

DAFTAR PUSTAKA

- Abdillah, W & Hartono, J. (2015) *Partial Least Square (PLS)*. Yogyakarta: Penerbit Andi
- Adisty, N. (2022). *Mengulik Perkembangan Penggunaan Smartphone di Indonesia* <https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-sT2LA>
- Alhamidi, R. (2023) *Okupansi Hotel di Bandung Terus Naik, Disparbud Wanti-wanti Prokes*. <https://www.detik.com/jabar/wisata/d-6032774/okupansi-hotel-di-bandung-terus-naik-disparbud-wanti-wanti-prokes>
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/JSM-01-2017-0031/FULL/PDF>
- Amstrong, Gary & Philip, Kotler. (2012) *Dasar-Dasar Pemasaran. Jilid I*. Jakarta: Penerbit Prenhalindo.
- Alamsyah, A., & Rachmadiansyah, I. (2018). Mapping online transportation service quality and multiclass classification problem solving priorities. *Journal of Physics: Conference Series*, 971(1). <https://doi.org/10.1088/1742-6596/971/1/012021>
- Aprialdo, D (2022). *Cerita Dua Hotel Bertahan di Tengah Pandemi, Enggan Pangkas Pegawai hingga Manfaatkan Platform OTA*. <https://www.pegipegi.com/travel/cerita-dua-hotel-bertahan-di-tengah-pandemi-enggan-pangkas-pegawai-hingga-manfaatkan-platform-ota/>
- Armas-Cruz, Y., Gil-Soto, E., & Morini-Marrero, S. (2022). Monitoring hotel response management: A multidimensional approach. *International Journal of Hospitality Management*, 101, 103127. <https://doi.org/10.1016/J.IJHM.2021.103127>
- Berger, S., Saut, A. M., & Berssaneti, F. T. (2020). Using patient feedback to drive quality improvement in hospitals: a qualitative study. *BMJ Open*, 10(10), e037641. <https://doi.org/10.1136/BMJOPEN-2020-037641>
- Bordoloi, S., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2019). *Service Management*. New York: McGraw-Hill Education

Candiwan, & Wibisono, C. (2021). Analysis of the influence of website quality to customer's loyalty on e-commerce. *International Journal of Electronic Commerce Studies*, 12(1), 83–102. <https://doi.org/10.7903/IJECS.1892>

Cinthy. (2021). *Customer Engagement: Pengertian, Dampak, dan Cara Mengukur Customer Engagement*. <https://accurate.id/marketing-manajemen/customer-engagement/>

Darmadi, R. (Roby), Silitonga, P. (Parlagutan), & Kristiadi, A. A. (Al). (2021). Pengaruh Citra Merek terhadap Loyalitas Perguruan Tinggi melalui Social Media Customer Engagement dan Kepuasan Pelanggan. *Jurnal Ilmu Manajemen*, 11(1), 11–24. <https://doi.org/10.32502/JIMN.V11I1.3430>

Farki, A., & Baihaqi, I. (2016). Pengaruh Online Customer Review dan Rating Terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia. *Jurnal Teknik ITS*, 5(2), A614–A619. <https://doi.org/10.12962/J23373539.V5I2.19671>

Florence, F., Ferlita, A., & Harianto, A. (2019). PENGARUH ONLINE REVIEW TERHADAP PURCHASE INTENTION DI HOTEL BUDGET PADA ONLINE TRAVEL AGENT (OTA). *Jurnal Hospitality Dan Manajemen Jasa*, 7(2). <https://publication.petra.ac.id/index.php/manajemen-perhotelan/article/view/10166>

Ghozali, Imam., & Latan, H 2015. *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0, -2/E*. Badan Penerbit Undip

Ghozali, I. (2021) *Structuran Equation Modeling Dengan Metode Alternatif Partial Last Square (PLS) (A. Tejokusumo, Ed., 5th ed.)*. Badan Penerbit Universitas Diponegoro

Utami, G. R., & Saputri, M. E. (2020). Pengaruh Social Media Marketing Terhadap Customer Engagement dan Loyalitas Merek pada Akun Instagram Tokopedia under a Creative Commons Attribution (CC-BY-NC-SA) 4.0 license CORE View metadata, citation and similar papers at core.ac.uk provided by Electronic Journal Fakultas Ekonomi UNIA (Universitas Islam Attahiriyah). *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(2), 185–198. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/388>

Hamzah, F., & Hariyanto, O. I. B. (2019). Harapan, Kepuasan dan Loyalitas Tamu Menginap di Hotel Berbintang Kota Bandung. *Jurnal Sains Manajemen*, 1(1), 1–9. <https://doi.org/10.51977/SAINSM.V1I1.77>

