

DAFTAR RUJUKAN

- Agustini, N. W. R., Sudiarta, I. N., & Suardana, I. W. (2022). "Pengaruh Kepuasan Sebagai Variabel Intervening Antara Media Sosial Dan Niat Berkunjung Kembali Wisatawan Nusantara Generasi Milenial Ke Bali". *Jurnal Master Pariwisata Unud (JUMPA)*, 8(2), 649–669. <https://doi.org/10.24843/JUMPA.2022.v08.i02.p14>
- Ali, F., Hussain, K., and Ali, I. (2016). The Impact of Customer Experience on Customer Satisfaction dan Revisit Intention in the Hotel Industry. *Journal of Hospitality dan Tourism Management*, 29, 1-10.
- BaliExpress. (2024). Kunjungan Wisman ke Bali 2024. BaliExpress. Tersedia pada: <https://baliexpress.jawapos.com/wisata-travel/675482704/kunjungan-wisman-ke-bali-2024-capai-63-juta-lampaui-target-dan-angka-sebelum-pandemi> (diakses tanggal 25 Januari 2025)
- Bintarti, S. and Kurniawan, E.N. (2017) A study of revisit intention: Experiential quality dan image of Muara Beting tourism site in Bekasi District. *European Research Studies Journal*, 20(2), pp. 521–537. doi:10.35808/ersj/657.
- Chan, S. (2018). *Factors Affecting Revisit Intention with Customer Satisfaction as a Mediating Variable in Eco Friendly Resorts*. *Jurnal Manajemen Inovasi*, 9(1), pp. 1–13.
- Chen, C. F., and Tsai, D. C. (2007). *How Destination Image dan Evaluative Factors Affect Behavioral Intentions*. *Tourism Management*, 28(4), 1115-1122.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern methods for business research* (pp. 295-336). Mahwah, NJ: Lawrence Erlbaum Associates.
- Choi, J., and Choi, J. (2014). The Influence of Customer Satisfaction on Revisit Intention: A Study of the Restaurant Industry. *International Journal of Hospitality Management*, 36, 1-10.
- Cronin, J.J and Taylor, S.A., (1992). Measuring Service Quality: A Reexamination dan Extension. *Journal of Marketing*, July (56), pp. 55-68. doi.org/10.2307/1252296
- Ghozali, I. (2018). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 25.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gronroos, C. (2020). *Service Management and Marketing: Managing the Service Profit Logic*. Wiley.
- Guli, F., Torang, S., dan Sunarti, S. (2021). "Evaluasi Model Pengukuran dengan PLS pada Konsep Kepercayaan, Kepuasan, dan Loyalitas Pelanggan". *Jurnal Biometrika dan Kependudukan*, 10(1), 1-10.
- Hair, J. F. Jr, Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (2nd ed.). *Thousand Oaks: Sage Publications*.

