

## REFERENCES

- Abdurrahman (2005). *Metode penelitian (suatu pemikiran dan penerapan)*. Jakarta: PT Rineka Cipta.
- Alkharabsheh. (2011). *The impact of viral marketing via internet on promotion of tourism products in jordan*. Jordan: EoroJurnal Publishing.
- Balan S, Jeegathesan, Ganesh M. (n.d). *The product promotion and consumer retention gap in online shopping*. VIT University.
- Berter and Blomqvist. (2010). *Online consumer sales promotion*. The Section For Economy And Technology The Marketing Program Bachelor Thesis In Marketing.
- Buckland, M. (1991). *Information as thing*. Berkeley: University of California Business Case Studies. (n.d). *Research and development*. Business Case Studies LLC website:<http://businesscasestudies.co.uk/business-theory/operations/research-and-development.html#axzz3xnF0D3jf>
- Dulcinea Media. (2016). *Learning about religious tourism*. Retrieved from [http://www.findingdulcinea.com/guides/Travel/Religious-Travel.pg\\_0.html](http://www.findingdulcinea.com/guides/Travel/Religious-Travel.pg_0.html)
- Emzir. (2010). *Metode penelitian kualitatif: analisis data*. Jakarta: Raja Grafindo.
- Gillham, B. (2000). *Real world research: the research interview*. London: Continuum
- Gunawan, H. (2010). *Masjid cheng-ho palembang*. Retrieved from <http://bujangmasjid.blogspot.co.id/2010/10/masjid-cheng-ho-palembang.html>
- Investopedia. (n.d). *The definition of r&d*. Investopedia website: <http://www.investopedia.com/terms/r/randd.asp>

- Jegatheesan& Ganesh (2013). *The product promotion and consumer retention gap in online shopping*. New York: Cornell University
- Kinsella. (2016). *What is religious tourism?*. Retrieved from wiseGEEK website:  
<http://www.wisegeek.com/what-is-religious-tourism.htm>
- Klavert. (1998). *Pentingnya pengembangan strategi promosi badan promosi pariwisata indonesia (bppti) dalam mendatangkan wisatawan asing di indonesia*. Universitas Indonesia.
- Kotler, W, Sanders & Amstrong. (2004). *Principles of marketing: european edition*. London: Prentice Hall Europe
- Kumar. (2008). *Research methodology*. New Delhi: APH Publishing Corporation.
- Kusmayadi, E. (2000). *Metodologi penelitian dalam bidang kepariwisataan*. Jakarta: PT. Gramedia Pustaka Utama
- Lovelock C & Wright L. (2001). *Marketing e gestao*. Sao Paulo: Saraiva
- Madasu. (2013). *Social media marketing and promotion of tourism*. SMS Varanasi.
- Magazine for Tourists (n.d) *Definition and Form of Religious Tourism*. Retrieved from <http://psna.ru/index.php?p=turist&st=3>
- Marketing and the 7Ps. (2015). *A brief summary of marketing and how it works*. CIM 2015 website: <http://www.cim.co.uk/files/7ps.pdf>
- Mehra. (n.d). *Search advertising based promotion strategies for online retailers*. Hyderabad: The Indian School of Business.
- Morello. (n.d). *Tourism promotion and marketing*. Hearst Newspaper, LLC website: <http://smallbusiness.chron.com/tourism-promotion-marketing-57157.html>

Movahed (2005) *Tourism attraction and destination*. Retrieved from  
[http://www.isocarp.net/Data/case\\_studies/575.pdf](http://www.isocarp.net/Data/case_studies/575.pdf) Movahed 2005

Niazi. (2008). *Online sales promotions for consumer products*. Lulea University of Technology.

Pusat Informasi dan Humas Kementerian Agama. (2013). *Sejarah masjid agung palembang*. Retrieved from Kementerian Agama Provinsi Sumatera Selatan website:

<http://sumsel.kemenag.go.id/index.php?a=artikel&id=28291&t=1636>

Raharjo and Istiyanto. (2003). *Keamanan akses ke postgresql melalui php (menggunakan apache web server pada gnu/linux)*. Yogyakarta: ANDI Publisher

Ramadhan, K. (n.d). *Kebutuhan wisatawan terhadap situs online informasi pariwisata*. Retrieved from  
[https://www.academia.edu/17343024/Kebutuhan\\_Wisatawan\\_Terhadap\\_Situs\\_Online\\_Informasi\\_Pariwisata](https://www.academia.edu/17343024/Kebutuhan_Wisatawan_Terhadap_Situs_Online_Informasi_Pariwisata)

Running the Enterprise 8. (n.d). *Marketing and promotion*. Retrieved from  
[https://www.wrexham.gov.uk/assets/pdfs/business/se\\_manual/82\\_marketing\\_promotion.pdf](https://www.wrexham.gov.uk/assets/pdfs/business/se_manual/82_marketing_promotion.pdf)

Saifullah, A. (n.d). *Penerapan sistem informasi manajemen dalam pariwisata*. Retrieved from <http://john-arqomsaifullah007.blogspot.co.id/2013/04/penerapan-sistem-informasi-manajemen.html#comment-form>

Shanthakumari and Priyadarsini. (2013). *A study on e-promotional strategies for e-marketing*. International Journal of scientific research and management (IJSRM).

Sport and Recreation Tasmania. (2009). *Marketing and promotion*. Tasmania: Sport and Recreation Tasmania.

- Sukmadinata (2005) *Metode Penelitian Pendidikan*. Bandung: PT. Remaja Rosdakarya.
- Suleman. (n.d). *Pemanfaatan ict (information and communication technology)*
- The American Heritage® Science Dictionary. (2002). *Definition of website*.  
Published by: Houghton Mifflin
- Vukonic. (1998). *Religious tourism: economic value or an empty box?*. Croatia:  
Zagreb International Review of Economic and Business.
- Yuhefizar. (2008). *10 jam menguasai internet: teknologi dan aplikasi (plus CD)*.  
Jakarta: PT Elex Media Komputindo.
- Yusuf, O. (2009). *The impact of viral marketing on the purchasing decision.  
journal of economic issues and administrative contemporary second part*.  
Jordan: Zarqa Private University.
- Zimmerer, W. Thomas And Norman M. (2002). *Pengantar kewirausahaan dan  
manajemen bisnis kecil*, (Edisi Bahasa Indonesia) , Jakarta: PT. Rineka  
Cipta.