

## DAFTAR PUSTAKA

- Afriyani, E. R., & Subang, U. (2015). Deskripsi Bauran pemasaran Jasa Agrowisata Little Farmers (Studi Kasus Pada Agrowisata Little Farmers Unit Kecamatan Cisarua Kabupaten Bandung), *2*(1), 42–52.
- Agapito, D., Oom, P., & Mendes, C. (2013). The Cognitive-Affective-Conative Model of Destination Image: A Confirmatory Analysis The Cognitive Affective Conative Model of Destination Image: A Confirmatory Analysis, (October 2014), 37–41. <https://doi.org/10.1080/10548408.2013.803393>
- Ahmed Nasser. M, H., Bt Md. Salleh, S., & mahmood Gelaidan, H. (2012). Factors Affecting Customer Satisfaction of Mobile Services in Yemen. *American Journal of Economics*. <https://doi.org/10.5923/j.economics.20120207.03>
- Aminulloh, A., Yasak, E. M., Studi, P., Komunikasi, I., & Tunggadewi, U. T. (2014). Dalam Meningkatkan Jumlah Pengunjung, *3*(1), 9–15.
- Aridiansari, R., Elih, E., & Puji, K. (2015). Pengembangan Agrowisata Di Desa Wisata Tulungrejo Kota Batu , Jawa Timur Development of Agrotourism in Tulungrejo Village Batu City , East Java. *Pengembangan Agrowisata Di Desa Wisata Tulungrejo Kota Batu, Jawa Timur*, *3*(5), 383–390.
- Astutik, Y., & Najib, M. (n.d.). Analisis Strategi Pemasaran Ekowisata Green Hill Park Taman Wisata Alam Cimanggu Kabupaten Bandung – Jawa Barat Yuli Astutik para wisatawan lebih memilih untuk berlibur ke kawasan alam yang memiliki keunikan pengunjung TN dan TWA di Indonesia tahun 2010-2, *VII*(2), 124–139.
- Azhari, M. I., Fanani, D., & Mawardi, M. K. (2015). Pengaruh Customer Experience Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan (Survei pada Pelanggan KFC Kawi Malang). *Jurnal Administrasi Bisnis*, *28*(1), 1–6.
- Badan Pusat Statistik Provinsi Jawa Barat. (2016). Jumlah Wisatawan Mancanegara dan Domestik di Provinsi Jawa Barat. Retrieved from <https://jabar.bps.go.id/statictable/2018/03/23/473/jumlah-wisatawan-mancanegara-dan-domestik-di-provinsi-jawa-barat.html>
- Bahthiar, R., & Hariadi, P. (2011). Analisis Pengaruh Kualitas Pelayanan Terhadap Niat Merekomendasikan dan Mengulangi Kunjungan yang di Mediasi Oleh Kepuasan Pengunjung (Pemecahan Masalah Fenomena Bisnis Owabong), *14*, 119–132.

