

DAFTAR PUSTAKA

- Abdullah, T., & Tantri, F. (2019). *Manajemen Pemasaran*. Jakarta: Rajawali Pers.
- Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W. J. (2019). Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach. *Journal of Travel and Tourism Marketing*, 36(3), 295–313. Retrieved from <https://doi.org/10.1080/10548408.2018.1541775>
- Anggara, F. S. A., & Alamsyah, N. (2021). The Analysis of Islamic Branding Towards Customer Loyalty Impacts at Ismart Retail Ponorogo. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 6(2), 297–306. Retrieved from <https://doi.org/10.29407/nusamba.v6i2.15933>
- Ariyani, R., & Albari, A. (2022). Pengaruh Kualitas Pelayanan dan Promosi Terhadap; Kepuasan Pelanggan, Perceived Value, dan Loyalitas Pelanggan Pengguna Shopee Food di Kota Yogyakarta. *Jurnal Indonesia Sosial Sains*, 3(4), 639–648. Retrieved from <https://doi.org/10.36418/jiss.v3i4.573>
- Arslan, I. K. (2020). the Importance of Creating Customer Loyalty in Achieving Sustainable Competitive Advantage. *Eurasian Journal of Business and Management*, 8(1), 11–20. Retrieved from <https://doi.org/10.15604/ejbm.2020.08.01.002>
- Badan Pusat Statistik. (2024). *Statistik Indonesia 2024*. Jakarta: Badan Pusat Statistik.
- Badan Pusat Statistik Kabupaten Jember. (2024). *Kabupaten Jember Dalam Angka 2024*. Jember: Badan Pusat Statistik Kabupaten Jember.
- Baihaki, F. R., Rahma, T. I. F., & Nasution, J. (2023). Pengaruh Islamic Branding Dan Islamic Service Quality Terhadap Loyalitas Nasabah Bank Muamalat Indonesia Dengan Customers Satisfaction Sebagai Variabel Intervening. *Ekonomi Bisnis Manajemen Dan Akuntansi (EBMA)*, 4(1), 1528–1544.
- Chen, A. H., & Wu, R. Y. (2022). Mediating Effect of Brand Image and Satisfaction on Loyalty through Experiential Marketing: A Case Study of a Sugar Heritage Destination. *Sustainability (Switzerland)*, 14(12). Retrieved from <https://doi.org/10.3390/su14127122>
- Chou, S.-K., Kohsuwan, P., & Thanabordeekij, P. (2019). The Impact of Corporate Image, Service Quality, Trust, and Perceived Value on Chinese Customer Satisfaction and Loyalty: Medical Services in Thailand. *Human Behavior, Development and Society*, 20(3), 41–51.
- Dharmmesta, B. S. (2019). *Manajemen Pemasaran*. Yogyakarta: BPFE.
- Dwivedi, R. K., Lohmor Choudhary, S., Dixit, R. S., Sahiba, Z., & Naik, S. (2024). The Customer Loyalty vs. Customer Retention: The Impact of Customer Relationship Management on Customer Satisfaction. *Web Intelligence*, 22(3), 425–442. Retrieved from <https://doi.org/10.3233/WEB-230098>
- Eliana, E., & Lida, U. M. (2024). Islamic Branding, Word of Mouth, dan Harga terhadap

- Customer Loyalty Buya di Kudus. *JEBISKU: Jurnal Ekonomi Dan Bisnis Islam IAIN Kudus*, 2(1), 84–96.
- Ferdinand, A. (2020). *Structural Equation Modeling dalam Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2020). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS) (IV)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hadiputro, M. F. M., & Rofiaty, R. (2023). The Effect of Service Quality and Perceived Value on Customer Satisfaction and Its Impact on Customer Loyalty. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 3(2), 544–554. Retrieved from <https://doi.org/10.21776/jmppk.2024.03.2.24>.
- Hamid, A., & Fauzan, M. (2023). *Strategi Pemasaran Revolusioner*. Bypass. Retrieved from <https://books.google.co.id/books?id=s3nsEAAAQBAJ>
- Hamidi, R., Ainy, H. P., Rinuastuti, B. H., & Athar, H. S. (2022). The Effect of Experiential Marketing and Experiential Value on Customer Loyalty of Coffee Shops in Mataram City Through Satisfaction as a Mediation Variable. *International Journal of Social Science Research and Review*, 5(3), 67–77. Retrieved from <https://doi.org/10.47814/ijssrr.v5i3.176>
- Hasan, M., Alim, M. A., Ali, M. B., Hasan, M. M., Uddin, M. A., Alim, A., & Azad, R. (2020). The Effects of Corporate Image, Service Quality, Consumer Satisfaction, and Perceived Value on Consumer Loyalty: A Field Experience. *International Review of Business Research Papers*, 16(1), 160–176. Retrieved from <https://www.researchgate.net/publication/342365013>
- Hwang, J., & Choi, L. (2020). Having fun while receiving rewards?: Exploration of gamification in loyalty programs for consumer loyalty. *Journal of Business Research*, 106, 365–376. Retrieved from <https://doi.org/https://doi.org/10.1016/j.jbusres.2019.01.031>
- Ibrahim, D., Abidin, M., & Zuhriyah, I. A. (2024). Integrating Brand Religiosity Image , E-Service Quality , and Muslim Customer Perceived Value : A Study on Muslim Student Loyalty Mediated by Satisfaction. *Nidhomul Haq: Jurnal Manajemen Pendidikan Islam*, 9(3), 527–541.
- Ima, A. N., & Trishananto, Y. (2022). Analisis Islamic branding hotel syariah sebagai tujuan wisata halal. *Journal of Halal Industry Studies*, 1(1), 45–53. Retrieved from <https://doi.org/10.53088/jhis.v1i1.411>
- Jadari, A., & Ernawati, S. (2023). Pengaruh Experiential Marketing dan Physical Evidence Terhadap Loyalitas Konsumen Kafe Tea Break Kota Bima. *Jurnal Inovasi Dan Tren*, 1(2), 53–54.
- Kotler, P., & Keller, K. L. (2019). *Manajemen Pemasaran*. (Erlangga,Ed.). Jakarta: Erlangga.
- Kunadi, E. F., & Wuisan, D. S. . (2021). Pengaruh E-Service Quality Dan Food Quality Terhadap Customer Loyalty Pengguna Gofood Indonesia Yang Dimediasi Oleh Perceived Value Dan Customer Satisfaction. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan*

