

DAFTAR PUSTAKA

- Aaker, D. A., & Biel, A. L. (2013). *Brand Equity & Advertising* (D. A. Aaker, D. A. Aaker, & A. Biel, Eds.). Psychology Press.
<https://doi.org/10.4324/9781315799537>
- Abror, A., Patrisia, D., & Engriani, Y. (2018). Service Quality, Customer Satisfaction and Customer Loyalty: Preliminary Findings. *Proceedings of the 4th Sriwijaya Economics, Accounting, and Business Conference*, 14–19.
<https://doi.org/10.5220/0008436300140019>
- Abu-Alhaija, A., Hussein Shanak, H., & Abu Allan, A. (2020). Relationship Between Customer Satisfaction and Customer Loyalty: A Review and Future Direction of Its Nature and Approaches. *EURASIAN JOURNAL OF SOCIAL SCIENCES*, 7, 28–39. <https://doi.org/10.15604/ejss.2019.07.04.003>
- Aggarwal, R., & Ranganathan, P. (2019). Study designs: Part 2 – Descriptive studies. *Perspectives in Clinical Research*, 10(1), 34.
https://doi.org/10.4103/picr.PICR_154_18
- Ahdika, A. (2017). Improvement of Quality, Interest, Critical, and Analytical Thinking Ability of Students through the Application of Research Based Learning (RBL) in Introduction to Stochastic Processes Subject. *International Electronic Journal of Mathematics Education*, 12(2), 167–191. <https://doi.org/10.29333/iejme/608>
- Aksar, M., Kayani, M., Ali, M., Aksar, M., Bilal Kayani, M., & Ali, M. (2020). *A Study of Customer Satisfaction and Customer Loyalty in the Restaurant and Hotel Industry of Pakistan 1*. 1, 137–151.

Alamsyah, P., & Wardi, Y. (2020). *The Impact of Tourist Engagement and Tourist Satisfaction on Tourist Loyalty: A Literature Review.*

Ali, F., & Muqadas, S. (2015). The Impact of Brand Equity on Brand Loyalty: The Mediating Role of Customer Satisfaction. In *Soc Sci Pakistan Journal of Commerce and Social Sciences* (Vol. 9, Issue 3).

Andrade, C. (2021). A Student's Guide to the Classification and Operationalization of Variables in the Conceptualization and Design of a Clinical Study: Part 1. *Indian Journal of Psychological Medicine*, 43(2), 177–179.

<https://doi.org/10.1177/0253717621994334>

Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40–47.

<https://doi.org/10.12816/0040336>

Aquinia, A., & Soliha, E. (2020). The effect of brand equity dimensions on repurchase intention. *Diponegoro International Journal of Business*, 3(2), 97–103.

<https://doi.org/10.14710/dijb.3.2.2020.97-103>

Awang, Z., Afthanorhan, A., & Mamat, M. (2015). The Likert scale analysis using parametric based Structural Equation Modeling (SEM). *Computational Methods in Social Sciences*, 4(1).

Ayesh, L., Abu-Ghazaleh, T., & Al-zyoud, M. F. (2021). *The Influence of Brand Equity on Customer Loyalty in Starbucks Chain in Jordan.*

<https://api.semanticscholar.org/CorpusID:236909540>

Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), 45–61.
<https://doi.org/10.1016/j.ijresmar.2006.01.005>

Bapat, D. (2017). Exploring the antecedents of loyalty in the context of multi-channel banking. *International Journal of Bank Marketing*, 35(2), 174–186.
<https://doi.org/10.1108/IJBM-10-2015-0155>

Benoit, S., Kienzler, M., & Kowalkowski, C. (2020). Intuitive pricing by independent store managers: Challenging beliefs and practices. *Journal of Business Research*, 115, 70–84. <https://doi.org/10.1016/j.jbusres.2020.04.027>

Bergel, M., Frank, P., & Brock, C. (2019). The role of customer engagement facets on the formation of attitude, loyalty and price perception. *Journal of Services Marketing*, 33(7), 890–903. <https://doi.org/10.1108/JSM-01-2019-0024>

Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences*, 5(3), 157. https://doi.org/10.4103/jpcs.jpcs_62_19

Bollen. (2011). Evaluating Effect, Composite, and Causal Indicators in Structural Equation Models. *MIS Quarterly*, 35(2), 359. <https://doi.org/10.2307/23044047>

Borgstede, M., & Scholz, M. (2021). Quantitative and Qualitative Approaches to Generalization and Replication—A Representationalist View. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.605191>

- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement. *Journal of Service Research*, 14(3), 252–271.
<https://doi.org/10.1177/1094670511411703>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Bryce, D., Curran, R., O’Gorman, K., & Taheri, B. (2015). Visitors’ engagement and authenticity: Japanese heritage consumption. *Tourism Management*, 46, 571–581.
<https://doi.org/10.1016/j.tourman.2014.08.012>
- Buil, I., Martínez, E., & de Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of Consumer Marketing*, 30(1).
<https://doi.org/10.1108/07363761311290849>
- Cheng, B. L., Gan, C. C., Imrie, B. C., & Mansori, S. (2019). Service recovery, customer satisfaction and customer loyalty: evidence from Malaysia’s hotel industry. *International Journal of Quality and Service Sciences*, 11(2), 187–203.
<https://doi.org/10.1108/IJQSS-09-2017-0081>
- Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26. <https://doi.org/10.1016/j.tmp.2017.10.006>
- Coffin-Schmitt, J. L., Moore, E. V., McKune, S. L., Mo, R., Nkamwesiga, J., Isingoma, E., Nantima, N., Adiba, R., Mwiine, F. N., Nsamba, P., Hendrickx, S., & Mariner, J. C. (2021). Measurement and sampling error in mixed-methods

research for the control of Peste des Petits Ruminants in the Karamoja subregion of Northeastern Uganda: A cautionary tale. *Preventive Veterinary Medicine*, 196, 105464. <https://doi.org/10.1016/j.prevetmed.2021.105464>

Daoud, J. I. (2017). Multicollinearity and Regression Analysis. *Journal of Physics: Conference Series*, 949, 012009. <https://doi.org/10.1088/1742-6596/949/1/012009>

Darmawan, D., Mardikaningsih, R., & Hadi, S. (2017). *The Effect of Service Quality, Customer Satisfaction and Corporate Image on Customer Loyalty in the banking sector in Indonesia*. 19, 46–51. <https://doi.org/10.9790/487X-1911064651>

Diamantopoulos, A. (2006). The error term in formative measurement models: interpretation and modeling implications. *Journal of Modelling in Management*, 1(1), 7–17. <https://doi.org/10.1108/17465660610667775>

Diamantopoulos, A. (2008). Formative indicators: Introduction to the special issue. *Journal of Business Research*, 61(12), 1201–1202.
<https://doi.org/10.1016/j.jbusres.2008.01.008>

Dorai, S., & Varshney, S. (2012). A multistage behavioural and temporal analysis of CPV in RM. *Journal of Business & Industrial Marketing*, 27, 403–411.
<https://doi.org/10.1108/08858621211236070>

Endarwati, M. C., Reza, M., & Naila, F. Q. U. (2022). PENENTUAN RUTE ANGKUTAN UMUM BERDASARKAN KEBUTUHAN PERJALANAN PENDUDUK. *Prosiding SEMSINA*, 3(2), 209–212.
<https://doi.org/10.36040/semsina.v3i2.5118>

- Ernawati, D. P. (2019). Development of the Tourism Industry as the Motor of Economic Growth in Indonesia. *International Journal of Science and Society*, 1(4), 145–153. <https://doi.org/10.54783/ijsoc.v1i4.300>
- Famiyeh, S., Asante - Darko, D., & Kwarteng, A. (2018). Service quality, customer satisfaction, and loyalty in the banking sector: The moderating role of organizational culture. *International Journal of Quality & Reliability Management*, 35, 0. <https://doi.org/10.1108/IJQRM-01-2017-0008>
- FAUR, M., & BAN, O. (2022). THE ROLE OF TOURISM DESTINATION MANAGEMENT ORGANIZATIONS IN THE DEVELOPMENT OF TOURISM ACTIVITIES. *The Annals of the University of Oradea. Economic Sciences*, 31(31(1)), 44–50. [https://doi.org/10.47535/1991AUOES31\(1\)004](https://doi.org/10.47535/1991AUOES31(1)004)
- Febrianto, V. (2023). Sepanjang 2022 kawasan Bromo dikunjungi 318 ribu pengunjung.
- Fedyshyn, I., & Maliuta, L. (2020). The crisis impact on the tourist business development. *Socio-Economic Problems and the State*, 22(1), 36–47. <https://doi.org/10.33108/sepd2020.01.036>
- Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships. *Journal of Product & Brand Management*, 28(2), 274–286. <https://doi.org/10.1108/JPBM-08-2017-1545>
- Franklin, M. I. (2013). *Understanding Research*. Routledge. <https://doi.org/10.4324/9780203118863>

- Garanti, Z., & Kissi, P. S. (2019). The effects of social media brand personality on brand loyalty in the Latvian banking industry. *International Journal of Bank Marketing*, 37(6), 1480–1503. <https://doi.org/10.1108/IJBM-09-2018-0257>
- Garson, G. D. (2016). *Partial Least Squares: Regression & Structural Equation Models*. Statistical Associates Blue Book Series.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Universitas Diponegoro.
- Goodell, J. W. (2020). COVID-19 and finance: Agendas for future research. *Finance Research Letters*, 35, 101512. <https://doi.org/10.1016/j.frl.2020.101512>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis: Pearson New International Edition (7th Edition)* (7th ed.). Pearson International Content.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Evaluation of Reflective Measurement Models* (pp. 75–90). https://doi.org/10.1007/978-3-030-80519-7_4
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2018). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>

- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–40). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Han, H., Meng, B., Chua, B.-L., Ryu, H. B., & Kim, W. (2019). International volunteer tourism and youth travelers – an emerging tourism trend. *Journal of Travel & Tourism Marketing*, 36(5), 549–562.
<https://doi.org/10.1080/10548408.2019.1590293>
- Han, H., Yu, J., Koo, B., & Kim, W. (2019). Triggers of Patrons' Repeat Purchase for Hotel Restaurant Products. *Journal of Quality Assurance in Hospitality & Tourism*, 20(5), 507–527. <https://doi.org/10.1080/1528008X.2018.1563018>
- Hardani, S., Nur Hikmatul Auliya, Helmina Andriani, & Roushandy Asri Fardani. (2020). *METODE PENELITIAN KUALITATIF & KUANTITATIF* (Husnu Abadi, Ed.). CV. Pustaka Ilmu.
- Hariyani, H. F. (2018). TOURISM SECTOR PERFORMANCE ON INDONESIA'S ECONOMIC GROWTH. *Jurnal Ekonomi Pembangunan*, 16(1), 45.
<https://doi.org/10.22219/jep.v16i1.8184>
- 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.
<https://doi.org/10.1016/j.jbusres.2017.11.046>

He, M., Liu, B., & Li, Y. (2023). Tourist Inspiration: How the Wellness Tourism Experience Inspires Tourist Engagement. *Journal of Hospitality and Tourism Research*, 47(7). <https://doi.org/10.1177/10963480211026376>

Henseler, J. (2017). Bridging Design and Behavioral Research With Variance-Based Structural Equation Modeling. *Journal of Advertising*, 46(1), 178–192.
<https://doi.org/10.1080/00913367.2017.1281780>

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>

Hernawati, S. (2017). *Metodologi Penelitian dalam Bidang Kesehatan Kuantitatif & Kualitatif*. Forum Ilmiah Kesehatan (FORIKES). .

Hidayatullah, S., Windhyastiti, I., Patalo, R. G., & Rachmawati, I. K. (2020). Citra Destinasi : Pengaruhnya terhadap Kepuasan dan Loyalitas Wisatawan yang Berkunjung ke Gunung Bromo. *JURNAL MANAJEMEN DAN KEWIRAUSAHAAN*, 8(1). <https://doi.org/10.26905/jmdk.v8i1.4246>

Hosany, S., Prayag, G., Van Der Veen, R., Huang, S. (Sam), & Deesilatham, S. (2016). Mediating Effects of Place Attachment and Satisfaction on the Relationship between Tourists' Emotions and Intention to Recommend. *Journal of Travel Research*, 56(8), 1079–1093. <https://doi.org/10.1177/0047287516678088>

- Hussain, S., Fangwei, Z., Siddiqi, A., Ali, Z., & Shabbir, M. (2018). Structural Equation Model for Evaluating Factors Affecting Quality of Social Infrastructure Projects. *Sustainability*, 10(5), 1415. <https://doi.org/10.3390/su10051415>
- Jaakkola, E., & Alexander, M. (2014). The Role of Customer Engagement Behavior in Value Co-Creation. *Journal of Service Research*, 17(3), 247–261. <https://doi.org/10.1177/1094670514529187>
- Javier, F. (2022, February 11). *BPS: Kunjungan Wisatawan Asing pada 2021 Terendah dalam 5 Tahun Terakhir*. Tempo Data.
- Jebbouri, A., Zhang, H., Imran, Z., Iqbal, J., & Bouchiba, N. (2022). Impact of Destination Image Formation on Tourist Trust: Mediating Role of Tourist Satisfaction. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.845538>
- Joeliaty, J., Noni Evita, S., & Ode Zunita, W. (2021). Readiness of Islamic Human Resources In Supporting The Development of Halal Tourism In West Java (Evidence From Hospitality Industry). *Journal of Economics and Business UBS*, 10(1), 23–32. <https://doi.org/10.52644/joeb.v10i1.50>
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- Keller, K. L., & Lehmann, D. R. (2006). Brands and Branding: Research Findings and Future Priorities. *Marketing Science*, 25(6), 740–759. <http://www.jstor.org/stable/40057218>

Kementerian Lingkungan Hidup dan Kehutanan. (2023, January 13). *Kunjungan Wisata Alam Kawasan Konservasi Meningkat Di Tahun 2022*. Kementerian Lingkungan Hidup Dan Kehutanan.

Khadka, J. (2019). Sampling Error in Survey Research. *International Journal of Science and Research (IJSR)*.

Khatri, K. K. (2020). Research Paradigm: A Philosophy of Educational Research. *International Journal of English Literature and Social Sciences*, 5(5), 1435–1440.
<https://doi.org/10.22161/ijels.55.15>

Kiran, R. (2017). Customer Satisfaction as Mediator Between Website Service Quality and Repurchase Intention: An Emerging Economy Case. *Service Science*, 9, 106–120. <https://doi.org/10.1287/serv.2016.0159>

Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26.
<https://doi.org/10.5430/ijhe.v6n5p26>

Kline, R. B. (2016). *Principles and practice of structural equation modeling* (4th ed.). Guilford Press.

