

DAFTAR PUSTAKA

- Ali, Hasan. 2008. Marketing. Medpress (anggota IKAPI)
- Bernard T., Widjaja. 2009. *Lifestyle Marketing Service: Paradigma Baru Pemasaran Bisnis Jasa & Lifestyle*. Gramedia Pusaka Utama, Jakarta.
- Berry, Leonard L. Wall, Eileen A. Carbone, Lewis P. 2006. *Managing Service Experience Clues. Academy of Management Perspectives, Wharton School, University of Pennsylvania*. Diakses pada 3 November 2010 melalui: www.icbi-uk.pdf
- Bitner, Mary Jo. Faranda, William T. Hubbert, Amy R. Zeithaml, Valerie A. 1997. *Customer Contribution and Roles in Service Delivery*. Adaptasi dari "Quality and Productivity in Service Experience: Customer's Roles". Diakses pada 1 September 2010 melalui: www.areas.kenan-flagler.unc.edu
- Brunner, Thomas A. Stocklin, Markus. Opwis, Klaus. 2008. *Satisfaction, Image and Loyalty: New Versus Experienced Customer. European Journal of Marketing* Vol. 42 No. 9/10, pp. 1095-1105. Diakses pada 4 November 2010 melalui www.emeraldinsight.com
- Christou, Prokopis. Saveriades, Alexis. 2010. *The Use of Ethnography to Explore Tourist Satisfaction Antecedents. Tourismos: An International Multidisciplinary Journal of Tourism*, Vol. 5, No. 1. Diakses pada 7 Juni 2010 melalui: <http://creativecommons.org/licenses/by-nc-nd/3.0/>
- David. Skripsi "Pengaruh Bauran Pemasaran (7P) terhadap Keputusan Konsumen untuk Menggunakan Jasa di Hotel Grand Palace Malang". Diakses pada 7 Januari 2011 melalui: www.rieffiyan.co.cc
- Eboli, Laura. Mazzulla, Gabriella. 2007. *Service Quality Attributes Affecting Customer Satisfaction for Bus Transit. Journal of Public Transportation*, Vol.10, No.3. Diakses pada 14 Juni 2010 melalui: www.nctr.usf.edu
- Fandy, Tjiptono. Gregorius, Chandra. Dadi, Adriana. 2008. Pemasaran Strategik. ANDI Offset, Yogyakarta.
- Fandy, Tjiptono. 2009. *Service Marketing: Esensi & Aplikasi*. Marknesis, Yogyakarta
- Farida, Jasfar. 2009. *Manajemen Jasa: Pendekatan Terpadu*. Ghalia, Bogor: Indonesia
- Ferguson, Ronald. J. Paulin, Michele. Bergeron, Jasmin. 2010. *Customer Sociability and The Total Service Experience Antecedents of Positive Word-of-Mouth Intentions. Journal of Service Management* Vol. 21 No. 1, pp. 25-44. Diakses pada 4 November 2010 melalui: www.emeraldinsight.com
- Grace, Debra. O'cass, Aron. 2004. *Examining Service Experience and Post-Consumption Evaluations. Journal of Service Marketing*, Vol. 18 155:6, pp.450-461. Diakses pada 1 September 2010 melalui: www.emeraldinsight.com/journals
- Gronroos, Christian. 2007. *Service Management and Marketing "Customer Management in Service Competition" 3th edition*. John Wiley & Sons.Ltd, England.

