

DAFTAR PUSTAKA

- Aggarwal, Saurabh.(2008). *Brand Management : A Theoretical and Practical Approach*. India : Global India Publications.
- Berry, L., Zeithaml, V., Parasuraman, A. (1990) *The Service-Quality Puzzle*. Business Horizons
- Brakus, J.J., B.H. Schmitt, dan Zarantonello, L. (2009). *Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? Journal of Marketing*,73,52.
- Baker, D. A., & Crompton, J. L. 2000. *Quality, satisfaction and behavioral Intention Annals of Tourism Research*, 27 3, 785-804
- Buchari Alma. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung : Penerbit Alfabeta.
- Chattopadhyay, Amitava and Jean-Louis Laborie (2005), “*Managing Brand Experience: The Market Contact Audit*”, *Journal of Advertising Research*,45 (1),9-16
- Ching Fu Cheng, Dung Chun Tsai 2007, “*How Destination Image And Evaluative Factors Affect Behavioral Intention*”. *Tourist Management* 28 Research Article.
- Cooper Donald R. dan Pamela S. Schindler. 2011. *Business Research Method. Eight Edition*. New York: McGraw Hill.
- David Robbins, Kerry Colligan, and Jeff Hall. (2009;4). *Brand Authenticity: A New Way Forward in Customer Experience Management*.
- Doyle, Peter. (2008;88). *Value-based marketing*.
- Durianto, Darmadi. (2004). *Strategi Menaklukan Pasar : Melalui Riset Ekuitas dan Perilaku Merek*. Gramedia Pustaka Utama : Jakarta.
- Ellwood, Iain. (2002).*The Essential Brand Book; Over 100 Techniques to Increase Brand Value*, 24.
- Hermawan Kartajaya. 2010.*Brand Operation The Official MIM Academy course book*. Jakarta : Esesnsi Erlangga Group.
- J. Jo Źsko Brakus. (2009). *Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? Journal of Marketing*,73, 52.

Arifki, 2014

PENGARUH DESTINATION EXPERIENCE TERHADAP BEHAVIORAL INTENTION WISATAWAN DI KAWASAN WISATA KANDI KOTA SAWAHLUNTO :Survei Pada Wisatawan Nusantara yang Berkunjung ke Kawasan Wisata Kandi

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- John Wiley and Sons. (2006). *Tourism : Principles, practices, philosophies*. Hoboken: New Jersey
- Jones.(2012). Online-Instore .*JMAR, Vol.1.2.(V2),19*.
- Kapferer, Jean-Noel .*The New Strategic Brand Management : Creating and Sustaining Brand Equity Long Term*, 3rd ed. (2004 : 12).
- Kotler, P & Gary Amstrong. (2012). *Principle of Marketing* (14th edition). New York: Prentice Hall.
- Kotler dan Keller, (2012).*Marketing Management* Edisi 14, Global Edition. Pearson Prentice Hall.
- Kotler, Philip. (2005). *Kellogg On Branding : The Marketing Faculty Of The Kellogg School Of management*.
- Kurtz, David L., (2008), *Principles of Contemporary Marketing*, International Student Edition, Oklahoma,.
- Landa, Robin. (2006).*Designing Brand Experiences*.
- Luo, Xueming and Christian Homburg. (2008), “*Satisfaction, Complaint, and the Stock*, *Journal Of Marketing*.
- Malhotra, Naresh K. 2009. Riset Pemasaran Pendekatan Terapan Jilid 1. Jakarta: PT Index.*
- Mohammad Taleghani.(2011). *Journal Contemporary Marketing Review, Vol. 1(6) pp. 01 – 13, August, 2.*
- Moutinho, Luiz. (2000). *Strategic Management in Tourism*. York House Typographic : London.
- Morton, Jack. (2010).*What Is An Experience, February 22, 2010 .*
- Nykiel, Ronald A. (2003). *Marketing your business : a guide to developing a strategic marketing plan / Ronald A. Nykiel*.
- Riduwan. (2010), *Skala Pengukuran Variabel-Variabel Penelitian*, Alfabeta, Bandung.
- Richard M.S Wilson and Colin Gilligan. (2005). *Strategic Marketing Management* third edition.
- Riley, Franceca. *Brand Management*.
Arifki, 2014
- PENGARUH DESTINATION EXPERIENCE TERHADAP BEHAVIORAL INTENTION WISATAWAN DI KAWASAN WISATA KANDI KOTA SAWAHLUNTO :Survei Pada Wisatawan Nusantara yang Berkunjung ke Kawasan Wisata Kandi**
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Sekaran, Uma, 2006. *Metodologi Penelitian Untuk Bisnis*, Jakarta: Salemba Empat.
- Shih, Y. and Fang, K. 2004, “*The Use Of A Decomposed Theory Of Planned Behavior To Study Internet Banking In Taiwan*”, *Internet Researrch*, Vol. 14 No.3
- Silalahi, Ulber. 2009. *Metode Penelitian Sosial*. Bandung; PT. Refika Aditama.
- Sahin Azize, Gulden Turhan. (2013). *Building Behavioral Intentions In Automotive Industry*.
- Sharpley, Richard. (2009). *Tourism Development and the Environment: Beyond Sustainability?*.The Cromwell Press Group : London.
- Spillane, J.J (2009). *Ekonomi Pariwisata Sejarah dan Prospeknya*. Yogyakarta : Kanisius.
- Sugiyono (2013), *Statistika untuk Penelitian*, Alfabeta, Bandung.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif kualitatif dan R&D*. Bandung: Alfabeta.
- Tjiptono, Fandy (2005). *Pemasaran Jasa Edisi Pertama*. Bayu Meida Publishing. Malang.
- Umar, Husein. (2010). *Riset Pemasaran dan Perilaku Konsumen*. Jakarta : Gramedia Pustaka Utama.
- W. Norton, David. (2003). *Journal Toward meaningful brand experiences*, 21.

Website

<http://www.sumbarprov.go.id>

<http://www.wisatakandi.com>

<http://www.Sumbar.bps.go.id>

Arifki, 2014

PENGARUH DESTINATION EXPERIENCE TERHADAP BEHAVIORAL INTENTION WISATAWAN DI KAWASAN WISATA KANDI KOTA SAWAHLUNTO :Survei Pada Wisatawan Nusantara yang Berkunjung ke Kawasan Wisata Kandi

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

