

DAFTAR PUSTAKA

- Agus Salim.2008.Konsep Data Primer dan Sekunder.www.google.com.
- Ali Hasan.2008.*Marketing*.Media Pressindo:Yogyakarta.
- Ameijde, Lenny Van. & Hendrik Petera.2003.*Hospitality in Motion*.PT Gramedia Pustaka Utama:Jakarta.
- Ariyo Bramantori.2008.*Handsout* Mata Kuliah Manajemen Pemasaran Hotel.Universitas Pendidikan Indonesia:Bandung.
- Kotler, Phillip & John Bowen, James Makens. *Marketing for Hospitality and Tourism Fourth Edition*.Pearson Prentice Hall.New Jersey.
- Kotler, Phillip & Keller Lane Kevin.2006.*Marketing Management*.Pearson International Edition: New Jersey.
- Kotler, Phillip.2007.Manajemen Pemasaran Edisi Milenium.Prentice Hall:Jakarta.
- _____.2008.Manajemen Pemasaran Edisi Milenium.Prentice Hall:Jakarta.
- _____.1989.*Social Marketing*.Pearson Edition:New Jersey.
- Kusmayadi.Statistika Pariwisata Deskriptif.2004.PT Gramedia Pustaka Utama:Jakarta.
- Hahn,Martin.2007.*The Future of Marketing Definitions*.www.google.com.
- Naresh Maholtra.2004.*Basic Marketing Research Application to Contemporary Issue*.Pearson Edition:New Jersey.
- Sugiyono.2008.Metode Penelitian Kuantitatif Kualitatif dan R&D.Afabeta:Bandung.
- Ujang Sumarwan.2002.Perilaku Konsumen Teori dan Penerapan Dalam Pemasaran.Ghalia Indonesia:Bogor.
- Uma Sekaran.2006.*Research Method for Business*.Salemba 4:Jakarta.
- Vanessa Gaffar.2007.CRM dan MPR Hotel.Alphabeta:Bandung.
- Yuswohady.2008.*Marketing Becomes Horizontal*.Gramedia Pustaka Utama:Jakarta.

Situs Mayantara dan Jurnal

- bandung.go.id/index.php
- bps.go.id/tourism
- budpar.go.id/page.php
- digilib.petra.ac.id
- Amjad Hadjikhani, Peter Thilenius.2005.*The impact of horizontal and vertical connections on relationships' commitment and trust*. Emerald Group Publishing Limited.
- Arikunto.2002.Keputusan Pengujian Validitas.www.google.com.
- France.2008.konsep *horizontal marketing*.www.google.com,Wikipedia.
- Furchan.2004.Penelitian Deskriptif.www.google.com.
- hotelgrandaquila.com

Kiki Natalia Utama.Lingga Ningsih.2001. Pengaruh *relationship marketing* terhadap *customer loyalty* Hotel Majapahit.*Universitas Kristen Petra Journals*.

Sin M Y,Leo. Alan C B.Tse. Haksin Chan. Vincent C S Heung. Frederick H K Yim.2006.*The Effects of Relationship Marketing Orientation on Business Performance in The Hotel Industry*.*Sage International Journal*.