- Haksever, C., & Render, B. (2013). *Service Management an integrated Approach to Supply Chain Management*. Pearson Education Limited.
- Jayani, H. (2019). *Pasar Travel Online Indonesia Tertinggi di Asia Tenggara* <https://databoks.katadata.co.id/datapublish/2019/10/14/pariwisata-tumbuh-potensi-travel-online-indonesia-tertinggi-di-asia-tenggara>
- Kotler, P. and Keller, Kevin L. 2016: *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.
- Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T. (2009) *Marketing Management*. Pearson Education Limited, Harlow.
- Mauri, A. G., & Minazzi, R. (2013). Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International Journal of Hospitality Management*, 34, 99–107. <https://doi.org/10.1016/j.ijhm.2013.02.012>
- Tuti, M., & Sulistia, V. (2022). The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on Brand Loyalty. *Jurnal Manajemen Bisnis*, 13(1), 1–15. <https://doi.org/10.18196/MB.V13I1.12518>
- Mhlanga, O. (2018). *Electronic hotel customer satisfaction : e-WOM comments of hotels in Pilgrims Rest , Mpumalanga*.
- Muhammad, D. rizki putra, Mandey, S. L., & Soepeno, D. (2022). PENGARUH BRAND EXPERIENCE DAN AFFECTIVE COMMITMENT TERHADAP BRAND LOYALTY (STUDI PADA NASABAH BANK BTPN DI MANADO). *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(4), 1847–1856. <https://doi.org/10.35794/EMBA.V10I4.44476>
- Torabi, M., & Bélanger, C. H. (2021). Influence of Online Reviews on Student Satisfaction Seen through a Service Quality Model. *Journal of Theoretical and Applied Electronic Commerce Research 2021, Vol. 16, Pages 3063-3077*, 16(7), 3063–3077. <https://doi.org/10.3390/JTAER16070167>
- Nazir, M. (2004). *Metode Penelitian*. Bogor: Ghalia Indonesia.
- Nuralamsyah, F. (2021). Penggunaan Teknologi oleh Wisatawan <https://kumparan.com/faisalyusni/penggunaan-teknologi-oleh-wisatawan-1x98021zcv>
- Nurhayati, H. (2023) *Most preferred accommodation booking methods for year-end holiday travel in Indonesia as of November 2022*.

<https://www.statista.com/statistics/1379871/indonesia-preferred-accommodation-booking-methods/>

Sari, P. K., Alamsyah, A., & Wibowo, S. (2018). Measuring e-Commerce service quality from online customer review using sentiment analysis. *Journal of Physics: Conference Series*, 971(1). <https://doi.org/10.1088/1742-6596/971/1/012053>

Sari, N. K. A. Y., & Rastini, N. M. (2022). PENGARUH E-WOM, KEPERCAYAAN, DAN KEPUASAN TERHADAP NIAT BELI KEMBALI: STUDI PADA PELANGGAN SITUS SHOPEE. *E-Jurnal Manajemen*, 11(4), 635–657.
<https://doi.org/10.24843/EJMUNUD.2022.V11.I04.P01>

Sahir et al. (2021). *Dasar-dasar pemasaran*. Medan : Yayasan Kita Menulis

Srivastava, M., & Sivaramakrishnan, S. (2021). The impact of eWOM on consumer brand engagement. *Marketing Intelligence and Planning*, 39(3), 469–484. <https://doi.org/10.1108/MIP-06-2020-0263>

Sosiakita Brand. (2021). Pentingnya Customer Review Dalam Kemajuan Bisnis Anda <https://sosiakita.com/pentingnya-customer-review-dalam-kemajuan-bisnis-anda/>

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta

Tjiptono, Fandy. 2014. *Pemasaran Jasa*. Yogyakarta: Penerbit Andi

Tjiptono, Fandy., dan Anastasia Diana (2020), *Pemasaran*, Yogyakarta: Andi.

Vo, N. T., Hung, V. V., Tuckova, Z., Pham, N. T., & Nguyen, L. H. L. (2021). Guest Online Review: An Extraordinary Focus on Hotel Users' Satisfaction, Engagement, and Loyalty. *Https://Doi.Org/10.1080/1528008X.2021.1920550*, 23(4), 913–944.
<https://doi.org/10.1080/1528008X.2021.1920550>

Wei, W., Miao, L., & Huang, Z. (2013). Customer engagement behaviors and hotel responses. *International Journal of Hospitality Management*, 33, 316–330. <https://doi.org/10.1016/j.ijhm.2012.10.002>

Willems, Hans. (2011). “*Transitioning into a Blueconomy: White Paper CustomerDriven Online Engagment*, 1-18
<https://www.scribd.com/document/63134450/Customer-Engagement>

Yama, L. N. (2010). *Respon guru Madrasah Aliyah Negeri (MAN) 4 Jakarta terhadap bank syariah.*

Zahra (2019). *Online travel agent untuk meningkatkan pemesanan tiket hotel masa kini* (2018) <https://omnihotelier.com/2021/05/15/online-travel-agents-ota-untuk-meningkatkan-pemesanan-tiket-hotel-online-masa-kini/>

Zebua, F. (2018). *Laporan DailySocial: Survey Online Travel Agencies (OTA) 2018.* <https://dailysocial.id/post/laporan-dailysocial-survey-online-travel-agencies-ota-2018>