

DAFTAR PUSTAKA

- Ahrial, Ferri. (2014). *Taman Film Bandung: Ruang Apresiasi dan Edukasi Film Untuk Masyarakat*. [online]. Tersedia: <http://news.indonesiakreatif.net/taman-film-bandung/>
- Dmitrovi et al. (2009)." Conceptualizing tourist satisfaction at the destination level. *International Journal of Culture, Tourism and Hospitality Research*, Vol. 3 Iss 2 pp. 116 – 126
- Freathy, Frank. (2000). *Market segmentation in European airport sector*. Scotland.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis (Konvergensi Teknologi Komunikasi dan Informasi)*. Bandung: PT Refika Aditama.
- J.R Brent Ritchie, V. W. (2010). *Tourism experience manage research emergence evolution and future directions*. Emerald Insight.
- Kotler, Phillip dan Kevin Lane Keller. (2016). *Marketing Management, Fifteenth Edition*.Essex, England:Pearson Education.
- Mardiana, Dian. (2015). Taman Di Bandung Yang Bagus dan Unik. [online]. Tersedia: <http://tempatwisatadibandung.info/taman-di-bandung/>
- Muhammad Ganjar dan Widya Sastika. (2015). *Modul Praktika Komputer Untuk Riset Pasar dan Penjualan*. Bandung: Telkom University
- O'Connell, P. F. (2000). *Market segmentation in the European airport sector*. Emerald Insight.
- Rageh et al. (2013). *Using netnography research method to reveal the underlying dimensions of the customer/tourist experience*.An International Journal, Vol. 16 Iss 2 pp. 126 – 149
- Rangkuti, Freddy. (2010). *Dongkrak Penjualan Melalui Marketing Strategy & Competitive Positioning*. Jakarta: PT Gramedia Pustaka Utama.
- Santoso, Teguh. (2011). *Marketing Strategic: Meningkatkan Pangsa Pasar dan Daya Saing* . Yogyakarta: Oryza.
- Sekaran, Uma. (2006). *Reseach Methods For Business, Edisi Empat* (Kwan Men Yon, Penerjemah). Jakarta: Salemba Empat.

Sheng Chieh-Wen Dan Ming-Chia Chen. (2014),*Tourist experience expectattions: questionnaire development and text narrative analysis*. *International Journal of Culture, Tourism and Hospitality Research*, Vol. 7 Iss 1 pp. 93 – 104.

Simamora, Bilson (2005). *Analisis Multivariat Pemasaran*, Jakarta: PT Gramedia Pustaka Utama.

Tjiptono, Fandy. (2008). *Pemasaran Strategik*.Yogyakarta: ANDI Venkatesa, Rajkumar. (2007). *Cluster analysis for segmentation*. United Kingdom.