

DAFTAR PUSTAKA

- Abdi, Husnul. 2022. "Variabel Adalah Sesuatu Yang Dapat Berubah, Kenali Jenisnya." 2022. <https://www.liputan6.com/hot/read/4986401/variabel-adalah-sesuatu-yang-dapat-berubah-kenali-jenisnya?page=4>.
- Ardhini, Zulfa. 2023. "Pengertian Skala Likert, Metode, Dan Contohnya Untuk Penelitian." 2023. <https://www.detik.com/bali/berita/d-6607480/pengertian-skala-likert-metode-dan-contohnya-untuk-penelitian>.
- Artrisdyanti, Revlina Octavia, and Vanya Karunia Mulia Putri. 2023. "Sampel Penelitian: Pengertian, Tujuan, Dan Cara Menentukannya." 2023. <https://www.kompas.com/skola/read/2023/05/12/090000569/sampel-penelitian--pengertian-tujuan-dan-cara-menentukannya?page=all>.
- Birks, David F. 2016. *Marketing Research. The Marketing Book: Seventh Edition*. <https://doi.org/10.4324/9781315890005>.
- Bouchrika, Imed. 2024. "Types of Research Design in 2024: Perspective and Methodological Approaches." Research.Com. 2024. <https://research.com/research/types-of-research-design>.
- Chang, Wei Lun. 2020. "Applying ANP to Analyse Sensory Experience in Restaurants." *British Food Journal* 122 (1): 122–35. <https://doi.org/10.1108/BFJ-07-2019-0497>.
- Damanik, Janianton, Tri Kuntoro Priyambodo, Moh Edi Wibowo, Putu Diah Sastri Pitanatri, and Suci Sandi Wachyuni. 2023. "Travel Behaviour Differences among Indonesian Youth in Generations Y and Z: Pre-, during and Post-Travel." *Consumer Behavior in Tourism and Hospitality* 18 (1): 35–48. <https://doi.org/10.1108/CBTH-07-2021-0184>.
- Dewi, Retia Kartika. 2024. "Pengertian Analisis Data Beserta Tujuan Dan Caranya." 2024. <https://www.kompas.com/skola/read/2024/01/09/143000969/pengertian->

analisis-data-beserta-tujuan-dan-caranya.

Ellström, Per Erik, Mattias Elg, Andreas Wallo, Martina Berglund, and Henrik Kock. 2020. "Interactive Research: Concepts, Contributions and Challenges." *Journal of Manufacturing Technology Management* 31 (8): 1517–37. <https://doi.org/10.1108/JMTM-09-2018-0304>.

Faaziah, Noor. 2023. "Apa Saja Contoh Data Primer? Berikut Contoh Dan Metode Pengumpulannya." 2023. <https://www.detik.com/edu/detikpedia/d-7034653/apa-saja-contoh-data-primer-berikut-contoh-dan-metode-pengumpulannya>.

Hoang, Sinh Duc, and Zuzana Tučková. 2021. "The Impact of Sensory Marketing on Street Food for the Return of International Visitors: Case Study in Vietnam." *Scientific Papers of the University of Pardubice, Series D: Faculty of Economics and Administration* 29 (2): 1–15. <https://doi.org/10.46585/SP29021282>.

Jang, Ha-won. 2019. "Sustainability Applying Effective Sensory Marketing to Sustainable Coffee Shop Business Management."

Jansen, Derek. 2023. "Research Design 101." 2023. <https://gradcoach.com/research-design/>.

Kaushik, Shreya, and Nilesh Gokhale. 2022. "Online Sensory Marketing : Developing Five-Dimensional Multi-Sensory Brand Experiences and Its Effectiveness," no. 24. <https://doi.org/10.18137/cardiometry.2022.24.567576>.

Kim, Woo Hyuk, Sang Ho Lee, and Kyung Sook Kim. 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): 523–35. <https://doi.org/10.1080/13032917.2020.1783692>.

Kumar, Pushpender, Anupreet Kaur Mokha, and Subash Chandra Pattnaik. 2022.

“Electronic Customer Relationship Management (E-CRM), Customer Experience and Customer Satisfaction: Evidence from the Banking Industry.” *Benchmarking* 29 (2): 551–72. <https://doi.org/10.1108/BIJ-10-2020-0528>.

