

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.
- Abbas, Mr. A. (2024). The Influence of Customer Equity Drivers on Customer Loyalty: a B2B Perspective. *JCES*, 15(3), 1656–1690. <https://doi.org/https://doi.org/10.21608/jces.2024.391564>
- Aditya, M. W. (2024, April 13). *Memecahkan Mitos dan Membuka Potensi Hotel Kapsul dalam Industri Perhotelan*. Kumparan.Com. <https://kumparan.com/muhammad-wisnu-aditya/memecahkan-mitos-dan-membuka-potensi-hotel-kapsul-dalam-industri-perhotelan-22XBsJuIxSu>
- Akbari, D. A. (2025). *Digital Marketing Fundamentals: Understanding SEO, Social Media, and PPC* (1st ed.). Amazon Kindle Direct Publishing. <https://www.researchgate.net/publication/387668759>
- Alavijeh, M. R. K., Esmaeili, A., Sepahvand, A., & Davidaviciene, V. (2018). The Effect of Customer Equity Drivers on Word-of-Mouth Behavior with Mediating Role of Customer Loyalty and Purchase Intention. *Engineering Economics*, 29(2), 236–246. <https://doi.org/10.5755/j01.ee.29.2.17718>
- Ali, A. A. E. B. R., Othman, A. K. B., & Hassan, F. B. H. (2018). The Influence of Customer Equity on Customer Loyalty Among Telecommunication Service Provider Users. *Journal of Arts & Social Sciences*, 2(1), 37–45.
- Amornpornwiwat, N., & Kapasuwan, S. (2018). *Chapter 5: Tourists' Perceptions of and Intentions-to-Stay at a Capsule Hotel in Bangkok* (pp. 79–99). <https://doi.org/10.1108/s1871-317320180000015010>
- Beig, F. A., & Nika, F. A. (2019). Brand Experience and Brand Equity. *Vision*, 23(4), 410–417. <https://doi.org/10.1177/0972262919860963>
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606. <https://doi.org/10.1037/0033-2909.88.3.588>
- Bhadra, A., & Rego, S. (2019). Relationship Between Customer Equity and Customer Loyalty: A Study of Retail Outlets for Consumer Durables. *NMIMS Management Review*, XXXVI(4), 20–35.
- Bianchi, C., Pike, S., & Lings, I. (2014). Investigating Attitudes Towards Three South American Destinations in an Emerging Long Haul Market Using a Model of Consumer-Based Brand Equity (CBBE). *Tourism Management*, 42, 215–223. <https://doi.org/https://doi.org/10.1016/j.tourman.2013.11.014>
- Blattberg, R. C., & Deighton, J. (1996). Manage Marketing by the Customer Equity Test. *Harvard Business Review*, 74, 136–144.

- Bloomberg Technoz. (2024, December 20). *Intip Kerja dan Bisnis Bobobox di 2024*. Bloombergtechnoz.Com. <https://www.bloombergtechnoz.com/detail-referensi/230/intip-kinerja-dan-bisnis-bobobox-di-2024>
- Bobobox.com. (n.d.). *Website Bobobox.com*. Retrieved August 12, 2025, from <https://bobobox.com/>
- Bobobox.com. (2022). *Bobobox Impact Report 2022*.
- Bobobox.com. (2023). *Bobobox Impact Report 2023*.
- 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, 52–68.
- Budianto, E. E. (2022, July 22). *Rasakan Sensasi Hotel Kapsul Trawas: Serasa dalam Pesawat Luar Angkasa*. Detikjatim. <https://www.detik.com/jatim/wisata/d-6193173/rasakan-sensasi-hotel-kapsul-trawas-serasa-dalam-pesawat-luar-angkasa>
- Chen, H. J., Wong, S. W., Bilgihan, A., & Okumus, F. (2020). Capsule Hotels: Offering Experiential Value or Perceived as Risky by Tourists? An Optimum Stimulation Level Model. *International Journal of Hospitality Management*, 86, 1–10. <https://doi.org/10.1016/j.ijhm.2019.102434>
- Chen, S., & Wei, H. (2022). Minimalism in Capsule Hotels: Enhancing Tourist Responses by Using Minimalistic Lifestyle Appeals Congruent with Brand Personality. *Tourism Management*, 93(3).
- Chiang, C.-F. (2018). Influences of Price, Service Convenience, and Social Servicescape on Post-Purchase Process of Capsule Hotels. *Asia Pacific Journal of Tourism Research*, 23(4), 373–384. <https://doi.org/https://doi.org/10.1080/10941665.2018.1444649>
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. In *Modern Methods for Business Research* (1st ed., pp. 1–42). Psychology Press.
- Chin, W. W. (2009). How to Write Up and Report PLS Analyses. In *Springer Handbooks of Computational Statistics (SHCS)* (pp. 655–690). Springer, Berlin, Heidelberg. https://doi.org/https://doi.org/10.1007/978-3-540-32827-8_29
- Fatihudin, D., & Firmansyah, A. (2019). *PEMASARAN JASA*. <https://www.researchgate.net/publication/331546499>
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)* (Q. Media, Ed.). CV. Penerbit Qiara Media.
- GlobeNewswire. (2023, March 23). *Global Capsule Hotel Market Expected to Register a Revenue of \$211.7 Million in the 2021-2028 Timeframe, Growing*

