result/top\\_brand\\_index\\_2015\\_fase\\_1](http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2015_fase_1)
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal, Vol.25*.
- Ghozali, I. (2011). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 19,0*. Semarang: Universitas Diponegoro.
- Griffin, J. (2005). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.
- Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The Relationship Between Customer Satisfaction and Loyalty: Cross-Industry Differences. *Total Quality Management, Vol.11*.
- Gusti. (2014, Maret 10). *Menkominfo: 270 Juta Pengguna Ponsel di Indonesia*. Retrieved Mei 2, 2015, from <http://ugm.ac.id/>: <http://ugm.ac.id/id/berita/8776-menkominfo%3A.270.juta.pengguna.ponsel.di.indonesia>

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2006). *Multivariate Data Analysis*. New Jersey: Pearson Prentice Hall.
- Hair, J. F., Hult, G. M., Ringle, C. M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. USA: SAGE Publications, Inc.
- Haryono, S., & Wardoyo, P. (2012). *Structural Equation Modeling Untuk Penelitian Manajemen Menggunakan AMOS 18.00*. Jawa Barat: PT Intermedia Personalia Utama.
- Hasan, W. N. (2015, November 26). *Pengguna Smartphone di Indonesia Lebih Banyak Berusia Kurang Dari 30 Tahun*. Retrieved September 16, 2016, from ArenaLTE: <http://arenalte.com/berita/industri/pengguna-smartphone-indonesia/>
- Hasudungan, R. G., Rasman, K. P., Pujiastuti, F. A., Dewi, R. S., & Suspandi. (2015). *Statistik Daerah Provinsi DKI Jakarta 2015*. Jakarta: BPS Provinsi DKI Jakarta.
- Hermawan, I. (2015, July 3). Experiential Marketing in the Smartphone Industry. (R. K. Sari, Interviewer)
- Holbrook, M. B. (1999). *Consumer Value A framework for analysis and research*. London: Routledge.
- Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *The Journal of Consumer Research, Vol.9*.
- Iastremska, O., & Strokovych, A. (2014). Assessment of Customer Loyalty. *Marketing Management & Research*.
- Iqbal, M. (2015, Maret 17). *Google: Pengguna Smartphone di Indonesia Gemar Belanja*. Retrieved April 25, 2015, from selular.id: <http://selular.id/news/e-commerce/2015/03/google-pengguna-smartphone-di-indonesia-gemar-belanja/>
- Jarenfors, O. A., & Sturesson, S. H. (2012). *Value Creation through Smartphones: An Ethnographic Study about Consumer Value and Social Interaction through*

- Smartphones*. University of Gothenburg School of Business, Economics, and Law.
- Jin, N. P., Line, N. D., & Goh, B. (2013). Experiential Value, Relationship Quality, and Customer Loyalty in Full-Service Restaurants: The Moderating Role of Gender. *Journal of Hospitality Marketing & Management, Vol.22(7)*.
- Kartajaya, H. (2004). *Marketing in Venus*. Jakarta: Gramedia Pustaka Utama.
- Keng, C. J., Tran, V. D., & Thi, T. M. (2013). Relationships among Brand Experience, Brand Personality, and Customer Experiential Value. *Contemporary Management Research, Vol.9(3)*.
- Kim, D., & Kim, S. (2011). *Relationships among Experiential Marketing, Experiential Value, Customer Satisfaction, and Customer Loyalty: an Empirical Investigation of Korea's Upscale Hotels*. The School of Hospitality Business. Michigan State University.
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing, 13th Edition*. New Jersey: Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management, 13th Edition*. New Jersey: Pearson Prentice Hall, Inc.
- Kotler, P., Keller, K. L., Ang, S. H., Leong, S. M., & Tan, C. T. (2007). *Marketing Management an Asian perspective, 4th Edition*. Prentice Hall.
- Kountur, R. (2003). *Metode Penelitian Untuk Penulisan Skripsi dan Thesis*. Jakarta: PPM.
- Kuncoro, M. (2003). *Metode Riset untuk Bisnis dan Ekonomi*. Jakarta: Erlangga.
- Lee, M.-J., & Cheng, J. (2015, April 29). *Penjualan Smartphone Melamban, Laba Samsung Jatuh*. Retrieved Mei 2, 2015, from <http://indo.wsj.com/:http://indo.wsj.com/posts/2015/04/29/penjualan-smartphone-melamban-laba-samsung-jatuh/>
- Lin, C.-C. (2003). The Role of Customer Perceived Value in Generating Customer Satisfaction: An E-Business Perspective. *Journal of Research in Marketing & Entrepreneurship, Vol. 5 No. 1*.