- Bandung, B. P. S. K. (2016). Jumlah Wisatawan Mancanegara dan Domestik di Kota Bandung.
- Canny, I. (2014). Measuring the Mediating Role of Dining Experience Attributes on Customer Satisfaction and Its Impact on Behavioral Intentions of Casual Dining Restaurant in Jakarta. *International Journal of Innovation, Management and Technology*, 5(1), 25–30. <https://doi.org/10.7763/ijimt.2014.v5.480>
- Dewi, I. A. I., & Laksmidewi, D. (2015). Pengaruh Customer Experiences Terhadap Revisit Intention Mediasi Learning In Museum Dan Visitor Satisfaction Di Museum Wayang. *Jurnal Manajemen*, 12(2), 160–178.
- Fakultas Ekonomi Universitas Negeri Jakarta (2018). Surat Keterangan Dekan Mengenai Tata Cara Pengutipan Dalam Tugas Akhir Mahasiswa Nomor 1034/UN39.5.FE/LL/2018. 13 April
- Fornell, C., Johnson, M. D., Anderson, E. W., & Bryant, B. E. (2013). American Customer Satisfaction Index. *Choice Reviews Online*, 46(03), 46-1254-46–1254. <https://doi.org/10.5860/choice.46-1254>
- Grace, D., & Weaven, S. (2011). An Empirical Analysis of Franchisee Value-in-Use , Investment Risk and Relational Satisfaction. *Journal of Retailing*, 87(3), 366–380. <https://doi.org/10.1016/j.jretai.2010.06.001>
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. (Pearson, Ed.) (Seventh Ed). USA: Pearson. <https://doi.org/10.1038/259433b0>
- Hardiyati, R., & KHASANAH, I. (2010). *Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Menggunakan Jasa Penginapan (Villa) Agrowisata Kebun Teh Pagilaran* (Doctoral dissertation, UNIVERSITAS DIPONEGORO).
- Hendrawan, B. (2012). Pengaruh Customer Satisfaction dan Corporate Image Terhadap Customer Loyalty Providel “XL” di Surabaya, 1–4.
- Holmes-Smith, P. (2012). *Structural Equation Modeling (Using Amos)* (pp. 615–623). Melbourne: SREAMS.
- Huang, S., & Hsu, C. H. C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*, 48(1), 29–44. <https://doi.org/10.1177/0047287508328793>
- Islam, T., Kassim, N. A., & Ali, G. (2014). Organizational learning culture and customer satisfaction: the mediating role of normative commitment.

- Khalid, E., & Soliman, S. (2017). *Education Excellence and Innovation Management through Vision 2020: From Regional Development Sustainability to Global Economic Growth*.
- Kim, J. H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*. <https://doi.org/10.1177/0047287510385467>
- Kotler, P., & Keller, K. L. (2009). Manajemen Pemasaran. In B. Sabran (Ed.) (13th ed., pp. 138–139). Jakarta: Erlangga.
- Kozak, M. (2013). From tourist motivations to tourist satisfaction, 7(4), 411–424. <https://doi.org/10.1108/IJCTHR-05-2012-0022>
- Lai, W., & Chen, C. (2011). Behavioral intentions of public transit passengers — The roles of service quality , perceived value , satisfaction and involvement. *Transport Policy*, 18(2), 318–325. <https://doi.org/10.1016/j.tranpol.2010.09.003>
- Lee, S., Jeon, S., & Kim, D. (2011). The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2010.09.016>
- Lin, C. (2014). Effects of Cuisine Experience Psychological Well-being, and Self-health Perception on The Revisit Intention of Hot Springs Tourist, 38(2), 243–265. <https://doi.org/10.1177/1096348012451460>
- Mahasuweerachai, P., & Qu, H. (2009). The Impact of Destination Image on Value, Satisfaction, and Loyalty: Moderating Effects of Tourists' Characteristics and Involvement. *16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, 1–4. Retrieved from [https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1078&context=gradconf\\_hospitality](https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1078&context=gradconf_hospitality)
- Mulyono, R. (2012). *Pengaruh Perceived Risk, Kepuasan Konsumen Terhadap Intention to Revisit dan Purchase Intent Pada Konsumen Kaskus Website di Surabaya*.
- Oktaviani, R. W., & Suryana, R. N. (2017). Analisis Kepuasan Pengunjung dan Pengembangan Fasilitas Wisata Agro (Studi Kasus di Kebun Wisata Pasirmukti, Bogor). *Jurnal Agro Ekonomi*, 24(1), 41. <https://doi.org/10.21082/jae.v24n1.2006.41-58>
- Penyusun, T. (2012). Pedoman Penulisan Skripsi Sarjana Ekonomi. Jakarta: Fakultas Ekonomi Universitas Negeri Jakarta.

