

DAFTAR PUSTAKA

- Ali Faizan and Omar Rosmini. (2014). *Determinants of Customer Experience and Resulting Satisfaction and Revisit Intentions: PLS-SEM Approach towards Malaysian Resort Hotel*. Asia-Pacific Journal of Innovation in Hospitality and Tourism APJIHT Vol. 3 No. 2 September 2014 pp. 175-193
- Badan Pusat Statistik Jawa Barat. *Tingkat Hunian Kamar Hotel Bintang November 2016 sebesar 49,00 Persen*. [Online]. Diakses dari <https://jabar.bps.go.id/Brs/view/id/174>
- Cetin Gurel and Andrew Walls. (2015). *Understanding the Customer Experiences from the Perspective of Guests and Hotel Managers: Empirical Findings from Luxury Hotels in Istanbul, Turkey*. Journal of Hospitality Marketing & Management
- Cynthia AsrivionyAditya, (2014). Pengaruh *Customer Experience Terhadap Revisit Intention di The Trans Luxury Hotel Bandung*. FPIPS. Universitas Pendidikan Indonesia.
- Colin Shaw. (2007). *The DNA of Customer Experience*. New York: Palgrave Macmillan.
- Fandy Tjiptono. (2011). *Pemasaran Jasa*. Jawa Timur: Bayumedia Publishing
- Fatma, Saba. (2014). *Antecedents and Consequences of Customer Experience Management- A Literature Review and Research Agenda*. International Journal of Business and Commerce
- Gaffar, Vanessa. (2007). *CRM dan MPR Hotel*. Bandung: Alfabeta.
- Gea, Jhonatan. (2007). *Analisis Customer Experience Timezone Thamrin Plaza Medan*. Universitas Sumatera Utara, Fakultas Ekonomi, Departemen Manajemen.
- Hoffman, K.Douglas., and Bateson, John E.G. (2011). *Service Marketing: Concepts, Strategies and Cases, 4th Edition*. USA: South-Western Cengage Learning.
- Jon Chidley Neville Pritchard. (2014). *Drivers for creating value and enchancing customer experience through people*. Industrial and Commercial Training, Vol 46 Iss 6 pp. 293-301
- Jonas Karlsen Astrom. (2017). *Theme factors that drive the tourist customer experience*. International Journal of Culture, Tourism and Hospitality Research.
- Kotler, Philip, and Gary Amstronng. (2012). *Principle of Marketing*, New Jersey: Person.
- _____, Philip, and Kevin Lenne Keller. (2012). *Marketing Management 14E*. New Jersey: Person.
- _____, Kevin Lenne Keller. (2012). *Marketing Management 15E*. New Jersey: Person.

- _____ & Bowen, J. T. (2014). *Marketing for Hospitality and Tourism*. New Jersey: Person.
- Khana Imran, Ruchi Jain Garg and Zillur Rahman. (2015). *Customer Service Experience in Hotel Operations: An Empirical Analysis*. *Procedia - Social and Behavioral Sciences* 189 (2015) 266 – 274
- Klaus, Philipp and Stan Maklan. (2011). *Towards a Better Measure of Customer Experience*. *International Journal of Market Research*, Vol. 55 Iss 2 Page 227-246
- Lars Grondholdt Anne Martensen Stig Jorgensen Peter Jensen. (2015). *Customer Experience Management and Business Performance*, *International Journal of Quality and Service Sciences*, Vol. 7 Iss 1 pp
- Lianping Ren, Hanqin Qiu, Peilai Wang, Pearl M.C. Lin. (2016). *Exploring customer experience with budget hotels: Dimensionality and satisfaction*. *International Journal of Hospitality Management*
- Liu Wei. Beverly Sparks, dan Alexander Coghlan. (2016). *Measuring customer experience in situ: The link between appraisals, emotions and overall assessments*. *International Journal of Hospitality Management* 59 (2016) 42–49
- Lemon N Katherine. Verhoef C Peter. (2016). *Understanding Customer Experience throughout the Customer Journey*. Invited Paper for Journal of Marketing JM-MSI Special Issue
- Lorie A Tuma. Patty Janes, dan Roy A Cook. (2017). *The Impact of Experiential/hands-on International Experiences on Hospitality, Event, and Tourism Student*. *Journal of Hospitality and Tourism Management*.
- Lovelock. Christopher, and Wirtz, Jochen. (2011). *Essential of Service Marketing 2nd Edition*. Pearson Always Learning.
- Manhas, Parikshat Singh dan Ramjit. (2013). *Customer Experience and Its Relative Influence on Satisfaction and Behavioural Intention in Hospitality and Tourism Industry*. *South Asian Journal of Tourism and Heritage*. SAJTH, January 2013, Vol. 6, No.1
- Nyoman, Dantes. (2012). *Metode Penelitian*, Yogyakarta : Andi Offset.
- Pemerintah Kabupaten Garut. *Sarana Wisata Garut*. [Online]. Diakses dari <https://www.garutkab.go.id/pub/direktori/sub/73-sarana-wisata-garut.html>
- Pemerintah Kabupaten Garut. *Sejarah Singkat Kabupaten Garut*. [Online]. Diakses dari [https://www.garutkab.go.id/pub/static_menu/detail/sekilas sejarah](https://www.garutkab.go.id/pub/static_menu/detail/sekilas%20sejarah)
- Rageh, Ahmed, T.C Melewar and Arch Woodside. (2013). *Using Netnography Research Method to Reveal the Underlying Dimensions of the Costumer/Tourist Experience*. *Qualitative Market Research: An International Journal* Vol. 16 No. 2 pp. 126-149.

