Daftar Pustaka


Kotler (2009:386) “A service is any act of performance that one party can offer to another that essentially intangible and does not result in the ownership of anything its production may or may not be tied to physical product.”

William J. Stanton dikutip dari Buchari Alma (2008:243) “Services are those separately identifiable, essentially intangible activities that provide want-satisfaction, and that are not necessarily tied to the sale of a product or another service. To produce a service may or may not require the use of tangible goods. However, when such use is required, there is no transfer of the title (permanent ownership) to these tangible goods.”


Bigne, J. E., Sanchez, I., & Andreu, L. (2009). “The role of variety seeking in short and long run revisit intentions in holiday destinations”. International Journal of Culture, Tourism and Hospitality Research, 3(2), 103e115


