

DAFTAR PUSTAKA

- Aditya, N. R. (2020). *Semarang, Kota Wisata Terbersih di ASEAN*. Kompas.Com. <https://travel.kompas.com/read/2020/01/21/121500727/semarang-kota-wisata-terbersih-di-asean?page=all>
- Ahn, T., Ekinici, Y., & Li, G. (2013). Self-congruence, functional congruence, and destination choice. *Journal of Business Research*, 66(6), 719–723. <https://doi.org/10.1016/j.jbusres.2011.09.009>
- Akroush, M. N., Jraisat, L. E., Dina J, K., Ruba N, A.-F., & Laila T, Q. (2016). Tourism service quality and destination loyalty – the mediating role of destination image from international tourists’ perspectives. *Tourism Review*, 71(1), 18–44. <https://doi.org/10.1108/TR-11-2014-0057>
- Alegre, J., & Juaneda, C. (2006). Destination Loyalty. Consumers’ Economic Behavior. *Annals of Tourism Research*, 33(3), 684–706. <https://doi.org/10.1016/j.annals.2006.03.014>
- Almeida-Santana, A., & Moreno-Gil, S. (2018). Understanding tourism loyalty: Horizontal vs. destination loyalty. *Tourism Management*, 65, 245–255. <https://doi.org/10.1016/j.tourman.2017.10.011>
- Antara. (2019). *Wishnutama Sebut Pariwisata Berkualitas, Apa Maksudnya*. Tempo.Co. <https://travel.tempo.co/read/1275637/wishnutama-sebut-pariwisata-berkualitas-apa-maksudnya>
- Antón, C., Camarero, C., & Laguna-garcía, M. (2014). Towards a new approach of destination loyalty drivers: satisfaction, visit intensity and tourist motivations. *Current Issues in Tourism*, 37–41. <https://doi.org/10.1080/13683500.2014.936834>
- Ardan Adhi Chandra. (2018). *Nama Bandara di Semarang Kini Jadi Jenderal Ahmad Yani*. Detik.Com. <https://finance.detik.com/infrastruktur/d-4200853/nama-bandara-di-semarang-kini-jadi-jenderal-ahmad-yani%0D>
- Ari, C. (2016). *Wis Semar, Aplikasi Wisata Semarang*. Asatu.Id. <https://asatu.id/2016/12/27/wis-semar-aplikasi-wisata-semarang/>
- Armutlu, C., Güçer, E., & Üner, M. (2013). Self-congruity Influence on Tourist Behavior: Repeat Visitors versus Non-Visitors and First-Time Visitors. *Journal of Business Research - Turk*, 5(4), 6–6. <https://doi.org/10.20491/isader.2013415981>
- Astini, R., & Sulistiyowati, I. (2015). Pengaruh Destination Image, Travel Motivation, Dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung (Studi Kasus Pada Wisatawan Nusantara Muslim Di Pantai Carita Pandeglang Banten). *Jurnal Ilmiah Manajemen Dan Bisnis*, 1(3). <https://www.researchgate.net/publication/326610442%0APENGARUH>
- Bader, F. M., Hasonah, A., Afaneh, S., & Khanfar, S. M. (2017). The Impact of Destination Service Quality and Destination Environment on Tourist Satisfaction: A Field Study on Jordan’s Golden Triangle for Tourists’ Point of View. *Journal of Tourism Management Research*, 5(1), 23–49. <https://doi.org/10.18488/journal.31.2018.51.23.49>
- Basir, M., Modding, B., Kamase, J., & Hasan, S. (2015). Effect of Service Quality, Orientation Services and Pricing on Loyalty and Customer

- Satisfaction in Marine Transportation Services. *International Journal of Humanities and Social Science Invention*, 4(6), 1–6. www.ijhssi.org
- Beerli, Asuncion, & Martin, J. D. (2004). Factors Influencing Destination Image. *Annals of Tourism Research*, 31(3), 657–681. <https://doi.org/10.1016/j.annals.2004.01.010>
- Beerli, Asunción, Meneses, G. D., & Gil, S. M. (2007). Self-congruity and destination choice. *Annals of Tourism Research*, 34(3), 571–587. <https://doi.org/10.1016/j.annals.2007.01.005>
