

DAFTAR PUSTAKA

- Aaker, David. A. 2006. *Marketing Research*. John Wiley & Sons.
- Ali, Hasan. 2008. *Marketing*. Media Presindo.
- Andrew T. Kaczynski and John L. Crompton. 2004, *An operational tool for determining the optimum repositioning strategy for leisure service departments*. *Managing Leisure* 9, 127-144, July 2004
- Aras, Gor, Dr, Banum Dincer. 2010. *Rethinking Brands in the Emerging Financial Markets*. *Journal of Economi*
- Astri, Dhiah, Maharani. 2010. *Analisis Pengaruh Kepercayaan dan Kepuasan Terhadap Loyalitas Nasabah Tabungan Bank Mega Semarang*
- Aydin, Serkan, dan Ozer, Gokhan. 2005. "Customer loyalty and the effect of switching cost as a moderator variable in the Turkish mobile phone market". *European Journal of Marketing*, 23:89-103.
- Awa, O, Hart, M.Sc, MBA. 2010. *Repositioning the Non-Incremental Changes and Business Strategic Windows Correlates* Vol 5 No 2.
- Brackenburry, M. 2007. *Promoting Destinations Opportunities and Threats. Destination Marketing and Management-Designing and Repositioning Tourism Products*. Venezia
- David, Fred, R. 2009. *Manajemen Strategi Pemasaran Dalam Industri*. Universitas Sumatra Utara
- Djaslim, Saladin. 2003. *Manajemen Pemasaran*. Linda Karya Bandung.
- Fandy, Tjiptono. 2007. *Service, Quality Satisfaction*. Yogyakarta: Andi.
- French, Y. 2007. *The Communication and PR Strategies For Mature Destinations Repositioning Themselves*. Venezia.
- Gujaratai. 2006. "Essensial Econometrics, 3. New York: McGraw Hill.
- Harun, Al, Rasyid. 1994. *Teknik Penarikan Sampel dan Penyusunan Skala*. Universitas Padjajaran Bandung.
- Hermawan, Kertajaya. Et.al. 2008. *Marketing, Diferensiasi, Positioning*. Jakarta: PT. Gramedia Pustaka Utama.

- Herry, Pintardi, Chandra. 1999. *Faktor-Faktor Strategi Positioning Dalam Pemasaran Realestat*. pp 114-124:Surabaya
- Husein, Umar. 2006. *Metode Penelitian dan Aplikasi dalam Pemasaran*. Jakarta: PT. Gramedia Pustaka Umum.
- Kotler, Philip. 2001. *Marketing Management: Analysis, Planning, Implementation, and Control*, 9th Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.
- Kotler, Philip dan Bowen, T, Jhon. 2010. *Marketing For Hospitality and Tourism*. Pearson Prentice Hall
- Kotler, Philip, dan Kevin Keller. 2009. *Manajemen Pemasaran*, Edisi Kedua Belas Jilid 1. Indonesia: PT. Indeks.
- Lau, G.T. dan Lee, S.H., 1999. "Consumers Trust In a Brand and the Link to Brand Loyalty", *Journal of Market Focused Management*, Vol 4, pp 341-370
- Lui, S, Steven, and Ngo, Yue, Hang. 2004. *The Role of Trust and Contractual Safeguards on Cooperation in Non-equity Alliances*. *Journal of Management*, pp 30-471.
- Maholtra, Naresh K. 2005. *Riset Pemasaran, Pendekatan Terapan edisi ke-4 Jilid 1*. Jakarta:PT. Indeks Gramedia.
- Michael, Adiwijaya. 2007. *Analisa Strategi Reposisi Merek Dalam Persaingan Pasar*. *Jurnal Manajemen Pemasaran* Vol 2 No 2, pp 66-72
- Morgan, R.M, and Hunt, S.D. 1994. "The Commitment-Trust Theory of Relationship Marketing". *Journal of Marketing*, Vol.58, July, pp.20-38.
- Morrisson, Alstair.2006. *Hospitality and Travel Marketing*. Thomson Learning.Columbia
- Muzzellec, M.C & Lambkin.2006. *Positioning:Teori, Trend and Strategi*. *Journal of Marketing Management*.
- Poerwanto. 2004. *Pengembangan Kualitas Dalam Industri Jasa*. *Jurnal Manajemen*. Jakarta
- Schiffman, Lg & Kanuk, Ll.2000. *Consumer Behaviour*. 7 ed. London. Prentice Hall.

Shelmi. 2008. *Journal Destination Brand: Membangun Keunggulan Bersaing*, Vol 4 No 2.

Sugiyono. 2010. *Metodologi Penelitian Bisnis*. Bandung: Alfabeta.

----- . 2006. *Metodologi Penelitian Statistika*. Bandung: Alfabeta.

----- . 2008. *Metodologi Penelitian Kualitatif dan Kuantitatif*. Bandung: Alfabeta.

Suharsimi, Arikunto. 2009. *Prosedur Penelitian Suatu Pendekatan Praktis*. Yogyakarta: Rineka Cipta.

Tatang, Kusmayadi. 2007. *Pengaruh Relationship Quality Terhadap Loyalitas Nasabah Tabungan*. STIE STAN Indonesia Mandiri

Trout, Jack. 2010. *Rpositioning*. 2010. Jakarta: PT. Elex Media Komputindo.

Uma, Sekaran. 2000 *Research Method For Business*. Third Edition. Jhon Wiley & Sons. Inc: USA.

Vanessa, Gaffar. 2007. *CRM dan MPR Hotel*. Bandung: Alfabeta.

Wijaya, Serly dan Thio, Sienny, 2007. *Implementasi Membership Card dan Pengaruhnya Dalam Meningkatkan Loyalitas Pengunjung Restoran di Surabaya*. Fakultas Ekonomi Universitas Kristen Petra

Yakimov, Raisa and Michael Beverland. 2006. *Repositioning Capabilities: Enablers of Ongoing Brand Management*. Research Monash University.

Situs dan Jurnal

www.google.com/usulibrary/repositioning

www.scribd.com

www.unwto.org/index.php

www.wikipedia.org/wiki/Repositioning

www.wordpress.com