

DAFTAR PUSTAKA

- Ab Hamid, M. R., Sami, W., & Sidek, M. H. M. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker Criterion Versus HTMT Criterion. *Journal of Physics: Conference Series*, 890(1), 12163.
- Al-Rahmi, W. M., Yahaya, N., Aldraiweesh, A. A., Alamri, M. M., Aljarboa, N. A., Alturki, U., & Aljeraiwi, A. A. (2019). Integrating Technology Acceptance Model With Innovation Diffusion Theory: An Empirical Investigation on Students' Intention to Use E-Learning Systems. *Ieee Access*, 7, 26797–26809.
- Alrubaiee, L., & Al-Nazer, N. (2010). Investigate the impact of relationship marketing orientation on customer loyalty: The customer's perspective. *International Journal of Marketing Studies*, 2(1), 155.
- Amrhein, V., Greenland, S., & McShane, B. (2019). *Scientists Rise Up against Statistical Significance*. Nature Publishing Group.
- antara.com. (2023). *BPS: Perjalanan wisatawan Nusantara pada 2022 tumbuh 19,82 persen*. <https://www.antaranews.com/berita/3516057/bps-perjalanan-wisatawan-nusantara-pada-2022-tumbuh-1982-persen>
- ama.org. *Marketing and Brand definition*. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2, 159–170.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, 76(2), 1–16.
- Berger, J., & Heath, C. (2007). Where consumers diverge from others: Identity signaling and product domains. *Journal of Consumer Research*, 34(2), 121–134.
- Bijmolt, T. H. A., Leeflang, P. S. H., Block, F., Eisenbeiss, M., Hardie, B. G. S., Lemmens, A., & Saffert, P. (2010). Analytics for customer engagement. *Journal of Service Research*, 13(3), 341–356.

- Bowden, J. L.-H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74.
- Bowo, F. A., & Mahrudi, I. (2022). EFEKTIVITAS PELAYANAN PUBLIK DASAR DALAM PERSPEKTIF KUALITAS PELAYANAN. *Jurnal Perspektif-Jayabaya Journal of Public Administration*, 21(2), 104–114.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.
- Burnkrant, R. E., & Sawyer, A. G. (1983). Effects of involvement and message content on information-processing intensity. *Information Processing Research in Advertising*, 12(2), 46–64.
- Cacioppo, J. T., Petty, R. E., Kao, C. F., & Rodriguez, R. (1986). Central and peripheral routes to persuasion: An individual difference perspective. *Journal of Personality and Social Psychology*, 51(5), 1032.
- Chaplin, L. N., & Roedder John, D. (2005). The development of self-brand connections in children and adolescents. *Journal of Consumer Research*, 32(1), 119–129.
- Chen, X., Li, W., & Joo, D. (2021). Literary celebrity, tourists' self-destination connection, and brand engagement: Based on a marketing perspective of celebrity endorsement effects. *Journal of Hospitality and Tourism Management*, 48, 230–239.
- Chin, D. N. (2001). Empirical evaluation of user models and user-adapted systems. *User Modeling and User-Adapted Interaction*, 11, 181–194.
- Chowdhury, M. Z., Hasan, M. K., Shahjalal, M., Hossain, M. T., & Jang, Y. M. (2020). Optical Wireless Hybrid Networks: Trends, Opportunities, Challenges, and Research Directions. *IEEE Communications Surveys & Tutorials*, 22(2), 930–966.
- CNBC Indonesia. (2023). *Tok! Menang Sengketa Lahan, Pemerintah Kelola Hotel Sultan*. <https://www.cnbcindonesia.com/news/20230303143559-4-418649/tok-menang-sengketa-lahan-pemerintah-kelola-hotel-sultan>
- DPR.go.id. (2023). *MENJADIKAN PARIWISATA SEBAGAI SEKTOR*

UNGGULAN PENGHASIL DEVISA.

