

DAFTAR PUSTAKA

- Aaker, D., A. (1991). *Managing brand Equity: Capitalizing on the value of a brand name*. New York: The Free Press.
- Abbasi, M., Roosta, A., & Nourbakhsh, S. K. (2014). Assessment of factors affecting destination brand value in tourism industry (Shiraz city). *International Journal of Scientific Management and Development*, 2 (10), 518-528.
- Al-Azzam, A. F. (2013). Analysis of the antecedents of customer-based brand equity and its application to multiple destinations. *Journal of Contemporary Research in Business*, 5 (5), 71-90.
- Aliman, N. K., Wahid, S. D., Hashim, S. M., & Harudin, S. (2014). The effects of destination image on trip behavior evidences from Langkawi Island, Malaysia. *European Journal of Business and Social Sciences*, 3 (3), 279-291.
- Anuwichanont, J., & Mechinda, P. (2014). Examining the impact of brand equity and value proposition of ecological destination on eco-tourists' loyalty. *Universal Journal of Industrial and Business Management*, 2 (7), 173-181.
- Bianchi, C., & Pike, S. D. (2011). Antecedents of destination brand loyalty for a long haul market: Australia's destination loyalty among Chilean travelers. *Journal of Travel & Tourism Marketing*, 28 (7), 736-750.
- Bianchi, C., Pike, S. D., & Lings, I. (2014). Investigating attitudes towards three South American destinations in an emerging long haul market using a model of Consumer-Based Brand Equity (CBBE). *Tourism Management*.
- Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management*, 30, 219-231.
- Chen, C. F., & Myagmarsuren, O. (2010). Exploring relationships between Mongolian destination brand equity, satisfaction and destination loyalty. *Tourism Economics*, 16 (4), 000-000.
- Chen, C.F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28, 1115–1122.
- Clow, K. E., & Baack, D. (2012). *Integrated advertising, promotion, and marketing communications* (5th ed.). Upper Saddle River, New Jersey: Pearson Education.

Ditjenpdt, (2016), Provinsi Sumatera Barat, Diakses di <http://ditjenpdt.kemendesa.go.id/potensi/province/23-provinsi-sumatera-barat> pada tanggal 17 Juli 2017.

Hair Jr, J.F., Sarstedt, M., Hopkins, L., Kuppelwieser, V.G. (2014). *Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research*. European Business.

Indonesia, (2017), Pariwisata, Diakses di http://indonesia.go.id/?page_id=6088 pada tanggal 17 Juli 2017.

Jogiyanto. (2011). *Konsep dan Aplikasi Structural Equation Modeling (SEM) Berbasis Varian dalam Penelitian Bisnis*. Yogyakarta: UPP STIM YKPN.

Kamali, S., & Mousavi, S. R. (2014). A model of effective factors of tourism destination branding for Tabriz City. *Middle-East Journal of Scientific Research*, 21 (8), 1301-1311.

Kashif, M., Samsi, S. Z., & Sarifuddin, S. (2015). Brand equity of Lahore Fort as a tourism destination brand. *Revista de Administração de Empresas*, 55 (4), 432-443.

Kemenpar, (2010), Kepariwisataan, Diakses di http://www.kemenpar.go.id/userfiles/file/4636_1364UUTentangKepariwisataannet1.pdf pada tanggal 15 Juli 2017.

....., (2011), Rencana induk pembangunan kepariwisataan nasional tahun 2010-2025 di akses di <http://www.kemenpar.go.id/userfiles/file/penjelasan.pdf> pada tanggal 15 Juli 2017.

....., (2015), Perkembangan wisatawan mancanegara menurut pintu masuk, 2010-2014, di akses di http://www.kemenpar.go.id/userfiles/file/PER_KEMBANGAN%20WISATAWAN%20MANCANEGARA%20MENUR_UT%20PINTU%20MASUK,%202010%20-%202014.pdf pada tanggal 15 Juli 2017.