- Rajnish Jain Jayesh Aagja Shilpa Bagdare. (2017). *Customer experience – a review and research agenda*. Journal of Service Theory and Practice, Vol. 27 Iss 3 pp. -
- Service Theory and Practice, Vol. 27 Iss 3 pp. -Permanent link to this document:Ruchi Garg Zillur Rahman M.N. Qureshi. (2014). *Measuring Costumer Experience in Banks: Scale Development and Validation*. Journal of Modelling in Management, Vol. 9 Iss 1 pp. 87-177.
- Robert C. Ford, Ph.D., Michael C. Sturman., Cherrill P. Heaton, Ph.D. (2012). *Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Expeience*. Delmar, Cengage Learning
- Sajad Rezaei, Ebrahim Mazaheri, Ramin Azadavar. (2017). *Determinants of experienced tourists' satisfaction and actual spending behavior: a PLS path modelling approach*. International Journal of Culture, Tourism and Hospitality Research.
- Sales & Marketing Sumber Alam Garden of Water. (2017). *Occupancy dan competitor Sumber* .
- Sedarmayanti dan Hidayat, Syarifudin. (2011). *Metodologi Penelitian*. Bandung Mandar Maju
- Sanusi, A. (2012). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat
- Sekaran, U. Dan Roger, B. (2013). *Research Methods for Business A Skill Building Approach Sixth Edition*
- Sugiyono, (2011). *Metodologi Penelitian Kualitatif, Kuantitatif dan R&D*, Bandung: Alfabeta
- _____, (2012). *Metodologi Penelitian Kualitatif, Kuantitatif dan R&D*, Bandung: Alfabeta
- _____, (2013). *Metode Penelitian Kualitatif, Kuantitatif Dan R&D*, Bandung: Alfabeta
- _____, (2014). *Statistik Untuk Penelitian*, Bandung: Alfabeta
- Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2012). *Consumer behavior : a European outlook*. New York: Pearson Financial Times/Prentice Hall.
- Timothy Joan Sabine Helen Alexander Julija Linda Yi-Chun Zaki. (2017). *The interplay of customer experience and commitment*. Journal of Services Marketing
- Walter UT, B. Edvardsoon, and Asa Ostrom. (2010). *Drivers of Customers Service Experience: A Studi in the Restaurant Industry*. *Managing Service Quality* Vol. 20 No.3 pp. 236-258
- Wenno, Verana Nathania Pasha. (2013). *PENGARUH PROGRAM CUSTOMER EXPERIENCE TERHADAP LOYALITAS NASABAH: Studi Kasus pada Nasabah Tabungan Batara iB BTN Syariah Kantor Cabang Bandung*.

Universitas Pendidikan Indonesia, Fakultas Pendidikan Ekonomi dan Bisnis, Program Studi Manajemen.

World Tourism Organization UNWTO. (2017). *Sustained Growth in International Tourism Despite Challenges*. [Online]. Diakses dari <http://www2.unwto.org/press-release/2017-01-17/sustained-growth-international-tourism-despite-challenges>.

Yongchaitrakool, S. (2014). *The Effect of Customer Expectation, Customer Experience and Customer Price Perception on Customer Satisfaction in Hotel Industry*. *International Conference on Management Science, Innovation, and Technology 2014*

Zeithaml, V.A, M.J Bitner dan Gremler. (2009). *Service Marketing : Integrating Customer Focus Across the Firm, 15th edition*, New York: Mc Graw Hill.