

## DAFTAR PUSTAKA

- Ailudin, M., & Sari, D. (2019). Pengaruh Customer Experience terhadap Minat Beli Ulang (Studi pada Pelanggan One Eighty Coffee Bandung). *E-Proceeding of Management*, 6(1), 1050–1057.
- Akon, & Riduwan. (2010). *Rumus dan Data Dalam Analisis Statistika*. Bandung: Alfabeta.
- Amoako, G. K., Doe, J. K., & Neequaye, E. K. (2021). Online innovation and repurchase intentions in hotels: the mediating effect of customer experience. *International Hospitality Review*. <https://doi.org/https://doi.org/10.1108/ihr-02-2021-0008>
- Anshu, K., Gaur, L., & Singh, G. (2021). Journal of Retailing and Consumer Services Impact of customer experience on attitude and repurchase intention in online grocery retailing : A moderation mechanism of value Co-creation. *Journal of Retailing and Consumer Services*, 64(1).
- Assauri, S. (2016). *Manajemen Operasi Produksi*. Jakarta: PT. Raja Grafindo Persada.
- Basuki, A. T., & Prawoto, N. (2017). *Analisis Regresi Dalam Penelitian. Ekonomi & Bisnis : Dilengkapi Aplikasi SPSS & EVIEWS*. Jakarta: Rajawali Pers.
- Bernarto, I., Wilson, N., & Suryawan, I. N. (2019). Pengaruh Website Design Quality, Service Quality, Trust dan Satisfaction Terhadap Repurchase Intention (Studi Kasus: Tokopedia.Com). *Jurnal Manajemen Indonesia*, 1(1). <https://doi.org/https://doi.org/10.25124/jmi.v19i1.1987>
- Boon, & Kurtz. (2008). *Contemporary Marketing 14th*. New York: Sount-West Cengage Learning.
- Cahyani, A., Gunadi, I. M. ., & Mbulu, Y. P. (2019). Pengaruh Customer Experience Terhadap Repurchase Intention pada PT. Traveloka Indonesia. *Jurnal Sains Terapan Pariwisata*, 4(1), 25–36.
- Chen, S.-C., & Lin, C.-P. (2014). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study.

- Technological Forecasting & Social Change*.  
<https://doi.org/https://doi.org/10.1016/j.techfore.2014.11.011>
- Dani, A. (2021). Pengertian Uji T, Rumus & Contoh Menghitung Uji T SPSS.  
 Retrieved from <https://wikielektronika.com/uji-t-adalah/>
- Diyanti, S., Yuliniar, Y., & Suharyati, S. (2021). Customer Experience, Kepuasan Pelanggan dan Repurchase Intention pada E-commerce Shopee. *Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi*, 2(1), 677–689. Retrieved from <https://conference.upnvj.ac.id/index.php/korelasi/article/view/1129>
- Ghozali, H. I. (2020). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ginting, S., & Suryana, L. (2019). Analisis Faktor-Faktor yang Mempengaruhi Opini Audit Going Concern pada Perusahaan Manufaktur di Bursa Efek Indonesia. *Jurnal Wira Ekonomi Mikroskil*, 4(2), 111–120.  
<https://doi.org/https://doi.org/10.55601/jwem.v4i2.219>
- Gujarati, D. N. (2011). *Basic Econometric*. New York: Gary Burke.
- Hasan, A. (2013). *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta: Center For Academic Publishing Service.
- Ho, M. H.-W., & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121, 13–21.  
<https://doi.org/https://doi.org/10.1016/j.jbusres.2020.07.046>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Industri Kontan. (2022). MS Glow Cosmetic siap bersaing dengan produk internasional. Retrieved from <https://industri.kontan.co.id/news/ms-glow-cosmetic-siap-bersaing-dengan-produk-internasional>
- Kashif, M., Javed, & Wu, M. (2020). Journal of Retailing and Consumer Services Effects of online retailer after delivery services on repurchase intention : An empirical analysis of customers ' past experience and future confidence with the retailer. *Journal of Retailing and Consumer Services*, 54.

- <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.101942>
- Keegan, W. J., & Green, M. C. (2016). *Global marketing*. Harlow: Pearson.
- Kompas. (2022). 3 Alasan Penting Mengapa Kita Perlu Menggunakan Skincare Secara Rutin. Retrieved from <https://lifestyle.kompas.com/read/2022/03/11/105303320/3-alasan-penting-mengapa-kita-perlu-menggunakan-skincare-secara-rutin?page=all>
- Kotler, P., & Armstrong, G. (2016). *Principle of Marketing Sixteenth Edition Global Edition*. England: Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. New York: Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management and Brand Management, 15th Edition*. New Jersey: Pearson Prentice.
- Kumar, A., & Anjaly, B. (2017). How to measure post-purchase customer experience in online retailing ? A scale development study. *International Journal of Retail & Distribution Management*, 45(12), 1277–1297.  
<https://doi.org/https://doi.org/10.1108/IJRDM-01-2017-0002>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience throughout the Customer Journey. *Journal of Marketing*, 80(6).
- Malahayanti, & Utami, S. (2017). Pengaruh Experiential Marketing Terhadap Minat Beli Ulang Yang Dimediasi Oleh Kepuasan Pelanggan Pada Konsumen Cafe Socolatte di Kabupaten Pidie Jay. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 2(1).
- Monica, T., & Widaningsih, S. (2020). Pengaruh Customer Experience terhadap Minat Beli Ulang (Studi Kasus Pada Taman Kardus Bandung). *E-Proceeding of Applied Science*, 6(1), 30–36.
- Mothersbaugh, D. L., Hawkins, D. I., & Kleiser, S. B. (2019). *Consumer Behaviour: Building Marketing Strategy*. New York: Mc Graw Hill Education.
- MS Glow. (2022). MS Glow Store. Retrieved from <https://ms-glow.store/>
- Pasharibu, Y., Paramita, E. L., & Stephani, G. (2018). The Effect of Online Customer Experience Towards Repurchase Intention. *International Journal of Supply*

