

DAFTAR PUSTAKA

- Abubakar, M., Iikan, M., Al-Tal, R.M., Eluwole, K.K., (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, 31 220-227
- Antara. (2019). Jokowi Minta Milenial Tularkan Kepedulian pada Lingkungan. Tirto.id. Tersedia di <https://tirto.id/jokowi-minta-milenial-tularkan-kepedulian-pada-lingkungan-cLvt>, diakses pada 25 maret
- Apriliani, D. (2018). Kemajuan Pariwisata Indonesia, Penyumbang Devisa Terbesar Indonesia. Good News From Indonesia. Tersedia di <https://www.goodnewsfromindonesia.id/2018/12/23/kemajuan-pariwisata-indonesia-penyumbang-devisa-terbesar-indonesia>, diakses pada 24 maret 2019
- Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32(4), 890-901.
- Badan Pusat Statistik. (2015). Klasifikasi Baku Lapangan Usaha Indonesia. Tersedia di https://www2.bkpm.go.id/images/uploads/prosedur_investasi/file_upload/KB LI-2015.pdf, diakses pada 10 April 2019
- Badan Pusat Statistik. (2018). Direktori Hotel dan Akomodasi Lainnya DIY 2018. Tersedia di <https://yogyakarta.bps.go.id/publication/2018/09/24/5194b290b4843ed30cce0b4b/direktori-hotel-dan-akomodasi-lain-provinsi-daerah-istimewa-yogyakarta-2018.html>, diakses pada 10 April 2019
- BPS Provinsi DIY. (2018). Berita Resmi Statistik: Tingkat Penghunian Kamar (TPK) Hotel Daerah Istimewa Yogyakarta Desember 2018. Tersedia di https://yogyakarta.bps.go.id/backend/materi_ind/materiBrsInd-20190201163205.pdf, diakses pada 10 April 2019
- BPS Provinsi DIY. (2019). Perkembangan Pariwisata Februari 2019. Tersedia di https://yogyakarta.bps.go.id/backend/materi_ind/materiBrsInd-20190401140611.pdf, diakses pada 20 juni 2019
- Bowen, J.T., Chen, S.L. (2001). The Relationship Between Customer Loyalty and Customer Satisfaction. *International Journal of Contemporary Hospitality Management*. 13 (5), 213-217.
- Cerutti, A.K., Beccaro, G.L., Bruun, S., Donno, D., Bonvegna, L., Bounous, G.

- (2016). Assessment Methods for Sustainable Tourism Declaration: The Case of Holiday Farms. *Journal of Cleaner Production* . 111. 511-519.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism Management*, 28(4), 1115e1122.
- Chen, H., Bernard, S., Rahman, I. (2018). Greenwashing in Hotels: A Structural Model of Trust and Behavioral Intention. *Journal of Cleaner Production*. 206 (2019). 326-335.
- Chiu, W. dan Cho, H. (2019). E-commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-commerce websites. *Asia Pacific Journal of Marketing and Logistics*
- Chang, S., Chou, P., Wen-Chien, L. (2014). Evaluation of satisfaction and repurchase intention in online food group-buying, using Taiwan as an example. *British Food Journal*, Vol. 116 Issue: 1, pp.44-61
- Choi, H., Jang, J., Kandampully, J. (2015). Application of the extended VBN theory to understand consumers' decisions about green hotels. *International Journal of Hospitality Management*. 51, 87-95.
- Cole, S. T., & Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel and Tourism Marketing*, 16(1), 79e90.
- Cooper, D.R. and Schindler, D.S. (2014). *Business Research Methods*, 12th ed. New York: McGraw-Hill Education.
- Dahlstrom, Robert. (2011). *Green Marketing Management*. Ohio: South-Western Cengage Learning.
- Detik News. (2015). Maraknya pembangunan hotel rusak keistimewaan Yogyakarta. Tersedia di <https://news.detik.com/berita/2895175/maraknya-pembangunan-hotel-rusak-keistimewaan-yogyakarta>, diakses pada 9 mei 2019
- Dinas Pariwisata Daerah Istimewa Yogyakarta. (2017). *Statistik Kepariwisataaan Jogja Istimewa 2017*. Tersedia di <https://visitingjogja.com/downloads/Buku-Statistik-Kepariwisataaan-DI-Yogyakarta-tahun-2017.pdf>, diakses pada 16 Januari 2019
- Ernst & Young (2008). *Hospitality going green*. Tersedia di http://www.hotelnewsresource.com/pdf8/e_y120408.pdf, diakses pada 9 Mei 2019
- Garbarino, E. dan Johnson, M. (1999). The Different Roles of Satisfaction, Trust, and