Kock, N. (2015). Common Method Bias in PLS-SEM. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>

Konecnik Ruzzier, M., & Gartner, W. (2013). Customer-based Brand Equity for a Destination. *Annals of Tourism Research*, 34, 400–421.
<https://doi.org/10.1016/j.annals.2006.10.005>

Konjić, M. (2020). *Marketing turistikih destinacija*.

<https://api.semanticscholar.org/CorpusID:226165087>

Kosiba, J. P. B., Boateng, H., Okoe Amartey, A. F., Boakye, R. O., & Hinson, R.

(2018). Examining customer engagement and brand loyalty in retail banking.

International Journal of Retail & Distribution Management, 46(8), 764–779.

<https://doi.org/10.1108/IJRDM-08-2017-0163>

Kumar, V., & Kaushik, A. K. (2017). Achieving destination advocacy and destination

loyalty through destination brand identification. *Journal of Travel & Tourism*

Marketing, 34(9), 1247–1260. <https://doi.org/10.1080/10548408.2017.1331871>

Langga, A., Kusumawati, A., & Alhabbsji, T. (2021). Intensive distribution and sales

promotion for improving customer-based brand equity (CBBE), re-purchase

intention and word-of-mouth (WOM). *Journal of Economic and Administrative*

Sciences, 37(4), 577–595. <https://doi.org/10.1108/JEAS-03-2019-0041>

Lee, S., Jeon, S., & Kim, D. (2011). The impact of tour quality and tourist satisfaction

on tourist loyalty: The case of Chinese tourists in Korea. *Tourism Management*,

32(5), 1115–1124. <https://doi.org/10.1016/j.tourman.2010.09.016>

Lee, S. W., & Xue, K. (2020). A model of destination loyalty: integrating destination

image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25(4),

393–408. <https://doi.org/10.1080/10941665.2020.1713185>

Lei, S., & Chu, L. (2015). The Mediating Role of Consumer Satisfaction in the

Relationship between Brand Equity and Brand Loyalty based on PLS-SEM

Model. *International Business Research*, 8. <https://doi.org/10.5539/ibr.v8n2p62>

Leung, S. O. (2011). A comparison of psychometric properties and normality in 4-, 5-, 6-, and 11-point likert scales. *Journal of Social Service Research*, 37(4).

<https://doi.org/10.1080/01488376.2011.580697>

Lin, A., Gregor, S., & Ewing, M. (2008). Developing a scale to measure the enjoyment of Web experiences. *Journal of Interactive Marketing*, 22(4), 40–57.

<https://doi.org/10.1002/dir.20120>

Lin, C. W., Wang, K. Y., Chang, S. H., & Lin, J. A. (2019). Investigating the development of brand loyalty in brand communities from a positive psychology perspective. *Journal of Business Research*, 99.

<https://doi.org/10.1016/j.jbusres.2017.08.033>

Lind, D. A., Marchal, W. G., & Wathen, S. A. (2015). *Statistical techniques in business & economics* (16th ed.). McGraw-Hill Education.

Lin, H., Zhang, M., Gursoy, D., & Fu, X. (2019). Impact of tourist-to-tourist interaction on tourism experience: The mediating role of cohesion and intimacy. *Annals of Tourism Research*, 76. <https://doi.org/10.1016/j.annals.2019.03.009>

Loureiro, S. M. C., & Sarmento, E. M. (2019). Place attachment and tourist engagement of major visitor attractions in Lisbon. *Tourism and Hospitality Research*, 19(3), 368–381. <https://doi.org/10.1177/1467358418761211>

Lourenço, M., de Moura Engracia Giraldi, J., & de Oliveira, J. H. C. (2020). Destination advertisement semiotic signs: Analysing tourists' visual attention and perceived ad effectiveness. *Annals of Tourism Research*, 84.

<https://doi.org/10.1016/j.annals.2020.103001>

- Lu, C. S., Weng, H. K., Chen, S. Y., Chiu, C. W., Ma, H. Y., Mak, K. W., & Yeung, T. C. (2020). How port aesthetics affect destination image, tourist satisfaction and tourist loyalty? *Maritime Business Review*, 5(2). <https://doi.org/10.1108/MABR-12-2019-0056>
- Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1944008>
- Malhotra, N. K. (2016). *Marketing research : an applied orientation*.
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation, Global Edition, 7th Edition* (7th ed.). Pearson (Intl).
- Martínez-Mesa, J., González-Chica, D. A., Duquia, R. P., Bonamigo, R. R., & Bastos, J. L. (2016). Sampling: how to select participants in my research study? *Anais Brasileiros de Dermatologia*, 91(3), 326–330. <https://doi.org/10.1590/abd1806-4841.20165254>
- Mathis, E. F., Kim, H. L., Uysal, M., Sirgy, J. M., & Prebensen, N. K. (2016). The effect of co-creation experience on outcome variable. *Annals of Tourism Research*, 57, 62–75. <https://doi.org/10.1016/J.ANNALS.2015.11.023>
- Mauer, D. C., Villatoro, N., & Zhang, Y. (2022). Brand equity and corporate debt structure. *Journal of Business Finance and Accounting*, 49(7–8). <https://doi.org/10.1111/jbfa.12597>

Maydeu-Olivares, A., & Forero, C. (2010). Goodness-of-Fit Testing. In *International Encyclopedia of Education* (Vol. 7, pp. 190–196). <https://doi.org/10.1016/B978-0-08-044894-7.01333-6>

May, R. M. (2020). *Sektor Pariwisata Indonesia*.

Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx.

[https://doi.org/10.47263/JASEM.4\(2\)01](https://doi.org/10.47263/JASEM.4(2)01)

Ministry of Tourism and Creative Economy. (2021). *Indonesia Tourism Outlook 2021*.
Indonesia Travel.

Miot, H. A. (2020). Análise de dados ordinais em estudos clínicos e experimentais. *Jornal Vascular Brasileiro*, 19. <https://doi.org/10.1590/1677-5449.200185>

Mishra, A. G., & Mishra, B. B. (2022). *Stakeholders' Participation in Collaborative Destination Marketing: An Analytical Review*.
<https://api.semanticscholar.org/CorpusID:249060308>

Mishra, P., Pandey, C., Singh, U., & Gupta, A. (2018). Scales of measurement and presentation of statistical data. *Annals of Cardiac Anaesthesia*, 21(4), 419.
https://doi.org/10.4103/aca.ACA_131_18

Mohammed, A., & Rashid, B. (2018). A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian

hotel industry. *Kasetsart Journal of Social Sciences*, 39(2), 358–364.

<https://doi.org/10.1016/j.kjss.2018.04.001>

Moise, M. S., Gil-Saura, I., Šerić, M., & Ruiz Molina, M. E. (2019). Influence of environmental practices on brand equity, satisfaction and word of mouth. *Journal of Brand Management*, 26(6). <https://doi.org/10.1057/s41262-019-00160-y>

Moisescu, O. I. (2006). *A Conceptual Analysis of Brand Loyalty As Core Dimension of Brand Equity*. <https://api.semanticscholar.org/CorpusID:14354539>

Mokha, A. K. (2021). Brand Equity, Brand Satisfaction, and Brand Loyalty: A Study of Select E-Commerce Industry. *INTERNATIONAL JOURNAL OF ONLINE MARKETING*, 11(3).

Monferrer, D., Moliner, M. A., & Estrada, M. (2019). Increasing customer loyalty through customer engagement in the retail banking industry. *Spanish Journal of Marketing - ESIC*, 23(3), 461–484. <https://doi.org/10.1108/SJME-07-2019-0042>

Morrison, A. M. (2018). *Marketing and Managing Tourism Destinations*. Routledge. <https://doi.org/10.4324/9781315178929>

Naresh K. Malhotra. (2010). *MARKETING RESEARCH: AN APPLIED ORIENTATION* (Pearson Education, Ed.; 6th ed.).

Pace, D. S. (2021). PROBABILITY AND NON-PROBABILITY SAMPLING-AN ENTRY POINT FOR UNDERGRADUATE RESEARCHERS. In *International Journal of Quantitative and Qualitative Research Methods* (Vol. 9, Issue 2).

Pamungkas, W., & Jones, T. E. (2021). *Indonesia's Mountainous Protected Areas: National Parks and Nature-Based Tourism* (pp. 111–131).

https://doi.org/10.1007/978-3-030-76833-1_6

Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311.

<https://doi.org/10.1007/s11747-016-0485-6>

Parmawati, R., Pangestuti, E., Wike, W., & Hardyansah, R. (2020). Sustainable Tourism on Red Island Beach Banyuwangi: An Analysis of Rapfish-MDS (Multi-Dimensional Scaling). *Proceedings of the Proceedings of the 13th International Interdisciplinary Studies Seminar, IISS 2019, 30-31 October 2019, Malang, Indonesia*. <https://doi.org/10.4108/eai.23-10-2019.2293035>

Patterson, P., & Yu, T. (2006). *Understanding Customer Engagement in Services*.

Pervez Ghauri, Kjell Grønhaug, & Roger Strange. (2020). *Research Methods In Business Studies*.

Pham, L. (2018). *A Review of key paradigms: positivism, interpretivism and critical inquiry*. <https://doi.org/10.13140/RG.2.2.13995.54569>

Pinkus, E., Moore, S. A., Taplin, R., & Pearce, J. (2016). Re-thinking visitor loyalty at ‘once in a lifetime’ nature-based tourism destinations: Empirical evidence from Purnululu National Park, Australia. *Journal of Outdoor Recreation and Tourism*, 16, 7–15. <https://doi.org/10.1016/j.jort.2016.08.002>

Rahman, M. M. (2023). SAMPLE SIZE DETERMINATION FOR SURVEY RESEARCH AND NON-PROBABILITY SAMPLING TECHNIQUES: A REVIEW AND SET OF RECOMMENDATIONS. *Journal of Entrepreneurship, Business and Economics*, 11(1).