- Binter, U., Ferjan, M., & Neves, J. V. (2016). Marketing Mix and Tourism Destination Image : The Study of Destination Bled ., *De Gruyter*, 49(4), 209–223. <https://doi.org/10.1515/orga-2016-0019>
- Boksberger, P., Dolnicar, S., Laesser, C., & Randle, M. (2011). Self-congruity theory: To what extent does it hold in tourism? *Journal of Travel Research*, 50(4), 454–464. <https://doi.org/10.1177/0047287510368164>
- Bosque, I. A. R. del, & San Martin, H. (2008). Exploring the cognitive – affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29(2), 263–277. <https://doi.org/https://doi.org/10.1016/j.tourman.2007.03.012>
- Buwono, B. (2019). *Disbudpar Kota Semarang Latih 50 Guide Untuk Dapatkan Sertifikasi*. Rmoljateng.Com. <http://www.rmoljateng.com/read/2019/02/26/17101/Disbudpar-Kota-Semarang-Latih-50-Guide-Untuk-Dapatkan-Sertifikasi->
- Cannon, T. (1980). *Basic Marketing - Principles and Practice*. Holf, Hinehort and Winston.
- Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115–1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- Chen, J. S., & Gursoy, D. (2001). An investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, 13(2), 79–85. <https://doi.org/https://doi.org/10.1108/09596110110381870>
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Chon, K. S. (1992). Self-image/destination image congruity. *Annals of Tourism Research*, 19(2), 360–363. [https://doi.org/10.1016/0160-7383\(92\)90090-C](https://doi.org/10.1016/0160-7383(92)90090-C)
- CNN. (2019). *Gaet Wisatawan ke Semarang, Gojek Beri Golf Cart Akhir Tahun*. CNN Indonesia. <https://www.cnnindonesia.com/teknologi/20191231100823-190-461211/gaet-wisatawan-ke-semarang-gojek-beri-golf-cart-akhir-tahun%0D>
- Correia, A., Zins, A. H., & Silva, F. (2015). Why do tourists persist in visiting the same destination? *Tourism Economics*, 21(1), 205–221. <https://doi.org/10.5367/te.2014.0443>
- Corte, V. Della, Piras, A., & Zamparelli, G. (2010). Brand and image : the strategic factors in destination marketing Valentina Della Corte *, Alessio

- Piras and Giuseppina Zamparelli. *International Journal Leisure and Tourism Marketing*, 1(4), 358–377.
- Cronin, J. J., & Taylor, S. A. (1994). *SERPERF Versus SERVQUAL : Reconciling Performance-Based and Measurement of Service Quality*. 125–132.
- Dedeoğlu, B. B., Balıkcıoğlu, S., & Küçükergin, K. G. (2016). The Role of Tourists' Value Perceptions in Behavioral Intentions: The Moderating Effect of Gender. *Journal of Travel and Tourism Marketing*, 33(4), 513–534. <https://doi.org/10.1080/10548408.2015.1064062>
- Dedeoğlu, B. B., Van Niekerk, M., Weinland, J., & Celuch, K. (2019). Reconceptualizing customer-based destination brand equity. *Journal of Destination Marketing and Management*, 11(April 2018), 211–230. <https://doi.org/10.1016/j.jdmm.2018.04.003>
- Díaz, M. R., & Espino-Rodríguez, T. F. (2016). Determining the sustainability factors and performance of a tourism destination from the stakeholders' perspective. *Sustainability (Switzerland)*, 8(9). <https://doi.org/10.3390/su8090951>
- Dickman, S. (1997). *Tourism: An Introductory Text*. Holder Education.
- Dwiputrianti, S., & Saragih, N. K. (2015). Better City, Better Local Competitiveness? City Branding and Marketing Toward Economic Development. *Unima-IAPA International Seminar and Annual Conference (UNISAC) 2015, September*.
