

DAFTAR PUSTAKA

- Abisatya, D. (2009). *Competitive Advertising Serta Dampaknya Pada Perilaku BrandSwitching Konsumen*. vol.X(1), 1-16.
- Adnan. (2017). *Perilaku Konsumen*. Lhokseumawe: SEFA BUMI PERSADA.
- Ariyanti, K., & Iriani, S. S. (2014). Pengaruh Persepsi Nilai Dan Persepsi Resiko Terhadap Niat Beli Kosmetik Organik Kurnia Ariyanti Sri Setyo Iriani. *Jurnal Ilmu Manajemen /*, 2(4), 1186–1196. www.marthatilaar.com,
- Audina, R., Abrian, Y., & Waryono, W. (2023). Kontribusi Variety Seeking Terhadap Brand Switching di Rocky Plaza Hotel Kota Padang. *Jurnal Kajian Pariwisata Dan Bisnis Perhotelan*, 3(3), 199–205. <https://doi.org/10.24036/jkpbp.v3i3.55772>
- Bashori, A. (2018). Pengaruh Ketidakpuasan Dan Kebutuhan Mencari Variasi Terhadap Perpindahan Merek Smartphone Samsung Ke Merek Smartphone Lain Di Wilayah Surabaya. *Jurnal Ilmu Manajemen (JIM)*, 6(1), 1–8.
- Burnham, T. A., Frels, J. K., & Mahajan, V. (2003). Consumer switching costs: A typology, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 31(2), 109–126. <https://doi.org/10.1177/0092070302250897>
- Carsky, M. L., Smith, M. F., & Dickinson, R. A. (1995). Measuring the Involvement Construct: *Journal of International Food & Agribusiness Marketing*, 6(4), 71–102. https://doi.org/10.1300/j047v06n04_05
- Cheng, Q., Du, R., & Ma, Y. (2016). Factors influencing theme park visitor brand-switching behaviour as based on visitor perception. *Current Issues in Tourism*, 19(14), 1425–1446. <https://doi.org/10.1080/13683500.2014.885497>
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Choi, J. G., Tkachenko, T., & Sil, S. (2011). On the destination image of Korea by Russian tourists. *Tourism Management*, 32(1), 193–194. <https://doi.org/10.1016/j.tourman.2009.12.002>
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)

- Daffa, K. Van, & Ratnasari, I. (2022). Pengaruh Citra Destinasi dan Promosi Terhadap Kepuasan Wisatawan di Puncak Sempur Kabupaten Karawang. *Jurnal Ilmiah Wahana Pendidikan*, 8(1), 362–372. <https://doi.org/10.5281/zenodo.5847407>
- Dharmmesta, B. S. (1999). Loyalitas Pelanggan: Sebuah Kajian Konseptual sebagai Panduan bagi Peneliti. *Jurnal Ekonomi Dan Bisnis Indonesia*, 14(3), 73–88.
- Dr. Sandu Siyoto, SKM., M.Kes. (2015).
- Enrique Bigné, J., Sánchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103–115. <https://doi.org/10.1108/17506180910962113>
- Esch, F. R., Langner, T., Schmitt, B. H., & Geus, P. (2006). *Are brands forever? How brand knowl_edge and relationships affect current and future purchases. Journal of Product & Brand Management*, 15. 98–105.
- Feinberg, F. M., Kahn, B. E., & McAlister, L. (1992). Market Share Response When Consumers Seek Variety. *Journal of Marketing Research*, 29(2), 227. <https://doi.org/10.2307/3172572>
- Flags, S., Parks, T., Busch, A., Parks, T., Stu-, U., & Parks, P. (2015). *The Future of the Theme Park and Attraction Industry: A Management Perspective General Profile of the Responding Parks*. 40(November 2001), 139–147.
- Ghazali, I. (2016). Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8. *Aplikasi Analisis Multivariete Dengan Program (IBM SPSS) Edisi 8*.
- Ghazali, I. (2018). Aplikasi Analisis Multivariete dengan Program IBM SPSS 25. In *Aplikasi Analisis Multivariete dengan Program IBM SPSS 25*.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Givon, M. (1984). Variety Seeking Through Brand Switching. *Marketing Science*, 3(1), 1–22. <https://doi.org/10.1287/mksc.3.1.1>
- Guthrie, M. F., & Kim, H. S. (2009). *The relationship between consumer involvement and brand perceptions of female cosmetic consumers. Journal of Brand Management*. 17 (2), 114-133.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1–2), 1–12. <https://doi.org/10.1016/j.lrp.2013.01.001>

- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510. <https://doi.org/10.1177/1096348009344212>
- Hanif, A., Kusumawati, A., & Mawardi, M. K. (2016). Pengaruh Citra Destinasi Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas Wisatawan. *Jurnal Administrasi Bisnis (JAB)*, 38(1), 44–52.
- Hermantoro, H. (2001). creative-based tourism dari wisata rekreatif menuju wisata kreatif. *Creative-Based Tourism Dari Wisata Rekreatif Menuju Wisata Kreatif*.
- Homburg, C., & Giering, A. (2001). *Personal characteristics as moderators of the relationship between customer satisfaction and loyalty: An empirical analysis. Psychology and Marketing*, 18(1), 43 –66.
- Hsu, C., & Cai, L. (2009). Brand Knowledge, Trust and Loyalty-A Conceptual Model of Destination Branding. *International CHRIE Conference- ...*, 1–8. <http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1110&context=refereed>
- Huda, N., & Nurcahyati. (2018). Pengaruh Atribut Produk, Iklan, Harga, Dan Kebutuhan Mencari Variasi Terhadap Keputusan Perpindahan Merek Ke Yamaha NMAX Di Semarang Selatan. *Serat Acitya - Jurnal Ilmiah UNTAG Semarang*, 7(1), 130.
- I Ghazali, H. L. (2015). Partial Least Squares; Konsep, teknik dan aplikasi menggunakan program Smart PLS 3.0. *Partial Least Squares; Konsep, Teknik Dan Aplikasi Menggunakan Program Smart PLS 3.0*, Badan Penerbit Undip.
- Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2000). *Switching barriers and repurchase intentions in services. Journal of Retailing*. 76(2), 259 –274.
- Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2000). Switching barriers and repurchase intentions in services. *Journal of Retailing*, 76(2), 259–274. [https://doi.org/10.1016/S0022-4359\(00\)00024-5](https://doi.org/10.1016/S0022-4359(00)00024-5)
- Jones, M. A., & Reynolds, K. E. (2006). The role of retailer interest on shopping behavior. *Journal of Retailing*, 82(2), 115–126. <https://doi.org/10.1016/j.jretai.2005.05.001>
- Jones, T. O., & Sasser, W. E. (2009). [Http://Hbr.Harvardbusiness.Org/1995/11/Why-Satisfied-Customers-](http://Hbr.Harvardbusiness.Org/1995/11/Why-Satisfied-Customers-.). *Journal Harvard Business*, 1–12. <http://hbr.harvardbusiness.org/1995/11/why-satisfied-customers-defect/ar/pr>
- Kahn, B. E. (1995). Consumer variety-seeking among goods and services. An integrative review. *Journal of Retailing and Consumer Services*, 2(3), 139–148. [https://doi.org/10.1016/0969-6989\(95\)00038-0](https://doi.org/10.1016/0969-6989(95)00038-0)

- Keaveney, S. M. (1995). in Service Industries : *Journal of Marketing*, 59(April), 71–82.
- Kotler, P. dan Keller, K. L. (2016). Marketing Management. New Jersey: Pearson Education, Inc. *Marketing Management. New Jersey: Pearson Education, Inc.*
- Kusdyah, I. (2012). Persepsi Harga, Persepsi Merek, Persepsi Nilai, Dan Keinginan Pembelian Ulang Jasa Clinic Kesehatan (Studi Kasus Erha Clinic Surabaya). *Jurnal Manajemen Pemasaran*, 7(1), 25–32. <https://doi.org/10.9744/pemasaran.7.1.25-32>
- Lai, T. . (2004). 'Service Quality and Perceived Value's Impact on Satisfaction, Intention and usage of Short Message Service (SMS)". '*Service Quality and Perceived Value's Impact on Satisfaction, Intention and Usage of Short Message Service (SMS)*', Vol. 6, No, 353–368.
- Lee, S., Chua, B. L., & Han, H. (2020). Variety-seeking motivations and customer behaviors for new restaurants: An empirical comparison among full-service, quick-casual, and quick-service restaurants. *Journal of Hospitality and Tourism Management*, 43(November 2019), 220–231. <https://doi.org/10.1016/j.jhtm.2020.04.004>
- M Nazir. (2005). Metode Penelitian Cetakam Keenam. *Metode Penelitian Cetakam Keenam.*
- Malhotra, A., & Malhotra, C. K. (2013). Exploring switching behavior of US mobile service customers. *Journal of Services Marketing*, 27(1), 13–24. <https://doi.org/10.1108/08876041311296347>
- Mazursky, D., Labarbera, P., & Aiello, A. (1987). When consumers switch brands. *Psychology & Marketing*, 4(1), 17–30. <https://doi.org/10.1002/mar.4220040104>
- Mowen, J. Minor, M. (2012). Perilaku Konsumen. *Perilaku Konsumen.*
- Mowen , John C., dan Minor, Mi. (2002). Perilaku Konsumen jilid 2 Edisi Kelima. *Perilaku Konsumen Jilid 2 Edisi Kelima.*
- Mukrimaa, S. S., Nurdyansyah, Fahyuni, E. F., YULIA CITRA, A., Schulz, N. D., غسان, د., Taniredja, T., Faridli, E. M., & Harmianto, S. (2016). No 主観的健康感を中心とした在宅高齢者における 健康関連指標に関する共分散構造分析Title. *Jurnal Penelitian Pendidikan Guru Sekolah Dasar*, 6(August), 128.
- Oliver, R. L. (2003). *of the Satisfaction Response*. 20(December 1993).
- Olson, Jerry, and P. P. (2014). Consumer Behavior and Marketing Strategy. 9th ed. ed. Muhammad Masykur. Salemba Empat. *Consumer Behavior and Marketing Strategy. 9th Ed. Ed. Muhammad Masykur. Salemba Empat.*

