

## Daftar Pustaka

- Ali, F., Ryu, K., & Hussain, K. (2015). Creative tourists' experience, memories, satisfaction and behavioural intentions. *Journal of Travel and Tourism Marketing*, 33(1), 85–100.
- Anderson, E.W., Fornell, C., & Mazvancheryls, S. (2004). Customer satisfaction and shareholder value. *Journal of Marketing*, 68, 172–185.
- Anderson, J., & Gerbing, D. (1988). Structural Modelling Practice : A Review and Recommended Two Step Approach. *Psychological Bulletin*, 103 (3), 411 – 423.
- Ap, J., & Wong, K.K.F. (2001). Case study on tour guiding : Professionalism, issues, and problems. *Tourism Management*, 22(4), 551–563.
- Ariffin, A.A.M., & Yahaya, M.F. (2013). The relationship between airport image, national identity and passengers delight : A case study of the Malaysian low cost carrier terminal (LCCT). *Journal of Air Transport Management*, 31(1), 33–36.
- Arnold, M.J., Reynolds, K.E., Ponder, N., & Lueg, J.E. (2005). Customer delight in a retail context : Investigating delightful and terrible shopping experiences. *Journal of Business Research*, 58(8), 1132–1145.
- Arnould, E., & Price, L. (1993). River magic: Extraordinary experience and the extended service encounter. *Journal of Consumer Research*, 20(1), 24–45.
- Arora, R., & Singer, J. (2006). Cognitive and affective service marketing strategies for fine dining restaurant managers. *Journal of Small Business Strategy*, 17, 51–61.
- Ballantyne, Paul F. *History and Theory of Psychology Course*, in Langfeld, H.S. (1945) Introduction to the Symposium on Operationism. *Psyc. Rev.* **32**, 241-243.
- Barnes, D., Beauchamp, M.B., & Webster, C. (2010). To delight, or not to delight ? This is the question service firms must address. *Journal of Marketing Theory and Practice*, 18, 275–284.
- Berman, B. (2005). How to delight your customers. *California Management Review*, 48, 129–151.
- Bigné, J.E., Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26, 833–844.
- Bitner, M. (1992). Service scapes : The impact of the physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57–71.
- Bohm, D. (1996). *On dialog*. N.Y.: Routledge.
- Boyd, Richard. *On the Current Status of the Issue of Scientific Realism in Erkenntnis*. **19**: 45-90.
- Brady, M.K., & Cronin, J.J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34–49.

- Carbone, L.P., & Haeckel, S.H. (1994). Engineering customer experiences. *Journal of Marketing Management*, 3(3), 8–19.
- Cetin, G., & Dincer, F.I. (2014). Influence of customer experience on loyalty and word of mouth in hospitality operations. *Anatolia: An International Journal of Tourism and Hospitality Research*, 25(2), 181–194.
- Chandler, C.H. (1989). Quality : Beyond customer satisfaction. *Quality Progress*, 22 (February), 30–32.
- Chitty, B., Ward, S., & Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. *Marketing Intelligence and Planning*, 25(6), 563–580.
- Cohen, J.B., & Areni, C.S. (1991). Affect and consumer behaviour In : T.S. Robertson, & H. H. Kassarian (Eds.), *Handbook of Consumer Behavior* (pp. 188–240). Englewood Cliffs, NJ: PrenticeHall.
- Cronin, J., & Taylor, S. (1992). Measuring service quality : A re-examination and extension. *Journal of Marketing*, 56(3), 55–68.
- Crotts, J.C., & Magnini, V.P. (2011). The customer delight construct : Is surprise essential ? *Annals of Tourism Research*, 38, 719–722.
- Day, R. (1984). Modeling choices among alternative responses to dissatisfaction. *Advances in Consumer Research*, 11, 496–499.
- Dick, A.S. & Basu, K. *JAMS* .(1994) 22:99.  
<https://doi.org/10.1177/00920703942220011>
- Dodge, Y. (2003) *The Oxford Dictionary of Statistical Terms*, OUP. ISBN 0-19-920613-9 (entry for "independent variable")
- Dong, P., & Siu, N.Y.-M. (2012). Services cape elements, customer predispositions and service experience: The case of theme park visitors. *Tourism Management*, 36, 541–551.
- Evanschitzky, H., & Wunderlich, M. (2006). An examination of moderator effects : The four stage loyalty model. *Journal of Service Research*, 8, 330–345.
- Everitt, B.S., 2002. *The Cambridge Dictionary of Statistics*. 2nd edition
- Festinger, L.A. (1954). A theory of social comparison processes. *Human Relations*, 7, 117–140.
- Finn, A. (2005). Reassessing the foundations of customer delight. *Journal of Service Research*, 8, 103–116.
- Ghozali, Imam. 2011. “Aplikasi Analisis Multivariate Dengan Program SPSS”. Semarang: Badan Penerbit Universitas Diponegoro.
- Grove, S.J., & Fisk, R.P. (1997). The impact of other customers on service experiences. *Journal of Retailing*, 73(1), 63–85.