Commitment in Customer Relationship. *Journal of Marketing*, 63: 70.

Ghozali, I. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS 23. Semarang: Badan Penerbit Universitas Diponegoro.

Green Hotel Association. (2015). "What Are Green Hotels?". Tersedia di <http://www.greenhotels.com/green/whatare.htm>, diakses pada 9 mei 2019.

Han, H., Hsu, I.T.J., Lee, J.S. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal Hospitality Management*. 28 (4). 519-528.

Hartono, Jogiyanto. (2017). *Filosofi dan Metodologi Penelitian*. BPFE-Yogyakarta, Yogyakarta.

Mothersbaugh, D.L., Hawkins, D.I. (2016). *Consumer Behavior: Building Marketing Strategy*, 13th edition. New York: McGraw-Hill Education.

Koran Sindo. (2019). Kementerian Lingkungan Hidup Ajak Kaum Milenial Jaga Lingkungan. Tersedia di <https://nasional.sindonews.com/read/1383490/15/kementerian-lingkungan-hidup-ajak-kaum-milenial-jaga-lingkungan-1551571854>, diakses pada 25 Maret 2019

Kuncoro, Mudrajad. (2011). *Metode Kuantitatif: Teori dan Aplikasi untuk Bisnis dan Ekonomi*. UPP STIM YKPN, Yogyakarta.

Kuntadi. (2019). Moratorium Direvisi, Kota Yogyakarta Izinkan Hotel Bintang Empat Masuk. *INews.id*. Tersedia di <https://www.inews.id/daerah/yogya/moratorium-direvisi-kota-yogyakarta-izinkan-hotel-bintang-4-masuk/417881>, diakses pada 12 Juli 2019

Jackson, L.A. (2010), "Toward a framework for the components of green lodging", *Journal of Retail & Leisure Property*, Vol. 9 No. 3, pp. 211-230.

Jeong, E., Jang, S.S., Day, J., Ha, S. (2014). The impact of eco-friendly practices on green image and customer attitudes: an investigation in a cafe setting. *International Journal of Hospitality Management*, 41, 10-20.

Kang, S., Hur, W.M. (2012). Investigating the antecedents of green brand equity: a sustainable development perspective. *Corporate Social Responsibility and Environmental Management*, 19 (5), 306e316.

Karsono. (2007). Peran Variabel Citra Perusahaan, Kepercayaan, dan Biaya Perpindahan yang Memediasi Pengaruh Kualitas Pelayanan Terhadap

Loyalitas Pelanggan. *Jurnal Bisnis dan Manajemen*, 7 (1), 93-110.

Kementerian Pariwisata Republik Indonesia (2016). Panduan dan Pedoman Pelaksanaan Green Hotel di Indonesia. Kementerian Pariwisata Republik Indonesia. Jakarta.

Ladhari, R., Michaud, M. (2015). e-WOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management*, 46, 36-45.

Latan, H. (2014). Aplikasi Analisis Data Statistik untuk Ilmu Sosial Sains dengan IBM SPSS. Alfabeta: Bandung.

Lee, J. S., Hsu, L. T., Han, H., & Kim, Y. (2010). Understanding how consumers view green hotels: How a hotel's green image can influence behavioural intentions. *Journal of Sustainable Tourism*, 18(7), 901–914.