- Ellya. (2017). *Tourist Information Center Semarang Jadi Pusat Tujuan Para Turis Domestik Hingga Mancanegara*. Beritajateng.Net. beritajateng.net/tourist-information-center-semarang-jadi-pusat-tujuan-para-turis-domestik-hingga-mancanegara/%0D
- Fajlin, E. Y. (2020). *Disbudpar Kota Semarang Beri Pelatihan Bahasa Mandarin untuk Pemandu Wisata*. Tribunjateng.Com. <https://jateng.tribunnews.com/2020/02/11/disbudpar-kota-semarang-beri-pelatihan-bahasa-mandarin-untuk-pemandu-wisata>
- Ferdinand, A. T. (2014a). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro.
- Ferdinand, A. T. (2014b). *Structural Equation Modelling dalam Penelitian Manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro.
- Fu, X., Kang, J., & Tasci, A. (2017). Self-congruity and flow as antecedents of attitude and loyalty towards a theme park brand. *Journal of Travel and Tourism Marketing*, 34(9), 1261–1273. <https://doi.org/10.1080/10548408.2017.1343704>
- Gartner, W. C., & Ruzzier, M. K. (2011). Tourism Destination Brand Equity Dimensions: Renewal versus Repeat Market. *Journal of Travel Research*, 50(5), 471–481. <https://doi.org/10.1177/0047287510379157>
- Ghobadian, A., Speller, S., & Jones, M. (1994). Service quality - Concepts and models. *The International Journal of Quality & Reliability Management*, 11(9), 43.
- Gursoy, D., Chen, J. S., & Chi, C. G. (2014). Theoretical examination of

- destination loyalty formation. *International Journal of Contemporary Hospitality Management*, 26(5), 809–827. <https://doi.org/10.1108/IJCHM-12-2013-0539>
- Hairunnisa. (2020). *Kota Lama Semarang, Kawasan yang Dapat Gelar World Heritage City UNESCO*. Okezone. <https://economy.okezone.com/read/2020/02/02/470/2162058/kota-lama-semarang-kawasan-yang-dapat-gelar-world-heritage-city-unesco>
- Hamid, N., Aunalal, Z. I., Kadir, A. R., & Taba, M. I. (2017). The Influence of Service Quality Dimensions, Destination Image and Satisfaction to Tourist Loyalty in Maluku Province. *Scientific Research Journal (SCIRJ)*, V(VI), 71–85. <http://www.scirj.org/jun-2017-paper.php?rp=P0617409>
- Hankinson, G. (2005). Destination brand images: A business tourism perspective. *Journal of Services Marketing*, 19(1), 24–32. <https://doi.org/10.1108/08876040510579361>
- Hermawan, B., Basalamah, S., Djamereng, A., & Plyriadi, A. (2017). *Effect of Service Quality and Price Perception on Corporate Image, Customer Satisfaction and Customer Loyalty among Mobile Telecommunication Services Provider*. 08(01), 62–73.
- Hossain, M. E., Quaddus, M., & Shanka, T. (2015). Effects of Intrinsic and Extrinsic Quality Cues and Perceived Risk on Visitors' Satisfaction and Loyalty. *Journal of Quality Assurance in Hospitality and Tourism*, 16(2), 119–140. <https://doi.org/10.1080/1528008X.2015.1013405>
- Jacoby, J., & Chestnut, R. W. (1978). *Brand Loyalty: Measurement and Management*. John Wiley.
