

## DAFTAR PUSTAKA

- Ajzen. I., 1991. The Theory of Planned Behaviour. In: Organizational Behaviour and Human Decision Process. Amherst, MA: Elsevier, 50: 179-211
- Ashton, Ann Suwaree. 2014. "Tourist Destination Brand Image Development—an Analysis Based on Stakeholders' Perception: A Case Study from Southland, New Zealand." *Journal of Vacation Marketing* 20(3): 279–92.
- Balakrishnan, Bamini K.P.D., Mohd Irwan Dahnil, and Wong Jiunn Yi. 2014. "The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y." *Procedia - Social and Behavioral Sciences* 148: 177–85.
- Baloglu, Seyhmus, Tony Leonard Henthorne, and Safak Sahin. 2014. "Destination Image and Brand Personality of Jamaica: A Model of Tourist Behavior." *Journal of Travel and Tourism Marketing* 31(8): 1057–70.
- Baloglu, Seyhmus, and Ken W. McCleary. 1999. "A Model of Destination Image Formation." *Annals of Tourism Research* 26(4): 868–97.
- Basuki, Agus Tri, and Nano Prawoto. 2016. *Analisis Regresi Dalam Penelitian Ekonomi & Bisnis*. 1st ed. Jakarta: Rajawali Pers.
- Benur, Abdelati M., and Bill Bramwell. 2015. "Tourism Product Development and Product Diversification in Destinations." *Tourism Management* 50: 213–24.
- Badan Pusat Statistik [BPS]. 2019. *Kabupaten Batang Dalam Angka 2018*. Badan Pusat Statistik Kabupaten Batang
- Badan Pusat Statistik [BPS]. 2019. *Kabupaten Batang Dalam Angka 2017*. Badan Pusat Statistik Kabupaten Batang
- Badan Pusat Statistik [BPS]. 2019. *Kabupaten Batang Dalam Angka 2016*. Badan Pusat Statistik Kabupaten Batang
- Badan Pusat Statistik [BPS]. 2019. *Kabupaten Batang Dalam Angka 2015*. Badan Pusat Statistik Kabupaten Batang
- Camilleri, Mark Anthony. *Tourism Planning and Destination Marketing*. Emerald Publishing Limited 2018.
- Dinas Pariwisata, Kepemudaan dan Olahraga. 2019. *Data Pengunjung Pantai Ujungnegoro Tahun 2014-2018*. Dinas Pariwisata, Kepemudaan dan Olahraga Kabupaten Batang
- Edri Sulsan Putra, Yuliana, Hijriyantomi Suyuthie. 2017. "Pengaruh Citra Desitinasi Terhadap Keputusan Berkunjung Di Objek Wisata Pantai Carocok Painan." *Jurnal Manajemen Pemasaran* (September): 10.

- Elliot, Stasia, and Nicolas Papadopoulos. 2016. "Of Products and Tourism Destinations: An Integrative, Cross-National Study of Place Image." *Journal of Business Research* 69(3): 1157–65.
- Esmaili, Saeideh, Nafiseh Rezaei, Reza Abbasi, and Samane Eskandari. 2017. "The Impact of Marketing Mix on Perceived Value, Destination Image and Loyalty of Tourists (Case Study: Khalkhal City, Iran)." *Modern Applied Science* 11(11): 96.
- Ferns, Bo H., and Andrew Walls. 2012. "Enduring Travel Involvement, Destination Brand Equity, and Travelers' Visit Intentions: A Structural Model Analysis." *Journal of Destination Marketing and Management*
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariete Dengan Program IMB SPSS 23 (Edisi 8)*. 8th ed. Semarang: Badan Penerbit Universitas Diponegoro.
- Hania, Arizqy. 2016. "Pengaruh Bauran Promosi Terhadap Keputusan Berkunjung Dengan Citra Destinasi." *Jurnal Administrasi Bisnis (JAB)* 40(1): 186–93.
- Hapsari, Nurul Retno, and Nawazirul Lubis. 2014. "Pengaruh Atribut Produk Wisata dan Electronic Word Of Mouth ( Ewom ) Terhadap Keputusan Berkunjung Pada Obyek Wisata." *Jurnal Ilmu Administrasi Bisnis* 3(4): 249–59.
- Hosany, Sameer, Yuksel Ekinci, and Muzaffer Uysal. 2006. "Destination Image and Destination Personality: An Application of Branding Theories to Tourism Places." *Journal of Business Research* 59(5): 638–42.
- Isnaini, Putri Rizkiah. 2018. "Minat Kunjung Ulang ( Survei Pada Pengunjung Taman Rekreasi Selecta Kota Batu Yang Termasuk Dalam Kategori Generasi Millennial )." *Jurnal Administrasi Bisnis (JAB)* 55(2): 122–29.
- Jogiyanto, 2007. *Sistem Informasi Keperilakuan*. Edisi Revisi. Yogyakarta: Andi Offset
- Kalebos, Fatmawati. 2016. "Faktor-Faktor Yang Mempengaruhi Kepuasan Wisatawan Yang Berkunjung Ke Daerah Wisata Kepulauan ." *Jurnal Riset Bisnis Dan Manajem* 4: 489–502.
- Kock, Florian, Alexander Josiassen, and A. George Assaf. 2016. "Advancing Destination Image: The Destination Content Model." *Annals of Tourism Research* 61: 28–44.
- Kotler, P., Bowen, J. T., & Makens, J. C. 2017. *Marketing for Hospitality and Tourism*. 7th ed. Edinburgh: Pearson Education Limited.