- Lin, K.-M., Chang, C.-M., Lin, Z.-P., Tseng, M.-L., & Lan, L. W. (2009). Application of Experiential Marketing Strategy to Identify Factors Affecting Guests' Leisure Behaviour in Taiwan Hot-Spring Hotel. *WSEAS TRANSACTIONS on BUSINESS and ECONOMICS*, Vol.6(5).
- Liulianto, L. (2013). Pengaruh Experiential Marketing dan Experiential Value terhadap Customer Satisfaction Samsung Galaxy Note (GT-N7000) di Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, Vol.2(2).
- Lovelock, C., & Wirtz, J. (2011). *Services Marketing : People, Technology, Strategy*. England: Pearson.
- Maghnati, F., & Ling, K. C. (2013). Exploring the Relationship between Experiential Value and Usage Attitude towards Mobile Apps among the Smartphone Users. *International Journal of Business and Management*, Vol.8(4).
- Maghnati, F., Ling, K. C., & Nasermoadeli, A. (2012). Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry. *International Business Research*, Vol.5(11).
- Mahfooz, Y. (2014). Relationship between Service Quality and Customer Satisfaction in Hypermarkets of Saudi Arabia. *International Journal of Marketing Studies*, Vol.6(4).
- Malhotra, N. K. (2007). *Marketing research an applied orientation. 5th edition*. New Jersey: Pearson Education.
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment. *Journal of Retailing*.
- McCole, P. (2004). Refocusing Marketing to Reflect Practice the Changing Role of Marketing for Business. *Marketing Intelligence & Planning*, Vol.22(5).
- Millward, S. (2014, Desember 23). *Indonesia Diproyeksi Lampau 100 Juta Pengguna Smartphone di 2018, Keempat di Dunia*. Retrieved April 18, 2015, from id.techinasia.com: <https://id.techinasia.com/jumlah-pengguna-smartphone-di-indonesia-2018>

- Ming, C. Y. (2010). Study on the Impacts of Experiential Marketing and Customers' Satisfaction Based on Relationship Quality. *The International Journal of Organizational Innovation*, Vol.3(1).
- Mowen, J. C., & Minor, M. (2005). *Consumer Behaviour*. Boston: Irwin McGraw-Hill.
- MSI. (2014). *2014-2016 Research Priorities*. Retrieved November 13, 2015, from www.msi.org: [http://www.msi.org/uploads/files/MSI\\_RP14-16.pdf](http://www.msi.org/uploads/files/MSI_RP14-16.pdf)
- Murray, M. R. (2015, October 26). *The True Meaning Of Experiential Marketing*. Retrieved July 14, 2016, from www.cmo.com: <http://www.cmo.com/opinion/articles/2015/10/8/its-time-to-define-experiential-marketing.html#gs.RfgWZXA>
- Nasir, A. (2014, February 10). *Pengguna Ponsel Pintar: Anak Kota, Muda, Terpelajar*. Retrieved September 03, 2016, from Cipta Media Selular: <http://old.ciptamedia.org/profil-pengguna-ponsel-pintar-indonesia/>
- Nistanto, R. K. (2014, Juni 15). *Indonesia Pasar Smartphone Terbesar di Asia Tenggara*. Retrieved April 25, 2015, from tekno.kompas.com: <http://tekno.kompas.com/read/2014/06/15/1123361/indonesia.pasar.smartphone.terbesar.di.asia.tenggara>
- Obonyo, M. (2011). *Experiential Marketing, Experiential Value, Purchase Behaviour, and Customer Loyalty in the Telecoms Industry*. Kampala: MAKERERE UNIVERSITY.
- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer, 2nd Edition*. New York: M. E Sharpe, Inc.
- Pham, T. H., & Huang, Y.-Y. (2015). The Impact Of Experiential Marketing On Customer's Experiential Value And Satisfaction: An Empirical Study In Vietnam Hotel Sector. *Journal of Business Management & Social Sciences Research (JBM&SSR)*, Vol.4(1).
- Pine II, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theater & Every Business a Stage: Work Is Theatre and Every Business a Stage*. Boston: Harvard Business School Press .

