

DAFTAR PUSTAKA

- Abubakar, Rifa'i. (2021). *Pengantar Metodologi Penelitian*. Yogyakarta: SUKA-Press UIN Sunan Kalijaga.
- Ahmad, R., & Suryanto, A. (2023). *Destination authenticity, visitor satisfaction, and behavioral intention in rural tourism*. *Jurnal Kepariwisata Indonesia*, 5(1), 25–39.
- Ahsanah, U., & Artanti, Y. (2021). The Role of Memorable Tourism Experiences in the Relation between City Image and Visitor Engagement Toward Re-Visit Intention to Yogyakarta City. *Jurnal Manajemen Bisnis*, 12(1), 56-70.
- Anggara, B., Sudiarta, I. N., & Arismayanti, N. K. (2023). *The influence of marketing mix on tourist satisfaction in Sade Tourism Village, Central Lombok, West Nusa Tenggara*. *International Journal of Humanities Education and Social Sciences*, 3(2).
- Azhar, A., & Iskandar. (2019). Pengaruh Ekspektasi, Persepsi Kualitas, Persepsi Nilai Dan Citra Tujuan Wisata Terhadap Kepuasan Wisatawan Pada Pulau Weh Sabang. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*. 4(4): 562-574
- Azhar, Susanto. (2018). *Sistem Informasi Akuntansi*. Cetakan pertama. Lingga Jaya. Bandung: Lingga Jaya.
- Badan Pusat Statistik. (2023). *Statistik Teh Indonesia 2022*. Jakarta: BPS.
- Chen, H., & Rahman, I. (2020). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 34, 100–104.
- Efendi, U. (2020). *Manajemen pemasaran pariwisata: Konsep dan penerapan*. Jakarta: Mitra Wacana Media.
- Ernawadi, & Putra, T. (2023). *Authenticity and walkability of iconic heritage destination in Bandung, Indonesia*. ResearchGate.
- Girsang, M. K., Sianipar, G. J. ., & Simanjuntak, A. N. (2022). Pengaruh Bauran Pemasaran Jasa Terhadap Kepuasan Wisatawan Berkunjung Ke Taman Bunga Sapo Juma Tongging Karo. *Jurnal Manajemen Dan Bisnis*, 22(9), 399–413.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications. Los Angeles: SAGE Publications.
- Haque – Fawzi, Marissa Grace, Ahmad Syarief Iskandar, Heri Erlangga, Nurjaya, and Denok Sunarsi. (2022). *Strategi Pemasaran: Konsep, Teori, Dan Implementasi*. Tangerang Selatan: Pascal Books.

- Hardani, H., Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Metode penelitian kualitatif & kuantitatif*. Yogyakarta: Pustaka Ilmu.
- Hasan, M. M., et al. (2023). *Investigation of the impact of extended marketing mix and subjective norms on visitors' revisit intention: A case of beach tourism destinations*. ResearchGate.
- Irfan, A., Mahfudnurnajamuddin, M., Hasan, S., & Mapparenta, M. (2020). *The effect of destination image, service quality, and marketing mix on kepuasan wisatawan and revisiting decisions at tourism objects*. International Journal of Multicultural and Multireligious Understanding, 7(8).
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia.(2022). *Kolaborasi dan sinergi untuk tingkatan produksi dan daya saing teh Indonesia*.
- Kharisma Gilang, Apriliyanto Nanang, Astarani A Dwi, Saefudi (2022). Strategi Pengembangan Pemasaran 4.0 Untuk Usaha Rumahan di Era VUCA (*Volatility, Uncertainty, Complexity, and Ambiguity*). *JURNAL ABDIMAS EKONOMI TERAPAN*, 1(1).
- Kotler, P., Bowen, J. T., & Makens, J. C. (2021). *Marketing for Hospitality and Tourism* (8th ed.). Pearson.
- Kumar, V. (2021). *Marketing mix strategies and tourist revisit behavior*. Journal of Services Marketing Research, 13(2), 98–109.
- Kurniawati, D., & Umami, I. (2022). *Pengaruh pemasaran pariwisata terhadap minat berkunjung wisatawan*. Jurnal Pariwisata, 9(1), 15–25.
- Kurniawati, D., Sari, M., & Putra, R. (2022). *Citra destinasi, pengalaman wisata*.
- Lee, S. (2020). *Authenticity, tourist satisfaction, and revisit intention in cultural destinations*. Asia Pacific Journal of Tourism Research, 25(6), 540–553.
- Lee, S., Jeong, E., & Qu, K. (2020). Exploring theme park visitors' experience on satisfaction and revisit intention: A Utilization of experience economy model. *Journal of Quality Assurance in Hospitality & Tourism*, 21(4), 474-497.
- Liang, L. J., Choi, H. C., & Joppe, M. (2021). Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel and Tourism Marketing*, 35(1), 73–89.
- Liang, Z., Wu, C., & Hung, K. (2021). *Examining tourist satisfaction and revisit intention through experiential value*. Journal of Vacation Marketing, 27(3), 332–346.

