



UNIVERSITAS  
GADJAH MADA

PENGARUH KEPUASAN WISATAWAN TERHADAP KESEDIAAN MEMBAYAR PADA METODE

PEMBAYARAN PAY WHAT YOU WANT

(PWYW): RESTORAN DA

Buwana Marhenta, MOHAMAD RACHMADIAN NAROTAMA, S.T.,M.Sc., Ph.D.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

## Daftar Rujukan

- Al-Ababneh, M. M. (2013). Service quality and its impact on tourist satisfaction. *Institute of Interdisciplinary Business Research*, 164.
- Altinay, L., & Paraskevas, A. (2008). *Planning research in hospitality and tourism: An international approach*. Elsevier.
- Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125–143.  
<https://doi.org/10.1287/mksc.12.2.125>
- Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125–143.  
<http://www.jstor.org/stable/184036>
- Arnould, E. J., & Price, L. L. (1993). River magic: Extraordinary experience and the extended service encounter. *Journal of Consumer Research*, 20(1), 24-45.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of tourism research*, 31(3), 657-681.
- Bigne, E., Sanchez, I., & Sanchez, J. (2001). Tourism image, evaluation variables, and after purchase behavior: Interrelated effects. *Journal of Travel Research*, 40(3), 292-302.
- Cardozo, R. N. (1965). An experimental study of customer effort, expectation, and satisfaction. *Journal of Marketing Research*, 2(3), 244.  
<https://doi.org/10.2307/3150182>
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA: Sage.
- Google maps. (n.d.). [Peta Petunjuk Perjalanan dari Bandara Internasional Ngurah Rai Menuju Dapur Bali Mula]. Diakses pada Juni 13, 2023, Melalui <https://goo.gl/maps/z281XSAVJT4BjCVT6>.



Google maps. (n.d.). [Peta Petunjuk Perjalanan dari Ubud Menuju Dapur Bali Mula].  
Diakses pada Juni 13, 2023, Melalui <https://goo.gl/maps/widEcTM2Jt4ZcVgE7>.

Google maps. (n.d.). [Peta Pulau Bali dengan Lokasi Restoran Dapur Bali Mula].  
Diakses pada Juni 13, 2023, Melalui <https://goo.gl/maps/K4ng9v3Lx7tmipug7>.

Horng, J. S., & Hsu, H. (2020). A holistic aesthetic experience model: Creating a harmonious dining environment to increase customers' perceived pleasure. *Journal of Hospitality and Tourism Management*, 45, 520-534.

Horng, J.-S., & Hsu, H. (2020). A holistic aesthetic experience model: Creating a harmonious dining environment to increase customers' perceived pleasure. *Journal of Hospitality and Tourism Management*, 45, 520–534.  
<https://doi.org/10.1016/j.jhtm.2020.10.006>

Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of travel research*, 49(3), 351-364.

Kim, J.-Y., Natter, M., & Spann, M. (2009). Pay what you want: A new participative pricing mechanism. *Journal of Marketing*, 73(1), 44–58.  
<https://doi.org/10.1509/jmkg.73.1.44>

Kim, S. S., & Ritchie, J. R. B. (2014). Experience quality and satisfaction with destination: The roles of destination resources and authenticity. *Tourism Management*, 41, 181-197.

Kotler, Philip (1991), Marketing Management-Analisis, planning, Implementation and control, 7<sup>th</sup> Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.

Le Gall-Ely, M. (2009). Definition, Measurement and Determinants of the Consumer's Willingness to Pay: A Critical Synthesis and Avenues for Further Research. *Recherche et Applications En Marketing* (English Edition), 24(2), 91-112. <https://doi.org/10.1177/205157070902400205>

Lee, T. H., & Hsu, F. Y. (2013). Examining how attending motivation and satisfaction affects the loyalty for attendees at aboriginal festivals. *International journal of tourism research*, 15(1), 18-34.

Lemke, F., Clark, M., & Wilson, H. (2010). Customer experience quality: An exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 39(6), 846–869.  
<https://doi.org/10.1007/s11747-010-0219-0>



- Mason, P., Augustyn, M., & Seakhoa-King, A. (2010). Exploratory study in tourism: Designing an initial, qualitative phase of sequenced, mixed methods research. *International Journal of Tourism Research*, 12(5), 432-448.
- Morgan, M., Lugosi, P., & Ritchie, B. W. (2011). Researching tourist experiences: Methodological considerations. *Annals of Tourism Research*, 38(2), 719-741.
- Oliver, R. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460–469.
- Olshavsky, R. W., & Miller, J. A. (1972). Consumer expectations, product performance, and perceived product quality. *Journal of marketing research*, 9(1), 19-21.
- Parasuraman, A., V. Zeithaml, and L. Berry (1990) Delivering Quality Service New York: Free Press.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97-105.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy (Vol. 76, No. 4, pp. 97-105). Cambridge, MA, USA: Harvard Business Review Press.
- Reisinger, Y., & Turner, L. W. (2003). Cross-cultural behaviour in tourism: Concepts and analysis. Oxford: Butterworth-Heinemann.
- Ritchie, B. W., & Ritchie, J. R. B. (1998). The authenticity of backpackers. *Annals of Tourism Research*, 25(1), 64-79.
- Roy, R., Rabbanee, F. K., & Sharma, P. (2016). Antecedents, outcomes, and mediating role of internal reference prices in pay-what-you-want (PWYW) pricing. *Marketing Intelligence & Planning*, 34(1), 117-136.
- Rust, R. T., & Oliver, R. L. (1994). Service quality: insights and managerial implication from the frontier. In T. RolandRust, & Richard L. Oliver (Eds.), *Service quality: New directions in theory and practice* (pp. 1–19). Thousand Oaks, CA: Sage.
- Sarantakos S. 2005. Social Research. 3rd edn. Palgrave Macmillan: Basingstoke.
- Spence, C. (2017). *Gastrophysics: The new science of eating*. Penguin UK.



UNIVERSITAS  
GADJAH MADA

PENGARUH KEPUASAN WISATAWAN TERHADAP KESEDIAAN MEMBAYAR PADA METODE

PEMBAYARAN PAY WHAT YOU WANT

(PWYW): RESTORAN DA

Buwana Marhenta, MOHAMAD RACHMADIAN NAROTAMA, S.T.,M.Sc., Ph.D.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Spreng, R. A., S. B. Mackenzie, and B. W. Olshavsky 1996 A Re-examination of the Determinants of Consumer Satisfaction. *Journal of Marketing* 60(3):15±22.

Swarbrooke, J., & Horner, S. (2007). Consumer behaviour in tourism. Routledge.

Tung, V. W. S., & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of tourism research*, 38(4), 1367-1386.

World Tourism Organization. COVID-19 and Tourism | 2020: A year in review. (n.d.). <https://www.unwto.org/covid-19-and-tourism-2020>

WTTC. (2023, November 27). Travel & Tourism Economic Impact: World Travel & Tourism Council (WTTC). World Travel & Tourism Council.  
<https://wttc.org/research/economic-impact>

Zeithaml, V. A. (1990). Review of Marketing 1990. American Marketing Association.