at a Stunning CAGR of 6.0% [165-Pages] | Lead by Research Dive.
<https://www.globenewswire.com/news-release/2023/03/23/2633234/0/en/Global-Capsule-Hotel-Market-Expected-to-Register-a-Revenue-of-211-7-Million-in-the-2021-2028-Timeframe-Growing-at-a-Stunning-CAGR-of-6-0-165-Pages-Lead-by-Research-Dive.html>

Grand View Research. (2024). *Capsule Hotel Market Size, Share & Trends Analysis Report By Age Group (18-24 Years, 25-39 Years, 40-54 Years, 55+ Years), By Traveler Type (Solo, Group), By Booking Mode (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030*. Grandviewresearch.Com.

Griffin, J. (2005). *Customer Loyalty: Menumbuhkan dan Mempertahakan Kestiaan Pelanggan* (M. Yati, K. W. C. Ratri, & Sumiharti, Trans.; Revisi & Terbaru). Erlangga.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–151.

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121.
<https://doi.org/10.1108/EBR-10-2013-0128>

Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long Range Planning*, 45(5), 320–340.
<https://doi.org/DOI:10.1016/j.lrp.2012.09.008>

Hair, J. F., Tomas, G., Sarstedt, M., & Ringle, C. M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
<https://www.researchgate.net/publication/354331182>

Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.

Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi, Ed.). CV Pustaka Ilmu.
<https://www.researchgate.net/publication/340021548>

Harsono, N. (2019, November 23). *Capsule Hotel Start-up Eyes RI's \$6b Market*. The Jakarta Post. <https://www.thejakartapost.com/news/2019/11/23/capsule-hotel-start-eyes-ris-6b-market.html>

