

REFERENCE

- Alkilani, K., Ling, K. C., and Abzakh, A. A. (2013). the Impact of Experiential Marketing and Customer Satisfaction on Customer Commitment in the World of Social Networks. *Asian Social Science: Vol. 9 No. 1: 2013*. <http://dx.doi.org/10.5539/ass.v9n1p262>
- Badan Pusat Statistik Jawa Barat. (2014). *Pertumbuhan Ekonomi Jawa Barat 2014*. Bandung: BPS Jawa Barat.
- Bakhat, M. S., and Aziz, S. (2012). The Impact of Information Technology & Hospitality Services on Customer Satisfaction: A Case Study of Fast Food Industry in Pakistan. *Interdisciplinary Journal of Contemporary Research in Business, Volume 4, No. 6, October 2012*.
- Barimbing, C. A., and Sari, Devilia. (2014). *Pengaruh Experiential Marketing Terhadap Kepuasan Pelanggan: Studi Pada Pelanggan Mujigae Resto Ciwalk Bandung*. Mini-Thesis on Telkom University Bandung: Not published.
- Beard, Ross. (2013). *5 Ways to Increase Customer Satisfaction Using Social Media*. [Online]. <http://www.business2community.com/social-media/6-ways-to-increase-customer-satisfaction-using-social-media-0563943> [10th March 2015]
- Beard, Ross. (2014). *Why Customer Satisfaction is Important: 6 Reasons*. [Online]. <http://blog.clientheartbeat.com/why-customer-satisfaction-is-important/> [5th March 2015]
- Chingu Korean Fan Cafe's Menu Book. (2015).
- Choi, J. (2007). *Approaching the Mobile Culture of East Asia*, "M/C Journal, 10(1). [Online]. <http://journal.media-culture.org.au/0703/01-choi.php> [1st September 2015]
- Chua, A. Y., and Banerjee, Snehasish. (2013). Customer Knowledge Management via Social Media: The Case of Starbucks. *Journal of Knowledge Management, Volume 17 Iss 2 pp. 237-249*. <http://dx.doi.org/10.1108/13673271311315196>

- Churchill, G. A., and Suprenant, C. (1986). An Investigation into the Determination of Customer Satisfaction. *Journal of Marketing Research Vol. XIX (November 1982), 491-504.*
- D'Monte, Leslie. (2009). *Swine Flu's Tweet Tweet Causes Online Flutter.* [Online]. http://www.business-standard.com/article/technology/swine-flu-s-tweet-tweet-causes-online-flutter-109042900097_1.html [5th March 2015]
- Dahi, Dahlan. (2013). *Survey Pengguna Internet 2013: Twitter Laki-laki, Piterest Perempuan.* [Online]. <http://www.dahlandahi.com/2013/08/survei-pengguna-internet-2013-twitter.html> [30th November 2015]
- Drell, Lauren. (2014). *Stitching Together Experiential Marketing and Social Media.* [Online]. <https://www.ama.org/publications/eNewsletters/MarketingInsightsNewsletter/Pages/experiential-marketing-social-media.aspx> [30th November 2015]
- Farris, P. W., Bendle, N. T., Pfeifer, P. E., and Reibstein, D. J. (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance.* Wharton School Publishing, Upper Saddle River, NJ, 2nd edition
- Fauzi, Ahmad. (2014). *Data Statistik Pengguna Social Media di Indonesia.* [Online]. <http://lembing.com/data-statistik-pengguna-social-media-di-indonesia/> [4th March 2015]
- Ganiyu, R. A., Uche, I. I., and Elizabeth, A. O. (2012). Is Customer Satisfaction an Indicator of Customer Loyalty. *Australian Journal of Business and Management Research Vol. 2 no.7 [14-20] October 2012.*
- Ghozali, Nanang. (2012). *Metode Penelitian Kuantitatif, Cetakan ke-1.* Bandung: CV Pustaka Setia.

