

DAFTAR RUJUKAN

- Altiney, Levent & Paraskevas, Alexandros. (2008). *Planning Research in Hospitality and Tourism*. Oxford: Elsevier.
- Annastasia, E. M. (2016). *Pengaruh Program Corporate Social Responsibility Surabaya Heritage Track Terhadap Corporate Image PT HM Sampoerna TBK Pada Penumpang Surabaya Heritage Track* (Doctoral dissertation, Widya Mandala Catholic University Surabaya).
- Badan Pusat Statistik. (2020). Jumlah Penduduk menurut Wilayah, Klasifikasi Generasi dan Jenis Kelamin, Indonesia, 2020. Diakses melalui <https://sensus.bps.go.id/topik/tabular/sp2020/2/0/0>.
- Bundarti, S. A. (2020). *Pengalaman Wisatawan Mengikuti Virtual Tour Yang Diselenggarakan Oleh House Of Sampoerna (Studi Kasus Pada Surabaya Heritage Track Virtual Tour House Of Sampoerna)* (Doctoral dissertation, Universitas Airlangga).
- Carreira, R., Patrício, L., Jorge, R. N., & Magee, C. (2014). Understanding the travel experience and its impact on attitudes, emotions and loyalty towards the transportation provider—A quantitative study with mid-distance bus trips. *Transport Policy*, 31, 35-46.
- Carreira, R., Patrício, L., Jorge, R. N., Magee, C., & Hommes, Q. V. E. (2013). Towards a holistic approach to the travel experience: A qualitative study of bus transportation. *Transport Policy*, 25, 233-243.
- Creswell, John W & Creswell, J David. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches Fifth Edition*. California: Sage.
- De Oña, R., Machado, J. L., & De Oña, J. (2015). Perceived service quality, customer satisfaction, and behavioral intentions: structural equation model for the Metro of Seville, Spain. *Transportation Research Record*, 2538(1), 76-85.
- Dinas Pariwisata Kota Yogyakarta. (2022, 14 April). Naik Bis Heritage Track Sumbu Filosofi Cara Asyik Pelajari Budaya dan Sejarah Jogja. Diakses pada 7 April 2023, melalui <https://pariwisata.jogjakota.go.id/detail/index/918>.
- Gemiharto, Ilham. dan Koswara, Iwan. (2019). Kajian Pemanfaatan Media Sosial dalam Mempromosikan Budaya Tradisional Nusantara. Dalam: Komunikasi dalam Media digital. Yogyakarta: Buku Litera.
- Ghanem, M., & Shaaban, K. (2022). Determinants of memorable sightseeing bus-tour experiences: Identifying and evaluating destination related attributes. *Tourism and Hospitality Research*, 22(2), 209-225.
- Hamamah, H., Suman, A., Setiawan, F. N., & Nufiarni, R. (2020). Wisata Dolanan: Pengembangan Wisata Tematik Berbasis Budaya di Kampung Biru Arema (KBA) Kota Malang. *Jurnal Surya Masyarakat*, 3(1), 66-70.
- Morton, C., Caulfield, B., & Anable, J. (2016). Customer perceptions of quality of service in public transport: Evidence for bus transit in Scotland. *Case Studies on Transport Policy*, 4(3), 199-207.

- Motlová, E. (2018). *Customer Experience Management In Bus Travel Industry*. (Master Thesis, Copenhagen Business School)
- Nguyen, X. P. (2019). The bus transportation issue and people satisfaction with public transport in Ho Chi Minh city. *J. Mech. Eng. Res. Dev*, 42, 10-16.
- Pitana, I Gede., & Diarta, I Ketut Surya. (2009). *Pengantar Ilmu Pariwisata*. Yogyakarta: Andi.
- Rozaan, A. (2017). *Analisis Produk Wisata Heritage Trail untuk Meningkatkan Citra Destinasi (Studi pada Surabaya Heritage Track, Surabaya)* (Doctoral dissertation, Universitas Brawijaya).
- Rozaan, A., Mawardi, M. K., & Prasetya, A. (2018). “Analisis Pengembangan Produk Wisata Heritage Trail untuk Meningkatkan Citra Destinasi”. *Jurnal Administrasi Bisnis (JAB)*. Volume 61(4).
- Shofia, S. S. E. (2018). *Surabaya Heritage Track sebagai Atraksi Wisata City Tour Di Surabaya (Studi Deskriptif Analisis Surabaya Heritage Track Sebagai Atraksi Wisata Perkotaan)* (Doctoral dissertation, Universitas Airlangga).
- Siregar, Syofian. (2010). *Statistika Deskriptif untuk Penelitian*. Jakarta: Raja Grafindo Persada.
- Veal, A.J. (2006). *Research Methods for Leisure and Tourism: A Practical Guide*. Edisi Ketiga. Edinburgh: Pearson.
- Wijiastuti, H. (2010). *Analisis Pengaruh Manfaat Fungsional, Experiential dan Simbolis Pada Program Surabaya Heritage Track (SHT) terhadap Citra House of Sampoerna* (Doctoral dissertation, UNIVERSITAS AIRLANGGA).