....., (2015), Rencana strategis kementerian pariwisata Tahun 2015-2019, di akses di [http://www.kemenpar.go.id/userfiles/PERMEN%20PARIWISATA%20No_29%20Thn%202015%20ttg%20RENSTRA%20KEMENPAR\(1\).pdf](http://www.kemenpar.go.id/userfiles/PERMEN%20PARIWISATA%20No_29%20Thn%202015%20ttg%20RENSTRA%20KEMENPAR(1).pdf) pada tanggal 15 Juli 2017.

....., (2016), Jumlah kunjungan wisatawan mancanegara menurut pintu masuk dan kebangsaan, di akses di <http://www.kemenpar.go.id/userfiles/desember.pdf> pada tanggal 15 Juli 2017.

....., (2017), Jumlah kunjungan wisatawan mancanegara menurut pintu masuk dan kebangsaan, di akses di [http://www.kemenpar.go.id/userfiles/desember\(1\).pdf](http://www.kemenpar.go.id/userfiles/desember(1).pdf) pada tanggal 15 Juli 2017.

- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). di akses di http://www.kvimir.co.in/sites/kvimir.co.in/files/ebook_attachments/Keller%20Strategic%20Brand%20Management.pdf pada tanggal 17 Juli 2017.
- Kladou, S., & Kehagias, J. (2014). Assessing destination brand equity: An integrated approach. *Journal of Destination Marketing & Management*, 3 (1), 2-10.
- Konečnik, M. (2010). Extending the tourism destination image concept into customer-based brand equity for tourism destination. *Economic Research-Ekonomska Istraživanja*, 23 (3), 24-42.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (12th ed.). (B. Sabran, Penerjemah) Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran* (13th ed.). (B. Sabran, Penerjemah) Jakarta: Erlangga.
- Myagmarsuren, O., & Chen, C.-F. (2011). Exploring relationships between destination brand equity, satisfaction, and destination loyalty: A case study of Mongolia. *Journal of Tourism, Hospitality & Culinary Arts*, 3 (2), 81-94.
- Pike, S. D., Bianchi, C., F., K. G., & Patti, C. (2010). Consumer-based brand equity for Australia as a long haul tourism destination in an emerging market. *International Marketing Review*, 27 (4).
- Pike, S., & Bianchi, C. (2013). Destination brand equity for Australia: Testing a model of CBBE in short haul and long haul markets. *Journal of Hospitality and Tourism Research*, 20 (10), 1-21.
- Qaemi, V. (2012). An empirical survey on perceived value from tourism destination based on brand equity model: A case study of Qeshm Island. *Management Science Letters*, 2347-2354.
- Sekaran, U. (2006). *Research Methods for Business* (4th ed.). (K. M. Yon, Penerjemah) Jakarta: Salemba Empat.
- Sugiyono. (2011). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- UNWTO, 2008, Climate change and tourism – responding to global challenges, Diakses di <http://www.e-unwto.org/doi/pdf/10.18111/9789284412341> pada tanggal 9 Agustus 2017.
- UNWTO, 2013, Aid for trade and value chains in tourism, Diakses di <http://www.e-unwto.org/doi/pdf/10.18111/9789284415977> pada tanggal 9 Agustus 2017.

- Vinh, T. T., Nga, V. T., & Nguyen, N. P. (2017). The causal relationships between components of customer-based brand equity for a destination: Evidence from South Korean tourists in Danang City, Vietnam. *Asian Economic and Financial Review*, 7 (4), 358-367.
- Vinh, T. T., Nga, V. T., Dung, C. T., & Thanh, D. T. (2015). Customer based brand equity and its application to destination: A case of domestic tourists in Danang City, Vietnam. *Australian Journal of Basic and Applied Sciences*, 9 (23), 275-281.
- Xia, W., Jie, Z., Chaolin, G., & Feng, Z. (2009). Examining antecedents and consequences of tourist satisfaction: A structural modeling approach. *Tsinghua Science and Technology*, 14 (3), 397-406.