- Lopez, R., & Martin, J. R. (2023). *Digital destination branding and its impact on tourist decision-making*. Journal of Travel & Digital Marketing, 11(4), 201–215.
- Lotte, Luckhy Natalia Anastasye, et. al.,. 2022. *Prinsip Dasar Manajemen Pemasaran*. Sumatra Barat: PT. Global Eksekutif Teknologi.
- Lubis, E. E., Nasution, B., Rasyid, A., & Yohana, N. 2020. Pelatihan Penerapan Social Media Marketing sebagai Media Promosi Agrowisata di Desa Bunga Raya Kecamatan Bunga Raya, Kabupaten Siak. *Journal of Community Development & Empowerment*, 1(2), 103-112
- Marcillia, S. R. (2024). *Keterkaitan keaslian (authenticity) objek wisata terhadap keterikatan tempat (place attachment) wisatawan*. Nature: National Academic Journal of Architecture, 9(2), 101–112.
- Metasari, D. Rachmatullah, A. (2023). Pengaruh Keaslian Merek, Pengalaman , Motivasi Terhadap Niat Berkunjung Kembali dengan Kepuasan sebagai Variabel Mediasi Pada Theme Park Dufan Impian Jaya Ancol Dufan Impian Jaya Ancol , atau “ Dufan ,” adalah salah satu taman di Ancol Dreamland dan tela. 28(3), 233–247.
- Munawar, & Handayani. (2023). *The influence of tourist experiencescape and unique perceptions on destination satisfaction and loyalty: A study of natural and cultural tourism in Indonesia*. Journal of Economics and Development, 25(1).
- Nasrullah, Sri Susanty, Meizar Rusli, Andriasan Sudarso, Pratiwi Bernadetta Purba, Nina Noviasuti, Devi Roza K. Kausar, Hengki Mangiring Parulian Simarmata, Pandu Satriya Utama, & I Nyoman Sudiarta. (2020). *Pemasaran pariwisata: Konsep, perencanaan & implementasi*. Medan: Yayasan Kita Menulis.
- Nordin, N. (2021). *Destination marketing strategies and tourist behavioral intentions: A conceptual review*. International Journal of Tourism Management Studies, 5(1), 22–31.
- Nurngaeni Atik. (2021). ANALISIS STRATEGI PEMASARAN DENGAN PENDEKATAN MARKETING MIX (Studi Kasus Pada *Home Industry* Subama Batik Kroya-Cilacap). *Jurnal Manajemen dan Ekonomi*, 4(2).
- Oskar & Tiurniari Purba. (2020). Pengaruh Fasilitas Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Pt Cahaya Express di Kota Batam. *Jurnal Riset Ekonomi Bidang Akuntansi Dan Manajemen*. Vol. 4 No 2:406-416.
- Paramita, dkk. (2021). *Metode Penelitian Kuantitatif*. Edisi 3. Lumajang: Widya Gama Press STIE Widya Gama Lumajang.