Lee, Minwoo, Seonjeong Lee, and Yoon Koh. 2019. “Multisensory Experience for Enhancing Hotel Guest Experience: Empirical Evidence from Big Data Analytics.” *International Journal of Contemporary Hospitality Management* 31 (11): 4313–37. <https://doi.org/10.1108/IJCHM-03-2018-0263>.

Mahr, Dominik, Susan Stead, and Gaby Odekerken-Schröder. 2019. “Making Sense of Customer Service Experiences: A Text Mining Review.” *Journal of Services Marketing* 33 (1): 88–103. <https://doi.org/10.1108/JSM-10-2018-0295>.

Marketing Research An Applied Priention (Naresh K. Malhotra) (z-lib.org). (2022).

Mbatha, Vusumuzi David, Aaron Koopman, and Tinashe Chuchu. 2023. “Examining the Impact of Sensory Marketing on Young Consumers : A McDonald ’ s Case Study” 13 (3): 16–24.

Nasifah, Luthfi Zian. 2024. “Populasi Dan Sampel Penelitian: Pengertian Dan Cara Menentukannya.” 2024. <https://www.detik.com/edu/detikpedia/d-7264681/populasi-dan-sampel-penelitian-pengertian-dan-cara-menentukannya>.

Pinho, Micaela, and Sofia Gomes. 2023. “Generation Z as a Critical Question Mark for Sustainable Tourism – An Exploratory Study in Portugal.” *Journal of Tourism Futures*, 1–18. <https://doi.org/10.1108/JTF-07-2022-0171>.

Qothrunnada, Kholida. 2021. “Pengertian Variabel Dan Jenisnya Dalam Penelitian.” 2021. <https://www.detik.com/edu/detikpedia/d-5821887/pengertian-variabel-dan-jenisnya-dalam-penelitian>.

———. 2022a. “Penelitian Kuantitatif: Pengertian, Prosedur Dan Jenisnya.”

2022. <https://www.detik.com/bali/berita/d-6437769/penelitian-kuantitatif-pengertian-prosedur-dan-jenisnya>.
- . 2022b. “Populasi: Arti, Ciri, Jenis, Dan Faktor Yang Mempengaruhi.” 2022. <https://www.detik.com/jabar/berita/d-6267188/populasi-arti-ciri-jenis-dan-faktor-yang-mempengaruhi>.
- Ranaweera, Achini Tharaka. 2022. “When Consumers Touch: A Conceptual Model of Consumer Haptic Perception.” *Spanish Journal of Marketing - ESIC* 26 (1): 23–43. <https://doi.org/10.1108/SJME-08-2021-0152>.
- Sarjana, Naja. 2023. “Definisi Data Sekunder Dan Cara Memperolehnya.” 2023. [https://www.detik.com/edu/detikpedia/d-6843072/definisi-data-sekunder-dan-cara-memperolehnya#:~:text=Data sekunder adalah sekumpulan informasi,web%2C buku%2C dan sebagainya](https://www.detik.com/edu/detikpedia/d-6843072/definisi-data-sekunder-dan-cara-memperolehnya#:~:text=Data%20sekunder%20adalah%20sekumpulan%20informasi,web%20buku%20dan%20sebagainya).
- Satti, Zoya Wajid, Samreen Fahim Babar, and Hafiz Mushtaq Ahmad. 2021. “Exploring Mediating Role of Service Quality in the Association between Sensory Marketing and Customer Satisfaction.” *Total Quality Management and Business Excellence* 32 (7–8): 719–36. <https://doi.org/10.1080/14783363.2019.1632185>.
- Sholeha, Nur Wasilatus. 2024. “Pengertian Populasi Dalam Penelitian: Jenis, Sifat, Perbedaan Dengan Sampel.” 2024. <https://www.detik.com/edu/detikpedia/d-7303194/pengertian-populasi-dalam-penelitian-jenis-sifat-perbedaan-dengan-sampel>.
- Silaban, Pantas H, Wen-kuo Chen, Ixora Javanisa Eunike, Andri Dayarana K Silalahi, and Hazem Rasheed. 2023. “Traditional Restaurant Managers ’ Use of Sensory Marketing to Maintain Customer Satisfaction : Findings from PLS-SEM and FsQCA.” *Cogent Business & Management* 10 (1): 1–23. <https://doi.org/10.1080/23311975.2023.2196788>.
- Sitoresmi, Ayu Rifka. 2021a. “Reliabilitas Adalah Keakuratan Suatu Alat Ukur, Pahami Pengertian Dan Jenis-Jenisnya.” 2021.

