

## REFERENCES

- Agarzelim Alvarez-Milán, Reto Felix, Philipp A. Rauschnabel & Christian Hinsch (2018). "Strategic customer engagement marketing: A decision making framework." *Journal of Business Research* Volume 92, November 2018, Pages 61-70.
- Audience Insight | Digital Cinema Media. (2020). Retrieved from <https://www.dcm.co.uk/audience>
- Beatriz Londoño, Yesica Prado, Viviana Salazar, (2017) "Service quality, perceived value, satisfaction and intention to pay: The case of theatrical services", *Academia Revista Latinoamericana de Administración*, Vol. 30 Issue: 2, pp.269-286.
- Bloomberg.com. (2019). Bloomberg - Hollywood Finds a New Golden Age of Cinema in Indonesia. [online] Available at: <https://www.bloomberg.com/news/features/2019-03-04/hollywood-finds-a-new-golden-age-of-cinema-in-indonesia>.
- Brodie, R. & Hollebeek, L.D., Ilic, A. & Juric, B. (2011), "Customer Engagement: Conceptual Domain, Fundamental Propositions & Implications for Research in Service Marketing" (Lead article; with commentaries), *Journal of Service Research*, 14(3), 252.
- Catherine Prentice, Xuequn Wang & Sandra Maria Correia Loureiro, (2019), "The influence of brand experience and service quality on customer engagement", *Journal of Retailing and Consumer Services* 50 p. 50–59.
- Chia-Hua Chang & le Manh Huy (2018) "Exploring the Impacts of Service Quality on Customer Satisfaction: A Case Of Platinum Cinema In Ha Noi" *Academics World 90th International Conference*, Tokyo, Japan. p. 1-8.
- Cinema audience demographics | Statista. (2020), "Cinema audience profile in the United Kingdom (UK) as of 2014, by age and gender". <https://www.statista.com/statistics/296240/age-and-gender-of-the-cinema-audience-uk/>
- CNN Indonesia. (2019). Jumlah Layar Bioskop Indonesia Mulai Kejar Korea Selatan. [online] Available at: <https://www.cnnindonesia.com/hiburan/20190516152929-220-395469/jumlah-layar-bioskop-indonesia-mulai-kejar-korea-selatan>.
- Cumhur Aydinli & Edip Senyurek, (2016). "Measuring Impact of Service Quality Dimensions on Customers Satisfaction: Case of GSM Users in Poland" *International Journal of Academic Research in Accounting, Finance and Management Sciences* Vol. 6, No.1, January 2016, pp. 127–133.
- Databoks.katadata.co.id. (2019). "Jumlah Penonton Bioskop 2018 Ditargetkan Tembus 50 Juta" | Databoks. Available at: <https://databoks.katadata.co.id/datapublish/2018/12/26/jumlah-penonton-bioskop->

2018-ditargetkan-tembus-50-juta.

- Diananto, W. (2019). Berapa Jumlah Penonton Film Indonesia Hingga Paruh Mei 2019?. [liputan6.com. Available at: <https://www.liputan6.com/showbiz/read/3967731/berapa-jumlah-penonton-film-indonesia-hingga-paruh-mei-2019>.
- Emel Kursunluoglu Yarimoglu (2014). A Review on Dimensions of Service Quality Models, *Journal of Marketing Management American Research Institute for Policy Development*, Vol. 2, No. 2, pp. 79-93
- Encyclopedia.com. (2019). "Movies' Impact on Popular Leisure" | Encyclopedia.com. [online] Available at: <https://www.encyclopedia.com/humanities/encyclopedias-almanacs-transcripts-and-maps/movies-impact-popular-leisure>.
- Eugene Sivadas and Jamie L. Baker-Prewitt. (2000). "An examination of the relationship between service quality, customer satisfaction, and store loyalty." *International Journal of Retail & Distribution Management* Vol 28, No. 2, 2000 . pp. 73–82.
- Evi Rahmawati & Sanaji. (2015). "Pengaruh Customer Engagement Terhadap Kepuasan Pelanggan Dan Kepercayaan Merek Serta Dampaknya Pada Loyalitas Merek". *Journal of Research In Economics And Management*, Volume 15, No. 2, p. 246-261
- Jakarta Globe. (2018). Number of Cinema Screens in Indonesia Expected to Double Over Next 3 Years. [online] Available at: <https://jakartaglobe.id/context/number-of-cinema-screens-in-indonesia-expected-to-double-over-next-3-years/>.
- Jamid Ul Islam, Zillur Rahman, (2016) "The transpiring journey of customer engagement research in marketing: A systematic review of the past decade", *Management Decision*, Vol. 54 Issue: 8, pp.2008-2034
- Khawaja Khalid Mehmood & Jalal Hanaysha (2015). "The Strategic Role of Hedonic Value and Utilitarian Value in Building Brand Loyalty: Mediating Effect of Customer Satisfaction". *Pakistan Journal of Social Sciences (PJSS)* Vol. 35, No. 2 (2015), pp. 1025-1036.
- Kevin Lane Keller, *Strategic Brand Management*, Pearson Education 4th edition, 2013.
- Kevin Kam Fung So, Ceridwyn King and Beverley Sparks (2012), "Customer Engagement With Tourism Brands: Scale Development and Validation.", *Journal of Hospitality & Tourism Research*.
- Kevin Kam Fung So, Ceridwyn King, Beverley A. Sparks, and Ying Wang, (2014), "The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands.", *Journal of Travel Research* 1–15.
- Mark J. Arnold a & Kristy E. Reynolds, (2003), "Hedonic shopping motivations.", Pergamon, *Journal of Retailing* 79,p. 77–95.
- Max Sim, Carolin Plewa, (2017) "Customer engagement with a service provider and