- Pham, Q. (2021). *Destination experience, satisfaction, and revisit intention among young travelers*. *Journal of Asian Tourism Studies*, 7(1), 55–70.
- Poon, W. C., & Koay, K. Y. (2021). Hong Kong protests and tourism: Modelling tourist trust on revisit intention. *Journal of Vacation Marketing*, 27(2), 217–234.
- Prakoso, D. B., Pujiastuti, E. E., & Sadeli, S. (2020). *Pengaruh pengalaman wisatawan terhadap kepuasan dan kepercayaan serta niat berkunjung kembali (Studi pada wisatawan di Wisata Alam Posong Temanggung)*. *Dialektika: Jurnal Ekonomi dan Ilmu Sosial*, 5(2), 185–201.
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2020). *Emotional experiences and destination satisfaction: The role of destination marketing*. *Journal of Travel Research*, 59(6), 1103–1122.
- Putri, H. R. H. (2023). *Pengaruh manajemen talenta dan keterlibatan karyawan terhadap kinerja karyawan pada PT ISS Indonesia* (Skripsi, Universitas Pembangunan Jaya). Universitas Pembangunan Jaya Repository.
- Rahadi. (2023). *Pengantar Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Yogyakarta: Deepublish.
- Rasoolimanesh, S. M., Seyfi, S., Hall, C. M., & Hatamifar, P. (2021). *Understanding memorable tourism experiences and behavioural intentions of heritage tourists*. *Journal of Destination Marketing & Management*, 21, Article 100621.
- Rather, R. A. (2021). Monitoring the impacts of tourism-based social media, risk perception and fear on tourist's attitude and revisiting behaviour in the wake of COVID-19 pandemic. *Current Issues in Tourism*, 24(23), 3275–3283.
- Rosadi, A., Fathor, A. S., & Islam, D. (2024). Eksplorasi minat kunjung ulang melalui citra destinasi dan experiential marketing: Studi empiris pada wisata Bokeit Tawap. *Jurnal Manajemen dan Keuangan Syariah*, 5(2), 19–34.
- Sahir, Syafrida Hafni. (2022). *Metodologi Penelitian*. Yogyakarta: Penerbit KBM Indonesia.
- Septianing, A. D., & Farida, N. (2021). Pengaruh Fasilitas Wisata Dan Kualitas Pelayanan Terhadap Niat Berkunjung Kembali Melalui Kepuasan Pengunjung (Studi Obyek Wisata Goa Kreo Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 10(1), 781- 792.
- Silaban, P. H., Silalahi, A. D., Octoyuda, E., & Panjaitan, D. (2020). The Role of Authenticity and Satisfaction on Tourists' Revisit Intention at Air Soda Destination. *International Journal of Economics & Business Administration (IJEBA)*, 8(4), 365-376

- Sritani. (2024). *Jumlah penduduk yang bekerja di sektor pertanian pada triwulan I 2024 sebesar 28,64 persen dari total jumlah penduduk Indonesia yang bekerja sebanyak 142,18 juta orang*. Sinar Tani.
- Stepchenkova, S., & Belyaeva, N. (2020). *Destination image formation and tourist behavioral intentions: A meta-analysis*. *Journal of Travel Research*, 59(5), 851–866
- Subekti, A. (2020). *Pengaruh kualitas layanan dan pengalaman wisata terhadap loyalitas pengunjung*. *Jurnal Ekonomi dan Pariwisata*, 9(2), 134–145.
- Subekti, D. D. (2020). *Pengaruh dimensi customer experience dan kepercayaan terhadap minat berkunjung kembali pada pengunjung Dira Kencong Jember (Doctoral dissertation, Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Jember)*.
- Subianto, J., Prasetyo, A., & Lestari, S. (2022). *Pemasaran digital dan citra destinasi dalam meningkatkan minat berkunjung wisatawan*. *Jurnal Manajemen dan Bisnis*, 14(2), 112–120.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta Bandung.
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2022). *Tourist loyalty in creative tourism: The role of experience quality, value, satisfaction, and destination image*. *Journal of Hospitality and Tourism Research*, 46(2), 424–447.
- Sulistiyadi, Y., Eddyono, F., & Entas, D. (2021). *Pariwisata Berkelanjutan dalam Perspektif Pariwisata Budaya*. Ponorogo: Uwais Inspirasi Indonesia.
- Sulistiyanda, B., Sulistiyowati, L. N., & Fauzi, R. U. A. (2022). *Pengaruh pengalaman pengunjung dan citra destinasi terhadap minat berkunjung kembali dengan kepuasan sebagai variabel mediasi pada wisatawan Telaga Sarangan*. *Jurnal Ekonomi dan Pendidikan*, 10(2), 56–67.
- Sumarni, I., Baskara, I., & Fadli, J. A. (2024). *The Effect of Service Quality and Destination Image on Return Visit Intention Through Tourist Satisfaction*. *International Journal of Business, Technology, and Organizational Behavior*, 4(1), 272–281.
- Suryani, T., Rahmawati, F., & Widodo, A. (2023). *Pengaruh pengalaman wisata dan nilai keaslian terhadap kepuasan wisatawan*. *Jurnal Pariwisata Indonesia*, 12(1), 45–59.
- Suryoko, S., & Aflit, K. (2020). *Pengaruh citra destinasi dan kepuasan terhadap minat kunjung kembali*. *Jurnal Ilmu Manajemen*, 8(3), 412–425.

