

DAFTAR PUSTAKA

- Agoes, Adrian dan Agustiani, Indah Nur. 2021. *Kajian Pengalaman Wisatawan Pada Kunjungan Wisata Perdesaan (Contoh Implementasi di Kampung Tajur Kahuripan, Kabupaten Purwakarta)*. Sleman: Deepublish.
- Ahsanah, U., dan Artanti, Y, 2021, The Role of Memorable Tourism Experiences in the Relation between City Image and Visitor Engagement Toward Re-Visit Intention to Yogyakarta City, *Jurnal Manajemen Bisnis*, 12(1), 56–70
- Akel, Gökhan. 2022. *Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices*. Turkey: IGI Global.
- Badan Pusat Statistik. 2022. *Perkembangan Pariwisata dan Transportasi Nasional Agustus 2022*. Berita Resmi Statistik.
- Busro, M. 2018. *Teori-Teori Manajemen Sumber Daya Manusia*. Jakarta: Prenadamedia Goup.
- Darma, Budi. 2021. *Statistika Penelitian Menggunakan SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R²)*. Bogor: Guepedia.
- Echdar, Sabhan. 2017. *Metode Penelitian Manajemen dan Bisnis*. Bogor: Ghalia Indonesia.
- Ghozali, Imam. 2017. *Konsep & Aplikasi dengan program AMOS 21.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hamzah, L.M; Awaluddin, I; dan Maimunah, E. 2016. *Pengantar Statistika Ekonomi*. Bandar Lampung: AURA (Anugrah Utama Raharja).
- Haryono, Budi. 2021. *How To Develop Indonesia Archipelago Through Tourism*. Yogyakarta: ANDI
- Isdarmanto. 2017. *Dasar-Dasar Kepariwisata dan Pengelolaan Destinasi Pariwisata*. Yogyakarta. Penerbit Gerbang Media Aksara dan STIPAM Yogyakarta.
- Ismagilova, E; Dwivedi, Y. K; Slade, E; dan Williams, M. D. 2017. *Electronic Word of Mouth (Ewom) in the Marketing Context A State of the Art Analysis and Future Directions*. Switzerland: Springer.
- Jauhari, Vinnie. 2017. *Hospitality Marketing and Consumer Behaviour: Creating Memorable Tourism Experience*. USA: Apple Academic Press.
- Juliandi, Azuar, Irfan dan Saprinal Manurung. 2014. *Metodologi Penelitian Bisnis Konsep dan Aplikasi*. Medan: Umsu Press.
- Kebumen, Dinas Komunikasi dan Informatika Kabupaten. 2023. *Statistik Sektoral Kabupaten Kebumen Tahun 2023 (Tahun Data 2017-2022)*. Kebumen: Dinas Komunikasi dan Informatika Kabupaten Kebumen.

- Kim, Jong-Hyeong, 2017, The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction, *Journal of Travel Research*, No. 1-15
- Klein, H.J.; Becker, T.E. dan Meyer, J.P. 2012. *Commitment Organization*. New York: Routledge.
- Kotler, Philip; dan Keller, Kevin Lane. 2016. *Marketing Management*. Edisi 15. USA: Pearson Education.
- Kurniasih, Dedeh. 2021. *Kepuasan Konsumen Studi terhadap Word of Mouth, Kualitas Layanan, dan Citra Merek*. Banten: Bintang Sembilan Visitama.
- Latief, Rusman. 2019. *Word of Mouth Communcation Penjualan Produk*. Surabaya: Media Sahabat Cendikia.
- Machine, David; Cambell, Michael J; Tan, Say Beng; dan Tan, Sze Huey. 2009. *Sampe Size Tables for Clinical Studies, Third Edition*. Chichester; Wiley Blackwell.
- Maharaniputri, Aninda; Pujiastuti, Eny Endah; dan Adi Soeprapto, 2021, Pengaruh Memorable Tourist Experience (MTE) Terhadap Affective Commitment dan Behaviour Storytelling. *Journal of Tourism and Creativity*, Vol. 5, No. 1-13
- Mahdzar, Mazlina; Shuib, Ahmad; Sridar, Ramachandran, dan Afandi, Syamsul Herman Mohammad, 2015, The Role of Destination Attributes and Memorable Tourism Experience in Understanding Tourist Revisit Intentions, *American-Euras. J. Agric. & Environ. Sci., 15 (Tourism & Environment, Social and Management Sciences)*, Vol.15, Hal. 32-39
- Menendez, Ana R; Correia, Marisol B; Matos, Nelson, dan Adap, Charlene, 2020, Understanding Online Consumer Behavior and eWOM Strategies for Sustainable Business Management in the Tourism Industry, *Journal Sustainability*, 12, 8972
- Mohammed, Abdulalem, dan Al-Swidi, Abdullah, 2020, The Mediating Role of Affective Commitment Between Coporate Social Responsibility and EWOM in The Hospitality Infustry, *Journal of Sustainable Tourism*, 29:4, 570-594
- Nowacki, Marek. 2013. *The Determinants of Satisfaction of Tourist Attractions Visitor*. Pozan. ACTIVE.
- Paisri, Wanwisa; C. Ruanguttamanun; dan Narissara Suchapong, 2022, Customer Experience and Commitment on e-WOM and Revisit Intention: A case of Taladongchom Thailand, *Cogent Business & Management*, 9(1)
- Pechuan, I.G; Marques, D.P; Ortiz, M.P. P; Vendrell, E. dan Ramirez, C.F. 2013. *Strategies in e-business*. Jerman: Springer Science & Business Media.