- Inovasi Universitas Sam Ratulangi*), 8(1). Retrieved from <https://doi.org/10.35794/jmbi.v8i1.33851>
- Kusmarini, R. A., Sumarwan, U., & Simanjuntak, M. (2020). The Effect of Atmosphere Perception, Perceived Value, And Hedonic Value on Consumer Loyalty Through The Service Quality of Warunk Upnormal. *Indonesian Journal of Business and Entrepreneurship*, 6(1), 53–65. Retrieved from <https://doi.org/10.17358/ijbe.6.1.53>
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*, 32(6), 1525–1540. Retrieved from <https://doi.org/10.1108/TQM-05-2019-0150>
- Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran*. Sukabumi: CV Al Fath Zumar.
- Larsson, A., & Broström, E. (2020). Ensuring customer retention: insurers' perception of customer loyalty. *Marketing Intelligence & Planning*, 38(2), 151–166. Retrieved from <https://doi.org/10.1108/MIP-02-2019-0106>
- Magfiroh, D. (2022). the Effect of Islamic Branding on Customer Loyalty With Customer Satisfaction As a Variable Intervening Case Study: Bsi Kc Cirebon Siliwangi. *Proceedings of the 1st International Conference on Social Science (ICSS)*, 1(1), 132–150. Retrieved from <https://doi.org/10.59188/icss.v1i1.23>
- Mandasari, I. C. S., & Sumartini, A. R. (2020). Peran Perceived Value Dalam Memediasi Pengaruh Green Marketing Terhadap Loyalitas (Studi Pada Pengguna Tumbler Starbucks Coffee di Kota Denpasar). *Jurnal Widya Manajemen*, 2(1), 1–9. Retrieved from <https://doi.org/10.61938/fm.v14i2.135>
- Manukele, F. L., Putro, A. J. W., & Kristanti, M. M. (2024). Experiential Marketing, Service Quality: Mediasi Perceived Value Terhadap Customer Trust Batik Air. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, 13(1), 23–35. Retrieved from <https://doi.org/10.33508/jumma.v13i1.5734>
- Meryawan, I. W., Suryawan, T. G. A. W. K., & Handayani, M. M. (2022). Perceived Value pada Customer Loyalty Peran Mediasi Customer Engagement. *Jurnal Pendidikan Ekonomi Undiksha*, 14(2), 339–349. Retrieved from <https://doi.org/10.23887/jjpe.v14i2.52119>
- Mpinganjira, M., Dlodlo, N., & Idemudia, E. C. (2024). Perceived experiential value and continued use intention of e-retail chatbots. *International Journal of Retail and Distribution Management*, 52(13), 121–135. Retrieved from <https://doi.org/10.1108/IJRDM-04-2023-0237>
- Mustikawati, R., Arafah, W., Mariyanti, T., & Economics, I. (2022). The Effect of Religiosity, Muslim Customer Perceived Value on Loyalty and Customer Satisfaction in Halal Tourism in Indonesia. *International Journal of Islamic Business*, 7(2), 52–64.
- Nasuka, M. (2024). *Strategi Pengembangan Industri Produk dan Branding Halal*. Kuningan: Goresan Pena. Retrieved from <https://books.google.co.id/books?id=rQ9DEQAAQBAJ>