Rashid, A., & Rokade, V. (2019). Service Quality Influence Customer Satisfaction and Loyalty. *UKH Journal of Social Sciences*, 3, 50–61.
<https://doi.org/10.25079/ukhjss.v3n1y2019.pp50-61>

Rasoolimanesh, S. M., Jaafar, M., & Tangit, T. M. (2017). Community involvement in rural tourism: a case of Kinabalu National Park, Malaysia. *Anatolia*, 1–14.
<https://doi.org/10.1080/13032917.2017.1412327>

Rasoolimanesh, S. M., Khoo-Lattimore, C., Md Noor, S., Jaafar, M., & Konar, R. (2021). Tourist engagement and loyalty: gender matters? *Current Issues in Tourism*, 24(6). <https://doi.org/10.1080/13683500.2020.1765321>

Rasoolimanesh, S. M., Md Noor, S., Schuberth, F., & Jaafar, M. (2019). Investigating the effects of tourist engagement on satisfaction and loyalty. *The Service Industries Journal*, 39(7–8), 559–574.
<https://doi.org/10.1080/02642069.2019.1570152>

Rasoolimanesh, S. M., Noor, S., Schuberth, F., & Jaafar, M. (2019). Investigating the Effects of Tourist Engagement on Satisfaction and Loyalty. *Service Industries Journal*, 39. <https://doi.org/10.1080/02642069.2019.1570152>

Rasoolimanesh, S. M., Seyfi, S., Rather, A., & Hall, C. (2021). Investigating the mediating role of visitor satisfaction in the relationship between memorable

- tourism experiences and behavioral intentions in heritage tourism context. In *Tourism Review: Vol. ahead-of-print*. <https://doi.org/10.1108/TR-02-2021-0086>
- Rather, R. A., Hollebeek, L. D., & Islam, J. U. (2019). Tourism-based customer engagement: the construct, antecedents, and consequences. *The Service Industries Journal*, 39(7–8), 519–540. <https://doi.org/10.1080/02642069.2019.1570154>
- Regmi, P. R., Waithaka, E., Paudyal, A., Simkhada, P., & Van Teijlingen, E. (2017). Guide to the design and application of online questionnaire surveys. *Nepal Journal of Epidemiology*, 6(4). <https://doi.org/10.3126/nje.v6i4.17258>
- Rizwan, S., Al-Malkawi, H.-A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*, 13(3), 349–365. <https://doi.org/10.1108/IJIF-07-2019-0105>
- Roemer, E., Schuberth, F., & Henseler, J. (2021). HTMT2—an improved criterion for assessing discriminant validity in structural equation modeling. *Industrial Management & Data Systems*, 121(12), 2637–2650.
<https://doi.org/10.1108/IMDS-02-2021-0082>
- Rothbard, N. P. (2001). Enriching or Depleting? The Dynamics of Engagement in Work and Family Roles. *Administrative Science Quarterly*, 46(4), 655–684.
<https://doi.org/10.2307/3094827>
- Roy, S. K., Shekhar, V., Lassar, W. M., & Chen, T. (2018). Customer engagement behaviors: The role of service convenience, fairness and quality. *Journal of*

Retailing and Consumer Services, 44, 293–304.

<https://doi.org/10.1016/j.jretconser.2018.07.018>

Santika, E. F. (2023, May 31). *Nilai dan Kontribusi Sektor Pariwisata Terhadap PDB*

Indonesia/Tourism Direct Gross Domestic Product (TDGDP) (2016-2020).

Databoks.

Santoso, A. S., & Erdaka, A. (2015). Customer Loyalty in Collaborative Consumption

Model: Empirical Study of CRM for Product-Service System-Based e-Commerce

in Indonesia. *Procedia Computer Science*, 72, 543–551.

<https://doi.org/https://doi.org/10.1016/j.procs.2015.12.162>

Sari, K. D. K., & Sharif, O. O. (2021). PENGARUH E-WOM DI MEDIA SOSIAL

YOUTUBE TERHADAP PURCHASE INTENTION (MINAT BELI) PADA

BRAND SMARTPHONE SAMSUNG. *E-Jurnal Ekonomi Dan Bisnis Universitas*

Udayana. <https://doi.org/10.24843/eeb.2021.v10.i09.p02>

Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016).

Estimation issues with PLS and CBSEM: Where the bias lies! *Journal of Business*

Research, 69(10), 3998–4010. <https://doi.org/10.1016/j.jbusres.2016.06.007>

Sarstedt, M., Ringle, C., & Hair, J. (2017). *Partial Least Squares Structural Equation*

Modeling. https://doi.org/10.1007/978-3-319-05542-8_15-1

Saunders, M., Lewis, P., Thornhill, A., & Bristow, A. (2019). “*Research Methods for*

Business Students” Chapter 4: Understanding research philosophy and

approaches to theory development (pp. 128–171).

Schindler, P. C. D. R. (2021). *Business Research Methods, 14th Edition* (14th ed.).

McGraw-Hill.