Lee, C. K., Lee, Y. K., & Lee, B. (2005). Korea's destination image formed by the 2002 World Cup. *Annals of Tourism Research*, 32(4), 839-858.

Leung, D., Law, R., & Lee, H. A. (2011). The perceived destination image of Hong Kong on Ctrip.com. *International Journal of Tourism Research*, 13(2), 124-140.

Lien, C.H., Wen, M.J., Huang, L.C., Wu, K.L. (2015). Online hotel booking: the effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20 (4), 210e218.

Lin, L., & Lu, C. (2010). The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. *Tourism Review*, 65(3).

Malhotra, N.K. (2009). Basic Marketing Research. Upper Saddle River: Pearson Prentice Hall.

Martinez, P. (2015). Customer loyalty: exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*. 27 (5). 896-917.

Oliver, R. L. (1997). *Satisfaction: A behavioural perspective on the consumer*. New York, NY: McGraw-Hill.

Polonsky, M.J. (1994). An Introduction To Green Marketing. *Electronic Green Journal*. Vol. 1, No. 2, pp. 1-10.

Rahman, I., Park, J., Chi, C.G.Q. (2015). Consequences of “greenwashing”

- Consumers' reactions to hotels' green initiatives. *International Journal of Contemporary Hospitality Management*, 27 (6), 1054-1081.
- Robin, C.F., Pedroche, M.S.C., Astorga, P.S. (2017). Revisiting green practice in the hotel industry: a comparison between mature and emerging destinations. *Journal of Cleaner Production*. 140. 1415-1428.
- Ryu, K., Lee, H.R., Gon Kim, W. (2012). The influence of the quality of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*. 24 (2). 200-223.
- Sallam, M.A., 2016. An investigation of corporate image effect on WOM: the role of customer satisfaction and trust. *International Journal Business Administration*, 7 (3), 27.
- Sekaran, Uma. (2003). *Research Method for Business: A Skill Building Approach*, 4th edition. John Wiley & Sons Inc., Amerika Serikat.
- Sparks, B.A., So, K.K.F., Bradley, G.L. (2016). Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tourism Management* 53. 74-85
- Tempo.Co. (2018). Membangun Konektivitas 10 Kawasan Strategis Pariwisata Nasional. Tempo.Co. Tersedia di <https://inforial.tempo.co/info/1000761/membangun-konektivitas-10-kawasan-strategis-pariwisata-nasional>, diakses pada tanggal 13 Mei 2019.
- Verma, V. K., & Chandra, B. (2017). Sustainability and customers' hotel choice behaviour: A choice-based conjoint analysis approach. *Environment, Development and Sustainability*, 1-17.
- Wang, Y. D., & Emurian, H. H. (2005). An overview of online trust: concepts, elements, and implications. *Computers in Human Behavior*, 21(1), 105-125.
- Wang, C. Y., & Hsu, M. K. (2010). The relationships of destination image satisfaction and behavioral intentions: An integrated model. *Journal of Travel and Tourism Marketing*, 27(8), 829-843.
- Wang, J., Wang, S., Xue, H., Wang, Y., Li, J. (2018). Green image and consumers' word-of-mouth intention in the green hotel industry: The moderating effect of Millennials. *Journal of Cleaner Production*. 181. 426-436.
- World Travel and Tourism Council (WTTC). (2018). Travel and Tourism Power and Performance. Tersedia di <https://www.wttc.org/>

/media/files/reports/2018/power-and-performance-rankings-2018.pdf, diakses pada tanggal 13 Mei 2019.

Yoon, D., Chen, R.J., 2017. A green shadow: the influence of hotel customers' environmental knowledge and concern on green marketing skepticism and behavioral intentions. *Journal of Tourism Analysis*. 22 (3), 281-293.

Yusof, J.M., Musa, R., Rahman, S.A. (2012). The effects of green image of retailers on shopping value and store loyalty. *Procedia-Social & Behavior Science*. 50. 710-721.