

### DAFTAR PUSTAKA

- Bilro, R. G., Loureiro, S. M. C., & Guerreiro, J. (2019). Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. *Journal of Hospitality Marketing and Management*, 28(2), 147–171. <https://doi.org/10.1080/19368623.2018.1506375>
- Blazquez-Resino, J. J., Molina, A., & Esteban-Talaya, A. (2015). Service-Dominant Logic in tourism: the way to loyalty. *Current Issues in Tourism*, 18(8), 706–724. <https://doi.org/10.1080/13683500.2013.863853>
- Bonn, M. A., Cho, M., Lee, J. J., & Kim, J. H. (2016). A multilevel analysis of the effects of wine destination attributes on travel constraints and revisit intention. *International Journal of Contemporary Hospitality Management*, 28(11), 2399–2421. <https://doi.org/10.1108/IJCHM-01-2015-0010>
- Brochado, A., Cristóvão Veríssimo, J. M., & de Oliveira, J. C. L. (2022). Memorable tourism experiences, perceived value dimensions and behavioral intentions: a demographic segmentation approach. *Tourism Review*, 77(6), 1472–1486. <https://doi.org/10.1108/TR-09-2021-0433>
- Byrne, B., Griffitt, W., & Stefaniak, D. (1967). ATTRACTION AND SIMILARITY OF PERSONALITY CHARACTERISTICS 1. In *Journal of Personality and Social Psychology* (Vol. 5, Issue 1).
- Cho, H., Tan, K. M., & Chiu, W. (2021). Will I be back? Evoking nostalgia through college students' memorable exchange programme experiences. *Tourism Review*, 76(2), 392–410. <https://doi.org/10.1108/TR-06-2019-0270>
- Choi, Y., Kroff, M. W., & Kim, J. (2021). Developing brand advocacy through brand activities on Facebook. *Journal of Consumer Marketing*, 38(3), 328–338. <https://doi.org/10.1108/JCM-10-2019-3460>
- Cialdini, R. B. (1971). ATTITUDINAL ADVOCACY IN THE VERBAL CONDITIONER. In *Journal of Personality and Social Psychology* (Vol. 17, Issue 3).
- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product and Brand Management*, 28(2), 154–165. <https://doi.org/10.1108/JPBM-09-2017-1593>
- Font, X., English, R., Gkritzali, A., & Tian, W. (Stella). (2021). Value co-creation in sustainable tourism: A service-dominant logic approach. *Tourism Management*, 82. <https://doi.org/10.1016/j.tourman.2020.104200>
- Fullerton, G. (2011). Creating advocates: The roles of satisfaction, trust and commitment. *Journal of Retailing and Consumer Services*, 18(1), 92–100. <https://doi.org/10.1016/j.jretconser.2010.10.003>
- García-Fernández, J., Gálvez-Ruíz, P., Fernández-Gavira, J., Vélez-Colón, L., Pitts, B., & Bernal-García, A. (2018). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review*, 21(3), 250–262. <https://doi.org/10.1016/j.smr.2017.07.003>
- Gaunt, R. (2006). Couple similarity and marital satisfaction: Are similar spouses happier? In *Journal of Personality* (Vol. 74, Issue 5, pp. 1401–1420). <https://doi.org/10.1111/j.1467-6494.2006.00414.x>

- Herr, P. M., Kardes, F. R., & Kim, J. (1991). *Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnosticity Perspective*. <http://jcr.oxfordjournals.org/>
- Hu, Y., & Xu, S. (2021). Memorability of a previous travel experience and revisit intention: The three-way interaction of nostalgia, perceived disappointment risk and extent of change. *Journal of Destination Marketing and Management*, 20. <https://doi.org/10.1016/j.jdmm.2021.100604>
- Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2018). Consumer engagement in online brand communities: a solicitation of congruity theory. *Internet Research*, 28(1), 23–45. <https://doi.org/10.1108/IntR-09-2016-0279>
- Karpen, I. O., Bove, L. L., & Lukas, B. A. (2012). Linking Service-Dominant Logic and Strategic Business Practice: A Conceptual Model of a Service-Dominant Orientation. In *Journal of Service Research* (Vol. 15, Issue 1, pp. 21–38). <https://doi.org/10.1177/1094670511425697>
- Kemendikraf. (2022). *SIARAN PERS: Indeks Kinerja Pariwisata Indonesia Raih Peringkat ke-32 Besar Dunia Menurut WEF*. <https://kemendikraf.go.id/berita/siaran-pers-indeks-kinerja-pariwisata-indonesia-raih-peringkat-ke-32-besar-dunia-menurut-wef>
- Kemendikraf. (2023). *DSP*. <https://info5dsp.kemendikraf.go.id/>
- Kim, H. J., Park, J., Kim, M. J., & Ryu, K. (2013). Does perceived restaurant food healthiness matter? Its influence on value, satisfaction and revisit intentions in restaurant operations in South Korea. *International Journal of Hospitality Management*, 33(1), 397–405. <https://doi.org/10.1016/j.ijhm.2012.10.010>
- Kim, J. H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel and Tourism Marketing*, 27(8), 780–796. <https://doi.org/10.1080/10548408.2010.526897>
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44, 34–45. <https://doi.org/10.1016/j.tourman.2014.02.007>
- Kim, J. H. (2018). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Journal of Travel Research*, 57(7), 856–870. <https://doi.org/10.1177/0047287517721369>
- Kim, J. H., & Jang, S. C. (Shawn). (2016). Memory Retrieval of Cultural Event Experiences: Examining Internal and External Influences. *Journal of Travel Research*, 55(3), 322–339. <https://doi.org/10.1177/0047287514553058>
- Kim, J. H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Kumar, V., & Kaushik, A. K. (2017). Achieving destination advocacy and destination loyalty through destination brand identification. *Journal of Travel and Tourism Marketing*, 34(9), 1247–1260. <https://doi.org/10.1080/10548408.2017.1331871>
- Kumar, V., & Kaushik, A. K. (2018). Destination brand experience and visitor behavior: the mediating role of destination brand identification. *Journal of*