- Harun, Al, Rasyid. 1994. Teknik Penarikan Sampel dan Penyusunan Skala. Program Studi Sosial Bidang Kajian Utama Sosiologi Antropologi Program Pasca Sarjana UNPAD
- Hatane, Semuel. Nadya, Wijaya. 2009. *Service Quality, Perceive Value, Satisfaction, Trust, dan Loyalty* pada PT. Kereta Api Indonesia Menurut Penilaian Pelanggan Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 4, No. 1, April 2009: 23-37. Diakses pada 5 April 2011 melalui <http://puslit2.petra.ac.id>
- Hill, Nigel. Allen, Rachel. 2007. *Customer Satisfaction: The Customer Experience Through The Customer's Eyes*. Diakses pada 3 November 2010 melalui: <http://books.google.co.id>
- Hoi Mun Ng, Sandy. Dogger, Tracey. *Service Experience: Affect Formation and Evaluation. University of Queensland*. Diakses pada 1 September 2010 melalui: <http://search.epnet.com>
- I, Gde, Pitana. I, Ketut Surya Diarta. 2009. Pengantar Ilmu Pariwisata. Penerbit ANDI
- Knutson, Bonnie J. Beck, Jeffrey A. Kim, Seung Hyun. Cha, Jaemin. 2006. *Identifying the Dimensions of the Experience Construct. Journal of Hospitality & Leisure Marketing, Vol.15(3)*. The Haworth Press, Inc. Diakses pada 30 Juni 2010 melalui: <http://jhlh.haworthpress.com>
- Kotler, Philip. Neil G., Weni I. 2008. *Museum Marketing and Strategy. 2nd Edition*. John Wiley & Sons Inc.
- Kotler, Philip. Keller, Kevin Lanne. 2009. *Marketing Management. 13th Edition*. New Jersey : Prentice Hall, Pearson Education.
- Kumar, V., Aaker, David A., Day, George S. 2002. *Essentials of Marketing Research. 2nd Editions*. John Willey & Sons
- Lerbin, R., Arintonang. 2005. Kepuasan Pelanggan. Gramedia Pustaka Utama, Jakarta
- Lovelock, Christopher. Wirtz, Jochen. 2011. *Service Marketing "People, Technology, Strategy" 7th edition*. Pearson Prentice Hall, London.
- Malhotra, K, Naresh. 2005. Riset Pemasaran (Pendekatan Terapan). Jilid 1. Jakarta: PT Indeks Kelompok Gramedia
- Mohamad, Raharso. Sri Raharso. 2008. Peran *Servicescape* di Wisata *Leisure*. *Jurnal Servicescape di Pariwisata*. Diakses pada 8 November 2010 melalui: <http://sriharso.wordpress.com>
- Mugge, Ruth. Schifferstein, Hendrik N.J. Schoormans, Jan P.L. 2010. *Product Attachment and Satisfaction: Understanding Consumers' Post-Purchase Behavior. Journal of Consumer Marketing*. Emerald Group Publishing Limited. Diakses pada 4 November 2010 melalui: www.emeraldinsight.com
- Nyoman, S. Pendit. 2006. Ilmu Pariwisata, Sebuah Pengantar Perdana. Pradnya Paramitha
- Rutherford, Denney.G. 2010. *Hotel Management and Operations 5th*, ed. John Wiley and Sons, Hoboki: New Jersey
- Sandstrom, Sara. Edvardsson, Bo. Kristensson, Per. Magnusson, Peter. 2008. *Value in Use Through Service Experience. Managing Service Quality* Vol. 18 No. 2, pp. 112-126. Emerald Group Publishing Limited. Diakses pada 3 November 2010 melalui: www.emeraldinsight.com/0960-4529.html
- Solomon, Michael R. 2011. *Customer Behaviour Buying, Having, & Being 9th Edition*. Pearson Prentice Hall, London.
- Sugiyono. 2009. Metode Penelitian Bisnis. Bandung : Alfabeta
- _____. 2010. Metode Penelitian Bisnis. Bandung : Alfabeta

- Suharsimi, Arikunto. 2009. *Prosedur Penelitian*. Jakarta : Rineka Cipta
- Supranto. 2006. *Pengukuran Tingkat Kepuasan Pelanggan*. Cetakan ke-3. Jakarta : PT. Rineka Cipta
- Ulber, Silalahi. 2009. *Metode Penelitian Sosial*. Bandung : Refika Aditama
- Uma, Sekaran. 2006. *Metode Penelitian Untuk Bisnis*. Jakarta : Salemba Empat
- Umar, Husein. 2003. *Metode Riset*. Jakarta : PT. Gramedia Pustaka Utama
- _____.2004. *Metode Riset Perilaku Organisasi*. Jakarta : PT. Gramedia Pustaka Utama
- Zeithaml, Valerie A, Bitner Mary Jo, Gremler Dwaine D. 2009. *Service Marketing "Integrating Customer Focus Across The Firm". International Edition*. Mc Graw Hill

Situs

- www.budpar.go.id
- www.google.com
- www.kereta-api.co.id
- www.mediaindonesia.com
- www.muwafikcenter.blogspot.com
- <http://search.epnet.com>
- www.wikipedia.com
- www.surabayawebs.com
- Badan Pusat Statistik Republik Indonesia