context: an empirical examination", *Journal of Service Theory and Practice*, Vol. 27 Issue: 4, pp.854-876.

Miguel Angel Moliner-Tena, Diego Monferrer-Tirado, Marta Estrada-Guillén, (2019) "Customer engagement, non-transactional behaviors and experience in services: A study in the bank sector", *International Journal of Bank Marketing*.

Najafi, Hossein & Rahmani, Fatemeh & Safdari, Mahdi. (2014). "The Comparison of Customers Engagement and Customer Value in Utilitarian and Hedonic Brands." *Research Journal of Recent Sciences*. 3.

Our Movie Life. (2019). "How Do Movies Affect Society? – Our Movie Life.", [online] Available at: <https://www.ourmovielife.com/2017/01/15/how-do-movies-affect-society/>

Philip Kotler, Kevin Lane Keller. *Marketing Management*, Pearson Education 14th edition, 2012.

Pricilia I. Lumentut, Sifrid S. Pangemanan, Farlane S. Rumokoy (2016) "Analyzing The Service Quality of Movie Theater In Manado Using Importance and Performance Analysis (IPA) Case Study of XXI Manado Town Square 3" *Jurnal EMBA* Vol.4 No.5, pp. 266-276.

Raditha Hapsari, Michael D. Clemes, David Dean, (2017) "The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty", *International Journal of Quality and Service Sciences*, Vol. 9 Issue: 1, pp. 21-40, doi: 10.1108/IJQSS-07-2016-0048.

Uma Sekaran and Roger Bougie (2016). *Research methods for business*. John Wiley & Sons.

Sivadass, E., & Baker-Prewitt, J. L. (2000). "An Examination of the Relationship between Service Quality, Customer Satisfaction, and Store Loyalty." *International Journal of Retail & Distribution Management*, 28 (2), 73-82.

Suhaily Mohd-Ramly, Nor Asiah Omar, (2017) "Exploring the influence of store attributes on customer experience and customer engagement", *International Journal of Retail & Distribution Management*.

Theatrical Market Statistics (2016). Motion Picture Association of America

Weng Marc Lim (2014) "The Antecedents and Consequences of Customer Hedonism in Hospitality Services", *Journal of Hospitality Marketing & Management*, 23:6, 626-651.

Wibawa, B., Ariansah, M., & Respati, B. (2016). *Memahami Kepenontonan Film Indonesia. Program Studi Film Dan Televisi*, Fakultas Film Dan Televisi Institut Kesenian Jakarta, Edisi 8 No. 1 Januari 2016.

Wilert Puriwat & Suchart Tripopsakul (2014). "The Investigation of the Influence

of Service Quality toward Customer Engagement in Service Dominant Industries in Thailand.”, 3rd International Conference on Business, Management and Governance IPEDR vol.82.

Vithya Leninkumar (2017) “The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty”, International Journal of Academic Research in Business and Social Sciences 2017, Vol. 7, No. 4.

Yousef Keshavarz, Dariyoush Jamshidi, (2018) "Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty", International Journal of Tourism Cities, Vol. 4 Issue: 2, pp.220-244.

