

DAFTAR PUSTAKA

- Asep, Hermawan. 2009. *Penelitian Bisnis*. Jakarta: PT Grasindo.
- Ajzen, Icek. 2005. *Attitudes, Personality, and Behavior*, Edisi Kedua. New York: Open University Press.
- Ajzen, I., & Fishbein, M., 1975, *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, 129-385, Addison-Wesley, Reading, MA.
- Alan, Douglas A. 1967. *The museum and its function di dalam the organization of museum: practical advice*. Paris The United Nation Edukational, Scientific and Cultural Organization
- Alegre J, Juaneda C. 2006. *Destination loyalty, costumers' economic behaviour*. Ann Tourism Res 33(3):684–706Arikunto, Suharsimi, Suharjo, & Supardi. (2006). *Penelitian Tindakan kelas*. Jakarta: Bumi Aksara.
- Bader Badarneh, Mohammad; Mat Som, Ahmad Puad. 2009. *Factors Influencing Tourists Revisit Behavioral Intentions and Loyalty*. Malaysia. University Sains Malaysia.
- Bajs, 2015, *Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions: The Example of The Croatioan Tourist Destination Dubrovnik*,.
- Baker, D. A., & Crompton, J. L. 2000. *Quality, satisfaction, and behaviour intentions*. Annals of Tourism Research, 27(3) 785-804
- Bitner, Mary Jo, Zeithaml, Valarie A, (1996). *Services Marketing*. Edisi1. Boston. MCGraw-Hill
- C. Mowen, John. Michael Minor. 2002. *Perilaku Konsumen*. Jakarta. Erlangga.
- Chen, Ching-Fu, 2007, “*Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists*”,
- Permana Derry Anwar, 2018**
PENGARUH TOURIST EXPERIENCE TERHADAP BEHAVIORAL INTENTION DI MUSEUM BENTENG HERITAGE
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Proceedings of the 13th Asia Pacific Management Conference, Melbourne, Australia, p.1130-1136. 2

Chen, C.-F. and Chen, F.-S. (2010) *Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists*. *Tourism Management*, 31, 29-35.

Chen, Ching Fu, and Tsai Dung Chun (2007) “*How destination image and evaluative factors affect behavioral intentions?*” *Journal of Tourism Management* 28 (2007) 1115–1122.

Chen, Ching-Fu dan Tsai, Meng-Huan, 2008, “*Perceived Value, Satisfaction and Loyalty of TV Travel Product Shopping: Involvement as a Moderator*”, *Journal: Tourism Management*, Vol. 29, p. 1166 –1171.

Chen JS, Gursoy D (2001) *An investigation of tourists' destination loyalty and preferences*. *Int J Contemp Hospitality Manage* 13(2):79–85

Cheng, Shih-I, 2011, “*Comparisons of Competing Models between Attitudinal Loyalty and Behavioral Loyalty*”, *International Journal of Business and Social Science*, Vol. 2 (10), June, pp. 149-166.

Da Liang-Rong. 2012. *The Effect of Service Interaction Orientation On Customer Satisfaction and Behavioral Intention: The Moderating Effect of Dining Frequency*. *Asia Pacific Journal of Marketing and Logistics*. Vol.24 No.1

Dharmesta, B. S., dan T. H. Handoko. 2008. *Manajemen Pemasaran : Analisis Perilaku Konsumen*. Edisi Pertama Cetakan Keempat, BPFE. Yogyakarta.

Donnelly, Martina. 2009. “*Building Customer Loyalty: A Customer Experience Based Approach in a Tourism Context*”. Thesis, submitted in fulfillment of the requirement for a Master Degree in Business Study, Waterford Institute of Technology.

Ghozali, Imam. 2005. *Aplikasi Analisis Multivariate dengan SPSS*. Semarang: Badan Penerbit UNDIP.

Permana Derry Anwar, 2018

PENGARUH TOURIST EXPERIENCE TERHADAP BEHAVIORAL INTENTION DI MUSEUM BENTENG HERITAGE

Universitas Pendidikan Indonesia

| repository.upi.edu

| perpustakaan.upi.edu

Guzel, F. Ozlem. 2014. *The Dimensions of Tour Experience, Emotional Arousal, and Post-Experience Behaviors : A Research on Pamukkale in Turkey*.