- Hair, J.F., Hult, G.T.M., Ringle, C., & Sarstedt, M. (2013). *A primer on partial least squares structural equation modelling (PLS-SEM)*. Sage Publications.
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the family restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510.
- Han, X., Kwortnik, R., & Wang, C. (2008). Service loyalty : An integrated model and examination across service contexts. *Journal of Service Research*, 11(1), 22–42.
- Hartline, M.D., & Ferrell, O.C. (1996). The management of customer contact service employees : An empirical investigation. *Journal of Marketing*, 60(4), 52–70.
- Hicks, J.M., Page, T.J., Behe, B.K., Dennis, J.H., & Fernandez, R.T. (2005). Delighted consumers buy again. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 18, 94–104.
- Hicks, J.M., Page, T.J., Behe, B.K., Dennis, J.H., & Fernandez, R.T. (2005). Delighted consumers buy again. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 18, 94–104.
- Homburg, C., Koschate, N., & Hoyer, W.D. (2006). The role of cognition and affect in the formation of customer satisfaction: A dynamic perspective. *Journal of Marketing*, 70 (3), 21–31.
- Huang, J., & Hsu, C.H.C. (2010). The impact of customer to customer interaction on cruise experience and vacation satisfaction. *Journal of Travel Research*, 49(1), 79–92.
- Hume, M., & Mort, G.S. (2010). The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on repurchase intent in the performing arts. *Journal of Services Marketing*, 24 (2), 170–182.
- Jani, D., & Han, H. (2013). Personality, social comparison, consumption emotions, satisfaction, and behavioural intentions : How do these and other factors relate in hotel setting ? *International Journal of Contemporary Hospitality Management*, 25(7), 970–993.
- Jani, D., & Han, H. (2013). Personality, social comparison, consumption emotions, satisfaction, and behavioural intentions : How do these and other factors relate in hotel setting ? *International Journal of Contemporary Hospitality Management*, 25 (7), 970–993.
- Johnston, R., & Clark, G. (2001). *Service operation management*. London: Prentice- Hall.
- Jones, T.O., & Sasser, W. (1995). Why satisfied customers defect. *Harvard Business Review*, November / December (pp. 88–99), 88–99.
- Kao, Y.F., Huang, L.S., & Wu, C.H. (2008). Effects of the atrical elements on experiential quality and loyalty intentions for theme parks. *Asia Pacific Journal of Tourism Research*, 13(2), 163–174.
- Kim, M., Vogt, C.A., & Knutson, B.J. (2013). Relationships among customer satisfaction, delight, and loyalty in the hospitality industry. *Journal of Hospitality and Tourism Research*. , <http://dx.doi.org/10.1177/1096348012471376>.

- Kim, M.G., & Mattila, A.S. (2013). Does a surprise strategy need words? The effect of explanations for a surprise strategy on customer delight and expectations. *Journal of Services Marketing*, 27(5), 361–370.
- Kim, W.G., Li, J.J., & Brymer, R.A. (2016). The impact of social media reviews on restaurant performance: The moderating role of excellence award. *International Journal of Hospitality Management*, 55(5), 41–51.
- Koenig-Lewis, N., & Palmer, A. (2014). The effects of anticipatory emotions on service satisfaction and behavioural intention. *Journal of Services Marketing*, 28 (6), 437–451.
- Kollmann, T. (2000). The price / acceptance function: Perspectives of a pricing policy in European telecommunication markets. *European Journal of Innovation Management*, 3(1), 7–15.
- Kumar, A., & Iyer, R. (2001). Role of interpersonal factors in delighting customers. *Marketing Management Journal*, 11, 49–57.
- Kumar, A., Olshavsky, R.W., & King, M.F. (2001). Exploring alternative antecedents of customer delight. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 14, 14–26
- Lin, J., & Liang, H. (2011). The influence of service environments on customer emotion and service outcomes. *Managing Service Quality*, 21 (4), 350–372.
- Loureiro, S.M. (2010). Satisfying and delighting the rural tourists. *Journal of Travel and Tourism Marketing*, 27(4), 396–408.
- Loureiro, S.M.C., Miranda, F.J., & Breazeale, M. (2014). Who needs delight? The greater impact of value, trust and satisfaction in utilitarian, frequent-use retail. *Journal of Service Management*, 25(1), 101–124.
- Lovelock, C.H. (1996). *Services marketing* (3rd ed.). Englewood Cliffs, NJ: Prentice-Hall.
- Ma, J., Gao, J., Scott, N., & Ding, P. (2013). Customer delight from theme park experiences: The antecedents of delight based on cognitive appraisal theory. *Annals of Tourism Research*, 42, 359–381
- Mano, H., & Oliver, R. (1993). Assessing the dimensionality and structure of the consumption experience: Evaluation, feeling, and satisfaction. *Journal of Consumer Research*, 20, 451–466.
- Martin, D., O'Neill, M., Hubbard, S., & Palmer, A. (2008). The role of emotion in explaining consumer satisfaction and future behavioural intentions. *Journal of Services Marketing*, 22(3), 224–236.
- Mossberg, L. (2007). A marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 59–74.
- Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.

