

## DAFTAR PUSTAKA

- Alkilani, Khaled, dkk. 2013. *The Impact Of Experiential Marketing And Customer Satisfaction On Customer Commitment In The World Of Social Networks*. Asian Social Science; Vol. 9, No. 1; 2013. doi:10.5539/ass.v9n1p262.
- Agustin, Frida. 2011. "Pengaruh Experiential Marketing Terhadap Kepuasan Pengunjung Di Wisata Pemandian Alam Selokambang". *Jurnal Pendidikan Ekonomi Tata Niaga*. Unesa.
- Budiono, Muhsin. 2013. *Mengatasi Rasa Bosan*. <http://muhsinbudiono.com> (diakses tanggal 5 Maret 2016 pukul 13.00 wib).
- Dharmawansyah, Inggil. 2013. Pengaruh Experiential Marketing dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan: Studi Kasus pada Rumah Makan Pring Asri Bumiayu. Skripsi. Fakultas Ekonomi UNNES: Semarang.
- Darmawan, Deni. 2014. *Metode Penelitian Kuantitatif*. PT Remaja Rosdakarya: Bandung.
- Ferdinan, Augusty. 2006. *Metode Penelitian Manajemen*. CV Indoprint: Semarang.
- Hyeong Kim, Jong, J.R. Brent Ritchie, and Bryan McCormick. 2012. "Development of a Scale to Measure Memorable Tourism Experiences". *Journal of Travel Research* 51(1) 12–25. DOI: 10.1177/0047287510385467.
- Istijanto. 2010. *Riset Sumber Daya Manusia*. PT Gramedia. Jakarta.
- Jannah, Dewi Ayu Miftahul, dkk. 2014. Pengaruh Strategi *Experiential Marketing* Terhadap Kepuasan Pengunjung Museum Sepuluh Nopember Surabaya. *Jurnal Penelitian*. <http://ayuwidigda.blogspot.co.id/2014/04/jurnal-penelitian-ayu-emje.html> (diakses tanggal 29 Pebruari 2016, Pukul: 12.29 wib).
- Jariato. 2016. *Panduan Kelompok Sadar Wisata (POKDARWIS)*. Dinas Kebudayaan dan Pariwisata Provinsi Jawa Timur. Surabaya.
- Jennings, Gayle; Norma Polovitz Nickerson. 2006. *Quality Tourism Experiences*. Elsevier Butterworth–Heinemann.
- Jorowski, Claudia. 2009. An Examination of the Four realms of Tourism Experience Theory. *Internarional CHRIE Conference-Refereed Track*. School of Hotel and Restaurant Management. USA.

- Kusumawati, Andriani. 2011. "Analisis Pengaruh *Experiential Marketing* terhadap Kepuasan dan Loyalitas Pelanggan: kasus hypermart malang town square (matos)". *Jurnal Manajemen Pemasaran Modern Vol. 3 No.1 Januari - Juni 2011 ISSN 2085-0972*.
- Kim, Jeongmi (Jamie), and Daniel R. Fesenmaier. (2016). "Sharing Tourism Experiences: The Posttrip Experience". *Journal of Travel Research 1-13*. DOI: 10.1177/0047287515620491
- Kotler Philip dan Keller Kevin Lane. *Manajemen Pemasaran*. 2013. Edisi 13. Erlangga. Hal 5. Jakarta
- Kotler, Philip et al. 2006. *Marketing Management An Asia Perpektif Fourth Edition*. Singapore: Pearson Education South Asia Pte Ltd.
- \_\_\_\_\_. 2015. Kutu Kuliah. *Penelitian Eksplanatori*. <http://kutukuliah.blogspot.co.id> (diakses tanggal 22 Mei 2016, pukul 13.00 Wib.)
- Lupiyoadi, Rambat dan A. Hamdani. 2008. *Manajemen Pemasaran Jasa Edisi 2*. Jakarta: Salemba.
- Maunier, Ce'cile; Christelle Camelis. 2013. "Toward an Identification Of Elements Contributing To Satisfaction With The Tourism Experience". *Journal of Vacation Marketing 19(1) 19-39*. DOI: 10.1177/1356766712468733.
- Martono, Nanang. 2010. *Metode penelitian kuantitatif Analisis isi dan analisis data sekunder*. PT Raja Grafindo Persada: Jakarta.
- Mazursky, David. 1989. *Past Experience and Future Tourism Decisions*. *Annals of Tourism Research*, Vol. 16, pp. 333-344, 1989.
- Nugroho, Anton & Yohanes. 2011. *It's Easy Olah Data dengan SPSS*. Skripta Media Kreatif: Yogyakarta.
- Nigam, A. (2011). *Experiential marketing. Changing experiential paradigm for marketers*. *IJCSMS*, Vol. 11, Issue 02, Aug 2011. [http://ijcsms.com/journals/Volume%2011,%20Issue%2002,%20Aug%202011\\_Paper33.pdf](http://ijcsms.com/journals/Volume%2011,%20Issue%2002,%20Aug%202011_Paper33.pdf).
- Nigam, A. (2012). Modeling Relationship between Experiential Marketing, Experiential Value and Purchase Intension in Organized Quick Service Chain Restaurants Using Structural Equation Modeling Approach. *IJCSMS International Journal of Computer Science & Management 372 Studies, Special Issue of Vol. 12, June 2012*. [http://www.ijcsms.com/journals/Special%20Issue%20of%20Volume%2012,%20June%202012\\_Ashutosh%20Paper.pdf](http://www.ijcsms.com/journals/Special%20Issue%20of%20Volume%2012,%20June%202012_Ashutosh%20Paper.pdf).