Horner, S., Swarbrooke, J. 2007. *Consumer Behaviour in Tourism*. Elsevier. Netherland.

Hosany, Sameer dan Mark Witham. 2009. *Dimensions of Cruisers' Experiences, Satisfaction and Intention to Recommend*. Makalah dari The School of Management, Royal Holloway University of London.

ICOM, 2004. *Running a Museum : A Parctical Handbook, International Council of Museum*, UNESCO, France.

Jang dan Feng. 2007. *Temporal Destination Revisit Intention: The Effects of Novelty Seeking And Satisfaction*. *Tourism Management*, 28.

Koo, Sung Keun., Kevin K. Byon., and Thomas A. Baker III. 2014. *Integrating Event Image, Satisfaction, and Behavioral Intention: Small-Scale Marathon Event*. West Virginia University. *Sport Marketing Quarterly*

Kotler, P., dan Keller, K.L., (2012), *Marketing Management*. Pearson Education Limited. England.

Kotler, Philip. 2009. *Manajemen Pemasaran* Jilid 1, Edisi 13. Jakarta. Prenhalindo.

Kotler, Philip; Armstrong, Gary, 2008. *Prinsip-Prinsip Pemasaran*, Jilid 1, Edisi 12. Jakarta. Erlangga.

Kozak, M. 2001. *Repeaters' behavior at two distinct destinations*. *Annals of Tourism Research*, 28(3), 784-807.

Kozak, M., & Rimmington, M. 2000. *Tourist satisfaction with Mallorca, Spain, as an Off-season holiday destination*. *Journal of Travel Research*, 38, 260- 269.

Lexy J. Moleong. 2005. *metodologi penelitian kualitatif*, Bandung: Remaja. Rosdakarya.

Permana Derry Anwar, 2018

PENGARUH TOURIST EXPERIENCE TERHADAP BEHAVIORAL INTENTION DI MUSEUM BENTENG HERITAGE

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

Liu, Chin-Hung and Hong, Cheng-Yih and Li, Jian-Fa. 2013. *The Determinants of Ecotourism Behavioral Intentions*. Global Journal of Business Research, v. 7 (4) p. 71-84.

Malhotra, Naresh K., and David F. Birks. 2012. *Marketing Research: An Applied Approach 3rd European Edition*. Harlow, England: Prentice-Hall.

Mat Som, Ahmad Puad; Mostafavi Shirazi, Seyedeh Fatemeh; Jamil Jusoh, Azizan Marzuki. 2011. *A Critical Analysis Of Tourist Satisfaction And Destination Loyalty*. Malaysia. Universiti Sains Malaysia, Journal Of Global Management, Volume 2. Number 1.

McIntosh,R., Goeldner,C.R., dan Ritchie, B.J.R.,1995.*Tourism: Principles, Practices, and Phylosophy*. Canada : John Willey&Son

Mohamad, Mahadzirah; Manan Ali, Abdul; Ab Ghani, Nur Izzati. 2011. *A Structural Model Of Destination Image, Tourists Satisfaction And Destination Loyalty*. Universiti Malaysia Terengganu (UMT) Malaysia. International Journal Of Business And Management Studies, Vol 3, No 2.

Mohammad, Nazir. 2002. *Metode Penelitian*. Jakarta: Ghalia Indonesia.

Meyer, Christopher., dan Schwager, Andre. 2007. “*Understanding Customer Experience*”. Harvard Business Review (February): 1-11.

Nisco A D. Mainolfi G. Marino V. and Napolitano M R. 2015. *Tourism Satisfaction Impact On General Country Image, Destination Image, And Post-Visit Intention*.

Oh, H, Fiore, A. and Jeoung, M. (2007). “*Measuring experience economy concepts: Tourism applications.*” Journal of Travel Research, 46: 119- 132.

Palmer, Adrian; Lewis, Nicole Koenig. (2009). An Experiential, Social NetworkBased Approach to Direct Marketing. School of Business and Economics, Swansea University, Swansea, UK ESC Rennes School of Business, Rennes, France, p162-176.

Permana Derry Anwar, 2018

PENGARUH TOURIST EXPERIENCE TERHADAP BEHAVIORAL INTENTION DI MUSEUM BENTENG HERITAGE

Universitas Pendidikan Indonesia

| repository.upi.edu |

perpustakaan.upi.edu

Pearce, J.A, and Robinson Jr, R.B. 2000. *Strategic Management: Formulation, Implementation, and Control. International Edition*. McGraw-Hill, New York.

