

DAFTAR PUSTAKA

- Alawiyah, & Humairoh. (2017). The Impact of Customer Relationship Management on Company Performance in Three Segments. *Jurnal Ekonomi Bisnis Volume* , 22 (2), 132-144.
- Alipour, M., Pour, B. M., & Darbahaniha. (2018). The Effectsof The 7P Marketing Mix ComponentsOn Sporting The Effectsof The 7P Marketing Mix Components On Sporting. *International Journal of Business and Management Invention (IJBMI)* , 7 (1), 20-26.
- Anshari. (2019). Pengaruh Customer Relationship Management terhadap Industri Perbankan Indonesia. *AKUNTABEL* , 16 (1), 122-127.
- Arif, Absah, & Rini. (2019). Exploring the Influence Dimension of Customer Relationship Management on Customer Loyalty and Customer Satisfaction as Intervening Variable at Fast Food in Medan. *International Journal of Research & Review* , 6 (12), 146-155.
- Azzam. (2016). The Impact of Customer Relationship Management on Hotels Performance in Jordan1. *International Journal of Business and Social Science* , 7 (4), 200-210.
- CNN Indonesia. (2020, Februari 26). *Berita Makro*. Retrieved Juli 19, 2020, from <https://www.cnnindonesia.com/ekonomi/20200226121314-532-478265/menghitung-kontribusi-sektor-pariwisata-bagi-ekonomi-ri>
- Damayanti. (2019). *Pengaruh Customer Relationship Management (CRM) Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening PT. Nasmoco Abadi Motor Karanganyar (Studi pada pelanggan yang menggunakan jasa bengkel PT. Nasmoco Abadi Motor Karanganyar*. Semarang: Universitas Diponegoro.
- Darmajati. (2019, Juli 19). *Jogja*. Retrieved Agustus 13, 2020, from IDN Times: <https://jogja.idntimes.com/news/jogja/tunggul-damarjati/ini-yang-menyebabkan-kunjungan-wisatawan-ke-diy-merosot-tajam/2>

- Flo. (2020, Januari 15). *Indonesia*. Retrieved Agustus 13, 2020, from Merah Putih: <https://merahputih.com/post/read/sekitar-5-5-juta-wisatawan-kunjungi-solo-pada-tahun-2019>
- Hajiyan, Aminbeidokhti, & Hemmatian. (2015). The Effect of Customer Relationship Management on Customer Loyalty: Evidence From Banking Industry. *Management Science Letters* , 5, 993-998.
- Haryanto, J. O. (2017). *Beyond Marketing: Growth and Sustainability*. Jakarta: Kepustakaan Populer Gramedia.
- Herawaty, Tresna, & Liany. (2019). The Effect of Customer Relationship Management on Customer Loyalty (Study at Crown Hotel in Tasikmalaya). *Review of Integrative Business and Economics Research* , 8 (3), 150-156.
- Hery. (2019). *Menyusun Rencana Pemasaran Gerilya yang Unggul*. Jakarta: Gramedia.
- Hurriyati, R. (2015). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.
- Indrawan, R., & Yaniawati, P. (2016). *Metodologi Penelitian*. Bandung: Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi*. Bandung: Aditama.
- Indriadini, Yulianto, & Mawardi. (2015). Pengaruh Customer Relationship Management (CRM) Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan (Survey Pada Pelanggan PT. Gemilang Libra Logistics, Kota Surabaya). *Jurnal Administrasi Bisnis* , 23 (8), 1-8.
- Kotler, P., & Keller, K. (2016). *Manajemen Pemasaran*. Jakarta: Indeks.
- Kridhangkara. (2019, November 18). Retrieved Juli 19, 2020, from <https://www.solopos.com/pertumbuhan-hotel-di-solo-953990>
- Kuncoro, M. (2015). *Metode Riset untuk Bisnis dan Ekonomi: Bagaimana Meneliti dan Menulis Tesis*. Jakarta: Erlangga.

