

DAFTAR PUSTAKA

- Airey, D. (2014). *Logo Design Love: A Guide to Creating Iconic Brand Identities*. Peachpit Press. Peachpit Press.
- de Chernatony, L. (2010). *From Brand Vision to Brand Evaluation*. Routledge.
<https://doi.org/10.4324/9780080966649>
- Healey, M. (2008). *What is Branding?* RotoVision.
- Julier, G. (2008). The culture of design. In *SAGE publications Ltd*.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing, 17th edition*. Harlow : Pearson Education. https://opac.lib.inaba.ac.id/index.php?p=show_detail&id=1797&keywords=
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15/E. Global Edition*.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69–96.
<https://doi.org/10.1509/jm.15.0420>
- Panero, J., & Zelnik, M. (1979). *Human Dimension & Interior Space: A Source Book of Design Reference Standards*. Whitney Library of Design.
- Patermans, A., & Van Cleempoel, K. (2009). Retail Design and the Experience Economy: Designing Customer Experience-based Retail Environments. *Australia by Common Ground Publishing Pty Ltd*, 3(1).
- Raja, T. M. (2020). KAJIAN APLIKASI BRAND IDENTITY PADA ELEMEN DESAIN INTERIOR GOURMET CAFÉ PETITENGET. *ARCADE Jurnal Arsitektur*, 4(2).
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Togar Mulya, R., KP, A., DD, P., & Y, S. (2023). *Sustainable Development in Creative Industries: Embracing Digital Culture for Humanities*. Routledge.
<https://doi.org/10.1201/9781003372486-35>
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing*, 85(1), 31–41.
<https://doi.org/10.1016/j.jretai.2008.11.001>
- Wheeler, A. (2017). *Designing Brand Identity: An Essential Guide for the Whole Branding Team, 5th Edition Alina Wheeler, Debbie Millman (Foreword by)*.
- Zeisel, J. (2006). *Inquiry by Design: Environment/Behavior/Neuroscience in Architecture, Interiors, Landscape, and Planning*.