Peraturan Pemerintah Nomor 66 Tahun 2015 Tentang Museum pada Bab 1 Pasal 1 Ayat 1

Peter, J. Paul dan Jerry C Olson. 2002. *Perilaku konsumen dan strategi pemasarann*. Terjemahan. Jakarta: Erlangga.

Pine, Joseph & Gilmore. (1999). *The Experience Economy*. Harvard Business School.

Rangkuti, F., (2005), *Analisis SWOT Teknik Membedah Kasus Bisnis Reorientasi Konsep Perencanaan Strategis Untuk Menghadapi Abad 21*. PT. Gramedia Pustaka. Jakarta.

Ritchie, J. R. B., dan G. I. Crouch, (2000), *The competitive destination, a sustainable perspective*. Journal of Tourism Management, 21(1), 1–7.

_____, (2003), *The Competitive Destination, A Sustainable Tourism Perspective*. Cabi Publishing. Cambridge.

Reichheld, F.F. & Sasser, W.E., Jr (1990). *Zero Defections : Quality Comes to Services, Harvard Business Review, September/October, pp.105-111*.

Reid, D dan Bojanic, C. 2006. *Marketing for Hospitality and Tourism, Second Edition*. New York: Prentice Hall International, Inc.

Ryan C. (1997). *The Tourist Experience: A New Introduction*. Cassell. London.

Ryan, C. and Glendon, I. (1998). “*Application of leisure motivation scale to tourism.*” Annals of Tourism Research, 25: 169-184..

Saha, G. C., & Theingi. (2009). *Service Quality, Satisfaction, and Behavioural Intentions: A Study of Low Cost Airline Carriers in Thailand*. Managing Service Quality, 19(3), 350-372

Permana Derry Anwar, 2018

PENGARUH TOURIST EXPERIENCE TERHADAP BEHAVIORAL INTENTION DI MUSEUM BENTENG HERITAGE

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

Schiffman dan Kanuk. 2008. *Perilaku konsumen*. Edisi 7. Jakarta: Indeks

Sekaran, Uma. (2011). *Research Methods for business Edisi 1 and 2*. Jakarta: Salemba Empat.

Sharpe, G. W. 1982. *Interpreting the Enviroment*. Outdoor Recreation College of Forest Resources University of Washington Seattle, Washington.

Silalahi, Ulber. 2009. *Metode Penelitian Sosial*. Bandung; PT. Refika Aditama.

Stamboulis, Y. & Skayannis, P. (2003). *Innovation Strategies and Technology for Experience-Based Tourism*. *Tourism Management*, 24, 35–43.

Sugiyono. (2009). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.

_____. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.

_____, 2014, *Statistik Untuk Penelitian*, Bandung: Alfabeta

Sujarweni, V. Wiratna. 2014. *Metode Penelitian: Lengkap, Praktis, dan Mudah Dipahami*. Yogyakarta: Pustaka Baru Press.

Suliyanto (2005), *Analisis Data Dalam Aplikasi Pemasaran*, Bogor: Ghalia Indonesia.

Tang J dan C. Qiu, 2015, *Tourism and Hospitality Development Between China and EU*, Springer-Verlag Berlin Heidelberg

Umi Narimawati. 2008. *Metodologi Penelitian Kualitatif dan Kuantitatif, Teori dan Aplikasi*. Bandung: Agung Media

Warshaw, P., & Davis, F., 1985a. *The accuracy of behavioral intention versus behavioral expectation for predicting behavioral goals*. *The Journal of Psychology*, 119(6), 599-602

Permana Derry Anwar, 2018

PENGARUH TOURIST EXPERIENCE TERHADAP BEHAVIORAL INTENTION DI MUSEUM BENTENG HERITAGE

Universitas Pendidikan Indonesia

| repository.upi.edu |

perpustakaan.upi.edu

Van Mensch, P. 2003. *Museology and Management: Enemies or Friends? Current Tendencies in Theoretical Museology and Museum Management in Europe*. Museum Management in the 21st Century.

Sumber Internet

Koleksi Foto Museum Benteng *Heritage*. Diakses pada 20 Mei 2018 pukul 15.30. Tersedia di www.museumbentengheritage.com