

DAFTAR PUSTAKA

- A. Aaker David (2004). *Marketing Research 8th Edition*. New Jersey : Sons Inc.
- AB. Susanto, Himawan W. (2004). *Power Branding*. Jakarta : Quantum Bisnis & Manajemen.
- Ali Hasan. (2009). *Marketing*. Yogyakarta : Media Pressindo.
- Asep Hermawan (2006). *Penelitian Bisnis*. Jakarta : PT. Grasindo.
- Bilson Simamora. (2004). *Riset Pemasaran*. Jakarta : Gramedia Pustaka Utama.
- Buchari Alma. (2007). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung : Alfabeta.
- Cravens, David W. (1997). *Strategic Marketing*. UK : Irwin Inc.
- Darmadi Durianto, Sudiarto, Tony Sitinjak. (2004). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta : PT Gramedia Pustaka Utama.
- Fandy Tjiptono. (2008). *Strategi Pemasaran*. Yogyakarta: Andi.
- Hair, Joseph et. al..(1998). *Multivariate Data Analysis*. New Jersey : Prentice Hall.
- Harun Al Rasyid. (1994). *Metodologi Penelitian*. Jakarta : PT Gramedia Pustaka Utama.
- Hermawan Kertajaya. (2004). *Memenangkan Persaingan dengan Segi tiga Diferensiasi, Positioning, dan Brand*. Jakarta : PT Gramedia Pustaka Utama.
- Kotler, Philip and Amstrong. (2008). *Marketing Management*. New Jearsey : Prentice Hall.
- _____ : and Keller. (2009). *Marketing Management 13th edition*. New Jearsey : Prentice Hall.
- Malhotra. Naresh K. (2005). *Riset Pemasaran, Pendekatan Terapan Edisi ke-4 Jilid 1*. Jakarta : PT. Indeks Gramedia.
- M. Nazir (2003). *Metode Penelitian*. Jakarta : Ghalia Indonesia.
- Morrisson. (2002). *Hospitality and Travel Marketing:13th edition*. Delmar : Thomson Learning.

- Porter, A. Michael (2008). *On Competition*. Boston : Harvard Business School Publishing Corporation.
- Richard, Colin and Gilligan, Wilson. (2009). *Strategic Marketing Planning 2nd edition*. Burlington–UK : Butterworth Heinemann.
- Riduwan. (2006). *Metode Dan Teknik Menyusun Tesis*. Bandung : Alfabeta
- Ries, Al and Trout, Jack (2001). *Positioning*. New York : McGraw Hill Companies.
- Sugiyono. (2010). *Statistika Untuk Penelitian*. Bandung: Alfabeta.
- Suharsimi Arikunto. (2009). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta : Rineka Cipta.
- Ujang Sumarwan et al.. (2009). *Pemasaran Strategik*. Jakarta : Inti Prima Promosindo.
- Uma Sekaran. (2006). *Metodologi Penelitian untuk Bisnis*. Jakarta: Salemba Empat.
- W. Lamb, Charles et. al.. (1999). *The Essentials of Marketing 6th edition*. Mason, USA : South Western Cengage Learning.
- William, Alistair (2002) *Understanding The Hospitality Consumer*. Oxford : Butterworth Heinemann.
- Yamane, Taro (1967). *Statistics An Introductory Analysis 2nd edition*. New York : Harper Publisher.

Jurnal :

- Alan Weinkrantz. *The Value Of Positionin*. 2008 p. 25
- Brian Ballou et al.. *The impact of strategic positioning on auditor judgments about business process performance*.2001 p.9**
- Mashadi,et al.. *International Journal Of Social Science A Quality Oriented Approach Towad Strategic Positioning In Higher Education Institutions*.2007p.5**
- Menendez. *Hawai Tourism Authority Country Product Enrichment Program*. 2003 p.2**
- Olawale Onaolapo. *Impact of positioning in marketing*. 2000 p.11**
- Paul K. Ankomah and R. Trent Larson. *Education Tourism*. 2005 p.17.**

Steven Murphy. *The Use of Affect in Positioning: Lessons for Theory and Practice.* 2005 p.13

Sumarwan. Ricko Budidarmo. *paradigm pariwisata.* 2001 p.5

Website :

www.google.com

www.jakarta.go.id

www.ragunan.com

www.scribd.com

www.osun.org

