

DAFTAR PUSTAKA

- Agustina, L., & Nelloh, M. (2020). Kepuasan dan Intensi Merekomendasikan Salah Satu Perguruan Tinggi yang Belajar Jarak Jauh Saat Pandemi Covid-19. *Optimal: Jurnal Ekonomi Dan Kewirausahaan*, 14(1), 16–29. <https://eduniversal-ranking.com/business-school-university-ranking-in-indonesia.html>,
- Andriani, R., & Fatimah, R. (2018). Strategi Experiential Marketing Sebagai Metode Pendekatan Dalam Meningkatkan Revisit Intention Wisatawan Sabda Alam Garut. *Jurnal Kajian Ilmiah*, 18(3), 206. <https://doi.org/10.31599/jki.v18i3.287>
- Azhari, M. I., Fanani, D., & Mawardi, M. K. (2015). Pengaruh Customer Experience Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan (Survei Pada Pelanggan Kfc Kawi Malang). *Jurnal Administrasi Bisnis (JAB)*, 28(1), 143–148.
- Barimbing, C. A. A. &, & Sari, D. (2015). Pengaruh Experiential Marketing Terhadap Kepuasan Pelanggan (Studi pada Pelanggan Mujigae Resto Ciwalk Bandung). *E-Proceeding of Management*, 2(0), 770–777.
- Bearden, W., & Netemeyer, R. (2016). *Hand Book of Marketing Scales*.
- Bulan, T. P. L. (2017). Pengaruh diversifikasi produk dan harga terhadap kepuasan konsumen pada juragan Jasmine Langsa. *Urnal Manajemen Dan Keuangan*, 6(1), 679–687. <https://ejurnalunsam.id/index.php/jmk/article/view/215/159>
- Bulkia, S. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Mahasiswa. *At-Tadbir : Jurnal Ilmiah Manajemen*, 2(1), 49–58. <https://doi.org/10.31602/atd.v2i1.1191>
- Candi, M., & Kahn, K. B. (2016). Functional, emotional, and social benefits of new B2B services. *Industrial Marketing Management*, 57, 177–184.
- Catur, S., & Purwoko. (2020). THE EFFECT OF EXPERIENTIAL MARKETING, TEACHING IMAGE TOWARDS WORD OF MOUTH AND ITS IMPACT ON THE DECISION OF CHOOSING MM-UAD Catur. *An International Multidisciplinary Research E-Journal*, 7(II), 648–659.
- Chen, S. C., & Lin, C. P. (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological Forecasting and Social Change*, 96(40–50).
- Dharmayanti, A. C. (2013). Pengaruh Experiential Marketing Terhadap Customer Satisfaction Dan Customer Loyalty The Light Cup Di Surabaya Town Square. *Jurnal Manajemen Pemasaran Petra*, 1(2), 1–13. <https://media.neliti.com/media/publications/132958-ID-none.pdf>
- Diab, S., Albourini, F., & Rumman, A. A. (2015). The Impact of Green Supply Chain Management Practices on Organizational Performance : A Study of

- Jordanian Food Industries The Impact of Green Supply Chain Management Practices on Organizational Performance: A Study of Jordanian Food Industries. *Journal of Management and Sustainability*, 5(October 2019), 149–157. <https://doi.org/10.5539/jms.v5n1p149>
- Efferi, A. (2014). Dinamika Persaingan Antar Lembaga Pendidikan. *Quality*, 2(1), 96–116.
- Endang, M., Laga, Y., & Kelimutu, D. I. D. (2020). *PENGARUH EXPERIENTIAL MARKETING DAN TOURIST SATISFACTION TERHADAP REVISIT INTENTION TOURISM*. 8(1).
- Evans & Berman. (1995). *Principles of Marketing. (3rd ed)*. Pertice Hall.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23* ((P. Harto). Badan Penerbit Universitas Diponegoro.
- Harrison-Walker. (2001a). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60-75.
- Harrison-Walker. (2001b). The measurement of word-of-mouth communication and investigation of service quality and customer commitment as potential antecedents. *Journal of Service Research*, 4(1), 60–75.
- Hijjah, R., & Ardiansari, A. (2015). Pengaruh Customer Experience dan Customer Value Terhadap Customer Loyalty Melalui Customer Satisfaction. *Management Analysis Journal*, 4(4).
- Hosany, S., Prayag, G., Van Der Veen, R., Huang, S. (Sam), & Deesilatham, S. (2017). Mediating Effects of Place Attachment and Satisfaction on the Relationship between Tourists' Emotions and Intention to Recommend. *Journal of Travel Research*, 56(8), 1079–1093. <https://doi.org/10.1177/0047287516678088>
- Jan, M. T., Anuar, N. S. M., & Sultan, N. (2018). Factors Influencing Satisfatction with Service Recovery and Word-of-Mouth: An Empirical Study of Banking Industry in Malaysia. *International Journal of Accounting, Finance and Business*, 3(16), 48–57. www.ijafb.com
- Kandampully, J., & S. D. (2019). *Service Management Principles for Hospitality & Tourism*. *Goodfellow Publishers Ltd*.
- Kartajaya, H. (2003). *The 18 Guiding Principles Marketing in Venus*. PT Gramedia Pustaka utama.
- Kaushal, S. K., & Kumar, R. (2016). Factors affecting the purchase intention of smartphone: a study of young consumers in the city of lucknow. *Pacific Business Review International*.
- Khurniawan, A. Wi. (2016). Grand Design Pengembangan Teaching Factory dan Techopark di SMK. In *Direktorat Jenderal Pendidikan Dasar dan Menengah Kementerian Pendidikan dan Kebudayaan Republik Indonesia* (Vol. 6).