- Otto, J.E. and Ritchie, J.R.B. (1996). "The service experience in tourism", *Tourism Management*. Vol. 17 No. 3, pp. 165-74.
- Peter dan Olson, 1996. "Perilaku Konsumen dan Strategi Pemasaran. D. Sihombing (penerjemah). *Consumen Behavior*. Gelora Aksara Pratama. Jakarta.
- Pendit, Nyoman S. 2003. Ilmu Pariwisata. Cetakan Ketujuh. Jakarta: PT. Pradnya Paramitha.
- Peraturan Daerah nomor 1 Tahun 2014 Tentang Rencana Pembangunan Jangka Menengah Daerah 2015 – 2019*. 2014. Bagian Hukum Setda Kabupaten Lumajang.
- Rosa Lullulangi, Irene. 2014. *Analisis Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen (studi kasus: sop buah "X" Kota Semarang)*. Skripsi. Fakultas Ekonomi dan Bisnis UNDIP: Semarang.
- \_\_\_\_\_. Karya Tulis Ilmiah. 2015. *Pengertian Pariwisata*. (<http://karyatulisilmiah.com/pengertian-pariwisata>). Diakses 22 Maret 2016 pukul: 12.00 Wib.
- Sternberg, Ernest. 1997. *The Iconography of The Tourism Experience*. *Annals of Tourism Research*, Vol. 24, No. 4, pp. 951-969, 1997.
- Schmitt, Bernd H. 1999. *The Experiential Marketing, How to Get Customer Sense, Feel, Think, Act and Relate to Your Company and Brand*. New York: The Free Pres. URL:<http://www.books.google.co.id/diakses> 11 Pebruari 2016, pukul 13.00 wib.
- Sanusi, Anwar. 2011. *Metode Penelitian Bisnis*. Salemba Empat. Jakarta
- Sugiyono. 2008. *Metode Penelitian Kuantitatif, Kualitatif dan R &D*. Alfabeta. Bandung.
- Sugiyono. 2009. *Metode Penelitian Bisnis*. Alfabeta. Bandung.
- Sugiyono. 2012. *Metode Penelitian Bisnis*. Alfabeta. Bandung.
- Soeyitno. 2001. *Perencanaan Pariwisata*. Yogyakarta: Kanisius.
- Tugberek Ugurlu. 2010. *Definition of Tourism (UNWTO Definition of Tourism) / What Is Tourism*. (<http://www.tugberkugurlu.com/archive/definintion-of-tourism-unwto-definition-of-tourism-what-is-tourism>). diakses pada 5 Pebruari 2016 pukul: 9.59 wib.
- Umar, Husein. 2008. *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Edisi 2. PT RajaGrafindo Persada. Jakarta.