- Goble, Gordon. (2012). *The History of Social Networking*. [Online]. <http://www.slideshare.net/LauraBecker01/the-history-of-social-networking-by-gordon-goble> [4th March 2015]
- Grimms, Kimberly. (2014). *11 Keys of Persuasion for Social Media Marketing*. [Online]. <http://stevefarnsworth.wordpress.com> [27th November 2015]
- Hair, F. J., Black, W. C., Babin, B. J., and Anderson R. E. (2010). *Multivariate Data Analysis: A Global Perspective*. New Jersey: Pearson Education, Inc.
- Hawkins, Del and Mothersbaugh, D. L. (2013). *Consumer Behavior: Building Market Strategy, Twelfth Edition*. New York: The McGraw-Hill Companies, Inc.
- Hernon, and Whitman, J. R. (2001). *Delivering Satisfaction and Service Quality: A Customer-Based Approach for Libraries*. Chicago: American Library Association.
- Ika, Nuruni and Kustini (2011). Experiential Marketing, Emotional Branding, and Brand Trust and Their Effect on Loyalty on Honda Motorcycle Product. *Journal of Economics, Business and Accountacy Ventura, Volume 14, No 1, April 2011, pages 19-28*.
- Indrawati. (2015). *Metodologi Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Indiani, Farida. (2006). Experiential Marketing Sebagai Suatu Strategi Dalam Menciptakan Customer Satisfaction dan Repeat Buying Untuk Meningkatkan Kinerja Pemasaran. *Jurnal Studi Manajemen dan Organisasi Volume 3, Nomor 1, Tahun 2006*. <http://ejournal.undip.ac.id/index.php/smo>
- İşler, D. B. (2015). The Effect of Experiential Marketing on Satisfaction of Microblogging Sites: A Study on Twitter Users. *International Journal of Social Ecology and Sustainable Development, 6(1), 28-43, January-March 2015*. doi: 10.4018/ijsesd.2015010103

- Kotler, Philip and Keller, K.L. (2012). *Marketing Management*. United States of America: Pearson Education, Ltd.
- Laudon, K. C., and Traver, C. G. (2009). *E-Commerce 2012: Business, technology, society -8/E*. NJ: Pearson Education, Inc.
- Lin, K. M., Chang, C. M., Lin, Z. P., Tseng, M. L., and Lan, L. N. (2009). Application of Experiential Marketing Strategy to Identify Factors Affecting Guests' Leisure Behaviour in Taiwan Hot-Spring Hotel. *WSEAS Transactions on Business and Economics Issue 5, Vol. 6, May 2009*.
- Liu, Aaron. (2014). *The History of Social Networking*. [Online]. <http://www.digitaltrends.com/features/the-history-of-social-networking/> [10th March 2015]
- Lokito, S. A., and Dharmayanti, Diah (2013). *Analisis Pengaruh Experiential Marketing dan Customer Satisfaction Terhadap Customer Loyalty Comedy Kopi di Surabaya*. Mini-Thesis on Marketing Management Univeristas Kristen Petra Surabaya: Not published.
- Lullulangi, I. R. (2014). *Analisis Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen: Studi Kasus Sop Buah X Kota Semarang*. Mini-Thesis on Faculty of Economics and Business Univeristas Dipenogoro Semarang: Not published.
- Maghnati, F., Ling, K. C., and Nasermodeli, A. (2012). Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry. *International Business Research; Vol.5 No. 11; 2012 Canadian Center of Science and Education*. doi:10.5539/ibr.v5n11p169
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation*. United States of America: Pearson Education, Inc.
- Nimako, S. G., and Mensah, A. F. (2011). Exploring Customer Dissatisfaction/Satisfaction and Complaining Responses among Bank Customers in Ghana. *International Journal of Marketing Studies; Vol.6, No.2; 2014*. doi:10.5539/ijms.v6n2p58