- Haryanto, A. T. (2020, August 20). *Startup Bobobox Pakai IoT Kelola Hotel Kapsul*. DetikInet. <https://inet.detik.com/business/d-5152920/startup-bobobox-pakai-iot-kelola-hotel-kapsul>
- Hogan, J. E., Lemon, K. N., & Rust, R. T. (2002). Customer Equity Management: Charting New Directions for the Future of Marketing. *Journal of Service Research*, 5(1), 4–12. <https://doi.org/10.1177/1094670502005001002>
- Iman, A. A., Riorini, S. V., Sionaga, D., & Pakpahan, A. (2023). Pengaruh Multidimensi Customer Equity Terhadap Behavioral Loyalty Pada Pelanggan Aplikasi Mobile Food Delivery. *Jurnal Ekonomi Bisnis, Manajemen, dan Akuntansi (Jebma)*, 3(3), 540–552. <https://doi.org/doi.org/jebma.v3n3.2803>
- Julaika, H. (2019, January 21). *Hotel Berkonsep Kapsul Hadir di Pusat Jakarta*. Media Indonesia. https://mediaindonesia.com/weekend/211933/hotel-berkonsep-kapsul-hadir-di-pusat-jakarta#goog_rewarded
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kusumaputra, A. (2018, August 10). *Hotel Kapsul Pertama di Indonesia Beroperasi di Terminal 3 Bandara Soekarno-Hatta*. Kompas.Id. <https://www.kompas.id/artikel/hotel-kapsul-pertama-di-indonesia-beroperasi-di-terminal-3-bandara-soeta/>
- Lee, B. Y., & Park, S. Y. (2021). Shifts of Guests' Perception on Drivers of Customer Equity for Loyalty over Time: A Multiple Mediation Analysis. *Journal of Quality Assurance in Hospitality and Tourism*, 22(1), 30–54. <https://doi.org/10.1080/1528008X.2020.1746224>
- Lee, W. S., Lee, J.-K., & Moon, J. (2018). Study on The Preference for Capsule Hotel Attributes Using a Choice Experiment. *Tourism Economics*, 24(4), 492–499. <https://doi.org/10.1177/1354816618765345>
- Lemon, K. N., Rust, R. T., & Zeithaml, V. A. (n.d.). *What drives customer equity?* <https://www.researchgate.net/publication/284404248>
- Liu, C. R., Wu, T. C., Yeh, P. H., & Chen, S. P. (2015). Equity-Based Customer Loyalty Mode for The Upscale Hotels-Alternative Models for Leisure and Business Travels. *Tourism Management Perspectives*, 16, 139–147. <https://doi.org/10.1016/j.tmp.2015.07.017>
- Lohmöller, J.-B. (1989). *Latent Variable Path Modeling with Partial Least Squares*. Physica-Verlag Heidelberg.
- Mutiah, D. (2023, December 7). *Bobobox Pods Ganti Nama Jadi Bobopod, Okupansi Hotel Kapsul Rata-Rata 80 Persen*. Liputan6.

- <https://www.liputan6.com/lifestyle/read/5474568/bobobox-pods-ganti-nama-jadi-bobopod-okupansi-hotel-kapsul-rata-rata-80-persen?page=3>
- Nabila, F. Z., & Wardhana, A. (2020). *Analisis Customer Experience pada Bobobox di Kota Bandung*. 7(Desember), 6043.
- Nurhayat, W. (2019, January 21). *Banyak Peminat, Bisnis Hotel Kapsul di Indonesia Makin Laris Manis*. KumparanBISNIS. <https://kumparan.com/kumparanbisnis/banyak-peminat-bisnis-hotel-kapsul-di-indonesia-makin-laris-manis-1548071828943396712/full>
- Palmatier, R. W., Jarvis, C. B., Bechhoff, J. R., & Kardes, F. R. (2009). The Role of Customer Gratitude in Relationship Marketing. *Journal of Marketing*, 73, 1–18.
- Rahadi, D. R. (2023). *Pengantar Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Wijonarko, Ed.). CV Lentera Ilmu Madani.
- Ramaseshan, B., Rabbanee, F. K., & Hui, L. T. H. (2013). Effects of Customer Equity Drivers on Customer Loyalty in B2B Context. *Journal of Business & Industrial Marketing*, 28(4), 335–346.
- Redaksi. (2023, December 28). *Bobobox Klaim Tingkat Retensi Bobopod Tembus 55%, Ini Penyebabnya*. Bisnis Tekno. <https://teknologi.bisnis.com/read/20231228/266/1727881/bobobox-klaim-tingkat-retensi-bobopod-tembus-55-ini-penyebabnya>
- Reinartz, W. J., & Kumar, V. (2000). On The Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing. *Journal of Marketing*, 64(4), 1–40. <https://doi.org/10.1509/jmkg.64.4.17.18077>
- Research Dive. (2021). *Capsule Hotel Market Report*. <https://researchdive.com/8507/capsule-hotel-market>
- Rust, R. T., Lemon, K. N., & Narayandas, D. (2005). *Customer Equity Management*. Pearson Prentice Hall.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). John Wiley & Sons.
- Septiani, L. (2023, July 31). *Startup Bobobox Sebut Tingkat Okupansi Rerata 90% Tahun Lalu*. Katadata.Co.Id. <https://katadata.co.id/digital/startup/64c7349635d4f/startup-bobobox-sebut-tingkat-okupansi-rerata-90-tahun-lalu>
- Seputar Jakarta. (2025, January 21). *6 Bobobox Jakarta, Nyaman dan Ramah di Kantong*. Kumparan.Com. <https://kumparan.com/seputar-jakarta/6-bobobox-jakarta-nyaman-dan-ramah-di-kantong-24LSLULscfq/full>