- Magatef, S. (2015). The Impact of Customer Loyalty Programs on Customer Retention. *International Journal of Business and Social Science* , 6 (8), 78-93.
- Maulana, & Putri. (2018). Pengaruh Customer Relationship Management (CRM) Terhadap Loyalitas Pelanggan XL Axiata Semarang. *Makro, Jurnal Manajemen & Kewirausahaan* , 3 (2), 225-238.
- Molinolo, Mele, & Noronha. (2020). Cause-Related Marketing Influence on Consumer Loyalty in a Medium-Sized City. *Sustainability* , 12, 1-16.
- Nuralam, I. (2018). *Manajemen Hubungan Pelanggan Perbankan Syariah Indonesia*. Yogyakarta: Deepublish.
- OECD. (2018, Januari 5). Retrieved Juli 19, 2020, from Ajar Ekonomi: <https://www.ajarekonomi.com/2018/01/peranan-sektor-pariwisata-travel-and.html>
- Prihatsi, T. (2020, April 15). Retrieved Juli 19, 2020, from Medcom.id: <https://www.medcom.id/nasional/daerah/1bVjJdWb-okupansi-menurun-sejumlah-hotel-di-solo-berhenti-beroperasi>
- Rahimi. (2017). Organizational Culture and Customer Relationship. *Journal of Hospitality Marketing & Management* , 1-7.
- Salman, D., Tawfik, Y., Samy, M., & Tur, A. A. (2017). A new marketing mix model to rescue the hospitality industry: Evidence from Egypt after the Arab Spring. *Future Business Journal* , 3, 47-69.
- Setyaleksana, Suharyono, & Yulianto. (2017). Pengaruh Customer Relationship Management (CRM) Terhadap Kepuasan dan Loyalitas Pelanggan. *Jurnal Administrasi Bisnis* , 45 (1), 45-51.
- Shafique, Ahmad, Abbas, & Hussain. (2015). The Impact of Customer Relationship Management Capabilities on Organizational Commitment: Moderating Role of Competition Intensity. *Arabian Journal of Business and Management Review (Nigerian Chapter)* , 3 (3), 28-47.
- Shafique, Ahmad, Abbas, & Hussain. (2015). The Impact of Customer Relationship Management Capabilities on Organizational; Performance; Moderating Role

- of Competition Intensity. *Arabian Journal of Business and Management Review* , 3 (3), 28-47.
- Siregar, A. (2016). Pengaruh Customer Relationship Management dan Kualitas Strategi Bisnis Terhadap Keunggulan Bersaing dalam Meningkatkan Kinerja Unit (Studi Bank BNI Kantor Wilayah 05). *Jurnal Sains Pemasaran Indonesia* , XV (3), 193-205.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sujarweni. (2015). *Metodologi penelitian: Lengkap, praktis, dan mudah dipahami*. Yogyakarta: Pustaka Baru.
- Suryani, T. (2017). *Manajemen Pemasaran*. Prenadamedia Grup: Jakarta.
- Thungasal, C., & Siagian, H. (2019). Pengaruh Kualitas Pelayanan dan Harga Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan pada Hotel Kasuari. *AGORA* , 7 (1), 1-7.
- Utama, I. G. (2015). *Pengantar Industri Pariwisata*. Yogyakarta: Deepublish.
- Utami, Hufron, & Rachmat. (2017). Pengaruh Customer Relationship Management (CRM) Terhadap Kepuasan Konsumen (Studi kasus pada Konsumen Rumah Makan Ayam Nelongso Malang). *e – Jurnal Riset Manajemen* , 54-65.
- Vikstrom. (2016). *How does Organizational Culture Impact Intention to use Customer Relationship Management Amongst Employees?* Luleå: Luleå University of Technology.
- Viktstrom. (2017). *How does Organizational Culture Impact Intention to use Customer Relationship*. Luleå: Luleå University of Technology.