

DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
[https://doi.org/https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2005). Atitudes, Personality and Behavior. Dalam *Mapping social psychology*.
- Ajzen, I. (2006). *Behavioral interventions based on the theory of planned behavior*.
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*.
<https://api.semanticscholar.org/CorpusID:142061533>
- Ajzen, I., & Fishbein, M. (2005). The Influence of Attitudes on Behavior. Dalam *The handbook of attitudes* (Vol. 173, hlm. 173–221).
- Budi, A. (2013). *Manajemen Marketing Perhotelan* (1 ed.). CV Andi Offset.
- Ervina, E., Indra, D., & Taufiq, R. (2021). Critical Success Factors (CSFs) on virtual hotel operators in Bandung city. *IOP Conference Series: Earth and Environmental Science*, 704(1). <https://doi.org/10.1088/1755-1315/704/1/012012>
- Ervina, E., Taufiq, R., & Masatip, A. (2021). Guest Satisfaction on Star Hotel Preparedness In New Normal Era of Covid-19. *Asia Pacific Management and Business Application*, 010(01), 21–38. <https://doi.org/10.21776/ub.apmba.2021.010.01.2>
- Ervina, E., Taufiq, R., & Ratna, R. (2023). Hotel Post Covid-19: How Preparedness Affects Guest Satisfaction In A Mid-Scales Hotel. *Jurnal Manajemen Indonesia*, 23(1), 24. <https://doi.org/10.25124/jmi.v23i1.4610>
- European Travel Commission. (2020). *Study on Generation Z travellers : a handbook produced for the European Travel Commission (ETC) by TOPOSOPHY Ltd*. European Travel Commission (ETC).
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research* (Vol. 27).
- Fitriani, E. (2020). *Survei Nielsen: Generasi Z Habiskan Uang untuk Liburan*.
<https://www.beritasatu.com/ekonomi/697547/survei-nielsen-generasi-z-habiskan-uang-untuk-liburan>.
- Forsey, C. (2019). *These Influencers Are Computer-Generated: The Future of Marketing, or Untrustworthy Advertising*. <https://blog.hubspot.com/marketing/virtual-influencers>.
- Francis, T., & Hoefel, F. (2018). *True Gen: Generation Z and Its Implications for Companies*. McKinsey & Company. .
<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-andits-implications-for-companies>.

- Gena, D., Riyanda, F., & Sharif, O. O. (2019). *ANALISIS CUSTOMER VALUE INDEX DALAM MEMILIH ATRIBUT HOTEL DI KOTA BANDUNG CUSTOMER VALUE INDEX ANALYSIS IN CHOOSE HOTEL ATTRIBUTES IN BANDUNG CITY*.
- Haddouche, H., & Salomone, C. (2018). Generation Z and the tourist experience: tourist stories and use of social networks. *Journal of Tourism Futures*, 4(1), 69–79. <https://doi.org/10.1108/JTF-12-2017-0059>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective*.
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659–668. <https://doi.org/https://doi.org/10.1016/j.ijhm.2010.01.001>
- Humas Kota Bandung. (2023). *Okupansi Hotel Di Kota Bandung Melejit Hingga 95 Persen*. <https://www.bandung.go.id/news/read/7956/okupansi-hotel-di-kota-bandung-melejit-hingga-95-persen>.
- Jayani, D. (2021). *Proporsi Populasi Generasi Z dan Milenial Terbesar di Indonesia*. <https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>.
- Leone, C. (1995). A review: Eagly, A. H., & Chaiken, S. (1993). The psychology of attitudes. New York: Harcourt, Brace, & Janovich. *Psychology and Marketing*, 12, 459-466.
- Phanthong, R., & Settanaranon, W. (2011). *Differences of Consumers' Perception and Attitude towards Marketing Communication through media: comparison generation X, Y, and Z inThailand* (hlm. 117).
- Rustine, M. (2023). *Potensi Penggunaan Influencer Virtual Indonesia Bagi Pemasaran Pariwisata Indonesia*. 5(2). <https://doi.org/10.37253/altasia.v5i2.7875>
- Tripadvisor. (2023). *Panduan untuk menarik perhatian Gen-Z ke bisnis pariwisata Anda* . <https://www.tripadvisor.com/business/id/insights/uncategorized/resources-id/a-guide-to-attracting-gen-z-to-your-hospitality-business/>.
- Wu, K.-S., Wu, & Teng, Y.-M. (2011). Applying the extended theory of planned behavior to predict the intention of visiting a green hotel. *African Journal of Business Management*, 5, 7579–7587. <https://doi.org/10.5897/AJBM11.684>
- Yang, F. X., & Lau, V. M. C. (2015). “LuXurY” hotel loyalty—a comparison of Chinese Gen X and Y tourists to Macau. *International Journal of Contemporary Hospitality Management*, 27(7), 1685–1706.