

DAFTAR PUSTAKA

- Abdillah, W., dan Jogiyanto. 2015. "Partial Least Square (PLS) : Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis". Yogyakarta : Andi.
- Abror, Abror, Wardi, Yunia dan Trinanda, Okki, Patrisia, Dina, (2019). The Impact of *Halal Tourism*, Customer Engagement on Satisfaction, Moderating Effect of Religiosity.
- Ahmad, A. (2014). *The disengagement of the tourism businesses in ecotourism and environmental practices in Brunei Darussalam. Tourism Management Perspectives*.
- Ahn, J., & Back, K.-J. (2018). *Antecedents and consequences of customer brand engagement in integrated resorts. International Journal of Hospitality Management*.
- Alma, Buchari. (2014). Manajemen Pemasaran dan Pemasaran Jasa. Bandung: penerbit. Alfabeta.
- Alma, Buchari. 2012. Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabeta
- Aliyya Yuza Yasya, (2018). *Industri Halal di Dunia serta Potensi dan Perkembangannya di Indonesia*
- Andreani, Fransisca. 2007. Experiential Marketing (Sebuah Pendekatan. Pemasaran). Jurnal Manajemen Pemasaran, Volume 2 No 1
- Assauri, Sofjan. 2013. Manajemen Pemasaran. Jakarta : Rajawali Pers.
- Astuti Esthy Reko, (2013). Apa Itu Halal Tourism?.
- Aziz, sahin. The effect of Brand Experiences, Trust and Satisfaction on building Brand Loyalty; An Empirical Research On Global Brands. 2011

- Baihaqi Ahmad, (2015). Pengaruh Kepemimpinan, Motivasi dan Religiusitas Terhadap Kepuasan Kerja Karyawan pada PT. Unza Vitalis Salatiga.
- Batee Rio Ryzki, (2019). Ibu-Ibu Peduli Bandung Menolak Kawasan Wisata Halal
- Battour, M., Battor, M., & Bhatti, M. A. (2014). Islamic attributes of destination: Construct development and measurement validation, and their impact on tourist satisfaction. *International Journal of Tourism Research*, 16(6), 556–564.
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19(Part B), 150–154.
- Berkah Salam, (2018). Apa Sih Halal Tourism Itu?
- Brodie, R.J., Hollebeek, L.D., Juric, B., & Ilic, a. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14, 252-271.
- Damhuri Elba, (2019). Pusat Wisata Halal Dunia.
- Dimyati Vien, (2019). Miliki Wisata Halal Terbaik, Bandung Bisa Jadi Destinasi Kelas Dunia.
- Eid, R., & El-Gohary, H. (2015). *The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. Tourism Management* 46(Supplement C), 477–488.
- El-Gohary, H. (2016). *Halal tourism, is it really Halal? Tourism Management Perspectives*, 19(Part B), 124–130.
- Fandy Tjiptono. 2014 Pemasaran Jasa. Gramedia.
- Ghozali, Imam, Hengky Latan. 2015. Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. BP Undip. Semarang

- Hafizh M Naufal, (2019). Raih Penghargaan, Kota Bandung Mantapkan Wisata Halal.
- Hasibuan Lynda, (2019). Selamat, Indonesia Jadi Destinasi Wisata Halal Terbaik di Dunia.
- Hendy Irawan. 2004. Kepuasan Pelayanan Jasa. Erlangga. Jakarta
- Indrawati. (2015). Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi, Bandung: Aditama
- Kotler, Phillip. (2009). Manajemen Pemasaran, Edisi 13. Jakarta; Erlangga.
- Komarudin, (2019). Bangga, Indonesia Raih Peringkat Nomor 1 Wisata Halal di Dunia 2019.
- Lupiyoadi, Rambat dan Hamdani, A. 2001. Manajemen Pemasaran Jasa. Salemba Empat. Jakarta.
- P, Antares, R, (2019). Rame - Rame Wisata Halal Bali, Ini Penjelasnya.
- Philip Kotler, 2005, Manajemen Pemasaran, Jilid I dan II, PT. Indeks, Jakarta.
- Sashi, C.M. 2012. *Customer engagement, buyer-seller relationships, and social media*
- Sanaji, Sanaji. (2018). Pengaruh Customer Engagement Terhadap Kepuasan Pelanggan dan Kepercayaan Merek Serta Dampaknya Pada Loyalitas Merek.
- Sekaran, U. (2006). *Metodologi Penelitian Untuk Bisnis*. Jakarta: Salemba Empat.
- Setyowati Desy, (2016). Tertinggi Dalam Sejarah, Turis Malaysia Membanjiri Bandung.
- Sugiyono, (2008). Statistika untuk penelitian. Bandung: Alfabeta
- Trisnawati, Devi, Mailana, (2017). Apa Sih Wisata Halal?.
- Sugiyono. (2012). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta

- Wiranti, Malisa, Wahyu dan Nugraha, Hari Susanta, (2019). Analisis Strategi *CUSTOMER ENGAGEMENT* Terhadap Loyalitas pada PT. Nasmoco Magelang.
- Wirtz, J. 2013. *Managing Brands and Customer Engagement in Brand Communities*. *Journal of Service Management* 24 (3), 223-244.
- Wu, J., Fan, S., & Zhao, J. L. (2017). *Community engagement and online word of mouth: An empirical investigation*. *Information & Management*
- Yeo, B. L., Mohamed, R. H. N., & Muda, M. (2016). *A study of Malaysian customers purchase motivation of Halal cosmetics retail products: Examining theory of consumption value and customer satisfaction*. *Procedia Economics and Finance*, 37(Supplement C), 176–182.
- Zailani, S., Ali, S. M., Iranmanesh, M., Moghavvemi, S., & Musa, G. (2016). *Predicting Muslim medical tourists' satisfaction with Malaysian Islamic friendly hospitals*. *Tourism Management*, 57(Supplement C), 159–167.
- Zamani-Farahani, H., & Musa, G. (2012). *The relationship between Islamic religiosity and residents' perceptions of socio-cultural impacts of tourism in Iran: Case studies of Sare'in and Masooleh*. *Tourism Management*, 33(4), 802–814.

