

DAFTAR PUSTAKA

- Aaker, David A., (1997), *Building Strong Brands*, New York: The Free Press.
- A.B Susanto dan Himawan Wijanarko, (2004), *Power Branding : Membangun Merek Unggul dan Organisasi Pendukungnya*, Bandung: Mizan Pustaka.
- Asep Hermawan, (2006), *Penelitian Bisnis; Paradigma Penelitian*, Jakarta: Grasindo.
- Buchari Alma, (2008), *Manajemen Pemasaran dan Pemasaran Jasa*, Bandung: Alfabeta.
- Fandy Tjiptono, (2002), *Strategi Pemasaran*, Yogyakarta: Andi.
- _____, (2005), *Brand Management and Strategy*; Yogyakarta: Andi.
- _____, (2006), *Pemasaran Jasa*; Malang: Bayumedia Publishing.
- Griffin, Jill, and Robert Herres, (2002), *Customer Loyalty: How to Earn It, How to Keep It*, San Francisco: Jossey-Bass.
- Hankinson, Graham, (2005), *Destination brand images: a business tourism perspective*. Retrieved January, 2001 from www.emeraldinsight.com/0887-6045.htm
- Harun Al-Rasyid, (1994), *Teknik Penarikan Sampel dan Penyusunan Skala*. Bandung
- Hermawan Kertajaya, (2002), *Marketing Plus 2000; Siasat Memenangkan Persaingan Global*, Jakarta: Granedia Pustaka Utama.
- _____, (2004), *Hermawan Kertajaya on Brand*; Seri 9 Elemen Marketing Mark Plus&Co, Bandung: Mizan Pustaka.
- _____, & Yuwoshadi (2005). *Attracting Tourist Traders Investors*. Jakarta : Gramedia.
- Husain Umar, (2003), *Metode Riset Bisnis*. Jakarta. PT Gramedia Pustaka Utama.
- Kaplandinou, Kiki, (2003) *Destination Branding : Concept & Measurement* Retrieved August, 2003 from <http://www.michigan.org/indx.lasso?article=108>.
- Kotler, Philip., dan Gary Armstrong, (2008), *Dasar-Dasar Pemasaran*, Jakarta: Indeks Kelompok Gramedia.

- _____, dan Kevin Lane Keller, (2008), *Manajemen Pemasaran; Edisi Keduabelas*, Jakarta: Indeks Kelompok Gramedia
- Kusnendi., (2005), *Analisis Jalur Konsep Dan Aplikasi Dengan Program Spss Dan Lisrel 8*, Jawa Barat: Jurusan Pendidikan Ekonomi UPI
- Lin Sheng-wei & Li Chun-ju (2005), *The Relationships Among Brand Image, Service Quality, Perceived Quality, Customer Satisfaction and Customer Loyalty an Empirical Study of Travel Industry. Retrieved from The 2nd Tourism Outlook Conference: Tourism Edge and Beyond, Malaysia: Universiti Technology Mara*
- Malhotra, Naresh K. (2005), *Basic Marketing Research, Application to Contemporary Issue, International Edition*. Pearson Edition. INC : Upper Saddle, Rifer, New Jersey.
- Morgan, Nigel & Annette Pritchard, (2005), *Destination Branding*. Cardiff : Elsevier
- M. Natsir, (2003), *Metode Penelitian*. Ghalia Indonesia. Jakarta
- Mohd Yasin,. Norjaya, Mohd Nasser Noor & Osman Mohamad (2007), *Does image of country-of-origin matter to brand equity? Tourism of Malaysia*. Retrieved January, 2007 from www.emeraldinsight.com/1061-0421.htm
- Sitepu, Nirwana, SK. (1994). *Analisis Jalur*. Bandung: Jurusan Statistika UNPAD
- Sugiyono, (2008), *Metode Penelitian Bisnis*, Bandung: Alfabeta.
- Suharsimi Arikunto, (2006), *Prosedur Penelitian; Suatu Pendekatan Praktek*; Jakarta : Rineka Cipta.
- Oliver, R.L, (1997), *Satisfaction : A Behavioral Perspective on the Consumer*. New York: McGraw-Hill, Inc.
- Wanjiru, Evelyne, (2005), *Branding African countries: a prospect for the future*. Retrieved January, 2006 from *Place Branding Journal* Palgrave.
- Zikmund, William G, (2003), *Customer Relationship Management*. Indianapolis: Wiley Publishing.

WEBSITE:

www.stb.com (Singapore Tourism Board)