

DAFTAR PUSTAKA

- Aaker, David A. 1996. *Building Strong Brand*, New York: The Free Press.
- _____. 1997. *Manajemen Ekuitas Merek*, Alih Bahasa: Aris Ananda, Jakarta, Spektrum.
- _____. dan Erich Joachimsthaler. 2002. *Brand Leadership*, New York: The Free Press.
- A.B. Susanto dan Himawan Wijanarko. 2004. *Power Branding*, Bandung: Quantum.
- A. Cook, Roy, Laura J. Yale dan Josep J. Marqua. 2004. *Tourism The Business Of Ttravel*, New Jersey: Prentice Hall.
- Anderson dan Vince. 2000, *Strategic Marketing Management*, New York: Houghton Mifflin Company.
- Apriana H.J Fanggidae. 2006. *Strategi Pemasaran Pariwisata: Segmentation, Target Market, Positionig dan Marketing Mix*.
- Buchari. Alma. 2007. *Manajemen Pemasaran dan Pemasaran Jasa*, Bandung: Alfabeta.
- Berkowitz. 2000. *Marketing*, Boston: Mc Graw Hill.
- Brass, Jane L. 1997. *Community Tourism Assessment Handbook*, Utah State University: Western Rural.
- Chon, K. S. 1991. "The Role of Destination Image in Tourism: A Review and Discussion." *Tourist Review*.
- Cooper, C. P., Fletcher, J., Fyall, A., Gilbert, D., dan Wanhill, S. 2005. *Tourism: Principles and Practice*. Harlow, England: Financial Times Prentice Hall.
- Cravens, David W. 2003. *Strategic Marketing Seventh Edition*, Boston: Irwin McGraw-Hill.
- Engel, F James, Roger D Blackwell dan Paul W Miniard. 1994. *Perilaku Konsumen*, Alih Bahasa Lina Salim, SE, M. B. A., Jakarta: Erlangga.

- _____, Roger D Blackwell dan Paul W Miniard, 1996. *Customer Behaviour, Eighth Edition*, USA: Dryden Press Horcobot Brace College Publiser.
- Fandy Tjiptono. 2005. Strategi Pemasaran, Malang: Andi.
- Gamal Suwanto, SH. 1997. Dasar-dasar Pariwisata, Yogyakarta: Andi.
- Gaspersz, Vincent. 1997. Manajemen Kualitas: Penerapan Konsep-Konsep Kualitas dalam Manajemen Bisnis Total, Jakarta : PT. Gramedia.
- Gush. 2001. *The Component Tourism Product With special Rederence To The game Lodge Product*.
- Hair, Joseph F. 2000. *Marketing Research*, USA: Prentice Hall International.
- H. Al-Rasyid.1994. Tehnik Penarikan Sampel dan Penyusunan Skala, Bandung: Program Studi Ilmu Sosial Bidang kajian Utama Sosiologi Antropologi Program Pascasarjana Unpad.
- Handi Irawan. 2002. *Customer Satisfaction Revolution*, Jakarta: Elex Media
- Hermawan Kertajaya. 2002. *Marketing Plus 2000 Siasat Memenangkan Persaingan Global*, Jakarta: Gramedia Pustaka Utama.
- H. Umar. 2007. Metode Riset Bisnis, Jakarta: PT. Gramedia Pustaka Utama
- Johnson, Dawn. 1999. *Introduction To Travel And Tourism*, Australia: The Mac Graw Hill Companies.
- Kim Cherie Smith. 2001. *Tourism Product development: A Case Study Of Wildlife Viewing In The squeamish Valley*. Simon Fraser University.
- Kim, K. 2000. "Examination of Brand Personality and Brand Attitude within the Apparel Product Category." *Journal of Fashion and Marketing Management*.
- Kotler, Philip. 2006. Manajemen Pemasaran Jilid Satu Edisi Kesebelas, Jakarta: PT. Indeks Kelompok Gramedia.
- _____, dan Amstrong. 2008. Dasar-Dasar Pemasaran Jilid Satu Edisi Kesembilan, Jakarta: Indeks Kelompok Gramedia.
- _____, dan Kevin Lane Keller. 2007. Manajemen Pemasaran Edisi Keduabelas, Jakarta: PT. Indeks Kelompok Gramedia.

