

DAFTAR PUSTAKA

- Dhisasmito, P.P. and Kumar, S. (2020), "Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia)"
- 2011., Hollebek D. Linda., "Demystifying Customer *Brand Engagement*: Exploring the Loyalty Nexus"
- Keller, Kevin L. 2013. *Strategic Brand Management ; Building, Measuring, and Managing Brand Equity. Fourth Edition Harlow, English* : Pearson Education Inc.
- Sheinbaum Close A., Finney Z R., Lacey Russel., Sneath Z Julie., (2006) " *Engaging the Consumer Through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand*"
- 2008., Rowley, Jennifer ; Williams, Catrin., "The impact of brand sponsorship of music festivals"
- Hudson, S. and Hudson, R. (2013), "Engaging with consumers using social media: a case study of music festivals"
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). *Brand Experience: What is It? How is it Measured? Does it Affect Loyalty?* *Journal of Marketing*, 73(3), 52-68. <https://doi.org/10.1509/jmkg.73.3.052>
- Schmitt, B., & Zarantonello, L. (2013). *Consumer experience and experiential marketing*
- Hanna, R., Rohm, A. and Crittenden, V.L. (2011) *We're All Connected: The Power of the Social Media Ecosystem*. Business Horizons
- Cutlip, Scott M. 2006, *Effective Public Relations*, Jakarta, Prenada Media Group
- Pearce JA., Robinson RB. 2008, *Manajemen Strategis: Formulasi, Implementasi, dan Pengendalian*
- Effendy, Onong Uchjana (2007), *Ilmu Komunikasi (Teori dan Praktek)*, Bandung: PT. Remaja Rosdakarya.
- Effendy, Onong Uchjana. 2011. *Ilmu Komunikasi. Teori dan Praktek*, Bandung, Rosda.
- Setiadi, N.J. 2003. *Perilaku Konsumen : Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Jakarta : Kencana.
- Kotler, Philip and Kevin Lane Keller, (2016): *Marketing Management, 15th Edition New Jersey: Pearson Pretice Hall, Inc.*
- Smith Paul Russel., Taylor Jonathan., (2004) *Marketing Communications: An Integrated Approach*
- Chris Fill and Barbara Jamieson, *Marketing Communication (Edinburg, UK: HeriotWatt University Press, 2014)*.

- Belch, G. E., & Belch, M. A. 2018. *Advertising and Promotion: An Integrated Communications Perspective (11 ed.)*. New York: McGraw-Hill Education
- Kotler, Philip & Keller. (2008). *Manajemen Pemasaran*. Edisi Ketigabelas. Jilid 1. Jakarta: Erlangga.
- Tjiptono, Fandy dan Anastasia Diana. 2016. *Pemasaran Esensi & Aplikasi*. Yogyakarta : Andi.
- Agus, Hermawan. 2012. *Komunikasi Pemasaran*. Jakarta: Erlangga.
- Effendy, Onong Uchjana. 2000. *Ilmu Komunikasi Teori dan Praktek*. Bandung : PT. Remaja Rosda Karya.
- Strauss & Frost, 2011.*E-Marketing*, Sixth Edition.Pearson : New Jersey
- Allan Gueye Mane & Pape Alioune Diop, 2017. "Impact Drivers of Customer Brand Engagement and Value Co-Creation in China: A Prioritization Approach,"
- Hollebeek, L.D. (2011) Exploring Customer *Brand Engagement*: Definition and Themes. *Journal of Strategic Marketing*, 19, 555-573.
- 2011 ,Paine Katie., Measure What Matters
- Hollebeek, Linda & Glynn, Mark & Brodie, Roderick. (2014). *Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation*.
- Keller Kelvin Lane (2013), *Strategic Brand Management*, International Edition, Edisi 4, USA : Pearson Education.
- Brodie, R.J. & Hollebeek, Linda & Juric, Biljana & Ilic, Ana. (2011). *Customer engagement: Conceptual domain, fundamental propositions, and implications for research*. *Journal of Service Research*. 17. 1-20.
- Dessart, Laurence & Veloutsou, Cleopatra & Morgan-Thomas, Anna. (2015). *Consumer engagement in online brand communities: A social media perspective*. *Journal of Product & Brand Management*. 24. 28-42.
- Sashi, C.M.. (2012). *Customer engagement, buyer-seller relationships, and social media*. Management Decision.
- Vivek, Shiri & Beatty, Sharon & Morgan, Robert. (2012). *Customer Engagement: Exploring Customer Relationships Beyond Purchase*. *The Journal of Marketing Theory and Practice*.
- Surjaatmadja, S. (2008). *Dasar-dasar Manajemen Merek*, edisi I, Bayumedia Publishing, Malang
- Kotler, Philip & Keller. (2008). *Manajemen Pemasaran*. Edisi Ketigabelas. Jilid 1. Jakarta: Erlangga.
- Kitchen, Philip & De Pelsmacker, Patrick. (2004). *A Primer for Integrated Marketing Communications*. *A Primer for Integrated Marketing Communications*.
- A Shimp, Terence. (2007). *Periklanan Promosi (Aspek Tambahan Komunikasi Pemasaran Terpadu)*. Jilid I, edisi Terjemahan, Jakarta: Erlangga.

Percy, Larry. (2008). *Strategic integrated marketing communications: Theory and practice*.
Strategic Integrated Marketing Communications: Theory and Practice.