- Kotler, Philip, and Kevin Lane Keller. 2016. *Marketing Management*. 14th ed. Edinburgh: Pearson Education Limited.
- Lai, Wen-Hsiang, and Nguyen Quang Vinh. 2013. "Online Promotion and Its Influence on Destination Awareness and Loyalty in the Tourism Industry." *Advances in Management and Applied Economics* 3(3): 15–30.
- Lien, Che Hui, Miin Jye Wen, Li Ching Huang, and Kuo Lung Wu. 2015. "Online Hotel Booking: The Effects of Brand Image, Price, Trust and Value on Purchase Intentions." *Asia Pacific Management Review* 20(4): 210–18.
- Mardiyani, Yuyun, and Murwatiningsih. 2015. "Pengaruh Fasilitas Dan Promosi Terhadap Kepuasan Pengunjung Melalui Keputusan Berkunjung Sebagai Variabel Intervening Pada Objek Wisata Kota Semarang." *Management Analysis Journal* 4(1): 65–75.
- Murphy, Peter, Mark P. Pritchard, and Brock Smith. 2000. "The Destination Product and Its Impact on Traveller Perceptions." *Tourism Management* 21(1): 43–52.
- Niazi, Ghulam Shabbir Khan. 2012. "Effective Advertising and Its Influence on Consumer Buying Behavior." *Information Management and Business Review* 3(3): 114–19.
- Nisfiannoor, Muhammad. 2013. *Pendekatan Statistika Modern ( Aplikasi Dengan Software SPSS Dan EViews)*. Jakarta: Penerbit Universitas Trisakti.
- Prayag, Girish, and Chris Ryan. 2012. "Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction." *Journal of Travel Research* 51(3): 342–56.
- Priyanto, Rizky, and Sari Listyorini. "Pengaruh Produk Wisata , Destination Image , Dan Word Of Mouth Terhadap Keputusan Berkunjung ( Studi Kasus Pada Pengunjung Objek Wisata Goa Kreo Semarang ). Jurnal Administrasi Bisnis
- Qu, Hailin, Lisa Hyunjung Kim, and Holly Hyunjung Im. 2011. "A Model of Destination Branding: Integrating the Concepts of the Branding and Destination Image." *Tourism Management* 32(3): 465–76.
- Sugiyono. 2010. *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Susilo, Heri. 2017. "Analisis Pengaruh Harga, Kualitas Pelayanan, Promosi, Dan Kepercayaan Terhadap Kepuasan Konsumen Dengan Keputusan Berkunjung Sebagai Variabel Intervening Di Hotel Amanda Hills Bandung." *Jurnal Administrasi Bisnis*

- Vukonić, Boris, D Ph, and Boris Pirjevec. 2004. "The Tourist Product as a Limiting Factor in Tourism Growth Article Information" Emeraldinsight
- Zhang, Hongmei, Xiaoxiao Fu, Liping A. Cai, and Lin Lu. 2014. "Destination Image and Tourist Loyalty: A Meta-Analysis." *Tourism Management* 40: 213–23.