- Peter, J., & Olson, J. C. (2005). *Customer Behavior and Marketing Strategy*. 7th ed. Irwin McGraw-Hill. *Customer Behavior and Marketing Strategy*. 7th Ed. Irwin McGraw-Hill., 7th ed.
- Pitana, I Gede dan Surya Diarta, I. K. (2009). *Pengantar Ilmu Pariwisata. Pengantar Ilmu Pariwisata*.
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>
- Raju, P. S. (1980). Optimum Stimulation Level: Its Relationship to Personality, Demographics, and Exploratory Behavior. *Journal of Consumer Research*, 7(3), 272. <https://doi.org/10.1086/208815>
- SALMAN PALUADI. (2016). *ANALISIS PENGARUH ELECTRONIC WORD OF MOUTH (e-WOM) TERHADAP CITRA DESTINASI, KEPUASAN WISATAWAN, DAN LOYALITAS DESTINASI PERKAMPUNGAN BUDAYA BETAWI (PBB) SETU BABAKAN JAKARTA SELATAN*. 282.
- Sang, H., Xue, F., & Zhao, J. (2018). What Happens When Satisfied Customers Need Variety? –Effects Of Purchase Decision Involvement and Product Category on Chinese Consumers’ Brand-Switching Behavior. *Journal of International Consumer Marketing*, 30(3), 148–157. <https://doi.org/10.1080/08961530.2018.1423662>
- Sekaran, U. (2013). *Research Methods for Bussines*. In *Research Methods for Bussines*.
- Srinivasan, N., & Ratchford, B. T. (1991). An Empirical Test of a Model of External Search for Automobiles. *Journal of Consumer Research*, 18(2), 233. <https://doi.org/10.1086/209255>
- Sweeney dan Soutar. (2011). *No Title*.
- U Sekaran, R. B. (2017). *Metode Penelitian Untuk Bisnis Edisi 6 Buku 2 (e6 Buku 2). Metode Penelitian Untuk Bisnis Edisi 6 Buku 2 (E6 Buku 2)*.
- Utama, I. G. B. R. 2017. P. P. Y. : A. (2017). *Pemasaran Pariwisata*.
- Wibowo, S. F., Sazali, A., & Kresnamurti R. P., A. (2016). the Influence of Destination Image and Tourist Satisfaction Toward Revisit Intention of Setu Babakan Betawi Cultural Village. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 7(1), 136–156. <https://doi.org/10.21009/jrmsi.007.1.08>
- Widyaningrum, D. R. (2016). Potensi Dan Pengembangan Obyek Wisata Di Kecamatan Wonogiri Selogiri Kabupaten Wonogiri Tahun 2015. *Potensi Dan Pengembangan Obyek Wisata Di Kecamatan Wonogiri Selogiri Kabupaten Wonogiri Tahun 2015*.
- Yoeti, Oka, A. (2002). *Perencanaan Strategis Pemasaran Daerah Tujuan Wisata. Perencanaan Strategis Pemasaran Daerah Tujuan Wisata*.

Zeithaml, V. A. (1983). Antithymocyte globulin reacts with many normal human cell types. *Blood*, 62(5), 1047–1054.
<https://doi.org/10.1182/blood.v62.5.1047.1047>

<https://www.kajianpustaka.com/2023/04/persepsi-nilai-perceived-value.html>