REFERENCES

Bibliography

Abrate, G., Fraquelli, G. & Viglia, G., 2011. Dynamic pricing strategies: Evidence from European hotels.

Ahmad, N., Vveinhardt, J. & Ahmed, R. R., 2014. Impact of Word of Mouth on Consumer Buying Decision. *European Journal of Business and Management*, Volume 6.

Allsop, D. T., Bassett, B. R. & Hoskins, J. A., 2007. Word-of-Mouth Research: Principles and Applications. *JOURNAL OF ADVERTISING RESEARCH*, December.

Alton, L., 2016. 5 Factors That Directly Influence Customer Purchase Decisions. [Online]

Available at: http://customerthink.com/5-factors-that-directly-influence-customer-purchase-decisions/

[Accessed 8 March 2017].

Anon., 2009. *The stages of the Buyer Decision Process*. [Online] Available at: http://www.marketingteacher.com/buyer-decision-process-2/

Anon., 2014. *Hotel Site Selection – How Location of Your Hotel Affects Your Overall Business.* [Online]

Available at: http://thenhospitality.com/expertise/financial-wellbeing/hotel-site-selection-how-location-of-your-hotel-affects-your-overall-business [Accessed 6 March 2017].

Anon., n.d. *Importance Of Location In A Hotel Industry Tourism Essay*. [Online] Available at: https://www.uniassignment.com/essay-samples/tourism/importance-of-location-in-a-hotel-industry-tourism-essay.php [Accessed 6 March 2017].

Asmundson, I., 2013. What Is a Price?. *Finance and Development*, December. Volume 50.

Baruca, P. Z. & Čivre, Z., 2012. How do guests choose a hotel?. *Academica Turistica*, 1 June. Volume 5.

Basri, N. A. H., Ahmad, R., Anuar, F. I. & Ismail, K. A., 2015. Effect of Word of Mouth Communication on Consumer Purchase Decision: Malay upscale restaurant. *Procedia - Social and Behavioral Sciences*, 25-27 April. Volume 222.

Blair, J., 2009. *Introduction to Probability Sampling Concepts, Practices and Pitfalls*. [Online]

Available at:

https://caps.ucsf.edu/uploads/CAPS/about/pdf/Sampling_Seminar_070809.pdf [Accessed 10 April 2017].

Buxton, R., 2008. Statistics: Correlation. *Mathematics Learning Support Centre*. Campbell, D. & Campbell, S., 2008. Introduction to Regression and Data Analysis. *Statlab Workshop*, 2008 October.

Chan, D. B., 2013. Introduction to Hospitality. Hong Kong: s.n.

Christiana, M., 2009. The buying decision process and types of buying decision behaviour. *Sibiu Alma Mater University Journals*. *Series A. Economic Sciences*, December. Volume 2.

Chuan, C. L., 2006. SAMPLE SIZE ESTIMATION USING KREJCIE AND MORGAN AND COHEN STATISTICAL POWER ANALYSIS: A COMPARISON. *Jurnal Penyelidikan IPBL*, Volume 7.

Cooper, D. R. & Schindler, P. S., 2014. *Business Research Method*. New York: McGraw-Hill Education.

Darko, E., 2012. THE INFLUENCE OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR IN THE TELECOM INDUSTRY; THE CASE OF VODAFONE GHANA.. July.

Ellen, S., 2009. *Slovin's Formula Sampling Techniques*. [Online] Available at: http://sciencing.com/slovins-formula-sampling-techniques-5475547.html [Accessed 3 May 2017].

Faith, D. O. & Edwin, A. M., 2014. A Review of The Effect of Pricing Strategies on The Purchase of Consumer Goods. *International Journal of Research in Management, Science & Technology,* August. Volume 2.

Ferrell, O., Hirt, G. A. & Ferrell, L., 2016. *Business: A Changing World.* New York: McGraw-Hill Education.

Garner, J., 2009. Factors Influencing a Hotel Choice. [Online] Available at: https://www.trails.com/list_12531_factors-influencing-hotel-choice.html [Accessed 9 March 2016].

GENTILE, C., SPILLER, N. & NOCI, G., 2007. How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, October. Volume 25.

Ghasemi, A. & Zahediasl, S., 2012. Normality Tests for Statistical Analysis: A Guide for Non-Statisticians. *Int J Endocrinol Metab*, 20 April.

