

DAFTAR PUSTAKA

- Alsaid, N., Amor, B., & El Houda, N. (2020). Experiential marketing impact on experiential value and customer satisfaction : case of Winter Wonderland amusement park in Saudi Arabia. *Expert Journal of Marketing*, 8(2), 118–128.
- Arif Fakhrudin, & Habib Darul Aminuddin. (2022). Pengaruh Harga, Kualitas Pelayanan, dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Ulang Tiket Pesawat Berbasis Teknologi (Studi Kasus Pengguna Travel Agent Pegipegi.Com di Yogyakarta). *Jurnal Multidisiplin Madani*, 2(6), 2659–2674. <https://doi.org/10.55927/mudima.v2i6.475>
- Chen, X., Su, X., Li, Z., Wu, J., Zheng, M., & Xu, A. (2022). The impact of omni-channel collaborative marketing on customer loyalty to fresh retailers: the mediating effect of the omni-channel shopping experience. *Operations Management Research*, 15(3–4), 983–997. <https://doi.org/10.1007/s12063-022-00319-y>
- Dedi Suhendro. (2019). Pengaruh Marketing Mix (4P) terhadap Loyalitas Konsumen pada Mini market Indomaret dan Alfamart di Kota Pematangsiantar. *Jkbn (Jurnal Konsep Bisnis Dan Manajemen)*, 5(2), 206. <https://doi.org/10.31289/jkbn.v5i2.2178>
- Dendi suhendro. (2019). pengaruh marketing mix 4p terhadap loyalitas konsumen pada mini market indomaret dan alfamart di kota pematangsiantar. *Journal Bisnis Dan Manajemen*, 2. <https://ojs.uma.ac.id/index.php/bisman/article/view/2178/2063>
- Farisha, M., Hartoyo, & Safari, A. (2022). Does Covid-19 Pandemic Change the Consumer Purchase Behavior Towards Cosmetic Products? *Journal of Consumer Sciences*, 7(1), 1–19. <https://doi.org/10.29244/jcs.7.1.1-19>
- Ghozali, I. (2016). *Desain Penelitian Kuantitatif dan Kualitatif untuk Akuntansi, Bisnis dan Ilmu Sosial Lainnya*. Yoga pratama. https://www.researchgate.net/publication/311457194_Desain_Penelitian_Kuantitatif_dan_Kualitatif_untuk_Akuntansi_Bisnis_dan_Ilmu_Sosial_Lainnya
- Ghozali, I. (2021). *Partial Least Squares : Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris (Edisi 3)*. Badan Penerbit Universitas Diponegoro.
- Hanifawati, T., & Yudin, C. (2022). Dampak Co-Creation pada Pemasaran Produk Pangan Online terhadap Loyalitas dengan Mediasi Kepuasan pada Pelanggan Sayurbox. *Media Agribisnis*, 6(1), 38–49. <https://doi.org/https://doi.org/10.35326/agribisnis.v6i1.2307>
- Ing kalbu, T. (2021). Banyak Orang Pakai Layanan Online Travel karena Kejor Diskon. *Adv.Kompas.Id*.
- Katadata. (2022). *Apa Keunggulan Layanan Online Travel? Ini Pandangan Konsumen*. 2022.