- Hair, J.F., Jr., R.E. Anderson, R.L., Thatam & W.C. Black. (1998). *Multivariate Data Analysis, Englewood Cliffs. NJ: Prentice Hall.*
- Haryono, S. (2016). “*Partial Least Square Alternatif Structural Equation Modeling*” dalam Penelitian Bisnis. Yogyakarta: Dani.
- Henilia, Y. 2016. “Pengaruh Bauran Pemasaran Pariwisata Terhadap Keputusan untuk Berkunjung”. *Jurnal Hospitality dan Pariwisata*, Vol. 2 No. 2
- Iglesias, O., Singh, J. J., dan Batista-Foguet, J. M. (2011). “The Role of the Customer Experience in Building Loyalty”. *Journal of Brdan Management*, 18(6), 430-448.
- Javed, S. et al. (2021) “*Combined Effects of Drivers dan Impact of Customer Satisfaction on Brdan Loyalty: The Contingent Effect of Social Trust*”, *Sage Open*, 11(1). doi:10.1177/21582440211003566
- Jiang, L., Eck, T. and An, S. (2022) “*A Study on the Effect of Emotional Solidarity on Memorable Tourism Experience dan Destination Loyalty in Volunteer Tourism*”, *Sage Open*, 12(1). doi:10.1177/21582440221087263
- Kim, J. H., and Lee, C. K. (2011). “The Impact of Customer Experience on Customer Satisfaction dan Revisit Intention in the Context of the Hotel Industry”. *International Journal of Hospitality Management*, 30(3), 659-670.
- Kotler, P., and Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kumar, V., and Reinartz, W. (2016). *Creating Enduring Customer Value*. *Journal of Marketing*, 80(6), 36-68.
- Lalita. S. R and Harry. S (2021). “Faktor-Faktor Yang Mempengaruhi *Revisit Intention* Melalui Kepuasan Pelanggan Di Tema Taman” *Jurnal Ekonomi Internasional, Bisnis dan Riset Akuntansi Tinjauan Sejawat – Jurnal Internasional Vol-5, Edisi-2*.
- Lasabuda, R. (2013). Pembangunan Wilayah Pesisir dan Lautan Dalam Perspektif Negara Kepulauan Republik Indonesia. *Jurnal Ilmiah Platax*, 1(4), 92-101.
- Lee, S., Jeon, H. M., & Kim, D. (2018). *The impact of experience on Revisit Intention in cultural tourism: A mediating role of perceived value*. *Current Issues in Tourism*, 21(6), 675-702. <https://doi.org/10.1080/13683500.2016.1276520>
- Lemon, K. N., and Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69-96.
- Libre A, Manalo A, Laksito G (2020) “Factors Influencing Philippines Tourist” Revisit Intention: The Role dan Effect of Destination Image, Tourist Experience, Perceived Value, dan Tourist Satisfaction” *International Journal of Quantitative Research dan Modeling* 3(1) 1-12

- Luo, J.M., Lam, C.F. and Wang, H. (2021) “*Exploring the Relationship Between Hedonism, Tourist Experience, dan Revisit Intention in Entertainment Destination*”, sage Open, 11(4). doi:10.1177/21582440211050390
- Meng, B. and Cui, M. (2020). The role of co-creation experience in forming tourists” Revisit Intention to home-based accommodation: Extending the theory of planned behavior. *Tourism Management Perspectives*, 33(July 2019), p. 100581. doi:10.1016/j.tmp.2019.100581
- Mutia, R., Ma'ruf, J.J. dan Utami, S. (2020) ‘Effects of City Brdaning dan Image on the Tourists' Satisfaction dan Revisit Intention to Bdana Aceh, Indonesia’, *East African Scholars Journal of Economics, Business dan Management*, pp. 336-344. doi: 10.36349/EASJEBM.2020.v03i04.009
- Najam, U., Ishaque, S., Irshad, S., Salik, Q.-u.-a., Khakwani, M. S., & Liaquat, M. (2020) “*A Link Between Human Resource Management Practices dan Customer Satisfaction: A Moderated Mediation Model*”, Sage Open, 10(4). doi:10.1177/2158244020968785
- Naufal, H., Suardana, I. W., & Sudiarta, I. N. (2022). “*Customer Experience, Kepuasan Wisatawan Dan Loyalitas Wisatawan Di Floating Market Lembang Bdanung*”. *Jurnal Master Pariwisata (JUMPA)*, 8(2). <https://doi.org/10.24843/JUMPA.2022.v08.i02.p06>
- Nobar H, Rostamzadeh R. (2018). “The impact of Customer Satisfaction, Customer Experience dan customer loyalty on brdan power: Empirical evidence from hotel industry” *Journal of Business Economics dan Management* 19(2) 417-430
- Nurjaya, Iw (2015) “*Daya Tarik Dan Aktivitas Pariwisata Yang Digemari Wisatawan Mancanegara*”, *Soshum Jurnal Sosial Dan Humaniora*, Vol. 5, No. 2, Pp. 153–162.
- Oliver, R. L. (1980). A cognitive model of the antecedents dan consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.2307/3150499>
- Pei, Xue-Liang., Guo, Jia-Ning., Wu, Tung-Ju., Zhou, Wen-Xin., & Yeh, Shang-Pao. (2020). *Does the effect of Customer Experience on Customer Satisfaction create a sustainable competitive advantage? A comparative study of different shopping situations. Sustainability*, 12(18), 7436. <https://doi.org/10.3390/su12187436>
- Pine, B. J., dan Gilmore, J. H. (2011). “*The Experience Economy: How to Use Customer Experience to Create Value dan Competitive Advantage*”. Harvard Business Review Press.
- Pujiyati, H. dan Sukaatmadja, I.P.G. (2020) “*Anteseden Minat Berkunjung Kembali Wisatawan Spiritual di Bali (the Antecedent of Spiritual Tourist Revisit Intention in Bali)*”, *E-Jurnal Manajemen Universitas Udayana*, 9(1), p. 21. doi:10.24843/ejmunud.2020.v09.i01.p02

