

## DAFTAR PUSTAKA

Astuti Budi dan Rydho Styawan., 2014 Analisis *Experiential Marketing* terhadap *experiential Value* di Industri *Smartphone* Jurnal Siasat Bisnis Vol 18 No 2 Juli 2014 Hal 210-218.

ASUS <https://www.asus.com/id/News/> diakses tanggal 20 Maret 2016

Badri, M. S. dan R. A. Hartawan. 2011, *Pengaruh Pengalaman dan Keterikatan Emosional pada Merk terhadap Loyalitas Konsumen*, Jurnal Manajemen Teori dan Terapan 4 (3), pp:1 12

Chandra, I dan Hartono, S. 2010 *Analisa Pengaruh Experiential Marketing Terhadap Customer Satisfaction Dengan Perceived Value Sebagai Variabel Intervening Konsumen the Premiere Grand City Surabaya*. Jurnal Manajemen Pemasaran Petra. Vol. 1 No. 2, pp: 110

Chih Yu Wang, C. H. (2009). *International Journal of Organizational Innovation. A Study Of The Effect Of Tv Drama On Relationships Among Tourists' Experiential Marketing, Experiential Value And Satisfaction* , 107-122.

Fajriah, Lily Rusna. 2015. *Pendapatan Naik, Masyarakat RI Gemar Beli Smartphone*. SindoNews.com (diakses pada tanggal 03 Januari 2015).

Ghozali, I. 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*, Universitas Diponegoro Semarang.

Ghozali, I. 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*, Universitas Diponegoro Semarang.

Jahromi *et.al.* 2015 Examination the Interrelationships Experiential Marketing, Experiential Value, Purchase Behavior and Their Impact on Customers Loyalty (Case Study: Customers of Hormoz Hotel in Bandar-e-Abbas) *Journal of Marketing and Consumer Research* [www.iiste.org](http://www.iiste.org) ISSN 2422-8451 An International Peer-reviewed Journal Vol.12, 2015 73.

Jatmiko, Dwi R. dan Sri Nastiti Andharini. 2012. “Analisis Experiential Marketing dan Loyalitas Pelanggan Jasa Wisata (Studi pada Taman Rekreasi Sengkaling Malang)”

Kotler & Armstrong. 2006. *Perinsip – perinsip pemasaran* :Penerbit Erlangga : Jakarta.

Kotler and Keller. 2006. *Manajemen Pemasaran*. Edisi 12 Jilid 1. PT Indeks : Jakarta.

Liulianto, Lucyana. 2013 Pengaruh Experiential Marketing dan Experiential Value Terhadap Customer Satisfaction Samsung Galaxy Note (GT-N7000) di Surabaya *Calyptra : Jurnal Ilmiah Mahasiswa Universitas Surabaya Vol. 2 No.2 (2013)*.

Maghnati, F., K. C. ling and A. Nasermodeli. 2012. Exploring the Relationship between Experiential Marketing and Experiential Value in the *Smartphone* Industry *International Business Research*; Vol. 5, No. 11; 2012 ISSN 1913-9004 E-ISSN 1913-9012 Published by Canadian Center of Science and Education 169.

Maghnati1 & Kwek Choon Ling. 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, No. 4; 2013 ISSN

1833-3850 E-ISSN 1833-8119 Published by Canadian Center of Science and Education.

Mathwick, C., Malhotra, N., & Ringdon E. 2011 *Experiential Value : Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment*.

*Journal of Retailing*.

Mustofa, Dwi Zain. 2015. Wanita Lebih Banyak Miliki Smartphone Dibanding Pria. [www.Merdeka.com](http://www.Merdeka.com) (Diakses pada tanggal 22 Desember 2016)

Ming, You-Ming. 2010. "Study on Impact of Experiential Marketing and Customer Satisfaction Based on Relationship Quality". *The International Journal of Organizational Innovation*, Vol.3, No.1

Rosanti *et.al.* 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 no. 1 november 2014| [administrasibisnis.studentjournal.ub.ac.id](http://administrasibisnis.studentjournal.ub.ac.id).

Schmitt, Bernd. 1999 "Director, Centre of Global Brand Management Columbia Business School" 15,53-67.

Schmitt, Bernd. (1999) "*Experiential Marketing*". *Journal of Marketing Management*. P 53-67.

Sekaran, Uma. 2006. *Metodologi penelitian untuk bisnis*. Edisi 4 buku 1 & 2. Salemba empat : Jakarta.

Sekaran, Uma. 2011. *Research Methods for Bussiness, 4<sup>th</sup> Edition : Metodologi penelitian untuk bisnis, Edisi 4* . Buku 1. Jakarta: Wiley.

Sekaran, Uma. 2011. *Research Methods for Bussiness*, 4<sup>th</sup> Edition : *Metodologi penelitian untuk bisnis, Edisi 4* . Buku 2. Jakarta: Wiley.

Soegiharto, Rachmat. 2013. Faktor-Faktor yang Mempengaruhi Pola Pikir. <http://rachmatsugiharto.php//blogspot.com> (Diakses pada tanggal 03 Januari 2016)

[http://techno.okezone.com/read/2015/09/19/57/1217340/2015\\_pengguna\\_smartphone\\_di\\_indonesia-capai-55-juta](http://techno.okezone.com/read/2015/09/19/57/1217340/2015_pengguna_smartphone_di_indonesia-capai-55-juta) diakses tanggal 20 Maret 2016

Top Brand Indeks 2016 [http://www.topbrand-award.com/top-brand-survey/survey-result/top\\_brand\\_index\\_2016\\_fase\\_1](http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2016_fase_1) diakses tanggal 20 Maret 2016

Vasanth, Veto. 2015. To Study The Relationship Between Experiential Marketing, Experiential Value And Purchase Intention With Special Reference To Travel Website *International Journal Of Recent Advances In Multidisciplinary Research* Vol. 02, Issue 10, Pp.0832-0835, October.

Zetra, Aidinil, Bakaruddin Rosyidi, Ferra Yanuar dan Syaiful Anwar. 2015. Kesukarelaan Politik Masyarakat Kota Payakumbuh. Komisi Pemilihan Umum: Payakumbuh