- Chain Management*, 7(548–558).
- Permatasari, A., Mapuasari, S. A., Yuliana, E., & Janah, M. (2019). Analisa Peran Customer Online Review dalam Membangun Kepercayaan dan Minat Beli Konsumen pada Produk Perjalanan Wisata Indonesia. *Jurnal Manajemen Indonesia*, 19(3), 230–240.  
<https://doi.org/https://doi.org/10.25124/jmi.v19i3.2411>
- Prahmadhani. (2007). *Persepsi Wanita Dewasa Dini Pengguna Dini Pengguna Produk*. Retrieved from  
[https://repository.usd.ac.id/28150/2/019114109\\_Full%5B1%5D.pdf](https://repository.usd.ac.id/28150/2/019114109_Full%5B1%5D.pdf)
- Priansa, D. J. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta.
- Priyatno, D. (2012). *Cara Kilat Belajar Analisis Data dengan SPSS 20*. Yogyakarta: CV. Andi Offset.
- Salam, H. N., Tresnati, R., & Oktini, D. R. (2017). Pengaruh Customer Experience terhadap Repurchase Intention (Survey pada Pelanggan Ozt Cafe And Steakhouse Bandung ). *Prosiding Manajemen*, 3(2), 1139–1145.  
<https://doi.org/http://dx.doi.org/10.29313/.v0i0.8529>
- Salim, K. F., Catherine, C., & Andreani, F. (2014). Pengaruh Customer Experience Dan Kepercayaan Terhadap Kepuasan Konsumen Di Tx Travel Klampis. *Jurnal Hospitality Dan Manajemen Jasa*, 3(1).
- Santirianingrum, S., Wahid, A., & Darmawant, I. (2020). Service Quality and Store Atmosphere on Customer Satisfaction and Repurchase Intention. *Bisnis Dan Manajemen*, 13(1), 26–36. <https://doi.org/10.26740/bisma.v13n1.p26-37>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. United Kingdom: John Willey & Sons.
- Statista. (2020). Revenue Growth of The Beauty & Personal Care Market di Indonesia. Retrieved from <https://www.statista.com/>
- Sudjana, N., & Ibrahim. (2004). *Penelitian dan Penilaian Pendidikan*. Bandung: Sinar Baru Algesindo.

- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mix Method)*. Bandung: Alfabeta.
- Sujarweni, V. W. (2021). *Metodologi Penelitian*. Yogyakarta: Pustaka Baru.
- Suliyanto. (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi*. Yogyakarta: Andi Offset.
- Suparyanto, R., & Rosad. (2015). *Manajemen Pemasaran*. Yogyakarta: In Media.
- Surabaya Tribun News. (2021). MS Glow Beauty Raih Penghargaan Marketeers Omni Brands Of The Year 2 Tahun Berturut-Turut. Retrieved from <https://surabaya.tribunnews.com/2021/09/12/ms-glow-beauty-raih-penghargaan-marketeers-omni-brands-of-the-year-2-tahun-berturut-turut>
- Syarifa Diyanti, Yuliniar, Y., & Suharyati, S. (2021). Customer Experience, Kepuasan Pelanggan Dan Repurchase Intention Pada E-Commerce Shopee. *Prosiding Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi*, 2(12), 677–689.
- Taniredja, T., & Mustafidah, H. (2011). *Penelitian Kuantitatif (Sebuah Pengantar)*. Bandung: Alfabeta.
- Upayani, N. K. A. L., Susrusa, K. B., & Anggeri, I. G. A. A. L. (2019). Pengaruh Unsur-Unsur Customer Experience terhadap Minat Pembelian Kembali (Studi Kasus pada Konsumen Anomali Coffee Ubud). *Jurnal Agribisnis Dan Agrowisata*, 8(1), 39–48. <https://doi.org/doi:10.24843/JAA.2019.v08.i01.p05>
- Widodo, E. S. (2017). Profesionalisme Kerja dan Kualitas Pelayanan PT Pos Indonesia. *Jurnal Manajemen Transportasi & Logistik*, 4(1).
- Yolandari, N. L. D., & Kusumadewi, N. M. W. (2018). PENGARUH PENGALAMAN PELANGGAN DAN KEPERCAYAAN TERHADAP NIAT BELI ULANG SECARA ONLINE MELALUI KEPUASAN PELANGGAN (Studi Pada Situs Online Berrybenka.com). *E-Jurnal Manajemen*, 7(10). <https://doi.org/https://doi.org/10.24843/EJMUNUD.2018.v07.i10.p06>
- Zaenuri, M., & Sutanto, A. (2015). ANALISIS PENGARUH CUSTOMER EXPERIENCE TERHADAP PEMBELIAN ULANG (Studi Kasus pada

Konsumen Restoran Gudeg Yu Djum Jln. Kaliurang Km. 5 Koncoran Gg. Sri  
Katon 2 Yogyakarta). *Jurnal Fokus Manajemen Bisnis*, 5(1), 84–95.

<https://doi.org/https://doi.org/10.12928/fokus.v5i1.1618>

Zahira, S. E., & Prasetio, A. (2021). Pengaruh Social Media Marketing Pada Brand Image Dan Brand Trust Terhadap Purchase Intention Produk Kosmetik Sariayu Martha Tilaar (Studi kasus pada social media Instagram). *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 6(3).