- Tamadesha, A., & Istiharini. (2020). *Pengaruh customer experience dan brand image terhadap customer loyalty Starbucks Bandung*. Journal of Accounting and Business Studies (JABS), 3(1) Tangian, D., & Kumaat, H. 2020. *Buku ajar pengantar pariwisata*. Manado: Politeknik Negeri Manado.
- Theodora, P., & Felicia, F. (2020). Pengaruh Perceived Authenticity Terhadap Place Attachment Dan Revisit Intention Wisatawan Di House Of Sampoerna. *Jurnal Hospitality Dan Manajemen Jasa*, 8(2), 1–17.
- Tian, Di, Q., Wang, Q., Law, R., & Zhang, M. (2020). *Influence of cultural identity on tourists' authenticity perception, tourist satisfaction, and traveler loyalty*. Sustainability, 12(16), 6344.
- Wada, F. H., Pertiwi Anna, Hasiolan, M.I.S., Lestari Sri. (2024). *Buku Ajar Metodologi Penelitian*. Jakarta: PT. Sonpedia Publishing Indonesia.
- Wahyudiono, S., & Soerjanto. (2022). Increasing The Tourists' Revisit Intention by Paying Attention to Kepuasan wisatawan at The Gong Cave Pacitan Tourist Destination. *Majalah Ilmiah Bijak*, 19(2), 310–321.
- Wang, Tz-Li; Tran, Phuong Thi Kim; Tran, Vinh Trung. (2022). *Destination perceived quality, kepuasan wisatawan and word-of-mouth*. Tourism Review, Vol. 72, No. 4, pp. 392–410.
- Widarmanti, T., & Nugraha, M. R. (2023). The influence of social media marketing on destination image and intention to visit tourist destinations (study on Belitar Seberang Tourism Village). *Journal of Humanities and Social Studies*, 7(3), 799–803.
- Yogiantara, & Sumadi. (2025). *The influence of tourist experience and tourist satisfaction on revisit intention to Aling–Aling Waterfall*. INVEST: Journal of Management, 10(1).
- Zainurossalamia, S. (2020). *Pengaruh kualitas layanan dan nilai keaslian pada kepuasan wisatawan*. Jurnal Ilmu Pariwisata, 5(1), 33–44.
- Zare, S. (2020). Cultural influences on memorable tourism experiences. *Journal of Tourism and Hospitality Research*. 30(3).
- Zeng, B., Chen, Y., & Lew, A. (2020). *The role of destination image and service quality in shaping tourist satisfaction and loyalty*. Tourism Review International, 24(1), 45–61.
- Zhang, S.-N., Li, Y.-Q., Liu, C.-H., & Ruan, W.-Q. (2020). *How does authenticity enhance flow experience through perceived value and involvement: The moderating roles of innovation and cultural identity*. Journal of Travel & Tourism Marketing, 36(6), 710–728.
- Zhou G, Chen Wenkuan, Wu Yuting. (2022). *Research on the effect of authenticity on revisit intention in heritage tourism*. Frontiers in Psychology, 13, 883380.