

DAFTAR PUSTAKA

- Alaswadi, W., & Shehata, A. E. (2022). Can Sensory Marketing Factors Improve the Customers' Pleasure and Arousal in Egyptian Resort Hotels? *JAAUTH*, 22(2), 111–131. <https://jaauth.journals.ekb.eg/>
- Andre Oliver. (n.d.). *Sensory Marketing: Arti, Indra-Indra, Cara Kerja, dan Manfaat - Glints Blog*. Retrieved April 9, 2023, from https://glints.com/id/lowongan/sensory-marketing-adalah/#.ZDG_43ZBy3B
- Budi Laksamana. (2022). *Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Sampoerna A-Mild (Studi pada Mahasiswa Fakultas Ekonomi Universitas Islam Indonesia)*.
- cindy mutia annur. (2022). *pedulilindungi-catat-10-mal-ini-paling-ramai-pengunjung-di-jakarta-by-katadata*.
- Ferry Andriawan. (n.d.). *Strategi Pemasaran: Starbucks Mahal Tapi Kenapa Laku di Pasaran?* Retrieved April 9, 2023, from <https://www.paper.id/blog/headline/strategi-pemasaran-starbucks/>
- Göransson, N., Rundgren Supervisor, L., Wilde Björling Examiner, M., & Rodrigues, C. (2022). *Fashion sense A quantitative study about how sensorial touch points affect the customer decision making process in physical fashion stores*.
- J Dusauw, E. S., Mangantar, M., C Pandowo, M. H., J Dusauw, E. S., Mangantar, M., & Pandowo, M. H. (2023). *THE IMPACT OF SENSORY MARKETING ON CONSUMER BEHAVIOR AT STARBUCKS MANADO DAMPAK PEMASARAN SENSORIK PADA PERILAKU KONSUMEN DI STARBUCKS MANADO*. 11(1), 138–146.
- Jiménez-Marín, G., Alvarado, M. del M. R., & González-Oñate, C. (2022). Application of Sensory Marketing Techniques at Marengo, a Small Sustainable Men's Fashion Store in Spain: Based on the Hulten, Broweus and van Dijk Model. *Sustainability (Switzerland)*, 14(19). <https://doi.org/10.3390/su141912547>
- Jiménez-Marín, G., Zambrano, R. E., Galiano-Coronil, A., & Ravina-Ripoll, R. (2021). Business and Energy Efficiency in the Age of Industry 4.0: The Hulten, Broweus and Van Dijk Sensory Marketing Model Applied to Spanish Textile Stores during the COVID-19 Crisis. *Energies 2021, Vol. 14, Page 1966, 14(7)*, 1966. <https://doi.org/10.3390/EN14071966>
- Kim, W. H., Lee, S. H., & Kim, K. S. (2020). Effects of sensory marketing on customer satisfaction and revisit intention in the hotel industry: the moderating roles of customers' prior experience and gender. *Anatolia*, 31(4), 523–535. <https://doi.org/10.1080/13032917.2020.1783692>
- Lany Swantika. (2018). *pemasaran sensorik breadtalk*.

- Manchanda, R. (2022). EXAMINING THE SENSES INFLUENCING SENSORY MARKETING AND ITS IMPACT ON CONSUMER BEHAVIOR. *Central European Management Journal*, 30(1).
- Marcuta, L., Popescu, A., & Marcuta, A. (2022). USING SENSORY ANALYSIS AND SENSORY MARKETING AS MODERN MEANS OF SATISFYING CONSUMER PREFERENCES. *Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development*, 22, 2022.
- Materi IPA. (n.d.). *v Pengertian Indera Manusia, Sistem, Macam, Fungsi, dan Bagian-Bagiannya | Guru Sains*. Retrieved April 9, 2023, from <https://gurusains.com/indera-manusia/>
- Mustafa gutachin. (2022). *Mengenal 5 Panca Indera Pada Manusia Beserta Penjelasan*. <https://www.sampoernaacademy.sch.id/id/panca-indera-adalah/>
- Pajonk, P., & Plevová, -Katarína. (2015). Vnemový marketing-zmysly v podpore predaja Sensory Marketing-the Senses in Sales Promotions. *Roč*, 8, 29–30.
- Rayvan Maulid. (2021). *Simak Pengertian Analisis Data dengan Korelasi Rank Spearman*. <https://dqlab.id/simak-pengertian- analisis-data-dengan-korelasi-rank-spearman>
- Roopchund Randhir, Khirodhur Latasha, Panyandee Tooraiven, & Bappoo Monishan. (2016). Analyzing the Impact of Sensory Marketing on Consumers: A Case Study of KFC. *Journal of US-China Public Administration*, 13(4). <https://doi.org/10.17265/1548-6591/2016.04.007>
- Rosdiani dan Angga Hidayat, N. (2020). *Journal of Technopreneurship on Economics and Business Review Pengaruh Derivatif Keuangan, Konservatisme Akuntansi dan Intensitas Aset Tetap terhadap Penghindaran Pajak*. 1(2). www.idx.co.id
- Shahid, S., Paul, J., Gilal, F. G., & Ansari, S. (2022). The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. *Psychology and Marketing*, 39(7), 1398–1412. <https://doi.org/10.1002/MAR.21661>
- Van Horck, M. (2022). *Sensory Marketing: Where Words Fail Music Speaks? How Music Genre and Personality influence Consumer Behavior in an Online Grocery Shopping Environment*.
- Wijaya, V. (n.d.-a). *PENGARUH SENSORY MARKETING TERHADAP WILLINGNESS TO PAY A PREMIUM PRICE MELALUI BRAND EXPERIENCE SEBAGAI VARIABEL INTERVENING STUDI KASUS STARBUCKS*.
- Wijaya, V. (n.d.-b). *PENGARUH SENSORY MARKETING TERHADAP WILLINGNESS TO PAY A PREMIUM PRICE MELALUI BRAND EXPERIENCE SEBAGAI VARIABEL INTERVENING STUDI KASUS STARBUCKS*.
- wiratna sujarweni. (2014). <https://www.spssindonesia.com/2014/01/uji-reliabilitas-alpha-spss.html>.