- Parakkasi, I. (2020). *Pemasaran Syariah Era Digital*. Bogor: Penerbit Lindan Bestari. Retrieved from <https://books.google.co.id/books?id=x8b4DwAAQBAJ>
- Purnamabroto, D. F., Susanti, N., & Cempena, I. B. (2022). The Influence of Word of Mouth, Service Quality, and Brand Image on Consumer Loyalty through Brand Trust in PT. Virama Karya (Persero) Surabaya. *International Journal of Economics, Business and Management Research*, 06(08), 89–107. Retrieved from <https://doi.org/10.51505/ijebmr.2022.6807>
- Qurohman, T., & Futaqi, F. A. (2022). Pengaruh Kualitas Pelayanan, Islamic Branding Dan Harga Terhadap Loyalitas Pelanggan Minasshofa Cellular Ponorogo Dengan Kepuasan Sebagai Variabel Intervening. *JOIPAD: Journal of Islamic Philanthropy and Disaster*, 3(1), 74–94.
- Rashid, N., Nika, F. A., & Thomas, G. (2021). Impact of Service Encounter Elements on Experiential Value and Customer Loyalty: An Empirical Investigation in the Coffee Shop Context. *SAGE Open*, 11(4). Retrieved from <https://doi.org/10.1177/21582440211061385>
- Riady, A., Farida, I., Husna, M., & Elvi. (2024). Examining The Influence Of Islamic Branding, Physical Evidence, And Relationship Quality On Customer Loyalty In The Context Of Bank Syariah Indonesia (Bsi) Makassar Branch At Unismuh. *Journal Of Economics, Technology, and Business (JETBIS)*, 3(3), 675–689.
- Rizqiningsih, D. U., & Widodo, A. (2021). Pengaruh Green Marketing dan Service Quality terhadap Loyalitas Pelanggan dengan Customer Satisfaction sebagai Variabel Intervening (Studi Kasus di Starbucks Coffee Kota Surabaya). *Jurnal Samudra Ekonomi Dan Bisnis*, 12(2), 242–256. Retrieved from <https://doi.org/10.33059/jseb.v12i2.3351>
- Rustam, T. A., & Sukati, I. (2023). Analisis Implementasi Relationship Marketing dan Green Marketing Terhadap Loyalitas Konsumen Klinik Navaagreen Batam. *SEIKO: Journal of Management & Business*, 6(2), 261–271. Retrieved from <https://journal.stieamkop.ac.id/index.php/seiko/article/view/5423%0Ahttps://journal.stieamkop.ac.id/index.php/seiko/article/download/5423/3576>
- Sawitri, I. G. A. T. D., & Rahanatha, G. B. (2019). Pengaruh Green Marketing Dan Brand Image Terhadap Loyalitas Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 8(8), 5267. Retrieved from <https://doi.org/10.24843/ejmunud.2019.v08.i08.p22>
- Sinaga, R. P. A., & Aisyah, N. (2020). Pengaruh Green Marketing Dan Brand Image Terhadap Loyalitas Konsumen Pada Produk Sunlight Konsumen Di Kecamatan Babalan Kabupaten Langkat. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 9(4), 3089–3100. Retrieved from <http://journal.feb.unmul.ac.id/index.php/AKUNTABEL>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Swasty, W. (2020). *Branding: Memahami dan Merancang Strategi Merek*. Bandung: Remaja Rosdakarya.
- Taali, M., Maduwinarti, A., Agusdi, Y., Efitra, E., & Pemata, N. G. (2024). *Green Marketing*. PT. Sonpedia Publishing Indonesia. Retrieved from https://books.google.co.id/books?id=N_P8EAAAQBAJ

- Tjiptono, F. (2019). *Strategi Pemasaran : Prinsip & Penerapan*. Yogyakarta: Penerbit Andi.
- Triana, M., & Sulhaini, S. (2019). Pengaruh Green Marketing Mix Terhadap Value Perception Dan Minat Beli Konsumen the Body Shop Di Kota Mataram. *Jmm Unram - Master of Management Journal*, 8(2), 115–129. Retrieved from <https://doi.org/10.29303/jmm.v8i2.429>
- Upe, J. A., & Usman, A. (2022). Pengaruh Green Marketing Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Starbucks Coffee Di Kota Makassar. *JABE (Journal of Applied Business and Economic)*, 9(1), 1. Retrieved from <https://doi.org/10.30998/jabe.v9i1.14165>
- Wadud, A. M. A., & Layaman. (2023). The Impact of Islamic Branding on Customer Loyalty with Customer Satisfaction as an Intervening Variable. In N. Mansour & L. M. Bujosa Vadell (Eds.), *Islamic Sustainable Finance, Law and Innovation: Opportunities and Challenges* (pp. 95–104). Cham: Springer Nature Switzerland. Retrieved from https://doi.org/10.1007/978-3-031-27860-0_8
- Widodo, A., & Yusiana, R. (2022). *Green Marketing Dalam Perspektif Bisnis*. Bandung: Refika Aditama.
- Yulisetiarni, D., Edcintha, O. Y., & Afandi, M. F. (2021). Influence of Customer Experience , Location , and Price on Loyalty Through Positive Word of Mouth on Customers of KAI Logistics Express DAOP IX. *International Conference on Management, Business, and Technology*, 106–113.