Scholer, A. A., & Higgins, E. T. (2009). Exploring the complexities of value creation:

The role of engagement strength. *Journal of Consumer Psychology, 19*(2), 137–143. <https://doi.org/10.1016/j.jcps.2009.02.007>

Sekaran, U., & Bougie, R. (2019). *Research_Methods_For_Business*.

Sekaran, U., & Bougie, R. (2020). *Research Methods For Business: A Skill Building Approach, 8th Edition* (John Wiley & Sons, Ed.; 8th ed.). John Wiley & Sons.

Setyo Widodo, J. (2021). Literature Review of Consumer Behavior: Customer Loyalty, Repeat Purchase and Purchase Interest. *Dinasti International Journal of Economics, Finance & Accounting, 2*(2).

<https://doi.org/10.38035/dijefa.v2i2.1242>

Shafiee, M. M., Tabaeian, R. A., & Khoshfetrat, A. (2020). Tourist engagement and citizenship behavior: The mediating role of relationship quality in the hotel industry. *Tourism and Hospitality Research, 20*(4).

<https://doi.org/10.1177/1467358420914373>

Shukla, S. (2020). *Research Methodology and Statistics*. Rishit Publications.

Sifa, L., Gómez-Suárez, M., & Martínez-Ruiz, M. P. (2019). The mediating role of customer satisfaction in the relationship between brand equity dimensions and brand loyalty. *Journal of Product & Brand Management, 28*(4), 500–517.

- Siswoyo Haryono, S., & Susanto, Y. (2020). The Effect of Leadership and Compensation on Employee Performance: Evaluating the Role of Work Motivation. *Journal of Talent Development and Excellence*, 12(2), 2439–2449.
- So, K. K. F., King, C., & Sparks, B. (2012). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*. <https://doi.org/10.1177/1096348012451456>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer Engagement With Tourism Brands. *Journal of Hospitality & Tourism Research*, 38(3), 304–329. <https://doi.org/10.1177/1096348012451456>
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2014). The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. *Journal of Travel Research*, 55(1), 64–78. <https://doi.org/10.1177/0047287514541008>
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. *Journal of Travel Research*, 55(1), 64–78. <https://doi.org/10.1177/0047287514541008>
- SP, A. A. G. T., & Seminari, N. K. (2017). PENGARUH BRAND EQUITY DAN CONSUMER SATISFACTION PADA BRAND LOYALTY. *E-Jurnal Manajemen Universitas Udayana*, 7(1). <https://doi.org/10.24843/ejmunud.2018.v7.i01.p12>
- S., S., Sarkar, J. G., Sarkar, A., Eshghi, A., & M.R., A. (2018). The impact of other customer perception on consumer-brand relationships. *Journal of Service Theory and Practice*, 28(2), 130–146. <https://doi.org/10.1108/JSTP-11-2016-0207>

- Su, D., Nguyen, N., Nguyen, Q., & Tran, T. (2020). The link between travel motivation and satisfaction towards a heritage destination: The role of visitor engagement, visitor experience and heritage destination image. *Tourism Management Perspectives*, 34. <https://doi.org/10.1016/j.tmp.2020.100634>
- Su, J., & Chang, A. (2018). Factors affecting college students' brand loyalty toward fast fashion. *International Journal of Retail & Distribution Management*, 46(1), 90–107. <https://doi.org/10.1108/IJRDM-01-2016-0015>
- Sunardi, Roedjinandari, N., & Estikowati. (2020). Sustainable Tourism Management Model in Bromo Tengger Semeru National Park. *Global Conference on Business and Social Sciences Proceeding*, 11(1), 96–96.
[https://doi.org/10.35609/gcbssproceeding.2020.11\(96\)](https://doi.org/10.35609/gcbssproceeding.2020.11(96))
- Surbhi S. (2020). Difference Between Primary and Secondary Data (With Comparison Chart) - Key Differences. In *Keydifferences.Com*.
- Susanti, E., Rafika, M., & Melinda, T. (2021). Consumer Brand Engagement on Brand Loyalty: The Role of Brand Satisfaction as a Mediating Variable. *KnE Social Sciences*, 5(5). <https://doi.org/10.18502/kss.v5i5.8818>
- Sylvia, M. L. (2023). Primary Data Collection. In *Clinical Analytics and Data Management for the DNP, Third Edition*.
<https://doi.org/10.1891/9780826163240.0006>
- Taherdoost, H. (2019). *What Is the Best Response Scale for Survey and Questionnaire Design; Review of Different Lengths of Rating Scale / Attitude Scale / Likert Scale.*

Taheri, B., Jafari, A., & O'Gorman, K. (2014a). Keeping your audience: Presenting a visitor engagement scale. *Tourism Management*, 42, 321–329.

<https://doi.org/10.1016/j.tourman.2013.12.011>

Taheri, B., Jafari, A., & O'Gorman, K. (2014b). Keeping your audience: Presenting a visitor engagement scale. *Tourism Management*, 42.

<https://doi.org/10.1016/j.tourman.2013.12.011>

Tanveer, Z., & Lodhi, R. N. (2016). The Effect of Brand Equity on Customer Satisfaction: An Empirical Study Based on David Aaker's Brand Equity Model. *IUP Journal of Brand Management*, 13(3).