- Sigala, M. (2005). Integrating Customer Relationship Management in Hotel Operations: Managerial and Operational Implications. *International Journal of Hospitality Management*, 24, 391–413. <https://doi.org/10.1016/j.ijhm.2004.08.008>
- Simbolon, H. (2019, August 15). *Bangun Pagi Usai Bermalam di Hotel Kapsul Berkonsep Kamar Pintar*. Liputan6. <https://www.liputan6.com/regional/read/4037457/bangun-pagi-usai-bermalam-di-hotel-kapsul-berkonsep-kamar-pintar>
- Siregar, S. (2019). *Statistik Parametrik untuk Penelitian Kuantitatif*. Bumi Aksara.
- Siswadi, A. (2023, April 25). *Libur Lebaran, Tingkat Okupansi Bobobox Capai 90 Persen Lebih*. TEMPO. https://www.tempo.co/hiburan/libur-lebaran-tingkat-okupansi-bobobox-capai-90-persen-lebih-194646#goog_rewarded
- Srisusilawati, P., Burhanudin, J., Trenggana, A. F. M., Anto, M. A., Kusuma, G. P. E., Rahmasari, L. F., Suharyati, Mulyani, Ariyani, N., Hadi, P., Manggabarani, A. S., Lestari, F. P., Irawati, N., Octaviani, L. K., Bakar, R. M., Musafir, & Dewi, I. C. (2023). *LOYALITAS PELANGGAN* (E. Damayanti, Ed.). Widina Bhakti Persada Bandung. www.freepik.com
- Sudiyono, K. A., Utomo, P., & Severesia, C. (2022). Effect of Customer Experience and Customer Value Towards Customer Loyalty and Satisfaction on B2B Food and Beverage Sector. *Journal of Business and Management Review*, 3(9), 627–640. <https://doi.org/10.47153/jbmr39.4552022>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Syadidan, A. (2023, August 28). *Strategi Bobobox Adaptasi Karakteristik Gen Z, Mendapat Pesanan Hingga 90%*. Content Collision. <https://contentcollision.co/6-karakteristik-gen-z-diadaptasi-bobobox/>
- Vogel, V., Evanschitzky, H., & Ramaseshan, B. (2008). Customer Equity Drivers and Future Sales. *Journal of Marketing*, 72, 98–108.
- Wafa, R. F. Al, & Matusin, I. O. (2024). Antecedent Value Equity, Brand Equity, Relationship Equity, dan Attitudinal Loyalty terhadap Behavioral Loyalty. *Jurnal Ekonomi Trisakti*, 4(1), 635–646. <https://doi.org/10.25105/jet.v4i1.19006>
- Wang, H., Kim, K. H., Ko, E., & Liu, H. (2016). Relationship between service quality and customer equity in traditional markets. *Journal of Business Research*, 69(9), 3827–3834. <https://doi.org/10.1016/j.jbusres.2016.04.007>
- Wulandari, D. (2024, June 14). *Pertahankan Returning Rate 55%, Bobobox Kampanyekan “Discover More, Discover You.”* Mix Marketing Communication. <https://mix.co.id/marcomm/news-trend/pertahankan-returning-rate-55-bobobox-kampanyekan-discover-more-discover-you/>

- Yamin, S., & Kurniawan, H. (2011). *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modeling: Aplikasi dengan Software XLSTAT, SmartPLS, dan Visual PLS*. Salemba Infotek.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across The Firm* (8th ed.). McGraw-Hill Education.