

## DAFTAR PUSTAKA

- Anandya dan Suprihhadi. 2005. Riset Pemasaran, prospektif dan Terapan, Bayumedia Publishing.
- Asrini. 2005. Teknik Promosi Pemasaran Pariwisata Pada PT Armina Jhanta Buana Semarang. Tugas Akhir Bahasa dan Sastra Asing, Program Studi Diploma III Universitas Negeri Semarang, Semarang.
- Belch & Belch. (2007), *Advertising and Promotion: An Integrated Marketing Communications Perspective, Seventh Edition, Mc Graw-Hill.*
- Fadjar,AD., Muhammad, H., Susan, M., Ronald, S. 2010. Bangkitnya Pantai Pangandaran.
- Foster. 2008. Manajemen Ritel. Edisi Pertama, Bandung; Alfabeta
- Hendry Ma'ruf, 2006, Pemasaran Ritel (cetakan kedua), Jakarta ; PT SUN
- Kotler, Phillip. 2007, Edisi 12, Manajemen Pemasaran, Jilid 2, Jakarta; Index
- Kotler, Phillip and Kevin L.Keller. 2009, 13<sup>th</sup> Edition. *Marketing Management.* New Jersey: Prentice Hall.,Inc.
- Kotler, Philip, dan Gary Amstrong. 2008, Prinsip-Prinsip Pemasaran, Edisi 12, Jilid1, Jakarta ; Erlangga
- Sekaran, Uma, 2003, Research Methods for Business : A Skill Building Approach, John Wiley and Sons Inc, New York
- , 2006, Research Methods for Business, Edisi 4, Jakarta : Penerbit Salemba Empat
- Sugiyono, 2007. Metode Penelitian Kuantitatif dan R &D, Bandung: Alfabeta.
- , 2009. Metode Penelitian Kuantitatif, Kualitatif dan R & D, Bandung: Alfabeta
- Suharsimi Arikunto, 2006. Prosedur Penelitian Suatu Pendekatan Praktek, Jakarta: Rineka Cipta.
- Suliyanto. 2006. Metode Riset Bisnis, Yogyakarta; ANDI
- Yoeti. 2006. *Tours and Travel Marketing*, Jakarta; PT Pradnya Paramita

**Website:**

Anisa Nur Aini. 2011. Skewness dan Kurtosis. [http://ilarning.com/index.php?option=com\\_content&view=article&id=198:skewness-dan-kurtosis&catid=36:statistika-deskriptif&Itemid=70](http://ilarning.com/index.php?option=com_content&view=article&id=198:skewness-dan-kurtosis&catid=36:statistika-deskriptif&Itemid=70). 8 Mei 2011.

*Point of Purchase Communication .*

[http://classof1.com/homework\\_answers/marketing/retail\\_marketing/point\\_of\\_purchase\\_communication/](http://classof1.com/homework_answers/marketing/retail_marketing/point_of_purchase_communication/).

Susantu, Sudiarta. 2009. Analisis Pariwisata, Dikotomi Pariwisata dan Lingkungan Hidup. <http://www.scribd.com/doc/50629381/6-analisis-pariwisata-vol-9-no-1-2009>  
[www.bps.go.id](http://www.bps.go.id)  
<http://www.disparbud.jabarprov.go.id/wisata/fupload/Kawasan%20Wisata%20Unggulan%20Priangan.pdf>  
<http://beritadaerah.com/admin/images/riset/93/studi%20pariwisata%20pangandaran.pdf>