- Poku, K., Zakari, M., & Soali, A. (2013). Impact of Service Quality on Customer Loyalty in the Hotel Industry: An Empirical Study from Ghana. *International Review of Management and Business Research*, Vol.2(2).
- Pucher, M. J. (2013, April 25). *Welcome to the Real (IT) World!* Retrieved September 16, 2015, from isismjpucher.wordpress.com: <https://isismjpucher.wordpress.com/2013/04/25/customer-experience-is-a-mindset/>
- Rosanti, N., Kumadji, S., & Yulianto, E. (2014). Pengaruh Experiential Marketing dan Experiential Value Terhadap Customer Satisfaction (Survei pada Mahasiswa FIA Bisnis 2013/2014 Pengguna Android Samsung). *Jurnal Administrasi Bisnis (JAB)*, Vol.16(1).
- Santoso, I. (2013, Januari 16). *Smartphone Lebih Banyak Dipakai Perempuan.* Retrieved Oktober 05, 2016, from www.antaranews.com: <http://www.antaranews.com/berita/353409/smartphone-lebih-banyak-dipakai-perempuan>
- Schade, A. (2015, April 5). *Pilot Testing: Getting It Right (Before) the First Time.* Retrieved Desember 9, 2015, from www.nngroup.com: <https://www.nngroup.com/articles/pilot-testing/>
- Schiffman, L. G., & Wisenblit, J. (2014). *Consumer Behavior, 11th Edition.* Pearson Prentice Hall.
- Schmitt, B. 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.
- Schmitt, B. H., & Rogers, D. L. (2008). *Handbook on Brand and Experience Management.* UK: Edward Elgar Publishing.
- Segoro, W. (2011). Pengaruh Persepsi Kualitas Pelayanan, Faktor Penambat Dan Kualitas Hubungan Relasional Terhadap Kepuasan Dan Loyalitas Pelanggan: Suatu Penelitian Pada Penyedia Jasa Telepon Selular Di Jawa Barat. *Jurnal Telekomunikasi dan Komputer*, Vol.2, No.2.
- Shiraishi, Y., Ishikawa, D., Sano, S., & Sakurai, K. (2010). Smartphone Trend and Evolution in Japan. *Mobile Computing Promotion Consortium.* Tokyo.

- Smilansky, S. (2009). *Experiential Marketing : a Practical Guide to Interactive Brand Experiences*. London and Philadelphia: Koogan Page.
- Suh, J.-C., & Yi, Y. (2006). When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement. *Journal of Consumer Psychology*.
- Tjiptono, F. (2008). *Strategi Pemasaran (Edisi Tiga)*. Yogyakarta: Andi.
- Tuba, Y. (2013). *Proposing A Model to Examine the Effect of Experiential Marketing and Perceived Values on Satisfaction and Behavioral Intentions of Turkish Dragon Fest Participants*. Turkey: The Department of Physical Education and Sports, Middle East Technical University.
- Verhagen, T., Feldberg, F., Hoff, B. V., Meents, S., & Merikivi, J. (2011). Satisfaction with Virtual Worlds: An Integrated Model of Experiential Value. *Information & Management*.
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research, Vol. XL*.
- Wang, C. Y., & Lin, C. H. (2010). A Study of the Effect of TV Drama on Relationships among Tourists' Experiential Marketing, Experiential Value and Satisfaction. *International Journal of organizational innovation*.
- Wibowo, L. A. (2011). *Experiential Marketing & Brand Experiences*. Bandung: Universitas Pendidikan Indonesia.
- Wijanto, S. H. (2008). *Structural Equation Modeling dengan LISREL 8.8: Konsep dan Tutorial*. Yogyakarta: Graha Ilmu.
- Wirtz, J., & Lee, M. C. (2003). An Examination of the Quality and Context-Specific Applicability of Commonly Used Customer Satisfaction Measures. *Journal of Service Research, Vol.5(4)*.
- Wu, A., & Chen, A. (2015, Januari 20). *Global Smartphone Shipments in 2014 Totaled 1.167B with Samsung and Apple as First and Second, TrendForce Reports*. Retrieved Mei 2, 2015, from <http://press.trendforce.com/>: <http://press.trendforce.com/press/20150120-1806.html>

- Wu, M.-Y., & Tseng, L.-H. (2014). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management*, Vol.10(1).
- Yazici, T. (2013). *Proposing A Model to Examine the Effect of Experiential Marketing and Perceived Values on Satisfaction and Behavioral Intentions of Turkish Dragon Fest Participants*. Turkey: The Department of Physical Education and Sports, Middle East Technical University.
- Zeithaml , V., Bitner , M. J., & Grempler , D. (2009). *Services Marketing*. New York: McGraw-Hill.
- Zena, P. A., & Hadisumarto, A. D. (2012). The Study of Relationship among Experiential Marketing, Service Quality, Customer Satisfaction, and Customer Loyalty. *ASEAN Marketing Journal*, Vol.4(1).