

DAFTAR PUSTAKA

Badan Pusat Statistik. (2017). Jumlah Penduduk dan Jamaah Haji Indonesia, <https://www.bps.go.id> diakses tanggal 12 April 2018, jam 04.40 wib.

Bayu Buana Travel, *Company Profile*, www.bayubuanatravel.com diakses pada tanggal 4 Oktober 2018, jam 12.22 wib.

Best, Roger. (2014). *Market-Based Management, Sixth Edition*, Pearson Education Limited, England.

Clow, Kenneth E., & Baack, Donald. (2016). *Integrated Advertising, Promotion, and Marketing Communications, Seventh Edition*, Pearson Education Limited, England.

Golden Rama, *Company Profile*, www.goldenrama.com diakses pada tanggal 4 Oktober 2018, jam 12.05 wib.

Hawkins, Del I., & Mothersbaugh, David L. (2014). *Consumer Behavior: Building Marketing Strategy, 12th Edition*, McGraw-Hill International Edition, McGraw-Hill/Irwin, USA.

Keller, Kevin Lane. (2013). *Strategic Brand Management, Global Edition*, Pearson Education Limited, England.

Kotler, Philip., Kartajaya, Hermawan., & Setiawan, Iwan. (2017). *Marketing 4.0, Moving from Traditional to Digital*, John Wiley & Sons, Inc., USA.

Kotler, Philip., & Keller, Kevin Lane. (2006). *Marketing Management, Twelfth Edition, Pearson International Edition*, Pearson Prentice Hall, USA.

Kotler, Philip., & Amstrong, Gary. (1996). *Principles of Marketing, Seventh Edition*, Prentice Hall, Inc, USA.

Litbang Kompas dan Kementrian Pariwisata. (2015). Wisata Menjadi Kebutuhan Publik, <http://print.kompas.com> diakses tanggal 23 Juli 2017, jam 09.49 wib.

Lovelock, Christopher., Wirtz, Jochen., & Mussry, Jacky. (2010). Pemasaran Jasa, Manusia, Teknologi, Strategi, Perspektif Indonesia, Jilid 1 & 2, Edisi Ketujuh, Penerbit Erlangga, Jakarta.

MasterCard. (2014). *Future of Outbound Travel in Asia Pacific 2016 – 2021*. www.newsroom.mastercard.com diakses tanggal 12 April 2018, jam 09.41 wib.

Mullins, John W., & Walker Jr, Orville. (2013). *Marketing Management, A Strategic Decision-Making Approach, Eighth Edition, International Edition*, McGraw-Hill Companies, Inc, USA.

Mulyadi, Ivan. (2008). *Leisure Economy: Segalanya Tentang Hiburan dan Lifestyle*, Majalah “Marketing” edisi 02/XVIII/Februari 2008.

Nur’aini DF, Fajar. (2016). *Panduan Melakukan Riset Pemasaran*, Quadrant, Yogyakarta.

Palupi, Dyah Hasto. (2018). *Masuk Gelanggang, Gairahkan “Ekonomi Menyenangkan”*, Majalah “SWA” edisi XXXIV/22 Maret – 4 April 2018.

Panorama-JTB, *Company Profile*, www.panorama-jtb.com diakses pada tanggal 4 Oktober 2018, jam 10.18 wib.

Rahman, Muhammad Khalilur; Zailani, Suhaiza; Musa, Ghazali. (2017). *What travel motivational factors influence Muslim tourists towards MMITD?*, *Journal of Islamic Marketing*; Bingley Vol. 8, Iss. 1, 48-73.

Rangkuti, Freddy. (2017). *SWOT Balanced Scorecard*, Teknik Menyusun Strategi Korporat yang Efektif plus Cara Mengelola Kinerja dan Risiko, Penerbit PT Gramedia Pustaka Utama, Jakarta.

Robbins, Stephen P., & Judge, Timothy. (2017). *Organizational Behavior, Global Edition, Seventeenth Edition*, Pearson Education Limited, England.

Sekaran, Uma., & Bougie, Roger. (2017). *Metode Penelitian untuk Bisnis*, Edisi 6, Buku 1 &2, Penerbit Salemba Empat, Jakarta.

Skelsey, Hazel. (2014). *Journal The British Psychological Society. Vol.27 No.12 (pp.982-983). Maslow’s Hierarchy of Needs - the sixth level.* <https://thepsychologist.bps.org.uk/system/files/1214gues.pdf> .

Sniukas, Marc., Lee, Parker., & Morasky, Matt. (2018). *The Art of Opportunity*, Seni Meraih Peluang, Penerbit PT Elex Media Komputindo, Jakarta.

Susanti, Eneng. (2017). *Ini Bedanya Tafakur, Tadabur, dan Tasyakur*, www.islampos.com diakses tanggal 11 November 2018 jam 23.28 wib.

Temporal, Paul. (2011). *Islamic Branding and Marketing*, John Wiley & Sons (Asia) Pte. Ltd, Singapore.

Weiss, Antonio E. (2011). *Key Business Solutions*, Pearson Education Limited, England.

Wheelen, Thomas L., Hunger, J. David., Hoffman, Alan N., & Bamford, Charles E. (2015). *Strategic Management and Business Policy, Globalization, Innovation, and Sustainability, Global Edition, Fourteenth Edition*, Pearson Education Limited, England.