- Travel and Tourism Marketing*, 35(5), 649–663.  
<https://doi.org/10.1080/10548408.2017.1401032>
- Kumar, V., & Kaushik, A. K. (2020). Does experience affect engagement? Role of destination brand engagement in developing brand advocacy and revisit intentions. *Journal of Travel and Tourism Marketing*, 37(3), 332–346.  
<https://doi.org/10.1080/10548408.2020.1757562>
- Lee, S., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, 40, 49–58. <https://doi.org/10.1016/j.ijhm.2014.03.008>
- Ngoc, K. M., & Trinh, N. T. (2015). Factors Affecting Tourists' Return Intention towards Vung Tau City, Vietnam-A Mediation Analysis of Destination Satisfaction. *Journal of Advanced Management Science*, 292–298.  
<https://doi.org/10.12720/joams.3.4.292-298>
- Rasoolimanesh, S. M., Seyfi, S., Rather, R. A., & Hall, C. M. (2022). Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. *Tourism Review*, 77(2), 687–709.  
<https://doi.org/10.1108/TR-02-2021-0086>
- Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2022). First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research*, 61(3), 549–564. <https://doi.org/10.1177/0047287521997572>
- Rather, R. A., Tehseen, S., & Parrey, S. H. (2018). Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. *Spanish Journal of Marketing - ESIC*, 22(3), 321–341.  
<https://doi.org/10.1108/SJME-06-2018-0030>
- Saini, S., & Arasanmi, C. N. (2021). Attaining digital advocacy behaviour through destination image and satisfaction. *International Journal of Tourism Cities*, 7(1), 119–134. <https://doi.org/10.1108/IJTC-07-2019-0108>
- Singh, S., & Srivastava, P. (2023). Vacation vengeance: an interpretive phenomenological analysis of revenge travel in India. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/jhti-08-2022-0356>
- Srivastava, S., Madan, P., Dey, B., Qadir, A., & Mathew, J. (2023). Impact of destination brand experience on destination advocacy: trust and loyalty as moderators. *Consumer Behavior in Tourism and Hospitality*.  
<https://doi.org/10.1108/CBTH-01-2022-0002>
- Sthapit, E., & Björk, P. (2019). Relative contributions of souvenirs on memorability of a trip experience and revisit intention: a study of visitors to Rovaniemi, Finland. *Scandinavian Journal of Hospitality and Tourism*, 19(1), 1–26. <https://doi.org/10.1080/15022250.2017.1354717>
- Sthapit, E., Coudounaris, D. N., & Björk, P. (2019). Extending the memorable tourism experience construct: an investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism*, 19(4–5), 333–353. <https://doi.org/10.1080/15022250.2019.1689530>
- Tiwari, A. V., Bajpai, N., Singh, D., & Vyas, V. (2022). Antecedents of hedonism affecting memorable tourism experience (MTE) leading to revisit intention in

- tourists. *International Journal of Tourism Cities*, 8(3), 588–602. <https://doi.org/10.1108/IJTC-03-2021-0043>
- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5–23. <https://doi.org/10.1007/s11747-015-0456-3>
- Vargo, S. L., Lusch, R. F., Vargo Is Visiting Professor Of Marketing, S. L., Smith, R. H., Hunt, S., Laczniak, G., Malter, A., Morgan, F., & O'brien, M. (2004). A New Dominant Logic / 1 Evolving to a New Dominant Logic for Marketing. In *Journal of Marketing* (Vol. 68).
- Wilk, V., Harrigan, P., & Soutar, G. N. (2018). NAVIGATING ONLINE BRAND ADVOCACY (OBA): AN EXPLORATORY ANALYSIS. *Journal of Marketing Theory and Practice*, 26(1–2), 99–116. <https://doi.org/10.1080/10696679.2017.1389246>
- Yang, S., Isa, S. M., & Ramayah, T. (2022). Does uncertainty avoidance moderate the effect of self-congruity on revisit intention? A two-city (Auckland and Glasgow) investigation. *Journal of Destination Marketing and Management*, 24. <https://doi.org/10.1016/j.jdmm.2022.100703>
- You, L., & Hon, L. C. (2021). Testing the effects of reputation, value congruence and brand identity on word-of-mouth intentions. *Journal of Communication Management*, 25(2), 160–181. <https://doi.org/10.1108/JCOM-10-2020-0119>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, 8, 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>
- Zhou, Q., Pu, Y., & Su, C. (2022). The mediating roles of memorable tourism experiences and destination image in the correlation between cultural heritage rejuvenation experience quality and revisiting intention. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-11-2021-0829>