- Ohikuare, Judith. (2013). *4 Big Ideas for Your Social Media Strategy*. [Online]. <http://www.inc.com/judith-ohikuare/ad-age-conference-4-tips-social-media.html/> [10th March 2015]
- Paragian, Yasser. (2013). *Laporan: Mayoritas Masyarakat Indonesia Akses Internet Lewat Perangkat Mobile*. [Online]. <https://id.techinasia.com/laporan-mayoritas-masyarakat-indonesia-akses-internet-lewat-perangkat-mobile-slideshow/> [9th September 2015]
- Pham, T. H., and Huang, Y. Y. (2012). The Impact of Experiential Marketing on Customer's Experiential Value and Satisfaction: An Empirical Study in Vietnam Hotel Sector. *Journal of Business Management & Social Science Research (JBM&SSR) Volume 4, No.1, January 2015*.
- Putra, M. D. L., (2013). *Pengaruh Kebudayaan Korea Terhadap Gaya Hidup dan Kebiasaan Lokal Remaja di Jakarta*. [Online]. https://www.academia.edu/6460469/Pengaruh_Budaya_Korean_Hallyu_di_Indonesia [30th November 2015]
- Rahardja, Christina and Anandya, Dudi. (2010). Experiential Marketing, Customer Satisfaction, Behavioral Intention: Timezone Game Center Surabaya. *Proceedings the First International Conference Business and Economics , Vol. April , No. 1 (15. April 2010): pp. 1-6*. <https://mpira.ub.uni-muenchen.de/id/eprint/25638>
- Rangkuti, Freddy. (2003). *Measuring Customer Satisfaction: Gaining Customer Relationship Strategy*. Jakarta: PT Gramedia Pustaka Utama.
- Robinette, S., Brand, C., and Lenz, V. (2001). *Emotion Marketing: The Hallmark Way of Winning Customers for Life*. New York: McGraw-Hill, Inc.
- Schiffman, L. G., Kanuk, L. L., and Wisenblit, Joseph. (2010). *Consumer Behavior: Global Edition, Tenth Edition*. United States of America: Pearson Education, Inc.

- Schmitt, B. (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. (1999). *Experiential Marketing*. *Journal of Marketing Management*, 15(1-3), 53-67. Doi: 10.1362/026725799784870496
- Sebandungdotcom. (2013). *Rekomendasi Lima Restoran Khas Korea di Bandung*. [Online]. <https://sebandung.com/2014/02/restoran-khas-korea/> [5th March 2015]
- Sekaran, Uma and Bougie, Roger. (2010). *Research Methods for Business: A Skill Building Approach, Fifth Edition*. United Kingdom: John Wiley & Sons Ltd.
- Sterne, Jim (2010). *Social Media Metrics: How to Measure and Optimize Your Marketing Investment*. New Jersey: John Wiley & Sons, Inc.
- Stevenson, W. J., (2006). *Operation Management: 9th Edition*. New York: McGraw-Hill.
- Sugiyono. (2009). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Taleghani, M., Largani, M. S., Gilaninia, S., and Mousavian, S. J. (2011). the Role of Customer Complaints Management in Consumers Satisfaction for New Industrial Enterprises of Iran. *International Journal of Business Administration: Vol.2, No. 3: August 2011*. doi:10.5430/ijba.v2n3p140
- Tsaur, S. H., Chiu, Y. T., and Wang, C. H. (2006). the Visitors Behavioral Consequences of Experiential Marketing: An Empirical Study on Taipei Zoo. *Journal of Travel & Tourism Marketing, Vol. 21(1) 2006*.
- Vargo, S. L., and Lusch, R. F. (2004).Evolving to a New Dominant Logic for Marketing. *Journal of Marketing Vol. 68 (January 2004), 1-17*.
- Ventola, L. C. (2014). Mobile Devices and Apps for Health Care Professionals: Uses and Benefits. *A Peer-Reviewed Journal for Managed Care and Hospital Formulary Management: P T 2014 May; 39(5): 356-364*.

- Wahyudi, Reza. (2012). *Jakarta Juara Tweet Sedunia Bandung Peringkat Ke-6*. [Online]. <http://tekno.kompas.com/read/2012/07/31/17362175/Jakarta.Juara.Tweet.Sedunia.Bandung.Peringkat.Ke-6> [5th March 2015]
- Wijaya, K. K. (2015). *Berapa Jumlah Pengguna Website, Mobile, dan Media Sosial di Indonesia?*. [Online]. <https://id.techinasia.com/laporan-pengguna-website-mobile-media-sosial-indonesia/> [4th March 2015]
- Wu, M. Y., and Tseng, L. H. (2015). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management: Vol.10, No. 1: 2015*. doi: 10.5539/ijbm.v10n1p104
- Zikmund, G. W., Babin, B. J., Carr, J. C., and Griffin, Mitch. (2010). *Business Research Methods, Eight Edition*. Canada: South-Western, Cengage Learning.