<https://www.dpr.go.id/doksetjen/dokumen/biro-apbn-apbn-MENJADIKAN-PARIWISATA-SEBAGAI-SEKTOR-UNGGULAN-PENGHASIL-DEVISA-1433409452.pdf>

- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1990). *Consumer behavior*. Dryden Press.
- Escalas, J. E. (2004). Narrative Processing: Building Consumer Connections to Brands. *Journal of Consumer Psychology*, *14*(1–2), 168–180.
- Fincher, S. A., & Robins, A. V. (2019). *The Cambridge Handbook of Computing Education Research*. Cambridge University Press.
- García-Silva, S., Benito-Martín, A., Sánchez-Redondo, S., Hernández-Barranco, A., Ximénez-Embún, P., Nogués, L., Mazariegos, M. S., Brinkmann, K., Amor López, A., & Meyer, L. (2019). Use of Extracellular Vesicles from Lymphatic Drainage as Surrogate Markers of Melanoma Progression and BRAF V600E Mutation. *Journal of Experimental Medicine*, *216*(5), 1061–1070.
- Ghozali, I. (2011). *Structural Equation Modeling: Metode alternatif dengan Partial Least Square (pls)*. Badan Penerbit Universitas Diponegoro.
- Godey, B., Pederzoli, D., Aiello, G., Donvito, R., Chan, P., Tsuchiya, J., Skorobogatykh, I. I., Weitz, B., Oh, H., & Singh, R. (2013). Modeling links between the decision-making process and luxury brand attachment: An international comparison. *Journal of Global Scholars of Marketing Science*, *23*(4), 361–378.
- Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. *Management Research Review*.
- Guo, L., Gruen, T. W., & Tang, C. (2017). Seeing relationships through the lens of psychological contracts: the structure of consumer service relationships. *Journal of the Academy of Marketing Science*, *45*(3), 357–376.
- Hair Jr, Joe F, Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2017). Partial least squares structural equation modeling (PLS-SEM): An emerging tool

- in business research. *European Business Review*.
- Hair Jr, Joseph F, & Sarstedt, M. (2019). Factors Versus Composites: Guidelines for Choosing the Right Structural Equation Modeling Method. *Project Management Journal*, 50(6), 619–624.
- Hair Jr, Joseph F, Sarstedt, M., Ringle, & C. M., & Gudergan, S. P. (2017). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. saGe publications.
- Hanna, N., & Wozniak, R. (2001). *Consumer Behavior: An Applied Approach*. Prentice Hall.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335.
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88, 388–396.
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit Indices for Partial Least Squares Path Modeling. *Computational Statistics*, 28(2), 565–580.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28(2), 149–165.
- Hoyer, W. D., & MacInnis, D. J. (1997). *USA: Consumer Behaviour*.
- INC. GROLIER ELECTRONIC PUBLISHING. (1995). *User's Guide the 1995 Grolier Multimedia Encyclopedia Macintosh Version Paperback – January 1, 1995* (First Edit). GROLIER ELECTRONIC PUBLISHING, INC. <https://www.amazon.com/Grolier-Multimedia-Encyclopedia-Macintosh-Version/dp/B002QM1X0G>
- kememparekraf.go.id. (2021). *Tingkat Penghunian Kamar Hotel Bintang Tahun 2021*. <https://kememparekraf.go.id/statistik-akomodasi/Tingkat-Penghunian-Kamar-Hotel-Bintang-Tahun-2021>
- kememparekraf.go.id. (2023a). *RENCANA STRATEGIS KEMENPAREKRAF /*

- BAPAREKRAF 2020-2024.*
<https://eperformance.kemenparekraf.go.id/storage/media/993/RENSTRA-KEMENPAREKRAF-BAPAREKRAF-2020-2024.pdf>
- kemenparekraf.go.id. (2023b). *Tingkat Penghunian Kamar (TPK) Menurut Klasifikasi Bintang dan Nonbintang di Indonesia Tahun 2023 vs 2022.*
<https://api2.kemenparekraf.go.id/storage/app/uploads/public/645/22b/0fc/64522b0fc961d880761410.pdf>
- Kock, N. (2017). *WarpPLS User Manual: Version 6.0* (Vol. 141). ScriptWarp Systems: Laredo, TX,.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (edisi 13, Vol. 14). Erlangga.
- Krugman, H. E. (1965). The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 29(3), 349–356.
- Kumar, M. M. S., & Baldacci, M. E. (2010). *Fiscal deficits, public debt, and sovereign bond yields*. International Monetary Fund.
- Kumar, P., & Kumar Baradiya, V. (2019). Construction Risk Assessment through Partial Least Square Technique. *Proceedings of Recent Advances in Interdisciplinary Trends in Engineering & Applications (RAITEA)*.
- Lee, C., & Hallak, R. (2018). Investigating the Moderating Role of Education on a Structural Model of Restaurant Performance Using Multi-Group PLS-SEM Analysis. *Journal of Business Research*, 88, 298–305.
- Lian, J.-W., Yen, D. C., & Wang, Y.-T. (2014). An exploratory study to understand the critical factors affecting the decision to adopt cloud computing in Taiwan hospital. *International Journal of Information Management*, 34(1), 28–36.
- Mishra, A. R., Rani, P., Pardasani, K. R., & Mardani, A. (2019). A Novel Hesitant Fuzzy WASPAS Method for Assessment of Green Supplier Problem Based on Exponential Information Measures. *Journal of Cleaner Production*, 238, 117901.
- Mittal, B. (1995). A Comparative Analysis of Four Scales of Consumer Involvement. *Psychology & Marketing*, 12(7), 663–682.