- _____, John T. Bowen dan James C. Makens. 2006. *Marketing For Hospitality And Tourism Fourth Edition*, New Jearsey: Pearson Education International.
- Lee, Z., Im, I., Lee, S.J. 2000 *The Effect of Negative Buyer Feedback on Prices in Internet Auction Markets, Proceedings of the twenty first international conference on Information systems.*
- Levitt, Theodore. 1983. *The Marketing Imagination*, New York: Free Press
- Lovelock, C. 2001. *Services Marketing*. New Jearsey: Prentice Hall.
- M. Coltman, Michael. 1989. *Tourism Marketing*, New York: Van Nostrand Reihold.
- Medlik, S., dan V. T. C Middleton. 1974. *The Tourism Product and Its Marketing Implications*. International Tourism Quarterly.
- Middleton, V.T.C. 1994. *Product Marketing-Goods and Services Compared. Quarterly Review of Marketing.*
- M. Morrison, Alstair. 2002. *Hospitality And Travel Marketing Third Edition*, United States: Delmar Thompson Learning.
- Morgan, Nigel, Annette Pritchard dan Roger Pride. 2004. *Destination Branding Creating The Unique Destination Proposition Second Edition*, Elseiver: Butterworth Heinemann
- Mowen and Michael Minor, 2001 *Perilaku Konsumen*, Jakarta: Erlangga.
- Oka A Yoeti. 1993. *Pengantar Ilmu Pariwisata*, Bandung: Angkasa.
- Peter Setyadharma. 2005. *Laporan Perancangan Arsitektur Taman Maritim Surabaya*, Surabaya: Universitas Kristen Petra
- R.G. Sokadijo. 2000. *Anatomi Pariwisata*, Jakarta: PT Gramedia Pustaka
- S.Arikunto. 2006. *Prosedur Penelitian Suatu Pendekatan Praktis*, Jakarta: Rinekap Cipta.
- Sarwono Jonathan. 2007. *Analisis Jalur Untuk Riset Bisnis Dengan SPSS*, Yogyakarta: Andi.
- S.Assauri. 1990. *Management Produksi dan Koperasi*, Jakarta: Fakultas Ekonomi Universitas Indonesia.

- Schmitt H Bernd, 1999. *Experiential Marketing* New York The Free Press.
- Shimp, A Terence, (2000), *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu* (Alih bahasa oleh Revyani Sjahrial dan Dyah Anikasari), Jakarta: Erlangga.
- Sihite, Richard. 2000. *Tourism Industry*, Surabaya: SIC.
- Sitepu NSK. 1994. *Analisis Jalur (Path Analysis)*, Bandung: Unit Pelayanan Statistika FMIPA Universitas Padjadjaran.
- Smith, S. L. J. (1994). *The tourism product. Annals of Tourism Research*.
- Sudjana. 2001. *Metoda Statistika*, Bandung: Tarsito.
- Sugiyono. 2006. *Metode Penelitian Bisnis*, Bandung: Alfabeta.
- Swarbrooke, J. and Horner, S. 1999. *Consumer Behaviour in Tourism*, Oxford: Butterworth Heinemann.
- Winarno Surakhmad. 1998. *Pengantar Penelitian Ilmiah: Dasar, Metode dan Teknik Edisi Kedelapan*, Bandung: Tarsito (anggota IKAPI).
- Witt, S. F. and Moutinho L. 1994. *Tourism Marketing and Management Handbook*, London: Prentice Hall.
- World Travel and Tourism Council (WTTC). 2004, Berlin: *Press Release*.
- Youell, Roy. 1998. *Tourism An Intrduction*, Singapore: Addison Wesley Longman
- Zeithaml, V., A dan Bitner, Mary Jo. 1996. *Services Marketing*, Boston: Irwin McGrawHill.

Website:

<http://bps.jakarta.go.id>
www.bps.go.id
www.ancol.com
www.beritajakarta.com
www.budpar.go.id
www.serulink.com

Dinas Kebudayaan dan Pariwisata DKI Jakarta.
Gelanggang Samudra Ancol.