Thacker, L. R. (2020). What Is the Big Deal About Populations in Research? *Progress in Transplantation*, 30(1), 3–3. <https://doi.org/10.1177/1526924819893795>

Thanushan, K., & Kennedy, F. B. . (2020a). Brand Equity And Brand Loyalty: The Mediating Effect Of Customer Satisfaction. *International Journal of Scientific and Research Publications (IJSRP)*, 10(12), 456–469.

<https://doi.org/10.29322/IJSRP.10.12.2020.p10850>

Thanushan, K., & Kennedy, F. B. . (2020b). Brand Equity And Brand Loyalty: The Mediating Effect Of Customer Satisfaction. *International Journal of Scientific and Research Publications (IJSRP)*, 10(12), 456–469.

<https://doi.org/10.29322/IJSRP.10.12.2020.p10850>

Toubes, D. R., Araújo-Vila, N., de Araújo, A. F., & Fraiz-Brea, J. A. (2023). Resilience and individual competitive productivity: the role of age in the tourism

industry. *Humanities and Social Sciences Communications*, 10(1).

<https://doi.org/10.1057/s41599-023-01859-9>

Tran, P. K. T., Nguyen, V. K., & Tran, V. T. (2021). Brand equity and customer satisfaction: a comparative analysis of international and domestic tourists in Vietnam. *Journal of Product and Brand Management*, 30(1).

<https://doi.org/10.1108/JPBM-08-2019-2540>

Tran, V. D., & Nguyen, N. T. T. (2022). Investigating the relationship between brand experience, brand authenticity, brand equity, and customer satisfaction: Evidence from Vietnam. *Cogent Business and Management*, 9(1).

<https://doi.org/10.1080/23311975.2022.2084968>

Tran, V. D., Vo, T. N. L., & Dinh, T. Q. (2020). The relationship between brand authenticity, brand equity and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(4).

<https://doi.org/10.13106/JAFEB.2020.VOL7.NO4.213>

Tripathi, M. N. (2014). Customer Satisfaction and Engagement - Customer Retention strategies for brand manager. *XIMB Journal of Management*.

Tuti, M., & Sulistia, V. (2022). The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on Brand Loyalty. *Jurnal Manajemen Bisnis*, 13(1), 1–15. <https://doi.org/10.18196/mb.v13i1.12518>

Ul Islam, J., & Rahman, Z. (2017a). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-

Response paradigm. *Telematics and Informatics*, 34(4), 96–109.

<https://doi.org/https://doi.org/10.1016/j.tele.2017.01.004>

Ul Islam, J., & Rahman, Z. (2017b). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109.

<https://doi.org/https://doi.org/10.1016/j.tele.2017.01.004>

Vancouver, J. B., & Carlson, B. W. (2015). All Things in Moderation, Including Tests of Mediation (at Least Some of the Time). *Organizational Research Methods*, 18(1), 70–91. <https://doi.org/10.1177/1094428114553059>

Vivek, S. (2009). *A scale of Consumer Engagement*.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>

Wardi, Y., Abror, A., & Trinanda, O. (2018). Halal tourism: antecedent of tourist's satisfaction and word of mouth (WOM). *Asia Pacific Journal of Tourism Research*, 23(5), 463–472. <https://doi.org/10.1080/10941665.2018.1466816>

Warnick, R. B., Bojanic, D. C., & Cartier, E. (2017). A Comparison of Economic Impact Measurement Techniques for a Tourism Special Event. *Journal of Travel Research*, 56(5), 578–592. <https://doi.org/10.1177/0047287516643412>

- Wong, K. (2013). Partial least square structural equation modeling (PLS-SEM) techniques using SmartPLS. *Marketing Bulletin*, 24, 1–32.
- World Travel & Tourism Council. (2022). *Travel and Tourism Economic Impact 2022*.
- Wulandari, G. A., Sudaryanto, S., Riski, G. A. A., & Hasanah, K. S. (2021). *Increasing Destination Branding Through Destination Attributes and Tourism Promotion to Boost Visit Intention in Bromo Tengger Semeru National Park*.
<https://doi.org/10.2991/aebmr.k.211117.012>
- Yang, T., Lee, S., & Koo, C. (2020). The mediating effect of customer satisfaction on the relationship between brand equity and brand loyalty: Evidence from the hotel industry. *Journal of Travel & Tourism Marketing*, 37(1), 26–40.
- Yoo, B., Donthu, N., & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211. <https://doi.org/10.1177/0092070300282002>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>

Zhang, X. (2023). An Assessment of Starbucks' Profitability Through Financial and Operational Strategy. *BCP Business & Management*, 44.

<https://doi.org/10.54691/bcpbm.v44i.4889>

Zhou, M., & Yu, H. (2022). Exploring How Tourist Engagement Affects Destination Loyalty: The Intermediary Role of Value and Satisfaction. *Sustainability (Switzerland)*, 14(3). <https://doi.org/10.3390/su14031621>