

DAFTAR PUSTAKA

- Aaker, D. 2014, *Building Strong Brands*. Ahlmi Bahasa Baderi, Trans. Jakarta: Bumi Aksara.
- Adler, Ronald B, dan Rodman, George. 2013. *Understanding Human Communication*. Terjemahan Agus Darma. Jakarta: Erlangga.
- Asep Saepul Hamdi dan E. Bahrudin. (2015). *Metode Penelitian Kuantitatif*. Bandung: PT. Remaja Rosdakarya.
- Badri, Munir. 2017. *Pengaruh Pengalaman dan Keterikatan Emosional Pada Merek Terhadap Loyalitas Konsumen*. Jurnal Manajemen Teori dan Terapan 4(3): 1-12.
- Bawa, S., & Gupta, S. (2019). *Effect of emotional marketing on product perception, attitude and purchase intentions*. International Journal of Management Studies, 6(3), 1-8.
- Chen, Y.-F., Yeh, Y.-H., & Huan, T.-C. (2019). *The effect of emotional marketing on product perception and brand awareness*. Journal of Applied Economics and Business Research, 9(1), 39-52.
- Field, A. (2018). *Discovering Statistics Using IBM SPSS Statistics* (5th ed.). SAGE Publications. (Bab 7 membahas interpretasi variabel)
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gunawan, G. Y., (2018) "*Pengaruh Experiential Marketing dan Emotional Marketing*." Jurnal Administrasi.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2017). *Multivariate data analysis*. Pearson.

- Judah, A. K., & Yohannes, I. (2018). *The impact of product perception on brand awareness: Evidence from the cosmetics industry*. Journal of Business and Retail Management Research, 13(3), 47-57.
- Kim, H. J., & Hyun, Y. J. (2014). *The effect of consumers' perceived risk and product type on their information search, product trial and evaluation, and purchase intention in the Korean cosmetics market*. Journal of Consumer Marketing, 28(3), 205-217.
- Kotler, P. dan Keller, K.L. (2016). *Marketing Management*. Pearson Education.
- Kriyantono, R. (2017). *Pengaruh Brand Awareness Terhadap Keputusan Pembelian Konsumen pada Produk Gelas Kaca Merek ABC*. Jurnal Ilmu Komunikasi, 15(1), 21-30.
- Lee, J. Y., & Moon, J. (2018). *The effects of emotional marketing on online brand community participation: Focused on the mediating role of brand attachment*. Journal of Promotion Management, 24(1), 79-96.
- Machfoedz dan Mahmud, *Pengantar Pemasaran Modern*, (Yogyakarta: UPP AMP YKPN, 2013) 41.
- Mandina, P., Kiani, M. K., & Warrick, D. D. (2014). *Impact of Emotional Marketing on Consumer Buying Behavior: An Analytical Study*. International Journal of Scientific and Research Publications, 4(9), 1-6.
- Margaret C. Campbell "The Power of Emotions in Advertising". International Journal of Management (2015)
- Mei Finda & Murti Suharti (2015), *Analisis Positioning Smartphone Berdasarkan Persepsi Konsumen Mahasiswa Fakultas Ekonomi*

Universitas Sarjana wiyata Tamansiswa, Jurnal Manajemen Vol 5 No.1

- Muhammad Majdy Aminuddin, "Khiyar Dalam Transaksi Online." FALAH Jurnal Ekonomi Syariah, Vol 1 No. 1 (Februari, 2016). 49.
- Mustika, D. D., & Sudjana, A. N. (2018). *Multicollinearity problem in logistic regression analysis*. Jurnal Ilmu Komputer dan Informasi, 11(1), 1-8.
- Nicosia, F. M. (2014). *Consumer Decision Processes: A Model and Review*. Journal of Marketing, 30(1), 67-76.
- Nisa, K., & Sopingi, I. (2022). Pengaruh Kualitas Layanan, *Emotional Marketing dan Spiritual Marketing Terhadap Kepuasan Nasabah Tabungan*. Jurnal Manajemen, 26(1), 63-80.
- PU Majumdar. (November 2012). *Pemasaran emosional-mengejar "bagian hati" dari calon pelanggan Anda*. Jurnal Pemasaran & Tinjauan Manajemen Asia Pasifik. [Online]. 1(3). hal.68-69. Tersedia: www.indianresearchjournals.com
- Rini. (2016). *Pengaruh Experiential dan Emotional Marketing Terhadap Loyalitas Pelanggan Di STIKOM Bali*. Jurnal Ilmiah SISFOTENIKA, Vol. 6 NO 2, Hal 158-169.
- Samsudin, S. S., Hussain, W. M. H. W., & Mohamed, N. (2016). *Digital Literacy and Online Shopping Behavior: A Study on College Students in Malaysia*. Procedia Economics and Finance, 37, 104-110.
- Sasongko, H., Suherman, & Fitriani, I. (2018). *Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention*. Journal of Management, 5(2), 34-44.

- Sugiyono. (2013). *“Memahami Penelitian Kualitatif”*. Bandung: alfabeta.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sujarweni. (2015). *Ekonometrika: Teori, Konsep, dan Aplikasi dengan EViews*. Yogyakarta: Penerbit ANDI.
- Susilo, H., Handoko, D., & Rahyuda, I. K. (2015). *Emotional Marketing dan Dampaknya terhadap Keputusan Pembelian Konsumen*. *Jurnal Manajemen Dan Kewirausahaan*, 17(2), 99-107.
- Tabachnick, B. G., & Fidell, L. S. (2013). *Using multivariate statistics* (6th ed.). Boston, MA: Pearson.
- Tamir, M. (2017). *Why do people regulate their emotions? A taxonomy of motives in emotion regulation*. *Personality and Social Psychology Review*, 21(4), 367- 397.
- Tjiptono, F. (2017). *Strategi bisnis Pemasaran*. Edisi III. Yogyakarta: CV. Andi. Offset.
- Tony Sitinjak, Darmadi Durianto, Sugiarto dan Holy Iacun Yunarto. *Model Matriks Konsumen; Untuk Menciptakan Superior Customer Value*. PT Gramedia Pustaka Utama: Jakarta. 2013. Hal: 7.
- Wahid Sulaiman, *Analisis Regresi Menggunakan SPSS Contoh Kasus Dan Pemecahannya*, (Yogyakarta: Penerbit Andi, 2004), hlm. 86
- Wright, M., Riebe, E., & McCarthy, T. (2014). *Emotional Marketing and the Role of Entrepreneurial Marketing*. *Journal of Strategic Marketing*, 22(7), 602-615.

- Wu, W.-Y., Liu, Y.-S., & Lu, Y.-H. (2018). *The effects of emotional marketing on online brand awareness and brand attitude: An empirical study on social network sites*. *Telematics and Informatics*, 35(5), 1325-133.