- Oliver, R.L. (1997). *Satisfaction : A behavioural perspective on the consumer*. New York: McGraw-Hill.
- Oliver, R.L., Rust, R.T., & Varki,S. (1997). Customer delight : Foundations, findings, and managerial insight. *Journal of Retailing*, 73(3), 311–336.
- Olorunniwo, F., Hsu, M.K., & Udo,G.J. (2006). Service quality,customer satisfaction and behavioural intentions in the service factory. *Journal of Services Marketing*, 20(1), 59–72.
- Parker, C., & Ward,P. (2000). Ananalysis of role adoptions and scripts during customer to customer encounters. *European Journal of Marketing*, 34, 341–358.
- Russell-Bennett, R.,McColl-Kennedy, J.R., & Coote,L.V. (2007). Involvement,satisfaction, and brand loyalty in a small businesss services setting. *Journal of Business Research*, 60(12),1253–1260.
- Rust, R.T., & Oliver,R.L. (1994). Service quality : Insights and managerial implications from the frontier In : R.T.Rust, & R.L.Oliver (Eds.), *Service quality: New directions in theory and practice* (pp. 1–19). Thousand Oaks, CA: Sage.
- Ryu, k, Lee,H., & Kim,W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioural intentions. *International Journal of Contemporary Hospitality Management*, 24 (2), 200–223.
- Schall, M. (2003). Best practices in the assessment of hotelguest attitudes. *Cornell Hotel and Restaurant Administration Quarterly*, 44(2), 51–65.
- Sewell, Carl; Brown, Paul B. (2002). *Customers for life : how to turn that onetime buyer into a lifetime customer* (Rev. ed.). New York: Doubleday
- Slatten, T., Krogh, C., & Connolley, S. (2011). Make it memorable : Customer experiences in winter amusement parks. *International Journal of Culture, Tourism and Hospitality Research*, 5(1), 80–91.
- Svari,S., Slåtten,T., Svensson, G., & Edvardsson,B. (2011). ASOS construct of ne- gative emotions in customers’ service experience (CSE) and service recovery by firms (SRF). *Journal of Services Marketing*, 25(5), 323–335.
- Tombs, A.G., & McColl-Kennedy, J.R. (2013). Third party customers infecting other customers for better or for worse. *Psychology and Marketing*, 30 (3), 277–292.
- Torres, E.N., & Kline,S. (2006). From satisfacti onto delight: A model for the hotel industry. *International Journal of Contemporary Hospitality Management*, 18, 290–301.
- Verhoef, P.C.,Lemon, K.N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L.A. (2009). Customer experience creation : Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31–41.
- Walls,A.,Okumus,F.,Wang, Y., & Kwun,D.J.W. (2011). Understanding the consumer experience: An exploratory study of luxury hotels. *Journal of Hospitality Marketing and Management*, 20(2), 166–197.

- Westbrook, R., & Oliver, R. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of Consumer Research*, 18(1), 84–91.
- Wirtz, J., & Bateson, J. (1999). Consumer satisfaction with services : Integrating the environment perspective in services marketing in to the traditional disconfirmation paradigm. *Journal of Business Research*, 44(1), 55–66.
- Wong, A. (2004). The role of emotional satisfaction in service encounters. *Managing Service Quality : An Internasional Journal*, 14(5), 365–376.
- Xu, J., & Chan, A. (2010). Service experience and package tours. *Asia Pacific Journal of Tourism Research*, 15(2), 177–194.
- Yuan, Y.H., & Wu, C. (2008). Relationships among experiential marketing, experiential value and customer satisfaction. *Journal of Hospitality and Tourism Research*, 32(3), 387–410.
- Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2006). *Service marketing: Integrating customer focus across the firm* (4th ed.). New York, NY: McGraw-Hill.