- Ryu, K., Han, H., & Jang, S. (2013). "The influence of the quality of food, service, dan atmosphere on Customer Satisfaction dan behavioral intentions in the restaurant industry". *International Journal of Hospitality Management*, 31(3), 1167-1177. <https://doi.org/10.1016/j.ijhm.2012.11.001>
- Hashim, R. M., & Ahmad, J. (2020). Validity and reliability of scales on the implementation of evaluation in measuring its antecedents and consequences in the Malaysian public sector. *International Journal of Academic Research in Business and Social Sciences*, 10(1), 264–292. <https://doi.org/10.6007/IJARBS/v10-i1/6850>
- Satu Data Kabupaten Buleleng. (2019). Data Kunjungan Wisatawan Kabupaten Buleleng Tahun 2018. Singaraja: Pemerintah Kabupaten Buleleng. Tersedia pada: satudata.bulelengkab.go.id. (diakses tanggal 29 Oktober 2024)
- Satu Data Kabupaten Buleleng. (2020). Laporan Kunjungan Wisatawan ke Kabupaten Buleleng Tahun 2019. Singaraja: Pemerintah Kabupaten Buleleng. Tersedia pada: satudata.bulelengkab.go.id. (diakses tanggal 29 Oktober 2024)
- Satu Data Kabupaten Buleleng. (2021). Statistik Kunjungan Wisatawan Tahun 2020 di Kabupaten Buleleng. Singaraja: Pemerintah Kabupaten Buleleng. Tersedia pada: satudata.bulelengkab.go.id. (diakses tanggal 29 Oktober 2024)
- Satu Data Kabupaten Buleleng. (2022). Analisis Data Kunjungan Wisatawan Tahun 2021. Singaraja: Pemerintah Kabupaten Buleleng. Tersedia pada: satudata.bulelengkab.go.id. (diakses tanggal 29 Oktober 2024)
- Satu Data Kabupaten Buleleng. (2023). Tren Kunjungan Wisatawan ke Kabupaten Buleleng Tahun 2022-2023. Singaraja: Pemerintah Kabupaten Buleleng. Tersedia pada: satudata.bulelengkab.go.id. (diakses tanggal 29 Oktober 2024)
- Scmitt, Bernd. H. (1999). "Experiential marketing", Tersedia pada: http://pioneer.netserv.chula.th/~ckieatvi/Fathom_Exp_Marketing.html.
- Sopiah, Prasetyo, A. and Narmaditya, B.S. (2020) "Customer Experience, destination image dan the intention to revisit: A case of tourism in Mount Bromo, Indonesia", *International Journal of Innovation, Creativity dan Change*, 13(5), pp. 76–86.
- Sopiah, Prasetyo, A., & Narmaditya, B. S. (2020). Customer Experience, destination image dan the intention to revisit: A case of tourism in Mount Bromo, Indonesia. *International Journal of Innovation, Creativity and Change*, 13(5), 76–86.
- Sugiyono. (2018). *Metode Penelitian Bisnis* (S. Y. Surydanari (ed.)). CV. Alfabeta.
- Tjiptono, Fdany. 2014, *Pemasaran Jasa –Prinsip Penerapan, dan Penelitian*, Yogyakarta: Dani Offset.

- Tripadvisor. (2023). Travelers' Choice Awards 2023: Popular Destinations. Tersedia pada: <https://www.tripadvisor.com/TravelersChoice-Destinations> (diakses tanggal 4 Oktober 2024).
- Yildirim, G.M.F. (2021). The Role of Customer Experience for Revisit Dan Purchase Intention: A Case Study Of Amazon *Journal of Commerce dan Finance*, 7(1), pp. 92–108.
- Yoo, S. R., Lee, S. W., & Jeon, H. M. (2020). The role of *Customer Experienc*, food healthiness, and value for *Revisit Intention* in grocerant. *Sustainability*, 12(6). <https://doi.org/10.3390/su12062359>.