- Pinto, Patricia, dan Manuela Guerreiro. 2020. *Handbook of Research on Resident and Tourist Perspectives on Travel Destinations*. USA: IGI Global.
- Prabawa, I Made A; Ekawati, Ni Wayan, Yasa, Ni Nyoman K; dan Suparna, Gede. 2019. *Customer Experience dan Brand Image Untuk Membangun Kepuasan Konsumen dan Repurchased Intention Konsep dan Aplikasi*. Jawa Tengah: Lakeisha.
- Prayoga, I Komang W; dan Yasa, Ni Nyoman Kerti. 2023. *Electronic Word of Mouth, Brand Image, dan Purchase Intention: Konsep dan Studi Kasus Pada Calon Konsumen Kedai Kopi Fore Coffe*. Jawa Tengah: Media Pustaka Indo.
- Prebensen, Nina K; Chen, Joseph S; dan Uysal, Muzzafer S. 2018. *Creating Experience Value in Tourism*. London, Uk: CAB International.
- Pujiastuti, E. E; Soeparpto, A; Susanta, S; Utomo, Humam S; dan Maharani Putri, A, 2022, The Role of Perceived Value in Understanding Tourist Experience and Post Experience at Heritage Destinations, *Journal Siasat Bisnis* 26, Vol. 1, page 36-56
- Rajab, Enny dan Andi Jam'an. 2017. *Metode Penelitian Bisnis*. Makassar: Lembaga Perpustakaan dan Penerbitan Universitas Muhammadiyah Makassar.
- Radzi, Salleh Mohd; Sumarjan, Norzuwana; Chik, Chemah Tamby; Salehuddin, Mohd; Zahari, Mohd; Mohi, Zurinawati; Bakhtiar, Mohd Faez Saiful; dan Anuar, Faiz Izwan. 2015. *Theory and Practice in Hospitality and Tourism Research*. New York: CRC Press.
- Ratten, Vanessa; Braga, Vitor; dan Marques, Carla Susana. 2018. *Knowledge Learning and Innovation: Research Insight on Cross-Sector Collaborations*. Switzerland; Springer International Publishing.
- Rossanty, Yossie, Nasution, M. Dharma Tuah P; dan Ario, Firman. 2018. *Consumer Behaviour in Era Millenial*. Medan: Lembaga Penelitian dan Penulisan Ilmiah Aqli.
- Sabarini, Sri Santoso, Liskustyawati, H; Sunardi, Satyawan, Budhi, Nugroho D; dan Putra, Baskoro Nugroho. 2021. *Persepsi dan Pengalaman Akademik Dosen Keolahragaan Mengimplementasikan E-Learning pada Masa Pandemi Covid-19*. Sleman: Deepublish.
- Saleh, Muhammad Yusuf dan Said, Miah. 2019. *Konsep dan Strategi Pemasaran*. Makassar: CV Sah Media.
- Scuttari, Anna. 2019. *Cycling and Motorcycling Tourism*. Switzerland: Springer Nature Switzerland AG.
- Setiadi, Nugroho J. 2015. *Perilaku Konsumen Edisi Revisi*. Jakarta: Kencana.