- Jamaludin, M., Johari, S., Aziz, A., Kayat, K., & Yusof, A. R. M. (2012). Examining Structural Relationship between Destination Image, Tourist Satisfaction and Destination Loyalty. *International Journal of Independent Research and Studies (IJIRS)*, 1(3), 89–96. <http://ssrn.com/abstract=2159208>
- Jeong, Y., & Kim, S. (2019). Exploring a suitable model of destination image: The case of a small-scale recurring sporting event. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1287–1307. <https://doi.org/10.1108/APJML-10-2018-0441>
- Kayat, K., & Hai, A. (2014). Perceived service quality and tourists' cognitive image of a destination. *Anatolia: An International Journal of Tourism and Hospitality Research*, 25:1(February 2015), 1–12. <https://doi.org/10.1080/13032917.2013.814580>
- Kilic, B., & Adem, S. (2012). Destination personality, self-congruity and loyalty. *Journal of Hospitality Management and Tourism*, 3(5), 95–105. <https://doi.org/10.5897/jhmt12.024>
- Kim, M., & Thapa, B. (2018). The influence of self-congruity, perceived value, and satisfaction on destination loyalty: a case study of the Korean DMZ. *Journal of Heritage Tourism*, 13(3), 224–236. <https://doi.org/10.1080/1743873X.2017.1295973>
- Kim, S.-H., Holland, S., & Han, H.-S. (2012). A Structural Model for Examining How Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty: A Case Study of Orlando. *International Journal of*

- Tourism Research*, 15(4), 313–328.
<https://doi.org/https://doi.org/10.1002/jtr.1877>
- Kim, S. S., Mckercher, B., & Lee, H. (2009). Tracking Tourism Destination Image Perception. *Annals of Tourism Research*, 36(4), 715–718.
<https://doi.org/10.1016/j.annals.2009.04.007>
- Kim, W., & Malek, K. (2017). Effects of self-congruity and destination image on destination loyalty: the role of cultural differences. *International Journal of Tourism and Hospitality Research*, 28(1), 1–13.
<https://doi.org/10.1080/13032917.2016.1239209>
- Kotler, P. & K. (2009). *Manajemen Pemasaran, Edisi Ketiga belas Jilid 1* (A. M. Y. S. Hayati (ed.); 13th ed.). Penerbit Erlangga.
- Kotler, P., & Kevin Lane, K. (2009). *Manajemen Pemasaran Jilid 1* (A. Maulana & W. Hardani (eds.); 13th ed.). Penerbit Erlangga.
- Kozak, M. (2001). Comparative assessment of tourist satisfaction with destinations across two nationalities. *Tourism Management*, 22(4), 391–401.
[https://doi.org/https://doi.org/10.1016/S0261-5177\(00\)00064-9](https://doi.org/https://doi.org/10.1016/S0261-5177(00)00064-9)
- Kozak, Metin, Bigné, E., & Andreu, L. (2004). Satisfaction and Destination Loyalty: A Comparison Between Non-Repeat and Repeat Tourists. *Journal of Quality Assurance in Hospitality & Tourism*, 5(1), 43–59.
https://doi.org/10.1300/J162v05n01_04
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955–964.
<https://doi.org/10.1016/j.jbusres.2006.06.001>
- Kurniawan, A. (2019). *Setelah Si Denok dan Si Kenang, Wali Kota Hendi Luncurkan Bus Si Kuncung*. Kompas.Com.
<https://regional.kompas.com/read/2019/02/18/19490001/setelah-si-denok-dan-si-kenang-wali-kota-hendi-luncurkan-bus-si-kuncung%0D>
- Li, X., & Uysal, M. (2016). An Examination of Effects of Self-Concept (SC), Destination Personality (DP), and SC-DP Congruence on Tourist Behavior. *Travel and Tourism Research Association: Advancing Tourism Research Globally*, 3. <https://scholarworks.umass.edu/ttra/2010/Visual/3%0AThis>
- Line, N. D., & Runyan, R. C. (2014). Destination marketing and the service-dominant logic: A resource-based operationalization of strategic marketing assets. *Tourism Management*, 43, 91–102.
<https://doi.org/10.1016/j.tourman.2014.01.024>
- Liu, C. R., Lin, W. R., & Wang, Y. C. (2012). Relationship between self-congruity and destination loyalty: Differences between first-time and repeat visitors. *Journal of Destination Marketing and Management*, 1(1–2), 118–123. <https://doi.org/10.1016/j.jdmm.2012.05.002>
- Madinah. (2016). *Keren, Semarang Punya Polisi Pariwisata*. Suara.Com.