- Mowen, J. C., & Minor, M. (1995). *Consumer Behavior*. 4-th ed. Jersey: Prentice Hall.
- Nambisan, S., & Baron, R. A. (2007). Interactions in virtual customer environments: Implications for product support and customer relationship management. *Journal of Interactive Marketing*, 21(2), 42–62.
- Narayanamurthy, V., Jeroish, Z. E., Bhuvaneshwari, K. S., Bayat, P., Premkumar, R., Samsuri, F., & Yusoff, M. M. (2020). Advances in Passively Driven Microfluidics and Lab-On-Chip Devices: A Comprehensive Literature Review and Patent Analysis. *RSC Advances*, 10(20), 11652–11680.
- okefinance.com. (2020). *Kronologi Hotel Sultan Tak Lagi Aset Negara dan Hotel Mulia Nyaris Kandas*.
<https://economy.okezone.com/read/2020/10/29/470/2301223/kronologi-hotel-sultan-tak-lagi-aset-negara-dan-hotel-mulia-nyaris-kandas>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44.
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311.
- Park, C., & Kim, Y. (2003). A framework of dynamic CRM: linking marketing with information strategy. *Business Process Management Journal*.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135–145.
- Pearl, J. (2012). *The Causal Foundations of Structural Equation Modeling*. California Univ Los Angeles Dept of Computer Science.
- Peraturan Pemerintah Nomor 67 Tahun 1996 tentang Penyelenggaraan Kepariwisata, Pub. L. No. 67 (1996).
- PERATURAN PRESIDEN NOMOR 18 TAHUN 2020. (2020). *PERATURAN PRESIDEN NOMOR 18 TAHUN 2020 tentang Rencana Pembangunan Jangka Menengah Nasional Tahun 2020-2024*.
<https://jdih.bappenas.go.id/peraturan/detailperaturan/1037>
- Peter, J. P., & Olson, J. C. (2005). *Consumer Behaviour and Marketing Strategy*

- (7th ed). McGraw-Hill/Irwin.
- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0. In *An updated guide and practical guide to statistical analysis*. Pearson London, UK.
- Richins, M. L., & Bloch, P. H. (1986). After the new wears off: The temporal context of product involvement. *Journal of Consumer Research*, 13(2), 280–285.
- Ridder, H.-G. (2017). The Theory Contribution of Case Study Research Designs. *Business Research*, 10(2), 281–305.
- Ritter, J. K., Lunenberg, M., Pithouse-Morgan, K., Samaras, A. P., & Vannasche, E. (2018). *Teaching, Learning, and Enacting of Self-Study Methodology*. Springer.
- Robertson, T. S. (1976). Low-commitment consumer behavior. *Journal of Advertising Research*.
- Rönkkö, M., & Cho, E. (2022). An Updated Guideline for Assessing Discriminant Validity. *Organizational Research Methods*, 25(1), 6–14.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences [by] John T. Roscoe*.
- Sasser, S., Kilgour, M., & Hollebeek, L. D. (2014). Marketing in an interactive world: the evolving nature of communication processes using social media. In *Harnessing the power of social media and web analytics* (pp. 29–52). IGI Global.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods* (4th editio). Business Students Pearson Education Limited.
- Sawhney, M., Verona, G., & Prandelli, E. (2005). Collaborating to create: The Internet as a platform for customer engagement in product innovation. *Journal of Interactive Marketing*, 19(4), 4–17.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214.