- Solimun, Fernandes, A. A. R; dan Nurjannah. 2017. *Metode Statistika Multivariat Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS*. Malang: UB Press.
- Sotiriadis, Marios; dan Gursoy, Dogan. 2016. *The Handbook of Managing and Marketing; Tourism Experience*. UK: Emerald Group Publishing Limited.
- Sugiyono. 2019. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukaatamdja, I Putu Gede, Widagda, I Gusti Ngurah J. A; dan Rahmayanti, Putu L. D. 2022. *Strategi Untuk Meningkatkan Kunjungan Wisatawan Nusantara ke Bali Pada Era New Normal: Konsep dan Aplikasi*. Bali: Lakeisha.
- Suryaningsih, Ika B; Sularso, Andi, dan Handriana, Tanti. 2020. *Manajemen Pemasaran Pariwisata dan Indikator Pengukuran*. Yogyakarta: Samudra Biru.
- Suwatno. 2019. *Pemimpin dan Kepemimpinan dalam Organisasi Publik dan Bisnis*. Jakarta: Bumi Aksara.
- Suwena, I. Ketut; dan Widyatmaja, I Gusti Ngurah. 2017. *Pengetahuan Dasar Ilmu Pariwisata*. Denpasar: Pustaka Larasan.
- Titin, Budiyanto, dan Suhermin. 2023. *Komitmen Bersama dan Kinerja Koperasi*. Sumatera Barat: PT Global Eksekutif Teknologi.
- Umar, Husein. 2011. *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: PT Raja Grafindo Persada.
- Utama, I. Gusti Bagus Rai. 2017. *Pemasaran Pariwisata*. Yogyakarta: Andi.
- Wisnawa, I Made Bayu, Kartimin, I Wayan, dan Hartini, Ni Made. 2022. *Brand dan E-Marketing Pariwisata*. Sleman: Deepublish
- Wisnawa, I Made Bayu, Prayogi, P. A dan Sutapa, I Ketut. 2019. *Manajemen Pemasaran Pariwisata Model Brand Loyalty Pengembangan Potensi Wisata di Kawasan Pedesaan*. Yogyakarta: CV Budi Utama.
- Wu, Hung-Che, Wi-En Hong, Yi-Chang Chen, dan Tsung-Pao Wu, 2016, Experiential Quality, Affective Commitment, Zoo Image, Novelty-Seeking, Experiential Satisfaction and Revisit Intention, *International Conference on Hospitality and Tourism Management*, Vol. 4, 92-100
- Yusuf, Muhammad dan Daris, Lukman. 2018. *Analisis Data Penelitian Teori & Aplikasi dalam Bidang Perikanan*. Bogor: IPB Press.
- Yusuf, Ria Mardiana dan Syarif, Darman. 2017. *Komitmen Organisasi*. Makassar: NAS Media Pustaka.

Zhang, Hongmei; Wu, Y; dan Buhalis, D, 2017, A Model Perceived Image Memorable Tourism Experiences and Revisit intention, *Journal of Destination Marketing and Management*, Vol. 8, 326-336

Zhong, Yun Y; Busser, J; and Baloglu, Seyhmus, 2017, A Model of Memorable Tourism Experience: The Effects on Satisfaction, Affective Commitment, and Storytelling, *Tourism Analysis*, 22(2), 201-217

Sumber Internet:

<https://www.kebumenkab.go.id/index.php/web/page/23>. Diakses pada tanggal 20 Februari 2023

<https://goo.gl/maps/sAmHn994PXebJGoZ7>. Diakses pada tanggal 1 April 2023

<https://sikopat.kebumenkab.go.id/index.php/wisata/index/wisata/7d0665438e81d8eceb98c1e31fca80c1>. Diakses pada 1 April 2023

<https://www.garisantai.com/pantai-ayah-logending/>. Diakses pada tanggal 29 Juni 2023

https://id.wikipedia.org/wiki/Pantai_Logending. Diakses pada tanggal 29 Juni 2023