<https://www.suara.com/lifestyle/2016/10/18/142900/keren-semarang-punya-polisi-pariwisata>
- Mcmullan, R., & Gilmore, A. (2008). Customer loyalty: an empirical study. *European Journal of Marketing Vol.`, 42(9/10)*, 1084–1094.
<https://doi.org/10.1108/03090560810891154>

- Mechinda, P., Serirat, S., & Gulid, N. (2009). An examination of tourists' attitudinal and behavioral loyalty: Comparison between domestic and international tourists. *Journal of Vacation Marketing*, 15(2), 129–148. <https://doi.org/10.1177/1356766708100820>
- Mohaidin, Z., Wei, K. T., & Ali Murshid, M. (2017). Factors influencing the tourists' intention to select sustainable tourism destination: a case study of Penang, Malaysia. *International Journal of Tourism Cities*, 3(4), 442–465. <https://doi.org/10.1108/IJTC-11-2016-0049>
- Morrison, A. M. (2010). *Hospitality and Travel Marketing* (4th ed.). Delmar, Cengage Learning.
- Nadya Damayanty, U., & Ferdinand, A. T. (2018). Analisis Peningkatan Minat Berkunjung Kembali pada Wisatawan melalui Citra Wisata dan Nilai Budaya (Studi pada Kota Kuningan, Jawa Barat). *Jurnal Sains Pemasaran Indonesia*, XVII(3), 207–221. <https://ejournal.undip.ac.id/index.php/jspi/article/view/21074>
- Nikou, S., Selamat, H., Che Mohd. Yusofi, R., & Khiabani, M. M. (2016). Service Quality, Customer Satisfaction, and Customer Loyalty: A Comprehensive Literature Review (1993-2016). *International Journal of Advanced Scientific and Technical Research*, 6(6), 29–46. <http://www.rspublication.com/ijst/index.html%0A>
- Nugroho. (2015). Promosikan 'Ayo Wisata Ke Semarang' Dengan Gowes Menuju Bandung. *Beritasemarang.Net*. <https://www.beritasemarang.net/promosikan-ayo-wisata-ke-semarang-dengan-gowes-menuju-bandung/940/>
- Oppermann, M. (2000). Tourism Destination Loyalty. *Journal of Travel Research*, 39(1), 78–84. <https://doi.org/10.1177/004728750003900110>
- P. Ramseook-Munhurrin, Naidoo, P., Seebaluck, V. N., & Pillai, P. (2016). The Impact of Destination Service Quality on Tourist Satisfaction and Loyalty: Evidence from Mauritius. *International Academic Research Conference on Marketing & Tourism (MTC16Paris Conference)*. www.globalbizresearch.org
- Papadopoulou, S. (2016). *Destination Management and the establishment of Destination Management Organization: Case study of Thessaloniki, Greece* (Issue February). International Hellenic University.
- Perdhana, M. S., Magnadi, R. H., Dirgantara, I. M. B., & Arfinto, E. D. (2017). Perbandingan Instrumen Kuantitatif Untuk Mengukur Kualitas Layanan. *Jurnal Studi Manajemen Organisasi*, 14(1), 31–40. <https://doi.org/10.14710/jsmo.v14i1.15669>
- Pike, S. D., Bianchi, C., Kerr, G. F., & Patti, C. (2010). Consumer-based brand equity for Australia as a long haul tourism destination in an emerging market. *International Marketing Review*, 27(4).
- Pratt, M. A., & Sparks, B. (2014). Predicting Wine Tourism Intention: Destination Image and Self-congruity. *Journal of Travel and Tourism Marketing*, 31(4), 443–460. <https://doi.org/10.1080/10548408.2014.883953>
- Rahman, N. Al. (2019). 8 Tempat Wisata Gratis di Semarang yang Gak Bikin Kantong Kering. *Idntimes.Com*. <https://www.idntimes.com/travel/destination/naufal-al-rahman-1/tempat->

wisata-gratis-di-semarang/full

- Rajesh, R. (2013). Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model. *PASOS Revista de Turismo y Patrimonio Cultural*, 11(3), 67–78.