- Schutz, A. (1970). *Alfred Schutz on phenomenology and social relations* (Vol. 360). University of Chicago Press.
- Sekaran, U., & Bougie, R. (2011). *Business Research Methods: A Skill-Building Approach*. John Wiley & Sons Ltd.
- Sekaran, U., & Bougie, R. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Setiadi & Nugroho J, & SE, M. M. (2019). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga* (Vol. 3). Prenada Media.
- Sileyew, K. J. (2020). Systematic Industrial OSH Advancement Factors Identification for Manufacturing Industries: A Case of Ethiopia. *Safety Science*, 132, 104989.
- Skinner, D. J., & Srinivasan, S. (2012). Audit Quality and Auditor Reputation: Evidence from Japan. *The Accounting Review*, 87(5), 1737–1765.
- Smith, S. L. J., & Godbey, G. C. (1991). Leisure, recreation and tourism. *Annals of Tourism Research*, 18(1), 85–100.
- So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 38(3), 304–329.
- Socialblade.com. (2022). *Analisa Instagram The Sultan Hotel Jakarta*. <https://socialblade.com/instagram/user/thesultanhoteljkt>
- Srivastava, K., & Sharma, N. K. (2013). Service quality, corporate brand image, and switching behavior: The mediating role of customer satisfaction and repurchase intention. *Services Marketing Quarterly*, 34(4), 274–291.
- Stevens, D. E. (2002). The effects of reputation and ethics on budgetary slack. *Journal of Management Accounting Research*, 14(1), 153–171.
- Sugiyono, P. D. (2015). *Metode Penelitian Tindakan Komprehensif (Untuk Perbaikan Kinerja Dan Pengembangan Tindakan)*. Alfabeta.
- Sultanjakarta.com. (2022). *Landscape The Sultan Hotel and Jakarta*. <https://sultanjakarta.com>
- Sumarwan, U., & Krisnawati, L. (2003). *Perilaku Konsumen – Teori dan*

- Penerapannya dalam Pemasaran*. Ghalia Indonesia.
- Surat Keputusan Menteri Pariwisata, Pos, dan Telekomunikasi No. KM 37/PW. 340/MPPT- 86 TENTANG KETENTUAN USAHA DAN PENGGOLONGAN HOTEL MENTERI PARIWISATA, POS DAN TELEKOMUNIKASI, (1987).
- Taber, K. S. (2018). The use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48(6), 1273–1296.
- Taherdoost, H. (2018). A Review of Technology Acceptance and Adoption Models and Theories. *Procedia Manufacturing*, 22, 960–967.
- Tenenhaus, M., Amato, S., & Esposito Vinzi, V. (2004). A Global Goodness-of-fit Index for PLS Structural Equation Modelling. *Proceedings of the XLII SIS Scientific Meeting*, 1(2), 739–742.
- TRIBUN-TIMUR.COM MAKASSAR. (2019). *Sejarah Berdirinya Hotel Sultan yang Jadi Lokasi Debat, dan Sejarah Pemiliknya*.
<https://makassar.tribunnews.com/2019/02/18/tribunwiki-sejarah-berdirinya-hotel-sultan-yang-jadi-lokasi-debat-dan-sejarah-pemiliknya>
- Umemeke Chikere, C. M., Wilson, K., Graziadio, S., Vale, L., & Allen, A. J. (2019). Diagnostic Test Evaluation Methodology: A Systematic Review of Methods Employed to Evaluate Diagnostic Tests in The Absence of Gold Standard—An Update. *PLoS One*, 14(10), e0223832.
- Van Griethuijsen, L. I., & Trimmer, B. A. (2014). Locomotion in Caterpillars. *Biological Reviews*, 89(3), 656–670.
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2), 174–181.
- Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A generalized multidimensional scale for measuring customer engagement. *Journal of Marketing Theory and Practice*, 22(4), 401–420.
- World Economic Forum. (2013). *The Travel and Tourism Competitiveness Report 2013*. [https://www.weforum.org/reports/travel-and-tourism-](https://www.weforum.org/reports/travel-and-tourism-2013)

competitiveness-report-2013/

Xiong, Z., Zhu, Y., Qin, D., Chen, F., & Yang, R. (2018). Flexible Fire-Resistant Photothermal Paper Comprising Ultralong Hydroxyapatite Nanowires and Carbon Nanotubes for Solar Energy-Driven Water Purification. *Small*, *14*(50), 1803387.

Yao, Y., Lei, J., Shi, Y., Ai, F., & Lu, Y.-C. (2021). Assessment Methods and Performance Metrics for Redox Flow Batteries. *Nature Energy*, *6*(6), 582–588.

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, *52*(1), 1–14.

Zaichkowsky, J. L. (1985). Measuring the involvement construct. In *Journal of consumer research* (Vol. 12, Issue 3). Oxford University Press.

Zheng, J., Liu, R., Zhang, R., & Xu, H. (2022). How do firms use virtual brand communities to improve innovation performance? Based on consumer participation and organizational learning perspectives. *European Journal of Innovation Management*, ahead-of-print.