Ghozali, I., 2013. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS23*. 8 ed. Semarang: Universitas Diponegoro.

Griffin, D., 2010. *Pricing Strategy Theory*. [Online] Available at: http://smallbusiness.chron.com/pricing-strategy-theory-1106.html [Accessed 6 March 2017].

Hanlon, B. & Larget, B., 2011. *Samples and Populations*. [Online] Available at: http://www.stat.wisc.edu/~st571-1/03-samples-4.pdf [Accessed 10 April 2017].

Hidayati, H. A., Suharyono & Kumadji, S., 2013. FAKTOR - FAKTOR YANG MEMBENTUK KOMUNIKASI WORD OF MOUTH DAN PENGARUHNYA TERHADAP KEPUTUSAN PEMBELIAN (Studi pada Konsumen Ketan Legenda Batu).

Hoch, S. J., 2002. Product Experience Is Seductive. *JOURNAL OF CONSUMER RESEARCH, Inc,* December, Volume 29, p. 448.

Hustić, I. & Gregurec, I., 2015. The influence of price on customer's purchase decision. *Centra European Conference on Information and Intellegent System,* September.

Jeddi, S. et al., 2013. Consumer behavior and Consumer buying decision process. *International Journal of Business and Behavioral Sciences*, May. Volume 3. Johnston, K., 2011. *Effect of Advertising & Promotion on Consumer Behavior*. [Online]

Available at: http://smallbusiness.chron.com/effect-advertising-promotion-consumer-behavior-26196.html

[Accessed 9 March 2017].

Kaura, V., 2012. A Link for Perceived Price, Price Fairness and Customer Sastification. *Pacific Business Review International*, December.5(6).

Kenese, Z. & Todd, S., 2004. The Use of Price in the Purchase Decision. *JOURNAL OF EMPIRICAL GENERALISATIONS IN MARKETING SCIENCE*.

Korir, J., Korir, K., Musyoki, J. & William, B., 2012. Determinants of Consumer Purchase Decisions in Zero Rated Hotels in Eldoret Town, Kenya. *International Journal of Business and Social Science*, November. Volume 3.

Kotler, P. T. & Armstrong, G., 2009. Principles of Marketing. New Jersey: Pearson.

LaSalle, D. & Britton, T., 2003. *Priceless: Turning Ordinary Products into Extraordinary Experiences*.. Boston: Harvard Business Press.

Lautiainen, T., 2015. Factors affecting consumers' buying decision in the selection of a coffee brand.

Levine, D. M., Stephan, D. F. .., Krehbiel, T. C. & Berenson, M. L., 2008. *STATISTICS FOR MANAGERS USING Microsoft Excel.* s.l.:Prentice Hall.

Mackenzie, M. & Chan, B., 2009. Introduction to Hospitality. HongKong: the

Government of the Hong Kong Special Administrative Region. MANU, I. O. et al., 2011. PRICING AND ITS EFFECTS ON CONSUMER BUYER BEHAVIOUR. July.

Mayerowitz, S., 2015. *Travellers confused by growth of hotel brands*. [Online] Available at: https://www.thestar.com/business/2015/04/13/travellers-confused-by-growth-of-hotel-brands.html

McGuire, K., 2015. *Hotel Pricing in a Social World: Driving Value in the Digital Economy.* Cary(North Carolina): John Wiley Sons Inc. .

McNamara, C., 2008. *Basic Definitions: Advertising, Marketing, Promotion, Public Relations and Publicity, and Sales.* [Online]
Available at: http://managementhelp.org/marketing/advertising/defined.htm
[Accessed 7 March 2017].

Momani, D. R. A., 2015. The Impact of Brand Dimension on the Purchasing Decision Making of the Jordanian Consumer for Shopping Goods. *International Journal of Business and Social Science*, July. Volume 6.

Mughal, A., Mehmood, A., AmmarMohi-ud-deen & Ahmad, B., 2014. The Impact of Promotional Tools on Consumer Buying Behavior: A Study from Pakistan. *Journal of Public Administration and Governance*, Volume 4.

Park, H. M., 2006. Univariate Analysis and Normality Test Using SAS, STATA, and SPSS. *Univariate Analysis and Normality Test*.