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* ((15th ed)). In Pearson Educatio.
- Kurbani, A. (2019). Pengaruh Kualitas Layanan Akademik Dan Fasilitas Pendidikan Terhadap Kepuasan Mahasiswa (Adie Kurbanie). *Jurnal Media Wahana Ekonomika*, 13(4), 22–35.
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa*. Salemba Empat.
- Matook, S., Brown, S. A., & Rolf, J. (2015). Forming an Intention to Act on Recommendations Given Via Online Social Networks. *European Journal of Information Systems*, 24, 76–92.
- Meštrović, D., & Zugic, N. J. (2018). Students' perceptions of service quality, satisfaction, and wordof- mouth: Scale adaptation and validation on a sample of ICT and STEM students. *Market- Trziste*, 30(2), 195–212. <https://doi.org/10.22598/mt/2018.30.2.195>
- Muhammad, M., & Artanti, Y. (2016). the Impact of Experiential Marketing on Word of Mouth With Customer Satisfaction As a Intervening Variable. *Jurnal Dinamika Manajemen*, 7(2), 182–190. <https://doi.org/10.15294/jdm.v7i2.8201>
- Nabila, R., Wahyuni, S., & Nugroho, J. A. (2015). Analisis Pengaruh Experiential Marketing Terhadap Word Of Mouth Sepeda Motor Yamaha (Studi Kasus Pada Mahasiswa Universitas Sebelas Maret Tahun 2014). *Prosiding Seminar Pendidikan Ekonomi Dan Bisnis*, 1(1), 1–12.
- Nastiti, U. (2015). Pengaruh Layanan Mengajar Dosen Dan Pemanfaatan Fasilitas Belajar Terhadap Kepuasan Mahasiswa Di Universitas Pasundan. *Jurnal Administrasi Pendidikan UPI*, 22(1), 1–13.
- Ong, L. (2018). Effects of Reputations and Satisfactions on Positive Word of Mouth Intentions and Switching Behaviors. *International Journal of Business Studies*, 1(1), 1–8. <https://doi.org/10.32924/ijbs.v1i1.8>
- Permendiknas.
- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu pada Era Media Sosial* (Edisi Pert). CV Pustaka Setia.
- Rahmadiane, G. D. (2022). Pengaruh Destination Brand Experience Pada Intensi Rekomendasi Dan Kunjungan Kembali Pariwisata Tegal. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, 19(01), 1–12. <https://doi.org/10.25134/equi.v19i01.4999>
- Reno, K., Ollie, R., & Nurcaya, I. N. (2016). *EXPERIENTIAL MARKETING TERHADAP PEMBELIAN ULANG TIKET PESAWAT PADA PT JASA NUSA WISATA DENPASAR* Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia 4835 Seorang konsumen membeli sebuah produk , konsumen tersebut tidak hanya mendapatkan sebu. 5(8), 4835–4864.
- Robinete dan Brand. (2001). *Emotion Marketing : The Hallmark Way Of Winning Customer For Live*. McGrawHill.

- Saparwati, M., & Sahar, J. (2017). Pengalaman Kepala Ruang Dalam Mengelola Ruang Rawat Inap Di RSUD Ambarawa. *Prosiding Seminar Nasional & Internasional*, 1–5.
- Schmitt, B., & Rhea, D. (2015). Experiential Marketing: A New Framework for Design and Communications. *Design Management Review*.
- Schmitt, B. . (1999). Marketing: A New Framework for Design and Communications. *Design Management Experiential Journal*, 10(2). <http://id.booksc.org/book/18488378/9b839f> (Online E-Book)
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior 12th Edition*. 53(9).
- Senjaya, V., Semuel, H., & Dharmayanti, D. (2013). 291-482-1-Sm. *Jurnal Manajemen Pemasaran Petra*, 1(1), 1–15.
- Singarimbun, M. & Effendi. (2018). *Metode Penelitian Survei*. LP3S.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabet.
- Sutrisno, S. (1994). Kebudayaan, Peradaban dan Pendidikan. In *Jurnal Filsafat* (Vol. 1, Issue 1, pp. 40–45). <https://jurnal.ugm.ac.id/wisdom/article/view/31768/19237>
- Thomas, A. (2017). Multivariate Hybrid Pathways for Creating Exceptional Customer Experiences. *Business Process Management Journal*, 23(4), 822–829.
- Tjiptono, F. (2014). *Pemasaran Jasa : Prinsip, Penerapan, Penelitian* (3rd ed.). Andi.
- UU No 20 tentang Sistem Pendidikan Nasional. (2003). *UU Republik Indonesia No 20 Tahun 2003 tentang Sistem Pendidikan Nasional*.
- Wibowo, N. (2015). UPAYA MEMPERKECIL KESENJANGAN KOMPETENSI LULUSAN. *Jurnal Pendidikan Teknologi Dan Kejuruan*, 23(1), 45–59.
- Yuliawan, E., & Ginting, M. (2016). Pengaruh Experiential Marketing Terhadap Kepuasan Nasabah Pada Pt Bank Mandiri Cabang Medan Balai Kota. *Jwem (Jurnal Wira Ekonomi Mikroskil)*, 6(1), 1–12.
- Zeithaml, V.A., M.J. Bitner, D. D. G. (2013). *Services Marketing: Integrating Customer Focus Across the Firm* (6th ed.). Mc.Graw-Hill.