

## **DAFTAR PUSTAKA**

- Aaker, D. A. (2008). Manajemen Ekuitas Merek: Memanfaatkan Nilai dari suatu Merek. Cetakan Ketiga. Jakarta: Penerbit Mitra Utama.
- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192-201.
- Agarwal, J., & Wu, T. (2018). E-commerce in emerging economies: A multi-theoretical and multilevel framework and global firm strategies. *Emerging Issues in Global Marketing: A Shifting Paradigm*, 231-253.
- Ambolau, M. A., Kusumawati, A., & Mawardi, M. K. (2015). The influence of brand awareness and brand image on purchase decision. *Jurnal Administrasi Bisnis*, 2(2).
- Anita, T. L., & Ardiansyah, I. (2019). The Effect of Brand Awareness, Brand Image, and Media Communication on Purchase Decision in the Context of Urban Area Restaurant. *Journal of Business and Entrepreneurship*, 7(2), 40-50.
- Basiya, R., & Rozak, H. A. (2012). Kualitas dayatarik wisata, kepuasan dan niat kunjungan kembali wisatawan mancanegara di jawa tengah. *Jurnal Ilmiah Dinamika Kepariwisataan*, 11(2).
- Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism management*, 30(2), 219-231.

- Cahyanti, M. M., & Anjaningrum, W. D. (2017). Meningkatkan niat berkunjung pada generasi muda melalui citra destinasi dan daya tarik kampung wisata. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11(2), 35-41.
- Chen, Y. C., Shang, R. A., & Li, M. J. 2014. The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior*, 30, 787–799.
- Chi, H. K., Huang, K. C., & Nguyen, H. M. (2020). Elements of destination brand equity and destination familiarity regarding travel intention. *Journal of Retailing and Consumer Services*, 52, 101728.
- Cooper, D., & Schindler, P. (2014). *EBOOK: Business Research Methods*. McGraw Hill.
- Diwangkoro, L., & Nata, J. H. (2017). Pengaruh Kesadaran Merek Word of Mouth dan Persepsi Risiko terhadap Niat Beli Box Merek GIVI di Surabaya. *The International Journal of Applied Business*, 1(2), 21-31.
- Durianto, D. (2004). *Brand equity ten strategi memimpin pasar*. Gramedia Pustaka Utama.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (edisi sembilan) Semarang: Universitas Diponegoro.
- Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2014). *Multivariate Data Analysis*.
- Hapsari, N. R., Lubis, N., & Widiartanto, W. (2014). Pengaruh Atribut Produk Wisata dan Electronic Word Of Mouth (Ewom) terhadap Keputusan

- Berkunjung pada Obyek Wisata Umbul Sidomukti Kabupaten Semarang. *Jurnal Ilmu Administrasi Bisnis*, 3(4), 249-259.
- Hidayah, N. (2019). Pemasaran Destinasi Pariwisata. Bandung: Penerbit Alfabeta.
- Huang, S., Weiler, B., & Assaker, G. (2015). Effects of interpretive guiding outcomes on tourist satisfaction and behavioral intention. *Journal of Travel Research*, 54(3), 344-358.
- Hutter, K., Hautz, J., Dennhardt, S., & Fuller, J. (2013). The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: The Case of MINI on Facebook. *Journal of Product and Brand Management*.
- Horng, J. S., Liu, C. H., Chou, H. Y., & Tsai, C. Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism management*, 33(4), 815-824.
- Isa, S. M., & Ramli, L. (2014). Factors Influencing Tourist Visitation in Marine Tourism: Lessons Learned from FRI Aquarium Penang, Malaysia. *International Journal Of Culture, Tourism And Hospitality Research*, 8(1), 103-117.
- Jang, S. S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business research*, 62(4), 451-460.
- Kim, H. B., & Kim, W. G. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism management*, 26(4), 549-560.

- Lee, J. S., & Back, K. J. (2008). Attendee-based brand equity. *Tourism management*, 29(2), 331-344.
- Lin, Y. H., Lin, F. J., & Ryan, C. (2014). Tourists' purchase intentions: impact of franchise brand awareness. *The Service Industries Journal*, 34(9-10), 811-827.
- Macdonald, E., & Sharp, B. 2003. Management Perceptions of the Importance of Brand Awareness as an Indication of Advertising Effectiveness. *Marketing Bulletin*, 14(2), pp: 1-15.
- Ouwersloot, J., & Tudorica, A. (2001). *Brand personality creation through advertising*. METEOR, Maastricht University School of Business and Economics.
- Prayogo, R. R., Ketaren, F. L., & Hati, R. M. (2016). Electronic Word Of Mouth, Destination Image, and Satisfaction Toward Visit Intention : An Empirical Study In Malioboro Street, Yogyakarta. *Advances in Social Science, Education and Humanities Research*, 81, 209-218.
- Roostika, R. (2012). Citra merek tujuan wisata dan perilaku wisatawan: yogyakarta sebagai daerah tujuan wisata. *Jurnal Manajemen dan Akuntansi*, 1(1), 111071.
- Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International journal of retail & distribution management*, 43(3), 276-292.

- Satyarini, N. W., Rahmanita, M., & Setarnawat, S. (2017). The Influence of Destination Image on Tourist Intention and Decision to Visit Tourist Destination (A Case Study of Pemuteran Village in Buleleng, Bali, Indonesia). *Tourism Research Journal*, 1(1), 81-97.
- Sekaran, U., & Bougie, R. (2013). Research Methods for Business, 6th Edition. United Kingdom: John Wiley Son Ltd.
- Situmorang, S. H. (2008). Destination brand: membangun keunggulan bersaing daerah. *Wahana Hijau Jurnal Perencanaan & Pengembangan Wilayah*, 4(2), 84.
- Solihin, I. (2004). Kamus Pemasaran. *Edisi Kesatu*. Bandung: Pustaka.
- Stokburger-Sauer, N. E. (2011). The relevance of visitors' nation brand embeddedness and personality congruence for nation brand identification, visit intentions and advocacy. *Tourism Management*, 32(6), 1282-1289.
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination Images, Holistic Images and Personal Normative Beliefs: Predictors of Intention to Revisit A Destination. *Tourism Management*, 53, 40-60.
- Sudrajat, A. (2021). Pengaruh Design Produk dan Digital Marketing terhadap Minat Beli Album Fisik Musik K-Pop di Indonesia. *Permana: Jurnal Perpajakan, Manajemen, dan Akuntansi*, 13(2), 140-149.
- Suryani, T., (2013). Perilaku Konsumen di Era Internet. Yogyakarta: Graha Ilmu.
- Tjahjono, E. J., Ellitan, L., & Handayani, Y. I. (2021). Product Quality and Brand Image towards Customers' Satisfaction through Purchase Decision of Wardah

Cosmetic Products in Surabaya. *Journal of Entrepreneurship & Business*, 2(1), 56-70.

Wang, Y. H., & Tsai, C. F. (2014). The relationship between brand image and purchase intention: Evidence from award winning mutual funds. *The international journal of business and finance research*, 8(2), 27-40.

Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of business research*, 69(2), 631-641.

[www.visitingjogja.com](http://www.visitingjogja.com). Dinas Pariwisata Provinsi DIY

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, 26(1), 45-56.