Potvin, C., 2016. *The important role location plays in attracting customers*. [Online] Available at: https://www.kochiesbusinessbuilders.com.au/important-role-location-plays-attracting-customers/ [Accessed 8 March 2017].

Pride, W. M. & Ferrell, O., 2010. *Marketing*. Mason(Ohio): South-Western, Cengage Learning.

Raymond, J. F. T. & Anne, M., 2010. *Principles of Marketing, v. 2.0.* [Online] Available at: http://catalog.flatworldknowledge.com/bookhub/reader/5229?e=fwk-133234-ch03 s01#fwk-133234-ch03 s01 [Accessed 9 March 2017].

Reynolds, M., 2012. *Three Categories of the Hospitality Industry*. [Online] Available at: http://smallbusiness.chron.com/three-categories-hospitality-industry-58524.html

[Accessed 27 February 2017].

Richards, L., 2010. *Different Types of Pricing Strategy*. [Online] Available at: http://smallbusiness.chron.com/different-types-pricing-strategy-4688.html [Accessed 6 March 2017].

Runkel, P., 2013. What Is a t-test? And Why Is It Like Telling a Kid to Clean Up that Mess in the Kitchen?. [Online]

Available at: http://blog.minitab.com/blog/statistics-and-quality-data-analysis/what-is-a-t-test-and-why-is-it-like-telling-a-kid-to-clean-up-that-mess-in-the-kitchen [Accessed 13 April 2017].

Same, S. & Larimo, J., 2012. MARKETING THEORY: EXPERIENCE MARKETING AND EXPERIENTIAL MARKETING. *International Scientific Conference "Business and Management 2012"*, 10-11 May, Volume 7, p. 481.

Sarah, M. L., 2009. MARKETING STRATEGY IN TERMS OF PROMOTION AND COMMUNICATION FOR ENERGY DRINKS IN GHANA. CASE COMPANY: SINEBRYCHOFF BREWERY. p. 33.

Schmitt, B., 2010. Experience Marketing: Concepts, Frameworks and Consumer Insights. *Foundations and Trends in Marketing*, Volume 2, p. 60.

Sernovitz, A., 2012. WORD OF MOUTH MARKETING. Austin(Texas): Greenleaf Book Group Press.

Shallu & Gupta, S., 2013. Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry. *IRACST – International Journal of Commerce, Business and Management (IJCBM)*, December. Volume 2.

Tasmania, S. a. R., 2009. *Marketing and Promotion*. [Online] Available at:

http://www.dpac.tas.gov.au/ data/assets/pdf_file/0006/228669/Marketing_and_Promotion.pdf

[Accessed March 7 2017].

Tavakol, M. & Dennick, R., 2011. Making sense of Cronbach's alpha. *International Journal of Medical Education*.

The Staff of Entrepreneur Media, I., 2015. *Start Your Own Business*. s.l.:Entrepreneur Press.

Thu Ha, N. & Gizaw, A., 2014. Factors that influence consumer purchasing decisions of Private Label Food Products A case study of ICA Basic. 13 January.

TULWIN, K., 2014. THE INFLUENCE OF PRICE CHANGES ON CONSUMERS' PURCHASE DECISIONS. 30 May.

UNWTO, 2016. UNWTO Tourism Highlights.

Verma, R., 2011. Understanding and Predicting Customer Choices.

Weiner, J., 2007. Measurement: Reliability and Validity Measures.

Widyastuti, M., Oetomo, H. W. & Riduwan, A., 2017. Working capital and macroeconomic variables as value creation in Indonesian textile companies. *International Journal of Business and Finance Management Research*, 14 February.

Williams, R., 2015. *Heteroskedasticity*. [Online] Available at: https://www3.nd.edu/~rwilliam/stats2/l25.pdf [Accessed 13 April 2017].

Wolf, M. M., 2002. An Analysis of the Impact of Price on Consumer Purchase Interest in Organic Grapes and a Profile of Organic Purchasers*.

WOMMA, 2007. WOM 101.

Ye, L. & Yushe, L., 2009. Online Word-of-Mouth Marketing Strategy in Hotel Management.

Zamil, A. M., 2011. The Impact of Word of Mouth (WOM) on the Purchasing Decision of the Jordanian Consumer. *Research Journal of International Studies*, September. Volume 20.