<https://doi.org/https://doi.org/10.25145/j.pasos.2013.11.039>
- Robert, H. W., & Thomas, W. R. (1983). *Marketing Management*. Business Publications, INC.
- Santos, J. (2003). E-service quality: a model of virtual service quality dimension. *Managing Service Quality*, 13(3), 233–246.
<https://doi.org/10.1108/09604520310476490>
- Savaş, A., Çetinsöz, B. C., & İbrahim, K. (2013). The Effect of Destination Image on Destination Loyalty: An Application in Alanya. *European Journal of Business and Management*, 5(13), 124–136.
<https://www.iiste.org/Journals/index.php/EJBM/article/view/5631>
- Semarang, P. (2011). *Pemkot Canangkan Ayo Wisata ke Semarang*. Portalsemarang.Com. portalsemarang.com/pemkot-canangkan-ayo-wisata-ke-semarang/%0D
- Seyidov, J., & Adomaitienė, R. (2016). FACTORS INFLUENCING LOCAL TOURISTS' DECISION-MAKING ON CHOOSING A DESTINATION: A CASE OF AZERBAIJAN. *De Gruyter*, 95(3). <https://doi.org/DOI:https://doi.org/10.15388/ekon.2016.3.10332> FACTORS
- Sharma, P., & Kumar Nayak, J. (2019). Examining event image as a predictor of loyalty intentions in yoga tourism event: A mediation model. *Journal of Convention and Event Tourism*, 20(3), 1–22.
<https://doi.org/10.1080/15470148.2019.1633721>
- Sirakaya, E., & Woodside, A. G. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26(6), 815–832.
<https://doi.org/10.1016/j.tourman.2004.05.004>
- Sirgy, J. (1982). Self-Concept in Consumer Behavior : A Critical Review. *Journal of Consumer Research*, 9(3), 287–300. <https://www.jstor.org/stable/2488624>
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28(2), 197–207.
<https://doi.org/10.1080/21639159.2018.1436981>
- Sirgy, M. J., Johar, J. S., Samli, A. C., & Claiborne, C. B. (1991). Self-congruity versus functional congruity: Predictors of consumer behavior. *Journal of the Academy of Marketing Science*, 19(4), 363–375.
<https://doi.org/10.1007/BF02726512>
- Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, 38(4), 340–352. <https://doi.org/10.1177/004728750003800402>
- Sofuroh, F. U. (2019). *MXGP Seri ke-12 Akan Berlangsung di Semarang, Ini Persiapannya*. Detik.Com. <https://sport.detik.com/sport-lain/d-4614619/mxgp-seri-ke-12-akan-berlangsung-di-semarang-ini-persiapannya%0D>
- Sohn, E. M., & Yuan, J. (2013). TOURIST SELF-CONCEPT, SELF-CONGRUITY, AND TRAVEL BEHAVIOR BASED ON CULTURAL

- EVENT. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699. <https://doi.org/10.1017/CBO9781107415324.004>
- Sohn, E., & Yuan, J. (2011). Tourist self-concept, self-congruity, and travel behavior based on cultural event. *Graduate Student Research Conference in Hospitality and Tourism*. http://scholarworks.umass.edu/gradconf_hospitality/2011/Poster/85
- Song, Z., Su, X., & Liaoning Li. (2013). The Indirect Effects of Destination Image on Destination Loyalty Intention Through Tourist Satisfaction and Perceived Value: The Bootstrap Approach. *Journal of Travel and Tourism Marketing*, 30(4), 386–409. <https://doi.org/10.1080/10548408.2013.784157>
- Sonnleitner, K. (2011). *Destination image and its effects on marketing and branding a tourist destination*. Södertörn University.
- Sop, S. A., & Kozak, N. (2019). Effects of brand personality, self-congruity and functional congruity on hotel brand loyalty. *Journal of Hospitality Marketing and Management*, 28(8), 926–956. <https://doi.org/10.1080/19368623.2019.1577202>
- STATISTIK INDONESIA, B. P. (2019). *STATISTIK WISATAWAN NUSANTARA TAHUN 2018*. BPS RI.