- Kotler, Keller, & Chernev. (2022). *MARKETING MANAGEMENT*. <https://online.fliphtml5.com/xzfd/pkef/>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Bergerak Dari Tradisional Ke Digital*.
- Krisnawati, D. (2019). Pengaruh Co-Creation, Currency, Communal Activity Dan Conversation Terhadap Consumer Journey. *Jurnal Ekonomi Dan Industri*, 20(2). <https://doi.org/10.35137/jei.v20i2.310>
- Manyanga, W., Makanyeza, C., & Muranda, Z. (2022). The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2082015>
- Nanda, A., Thayib, A., Wijayanti, R., & Rofiaty. (2021). *Customer Equity as Mediator of Customer Experience and Loyalty Relationship*. 22. <https://doi.org/10.47750/QAS/22.185.05>
- Nirwana. (2004). *Prinsip-prinsip pemasaran jasa*.
- Othman, B., & Harun, A. Bin. (2021). The Influence of Service Marketing Mix and Umrah Service Quality on Customer Satisfaction and Customer Loyalty towards Umrah Travel Agents in Malaysia. *Technium Social Sciences Journal*, 22, 553–618. <https://doi.org/10.47577/tssj.v22i1.4330>
- Prastiwi, E. H., Surachman, Sunaryo, & Hussein, A. S. (2019). *The Role of Value Co-Creation in Improving Customer Loyalty with Customer Satisfaction as Mediating Variable*. 100(Icoi), 596–601. <https://doi.org/10.2991/icoi-19.2019.104>
- Ramadana, F. M., Bintarti, S., Kurniawan, E. N., & Mardiputra, M. (2022). *Pengaruh Penetapan Harga dan Kegiatan Promosi yang Dimoderasi oleh Kemasan terhadap Keputusan Pembelian Mie Samyang (Studi Kasus Pada Konsumen Mie Samyang di Wilayah Kabupaten Bekasi) The Effect of Pricing And Promotional Activities Moderated by Packagi*. November, 59–68.
- Ristia, N. D., & Marlien, R. . (2022). Pengaruh Pengalaman Pelanggan, Nilai Pelanggan, dan Kualitas Layanan terhadap Kepuasan Pelanggan (Studi Pada Pelanggan Albania Coffee Boja). *Journal of Management*. <file:///C:/Users/USER/Downloads/1751-4382-1-PB.pdf>
- Saleem, Abid, M., Yaseen, A., & Wasaya, A. (2018). Drivers of customer loyalty and word of mouth intentions: moderating role of interactional justice. *Jurnal of Hospitality Marketing & Management*, 27(8). <https://www.tandfonline.com/doi/full/10.1080/19368623.2018.1469447?scroll=top&needAccess=true&role=tab>
- Schmitt, B. (1999). *Customer Experience Management*. John Wiley & Sons, Inc.

- Schmitt, B. H. (1999). *customer experience management, a revolutionary approach to connecting with your customers*. www.wiley.com
- Silalahi, S., & Sfenrianto, A. (2022). *ANALISIS PENGARUH INFORMATION DAN USER INTERFACE QUALITY TERHADAP LOYALTY OF E-CUSTOMER DALAM MENGGUNAKAN DOMPETDIGITAL "OVO"*. 7(7).
- Sour, Yousef, Keltoum, MAHI, AMEUR, SOUAR, & Imane. (2015). The Impact of Marketing Mix Elements on customer Loyalty for an Algerian telecommunication Company. *Exper Journal of Marketing*, 3(1), 1–10. <https://marketing.expertjournals.com/23446773-15-302/>
- sudarmadi. (2020). *Geliat Pemain Online Travel di Tengah Pandemi*. SWAonline. <https://swa.co.id/swa/trends/management/geliat-pemain-online-travel-di-tengah-pandemi>
- Tendatio, J., Siagian, H., Wildana, T., & Lubis, H. (2023). *Pengaruh Kualitas Pelayanan , Harga , Promosi dan Customer Experience Terhadap Loyalitas Pengguna Shopeefood*. 13(01), 19–32.
- Tri hanifawati, cep yudin. (2022). Dampak co-creation pada pemasaran produk pangan online terhadap loyalitas dengan mediasi kepuasan pada pelanggan sayurbox. *Journal Media Agribisnis*, 6. <https://jurnal-umbuton.ac.id/index.php/Agribisnis/article/view/2307/1268>
- Yosephine Simanjuntak, D. C., & Purba, P. Y. (2020). Peran Mediasi Customer Satisfaction dalam Customer Experience Dan Loyalitas Pelanggan. *Jurnal Bisnis Dan Manajemen*, 7(2), 171–184. <https://doi.org/10.26905/jbm.v7i2.4795>
- Zainuddin, M. Z., Manan, L. O. Ab., Sahyunu, S., HM, S., Lajaraia, R. T., & Naim, I. (2022). Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Pada Apotek UHO Kendari. *Sultra Journal of Economic and Business*, 3(1), 69–78. <https://doi.org/10.54297/sjeb.vol3.iss1.232>
- Zamri, K. Y., Mansor, N. A., Tunku, U., Rahman, A., Razak, R. A., Tunku, U., Rahman, A., Lifestyle, C., & Behaviour, H. (2021). *Are We There Yet? User Interface Elements in Tourism Mobile App ARE WE THERE YET? USER INTERFACE ELEMENTS IN TOURISM MOBILE APP*. September.
- Zamri, K. Y., & Subhi, N. (2015). *10 User Interface Elements for Mobile Learning Application Development*. <https://doi.org/10.1109/IMCTL.2015.7359551>
- Zamri, Yusri, & Khairul. (2015). *10 Elemen Antarmuka Pengguna untuk Pembelajaran Seluler Pengembangan Aplikasi*.
- Zeithaml, V. A., & Bitner, M. J. (2000). *Services Marketing : Integrating Customer Focus across the firm*. 2nd edition, McGraw-Hill, Boston.