- Pena, M. M., Maria, E., Maria, D., Tronchin, R., & Melleiro, M. M. (2013). The use of the quality model of Parasuraman, Zeithaml and Berry in, *47(5)*, 1227–1232. <https://doi.org/10.1590/S0080-623420130000500030>
- Pratiwi, D. I. (2010). Analisis Pengaruh Harapan pelanggan, Kualitas Produk, Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Internet Flash Unlimited di Semarang.
- Priyatno, D. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. Yogyakarta: Gava Media.
- Purba, S. A. B., Hartiati, A., & Tuningrat, I. A. M. (2015). Pemilihan Prioritas Komoditas Agrowisata Menggunakan Metode Analytical Hierarchy Process (AHP), *3(1)*, 82–92.
- Qu, H., Hyunjung, L., & Hyunjung, H. (2011). A model of destination branding : Integrating the concepts of the branding and destination image. *Tourism Management*, *32(3)*, 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>
- Rageh, A., Melewar, T. C., & Woodside, A. (2013). Using netnography research method to reveal the underlying dimensions of the customer/tourist experience. *Qualitative Market Research: An International Journal*, *16(2)*, 126–149. <https://doi.org/10.1108/135227513111317558>
- Rahman, M., Hossain, I., Mitu, F., Ameen, M., Mustafi, A., & Miah, M. (2017). An Examination of the Effects of Customer Expectation, Perceived Quality, and Customer Satisfaction on Customer Loyalty: A Case Study on KFC Restaurant, *(12)*, 58–64.
- Robert, X., Lai, C., Harrill, R., Kline, S., & Wang, L. (2011). When east meets west: An exploratory study on Chinese outbound tourists' travel expectations. *Tourism Management*, *32(4)*, 741–749. <https://doi.org/10.1016/j.tourman.2010.06.009>
- Sanusi. (2011). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Schmitt, B. (2011). Experience Marketing: Concepts, Frameworks and Consumer Insights By Bernd Schmitt, *5(2)*, 55–112. <https://doi.org/10.1561/17000000027>
- Selang, C. A. . (2013). Bauran Pemasaran (Marketing Mix) Pengaruhnya Terhadap Loyalitas Konsumen Pada Fresh Mart Bahu Mall Manado, *(3)*, 71–80. Retrieved from <https://ejournal.unsrat.ac.id/index.php/emba/article/view/1374/1085>

- Silalahi, S., & Rufaidah, P. (2018). *Social Sciences & Humanities*, 26, 199–212.
- Siraprachha, J., & Tocquer, G. (2012). Customer Experience , Brand Image and Customer Loyalty in Telecommunication Services, 29.
- Suhud, U., & Wibowo, A. (2018). Predicting Customers' Intention to Revisit A Vintage-Concept Restaurant. *Journal of Consumer Sciences*. <https://doi.org/10.29244/jcs.1.2.56-69>
- Sukardi. (2015). *Metodologi Penelitian Pendidikan*. Jakarta: PT. Bumi Aksara.
- Vaj, I., Žiaran, P., & Andráško, I. (2014). Quality management of the tourist destination in the context of visitors ' satisfaction, 12(March), 718–724. [https://doi.org/10.1016/S2212-5671\(14\)00398-0](https://doi.org/10.1016/S2212-5671(14)00398-0)
- Walter, U., Edvarsson, B., & Ostrom, A. (2010). Drivers of customers service experiences: a study in the restaurant industry. *Managing Service Quality*, 20(3), 236–258.
- Wibowo, S. F., Sazali, A., & Kresnamurti R. P., A. (2017). The Influence of Destination Image and Tourist Satisfaction Toward Revisit Intention of Setu Babakan Betawi Cultural Village. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*. <https://doi.org/10.21009/jrmsi.007.1.08>
- Yongho, M., Martin, R., & Keefe, O. (2012). Virtual destination image : Testing a telepresence model. *Journal of Business Research*, 65(1), 29–35. <https://doi.org/10.1016/j.jbusres.2011.07.011>
- Yuniawati, Y., & Finardi, A. D. I. (2016). *Pengaruh Customer Experience Terhadap Revisit Intention di Taman Wisata Alam Gunung Tangkuban Perahu*. *The Journal* (Vol. 1).