- Suhartanto, D., Clemes, M. D., & Wibisono, N. (2018). How experiences with cultural attractions affect destination image and destination loyalty. *Tourism, Culture and Communication*, 18(3), 176–188. <https://doi.org/10.3727/109830418X15319363084463>
- Timur, B. (2018). Service Quality, Destination Image and Revisit Intention Relationships at Thermal Tourism Businesses. *Journal of Gastronomy Hospitality and Travel*, 1(1), 38–48. <https://doi.org/10.33083/joghat.2018.3>
- Todd, S. (2001). Self-concept: A tourism application. *Journal of Consumer Behaviour*, 1(2), 184–196. <https://doi.org/10.1002/cb.64>
- Tosun, C., Bora, B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing & Management*, 4(4), 222–234. <https://doi.org/10.1016/j.jdmm.2015.08.002>
- UNWTO. (2016). *Destination Management and Quality Programme: Conceptual Framework*. [destination.unwto.org › content › conceptual-framework-0](http://destination.unwto.org/content/conceptual-framework-0)
- Utama, I. P. (2019). Pengujian Variabel Anteseden Loyalitas Destinasi Wisatawan Mancanegara Di Bali. *Warmadewa Management and Business Journal (WMBJ)*, 1(1), 33–44. <https://doi.org/http://dx.doi.org/10.22225/wmbj.1.1.1015.33-44>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68(1), 1–17. <https://doi.org/10.1509/jmkg.68.1.1.24036>
- Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1–10. <https://doi.org/10.1007/s11747-007-0069-6>
- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5–23. <https://doi.org/10.1007/s11747-015-0456-3>

- Vikar, K., & Jogendra Kumar, N. (2014). The Role of Self-Congruity and Functional Congruity in Influencing Tourists' Post Visit Behaviour. *Advances in Hospitality and Tourism Research (AHTR)*, 2(2), 24–44. <https://pdfs.semanticscholar.org/de02/adf82dfe6a39a81ece427c3984dfb41a0784.pdf>
- Widiarini, A. D. (2019). *Asean School Games 2019 Jadi Ajang Promosi Pariwisata Semarang*. Kompas.Com. <https://semarang.kompas.com/read/2019/07/17/21030541/asean-school-games-2019-jadi-ajang-promosi-pariwisata-semarang%0D>
- Widjaja, E., & Wachidin, A. (2009). Pengaruh Self-Congruity Terhadap Brand Loyalty pada Pengguna Telepon Genggam Nokia. *Ultima Management: Jurnal Ilmu Manajemen*, 1(1), 1–21. <http://ejournals.umn.ac.id/index.php/manajemen/article/view/163>
- Wijaya, A. (2019). *Makin cantik, Kementerian PUPR selesaikan penataan Kota Lama Semarang*. Antaranews.Com. <https://www.antaranews.com/berita/1027754/makin-cantik-kementerian-pupr-selesaikan-penataan-kota-lama-semarang>
- Woodside, A. G., & Lysonski, S. (1989). A General Model Of Traveler Destination Choice. *Journal of Travel Research*, 27, 8–14. <https://doi.org/10.1177/004728758902700402>
- Wu, C. W. (2016). Destination loyalty modeling of the global tourism. *Journal of Business Research*, 69(6), 2213–2219. <https://doi.org/10.1016/j.jbusres.2015.12.032>
- Wu, S.-I., & Zheng, Y.-H. (2014). The Influence of Tourism Image and Activities Appeal on Tourist Loyalty – A Study of Tainan City in Taiwan. *Journal of Management and Strategy*, 5(4), 121–135. <https://doi.org/10.5430/jms.v5n4p121>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. P. (1988). SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40. <https://www.researchgate.net/publication/225083802%0ASERVQUAL>
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213–223. <https://doi.org/10.1016/j.tourman.2013.06.006>