

DAFTAR PUSTAKA

- Alma, Buchari. 2004. *Manajemen Pemasaran dan Pemasaran Jasa*, Bandung : Alfabeta
- Asep Hermawan. 2006. *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta: Gramedia.
- Badan Pariwisata Kabupaten Cianjur. Cianjur
- Cravens, David W., 2003, *Strategic Marketing*, seventh edition McGraw_Hill Companies, Inc.
- Day, George S., 1990, *Market Driven strategy: Processes for creating value*, The Free Press, New York
- George, Bagan. 1994. *The Capabilities of Market-Driven Organization*. American
- Hermawan Kertajaya & Yuswohady. 2005. *Attracting Tourists Traders Investors*. Jakarta: PT Gramedia Pustaka Utama.
- Hermawan, Asep. 2008. *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta: PT. Grasindo.
- Husein, Umar. 2008. *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: Rajagrafindo Persada.
- Keller, Kevin Lane. 2008. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 3rd Edition*, New Jersey: Prentice Hall
- Kotler, Philip & Armstrong, Gary. 2008. *Principles of Marketing 11th Edition*. New Jersey: Prentice Hall.
- & Kevin L. Keller. 2009. *Marketing Management 13th Edition*. New Jersey: Prentice Hall.
- & Armstrong, Gary, 2011. *Principles of Marketing*. New Jersey: Prentice Hall.
- & Kevin Lane Keller. 2006. *Marketing Management 12th Edition Pearson Internasional Edition*. New Jersey: Prentice Hall

- Porter, Michael. E., 1994, *Keunggulan Bersaing: Menciptakan dan Mempertahankan Kinerja Unggul*, Binarupa Aksara, Bandung
- Mohamad Nazir. 2004. *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Schifman, L.E and Kanuk, L.L (2000). *Consumer Behavior and Marketing Strategy, 3rd edition*, Homewood, IL :Irwin
- Schiffman, Leon.G. dan Kanuk, Leslie, 2007. *Consumer Behavior*. Prentice Hall Internasional Inc.
- Sucherly, 2003 , Peranan Manajemen Pemasaran Strategic dalam Menciptakan Keunggulan Posisional srta Implikasinya terhadap Kinerja Organisasi Bisnis dan Non Bisnis, Orasi Ilmiah Pengukuran Guru Besar UNPAD
- Sugiyono. 2004. *Metode Penelitian Bisnis*. Bandung: Alfabeta
- 2008. *Metode Penelitian Bisnis*. Bandung: Alfabeta
- Suharsimi, Arikunto. 2006. *Prosedur Penelitian Pendidikan*. Jakarta: Rineka Cipta.
- Suharsimi Arikunto. 2008. *Prosedur Penelitian Bisnis*. Bandung: Alfabeta.
- Sumarwan, Ujang. 2002. *Perilaku Konsumen Teori dan Penerapan Dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Ulber Silalahi, 2009. *Metode Penelitian Sosial*, PT Refika Aditama, Bandung.
- Sutisna .2002. *Perilaku Konsumen*. Bandung:Rosada Karya
- Walters, D., 2002, "Operations Strategy", Palgrave Macmillan

Sumber Literatur Jurnal dan Website :

George S. Day “The capabilities of market driven organization” Journal of marketing: University of Pennyslavia

Mok Kim Man^a and Syed Azizi Wafa. 2007, 11-19 . “The Relationship between Distinctive Capabilities, Innovativeness, Strategy Types and The Performance of Small And Medium-size Enterprises (SMEs) of Malaysian Manufacturing Sector” Proceedings of the 13th Asia Pacific Management Conference, Melbourne, Australia

Rencana Strategis Departemen Kebudayaan Dan Pariwisata
2005 – 2009 Departemen Kebudayaan Dan Pariwisata Republik Indonesia

Purwanto, Wawan. 2007. “Segmentasi Pasar” Pemasaran Strategik, Modul Seri 4

Webster, Frederick E. jr., 1994, *Market-Driven Management: Using the New Marketing Concept to Create a Customer-Oriented Company*, John Wiley & Sons, Inc., New York

Badan Pusat Statistik Jawa Barat

Departemen Kebudayaan dan Pariwisata Indonesia

Dinas Pariwisata Kota Bandung

Dinas Perdagangan dan Perindustrian Kota Bandung

www.disparbud.jabarprov.go.id

www.bps.go.id

www.tribun.com

www.kabarbisnis.com

www.kompas.com

www.dekominfo.go.id

www.personal.psu.edu