<https://www.liputan6.com/hot/read/4730531/reliabilitas-adalah-keakuratan-suatu-alat-ukur-pahami-pengertian-dan-jenis-jenisnya?page=5>.

———. 2021b. “Sampel Adalah Bagian Kecil Dari Populasi, Ketahui Pengertian Dan Manfaatnya.” 2021.

<https://www.liputan6.com/hot/read/4705133/sampel-adalah-bagian-kecil-dari-populasi-ketahui-pengertian-dan-manfaatnya?page=2>.

———. 2023. “Sebuah Penelitian, Ketahui Definisi Dan Fungsinya.” 2023.

<https://www.liputan6.com/hot/read/5309537/data-primer-adalah-data-utama-dalam-sebuah-penelitian-ketahui-definisi-dan-fungsinya?page=2>.

Sugiyono. 2019. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta.

Sumiyati, Z. Z. (2023). *The Effect of Customer Satisfaction on Repurchase Intention E-Money in Pontianak City*. International Journal Papier, Volume 4, Issue 1 (Page 001-013).

Tysara, Laudia. 2023. “Variabel Adalah Objek Penelitian Dengan Karakteristik, Ketahui Jenis-Jenisnya.” 2023.

<https://www.liputan6.com/hot/read/5283479/variabel-adalah-objek-penelitian-dengan-karakteristik-ketahui-jenis-jenisnya?page=2>.

Vardeman, Christopher. 2024. “Advertising to Gen-Z College Students with Memes? A Focus Group Study.” *Qualitative Market Research* 27 (1): 1–18.

<https://doi.org/10.1108/QMR-05-2023-0073>.

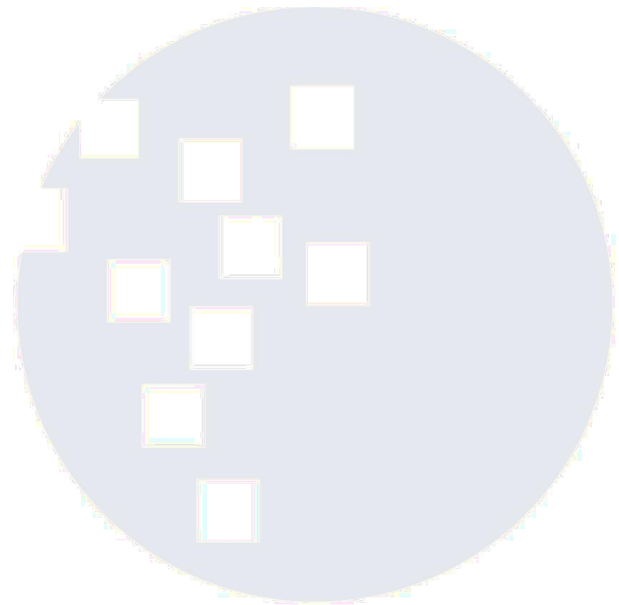
Website <https://www.topbrand-award.com/tentang-top-brand-award>

Website <https://www.kompas.com/food/read/2023/11/07/100300175/kisah-kopi-tuku-pelopor-kopi-susu-gula-aren-yang-kini-jadi-tren>

Wijaya, Arfianti, and Serafica Gischa. 2023. “Tujuan Dan Karakteristik Penelitian Kuantitatif.” 2023.

<https://www.kompas.com/skola/read/2023/12/03/110000369/tujuan-dan-karakteristik-penelitian-kuantitatif?page=all>.

Williams, Annie, and Nancy Hodges. 2022. "Adolescent Generation Z and Sustainable and Responsible Fashion Consumption: Exploring the Value-Action Gap." *Young Consumers* 23 (4): 651–66. <https://doi.org/10.1108/YC-11-2021-1419>.



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA