

## DAFTAR PUSTAKA

- Aaker, D.A., & McLoughlin, D. (2010). *Strategic Market Management: Global Perspectives*. First Edition. United Kingdom: Wiley.
- Abbas, S. (2008). *Manajemen Perguruan Tinggi*. Jakarta: Kencana Prenada Media Group.
- Allen, M. (2002). *The Corporate University Handbook*. New York: American Management Association.
- Ali, M. et al. (eds) (2007). *Ilmu Dan Aplikasi Pendidikan*. Bandung: Pedagogiana Press.
- American Psychological Association (APA). (2009). *Publication Manual of the American Psychological Association* (Sixth ed.). Washington: APA.
- Anggarani, A. et. al. (2006). *Mengasah Keterampilan Menulis Ilmiah di Perguruan Tinggi*. Jakarta: Graha Ilmu.
- Asosiasi Perguruan Tinggi Swasta Indonesia (APTISI Wilayah IV) – Jawa Barat dan Banten. (2009). *Direktori Perguruan Tinggi Swasta Jawa Barat Dan Banten*. Bandung: APTISI.
- Asosiasi Perguruan Tinggi Swasta Indonesia (APTISI Wilayah IV) – Jawa Barat dan Banten. (2012). *Direktori Perguruan Tinggi Swasta Jawa Barat Dan Banten Tahun 2012*. Bandung: APTISI.
- Atkinson, G., Dietz, S. & Neumayer, E. (2007). *Handbook of Sustainable Development*. Cheltenham: Edward Elgar.
- Akdon, Kurniady, D. A., & Darmawan, D. (2015). *Manajemen pembiayaan pendidikan*. Bandung: Remaja Rosdakarya Offset.
- Alma, B. (2003). *Pemasaran stratejik jasa pendidikan*. Bandung: Alfabeta.
- Alma, B. & Hurriyati, R. (Penyunting). (2008). *Manajemen corporate & strategi pemasaran jasa pendidikan: fokus pada mutu dan layanan prima*. Bandung: Alfabeta.
- Andreasen, A. R. & Kotler, P. (2003). *The strategic marketing for nonprofit organizations*. (sixth edition). New Jersey: Pearson Education International.
- Akhmaloka. (2014). *Pendidikan Tinggi Ipteks: Peningkatan Kualitas, Akses dan Relevansinya*. (Orasi ilmiah). ITB, Bandung.

- Asmani, J. M. (2015). *Manajemen efektif marketing sekolah*. Yogyakarta: DIVA Press.
- Ashwin, P. & Smith, K. Researcher Creations? The Positioning of Policy Texts in Higher Education Research. Dalam *Journal In Press in Higher Education*, [Online], 19 halaman. Tersedia: <http://Link.springer.com/article/10.1007/s10734-014-9819-9>
- Aaker, D. P. & Wiseman, A. W. (2008). *The worldwide transformation of higher education*. United Kingdom: Emerald.
- Ariyanti, M. (2011). Perception mapping magister management in Bandung. *The 2<sup>nd</sup> International Research Symposium in Service Management*. pp. 145-148.
- Ardakani, F.B., Yarmohammadian, M.H., Abari, A.A.F., & Fathi, K. (2011). Internationalization of higher education Systems. Dalam *Procedia Social and Behavioral Sciences* 15 (2011) 1690-1695, [Online], 6 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com)
- Bulley, C. A. (2014). Strategic Marketing in Education Services the Case of a Private tertiary Institution in Ghana. Dalam *International Journal of Economics, Commerce and Management*, Vol. II, issue 6, 2014, ISSN 2348 0386, [Online], 17 halaman. Tersedia: United Kingdom, <http://ijecm.co.uk/>
- Binsardi, A & Ekwulugo, F. (2003). International Marketing of British education: research on the students' perception and the UK market penetration. Dalam *Emerald Marketing Intelligence & planning* 21/5 [2003] 318-327, [Online], 10 halaman. Tersedia: [www.emeraldinsight.com/researchregister](http://www.emeraldinsight.com/researchregister)
- Barrett, S. E. (2010). Competitive intelligence: significance in higher education. *World Future Review*. pp. 26-30.
- Binsardi, A. & Ekwulugo, F. (2003). International marketing of British education: research on the students' perception and the UK market penetration. [Online] <http://www.emeraldinsight.com/0263-4503.htm> pp. 318-327.
- Bateman, T.S. & Snell, S.A. (2002). *Management: Competing in the New Era*, New York: McGraw-Hill Higher Education
- \_\_\_\_\_ (2005). *Management: Competing in the New Era*, New York: McGraw-Hill Higher Education
- \_\_\_\_\_ (2007). *Management: Leading & Collaborating in Competitive World*, New York: McGraw-Hill Higher Education

- Best, R. J., (2009). *Market-Based Management: Strategies for growing Customer Value and Profitability* (Fifth ed.) New Jersey: Pearson.
- \_\_\_\_\_ (2013). *Market-Based Management: Strategies for growing Customer Value and Profitability* (Sixth ed.). New Jersey: Pearson.
- Bowen, H. R. (1980). *The costs of higher education*. San Francisco: Jossey Bass Publishers.
- Burke, J. C. dkk. (2005). *Achieving accountability in higher education*. San Fransisco: Jossey-Bass.
- Beneke, J.H. (2011). Marketing the Institution to Prospective Students – A Review of Brand (reputation) Management in Higher Education. Dalam *International Journal of Business and Management*, Vol. 6, No. 1; January 2011, [Online], 16 halaman. Tersedia: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.686.7272&rep=rep1&type=pdf>
- Burhanuddin. Positioning Higher Education Performance in Indonesia: A Global Update. Journal. [Online], 21 halaman. Tersedia: <http://ap.fip.um.ac.id/wp-content/uploads/2016/03/37-Burhanuddin.pdf>
- Cheung, A.C.k., Yuen, T.W.W., yuen, C. Y.M., & Cheng, Y.C. (2011). Strategies and Policies for Hong Kong’s higer education in Asian markets: Lessons from the United kingdom, Australia, and Singapore. Dalam *International Journal of Educational Management*, [Online], 18 halaman. Tersedia: <http://dx.doi.org/10.1108/09513541111107579>.
- Crisan, A. & Enache, R. (2011). Designing customer oriented courses and curricula in higher education. A possible model. Dalam *Journal Procedia Social and Behavioral Sciences* 11 (2011) 235-239, [Online], 5 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com)
- Centre for Educational Research and Innovation, OECD. (2009). *Higher Education to 2030* (Volume 2). Globalisation.
- Chapter 3 Customer Relationship Management: A Vision for Higher Education.(2002). Gary B. Grant and Greg Anderson [online] Tersedia: [net.educause.edu/ir/library/pdf/pub5006f.pdf](http://net.educause.edu/ir/library/pdf/pub5006f.pdf) [3-3-2013]
- Christopher, W.F., & Thor, C.G. (2001). *World-Class Quality & Productivity*. Canterbury Kent: United Kingdom.
- Cohen, L. & Manion, L. (1994) . *Research Methods in education*. London: Routledge.

- Creswell, J.W. (2010). *Research design : qualitative, quantitative, and mixed methods approaches* (Third edition.). California: Sage.
- Cravens, D. W., & Piercy, N. F. (2009). *Strategic marketing*. (Ninth Edition). Boston: Mc Graw-Hill International Edition.
- Cheung, A. C. K. dkk. (2010). Strategies and policies for Hong Kong's higher education in Asian markets. *International Journal of Educational Management, Vol. 25, No. 2, 2011, pp. 144-163*. [Online] Diakses dari [http:// http://dx.doi.org/10.1108/09513541111107579](http://dx.doi.org/10.1108/09513541111107579)
- Constantin, C. (2011). The need of relationship marketing in higher education. *Bulletin of the Transilvania University of Brasov, Vol. 4 (53) No. 2-2011 Series V: Economic Science*.
- Diriba, S. & Diriba, H. (2015). Authentic Branding and Positioning to the European Higher Education Market. Dalam EAIR, The European Market Education Society, [Online], 13 halaman. Tersedia: <http://eairaww.websites.xs4all.nl/forum/krems/PDF/1715.pdf>
- Dorri, M., Yarmohammadian, M.H., & Nadi, M.A. (2012). A review on Value Chain in Higher Eduaction. Dalam *Procedia – Social and Behavioral Sciences* 46 (2012) 3842 – 3846, [Online], 5 halaman. Tersedia: <http://www.sciencedirect.com/science/article/pii/S1877042812018939>
- Dennis, C., Papagiannidis, S., Alamanos, E., & Bourlakis, M. (2016). The Role of Brand Attachment Strength in Higher Education. Dalam *Journal of Business Research*, [Online], 9 halaman. Tersedia: <http://dx.doi.org/10.1016.j.jbusres.2016.01.020>.
- Dorri, M., Yarmohammadian, M. H., & Nadi, M. A. (2012). A review on value chain in higher education. *Procedia Social and Behavioral Sciences*. [Online] Diakses dari <http://www.sciencedirect.com>
- Daft, R. L. (2012). *New Era of Management*. (Tenth Edition) Singapore: South-Western Cengage Learning International Edition
- Danim, S. (2002). *Menjadi peneliti kualitatif*. Bandung: Pustaka Setia.
- Departemen Pendidika Nasional Republik Indonesia. (2003). *Pendidikan tinggi Indonesia dalam lintasan waktu dan peristiwa*. Jakarta; Ditjen Dikti.
- Duderstadt, J. J. (2003). *A university for the 21<sup>st</sup> century*. Michigan: University of Michigan.
- Departemen Pendidikan Nasional Republik Indonesia. (2000). *Direktori Pendidikan Tinggi Swasta Indonesia 1999/2000*. Jakarta: Ditjen Dikti Depdiknas.

- Direktorat Jenderal Pendidikan Tinggi Kemendikbud. (2009). *Perspektif Perguruan Tinggi di Indonesia Tahun 2009*. Jakarta: Direktorat Jenderal Pendidikan Tinggi.
- Dirgantari, P. D. (2015). *Analisis Ekuitas dan Nilai Merek Perguruan Tinggi (Studi pada Perguruan Tinggi di Jawa Barat)*. (Disertasi). Sekolah Pascasarjana Universitas Pendidikan Indonesia. Bandung.
- Eisingerich, A.B. & Bell, S.J. (2007). Perceived Service Quality and Customer Trust: Does Enchancing Customers' Service Knowledge Matter? Dalam *Journal of Service research*, [Online], 13 halaman. Tersedia: <http://jsr.sagepub.com>
- Edge, A. (1991). *The Guide to Case Analysis and Reporting* (Fourth ed.). Honolulu: System Logistics.
- Effendi, S. (2005). *GATS : Neo-imprialisme modern dalam Pendidkan*. (Makalah). UGM, Yogyakarta.
- Enders, J. & Oliver, F. (Eds). (2002). *Higher Education in a Globalizing World*. Dordrecht: Kluwer Academic Publishers.
- Enache, I.C. (2011). Marketing Higher Education Using the 7 PS Framework. Dalam *Buletin og the Transilvania University of brasov*, Vol. 4 (53), NO. 1, 2011, Series V: ecinomic Sciences, [Online], 8 halaman. Tersedia: <http://webbut.unitbv.ro/bu2011/Series%20V/BULETIN%20V%20PDF/05%20enache%201%20BUT%202011.pdf>
- Ferrell, O. C., Hartline, M. D., & Lucas, Jr. G. H. (2002). *Marketing Strategy*. (Second Edition). Australia: South Western Thomas Learning.
- Furqon & Emilia, E. (2010). *Penelitian Kuantitatif & Kualitatif (Beberapa Isu Kritis)*. Bandung: UPI Press.
- Falahah & Rosmala, D. (2011). Study of Social networkinh usage in Higher Education Environment. Dalam *Procedia – Social and Behavioral Sciences* 67(2012) 156-166, [Online], 11 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com)
- Figueiro, P.S., & Raufflet, E. (2015). Sustainability in higher education: a systematic review with focus on management education. Dalam *Journal of Cleaner Production*, [Online], 12 halaman. Tersedia: [www.elsevier.com/locate/jclepto](http://www.elsevier.com/locate/jclepto)
- Gajic, J. (2012). Importance of Marketing Mix in Higher Education Institutions. Dalam *Singidunum Journal*, 2012, 9 (1): 29-41, ISSN 2217-8090, [Online], 13 halaman. Tersedia: Singidunum Journal of Applied Sciences

- Gul, H., Gul, S.S., Kayla, E., & Alican A. (2010). Main trends in the World of higher education, internationalization and institutional autonomy. Dalam *Procedia Social and Behavioral Sciences* 9 (2010)1878-1884, [Online], 7 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com)
- Ghosh, A.K., Javalgi, R., & Whipple, T. W. (2007). Service Strategies for Higher Educational Institutions Based on Student Segmentation. Dalam *Journal of Marketing for Higher Education*, Vol. 17 (2) 2007, [Online], 18 halaman. Tersedia: <http://jmhe.haworthpress.com>
- Gaffar, M. F. dan Nurdin, D. (2007). *Manajemen Pendidikan, dalam Ilmu dan Aplikasi Pendidikan*. Bandung: Pedagogiana Press.
- Gaffar, M. F. (2004). *Pergeseran paradigm dalam pembangunan pendidikan Indonesia di masa depan menghadapi tantangan global*. Dalam Nggandi Katu (penyunting), *Prosiding Seminar Nasional Pendidikan Indonesia* (hlm. 29-42), Jakarta: UPH.
- \_\_\_\_\_ (2012). *Dinamika pendidikan nasional*. Bandung: UPI Press.
- \_\_\_\_\_ (2012). *Membangun pendidikan nasional masa depan untuk menyongsong tahun 2035*. Bandung: UPI Press.
- \_\_\_\_\_ (2012). *Membangun universitas masa depan*. Bandung: UPI Press.
- \_\_\_\_\_ (2012). *Strategies in managing of Indonesian educational development*. Bandung: UPI Press.
- Gibbs, P. & Maringe, F. (2009). *Marketing higher education: theory and practice*. New York: Mc Graw Hill.
- Gronroos, C. (2007). *Service management and marketing: customer management in service competition*. (Third Edition). West Sussex: John Wiley & Sons Ltd.
- Gall, M.D., Gall, J.P., & Borg, W.R. (2003). *Educational Research: An Introduction*. (Seventh Edition). Boston: Pearson Education, Inc.
- Gilligan, C. & Wilson, R.M.S. (2003). *Strategic Marketing Planning*. Amsterdam: Butterworth Heinemann.
- Golpek, L. (2012). Price of higher education and individual demand. *Procedia Social and Behavioral Sciences*. [Online] Diakses dari <http://www.sciencedirect.com>
- Ghosh, A.K., Javalgi, R., & Whipple, T.W. (2007). Services Strategies for Higher Educational Institutions Based on Student Segmentation. Dalam *Journal*

*of Marketing for Higher Education*, [Online], Vol. 17 (2) 2007, 19 halaman. Tersedia: <http://jmhe.hawrthpress.com>

- Hardjasoemantri, K. (2001). *Perguruan tinggi dan pembangunan berkelanjutan*. Jakarta: Dirjen Dikti Depdiknas.
- Haris, A. (2012). *Strategi program humas dalam pencitraan perguruan tinggi*. Malang: UPT. Penerbitan Universitas Muhammadiyah Malang.
- Harsono. (2008). *Model-model pengelolaan perguruan tinggi*. Yogyakarta: Pustaka Pelajar.
- Hoy, W.K. & Miskel, C.G. (2008). *Educational Administration: Theory, Research, and Practice* (Eighth ed.). Singapore: McGraw-Hill Higher Education-International Edition.
- Huang, H., Binney, w., & Hede A.M. Strategic Marketing of educational institutions. Dalam.... ,[Online], 8 halaman Tersedia: [http://www.anzmac.org/conference\\_archive/2010/pdf/anzmac10Final00468.pdf](http://www.anzmac.org/conference_archive/2010/pdf/anzmac10Final00468.pdf)
- Ihza, Y. (2013). *Bujuk rayu konsumerisme: menelaah persuasi iklan di era konsumsi*. Depok: Linea.
- Indrajit, R. E. & Djokopranoto, R. (2006). *Manajemen perguruan tinggi modern*. Yogyakarta: Andi.
- Iriantara, Y. (2013). *Manajemen humas sekolah*. Bandung: Simbiosis Rekatama Media.
- Irianto, Y.B. (2011). *Kebijakan pembaruan pendidikan: konsep, teori, dan model*. Jakarta: Rajawali Pers.
- Irianto, A. (2011). *Pendidikan sebagai investasi dalam pembangunan suatu bangsa*. Jakarta: Kencana Prenada Media Group.
- Joseph, T. (2011). *Apps Spirit of Digital Marketing 3.0*. Jakarta: PT Elex Media Komputindo, Kompas Gramedia.
- Keh, H.T. (2004). *Strategic Asian Marketing: An Essential Guide For Managers*. Singapore: Pearson Prentice Hall.
- Koontz, H. & Weihrich, H. (2004). *Management*. Singapore: McGraw-Hill Higher Education-International Edition.
- Kotler, P. & Fox, K.F.A. (1995). *Strategic Marketing for Education Institutions*. New Jersey : Prentice-Hall.
- Kotler, P., Kartajaya, H. dan Huan, H. D. (2011). *Merebut pasar ASEAN: peluang dan tantangan bisnis di Asia Tenggara*. Bandung: Kaifa.

Imanuddin Hasbi, 2016

**MANAJEMEN PEMASARAN PERGURUAN TINGGI**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Kotler, P. & Armstrong, G. (1999). *Principles of marketing*. (eighth edition). New Jersey: Prentice-Hall International, Inc.
- Kotler, P. & Keller, K. L. (2006). *Marketing management*. (edisi ke-12). New Jersey: Pearson International Edition.
- \_\_\_\_\_ (2009). *Manajemen pemasaran*. (edisi ke-13). Jilid 1. Jakarta: Erlangga.
- \_\_\_\_\_ (2012). *Marketing Management* (Fourteen ed.). London: Pearson Education.
- Kurnia, S. S. (2010) *Menulis Ilmiah Metodologi Penelitian Kualitatif*. Jakarta: Yayasan Pustaka Obor Indonesia.
- Kementerian Pendidikan dan Kebudayaan. (2014) *Direktori perguruan tinggi swasta kopertis wilayah IV*. Bandung: Kopertis IV.
- Khodayari, F. & Khodayari B. (2011). Service Quality in Higher Education Case Study: Measuring service Quality of Islamic and University, Firoozkooch branch. Dalam *Interdisciplinary Journal of research in Business*, Vol. 1, Issue. 9, (pp.38-46) September, October, 2011, [Online], 9 halaman. Tersedia: <http://www.idjrb.com/articlepdf/idjrb9n1p5u.pdf>
- Kusumawati, A, Yanamandram, V.K., & Perera, N. (2010). University marketing and costumer behaviour concern; the shifting preference of university selection criteria in Indonesia. Dalam *Journal Centre for Health Service Development – CHSD*, [Online], 16 halaman. Tersedia: [research-pubs@uow.edu.au](mailto:research-pubs@uow.edu.au)
- Lunenburg, F.C. (2010). Total Quality Management Applied to Schools. Dalam *Journal Schooling*, Vol. 1, Number 1, 2010, [Online], 6 halaman. Tersedia: <http://www.nationalforum.com/Electronic%20Journal%20Volumes/Lunenburg,%20Fred%20C.%20Total%20Quality%20Management%20Applied%20to%20Schools%20Schooling%20V1%20N1%202010.pdf>
- Lovelock, C. & Wright, L. (2002). *Principles of Service Marketing and Management*. New Jersey: Pearson Education International, Inc.
- Lovelock, C. (2001). *Services marketing: people, technology, strategy*. (edisi ke-4). Mexico: Prentice Hall, Inc.
- \_\_\_\_\_ (2005). *Services marketing in Asia: managing people, technology, strategy*. (edisi ke-2). Jurong: Prentice Hall, Inc.
- Lovelock, C., Wirtz, J., & Mussry, J. (2011). *Pemasaran jasa: manusia, teknologi, strategi perspektif Indonesia*. (edisi ke-7). Jilid 1. Jakarta: Erlangga.



- \_\_\_\_\_ (2011). *Pemasaran jasa: manusia, teknologi, strategi perspektif Indonesia*. (edisi ke-7). Jilid 2. Jakarta: Erlangga.
- Lockhart, J. (2005). Marketing your school. Retrieved January 9, 2005, [Online] <http://www.hisdmarketing.org/MYS.htm>
- Lopukhova, N. & Bezvidnaya, O. (2014). The Way a student selects a specialisation in economic higher education institution. Dalam *Procedia – Social and Behavioral Sciences* 152 (2014) 1087 – 1090. [Online], 4 halaman. Tersedia: <http://www.sciencedirect.com/science/article/pii/S1877042814053464>
- Bazarbekova, A.D. (2013). Economic diagnostics of private higher education activities: organization and methodology. Dalam *Procedia Economics and Finance* 5 (2013) 93-102, [Online], 10 halaman. Tersedia: <http://www.sciencedirect.com/science/article/pii/S2212567113000142>
- Madiawati, P. N. (2016). *Implementasi Kinerja Strategi Berbasis Pasar dalam Memenuhi Kepercayaan Pelanggan pada Jasa Pendidikan Tinggi di Bandung Raya*. (Disertasi). Program Pascasarjana Universitas Pasundan, Bandung.
- Maringe, F. & Foskett, N. (2010). *Globalization and internationalization in higher education: theoretical, strategic & management perspectives*. London: Continuum International Publishing Group.
- Maringe, F. & Gibbs, P. (2009). *Marketing Higher Education: Theory and Practice*. New York: McGraw-Hill.
- Markum, M. E. (2007). *Pendidikan tinggi dalam perspektif sejarah dan perkembangannya di Indonesia*. Jakarta: UI Press.
- Mashhadi, M.M., Mohajeri, K., & Nayeri, M.D. (2008). A Quality-Oriented Approach toward Strategic Positioning in Higher Education Institutions. Dalam *Journal World Academy of Science, Engineering and Technology International Journal of Social, Behavioral, Economic, Business and Industrial Engineering* Vol:2, No:1, 2008, [Online], 5 halaman. Tersedia: [Scholar.waset.org/1999.10/4686](http://Scholar.waset.org/1999.10/4686).
- Marginson, S. (2004). National and Global Competition in Higher Education. Dalam *Journal The Australian Educational Researcher*, Vol. 31, Number 2, August 2004, [Online], 30 halaman. Tersedia: <http://firgoa.usc.es/drupal/files/aer-article-radford0804.pdf>
- McCorkle, C. O., & Archibald, S. O. (1982). *Management and leadership in higher education*. California: Jossey-Bass.
- Moelyono, M. (2010). *Menggerakkan ekonomi kreatif antara tuntutan dan kebutuhan*. Jakarta: Rajawali Press.

- Muhaimin., Suti'ah, & Prabowo, S. L. (2010). *Manajemen pendidikan: aplikasinya dalam penyusunan rencana pengembangan sekolah/madrasah*. Jakarta: Kencana Prenada Media Group.
- Mukhtar. (2013). *Metode praktis penelitian deskriptif kualitatif*. Jakarta: Referensi.
- McMillan, J.H. & Schumacher, S. (2001). *Research in education: a conceptual introduction*. New York: Addison Wesley Longman, Inc.
- Miles, M.B. dan Huberman, A.M. alih bahasa Rohidi, T. R. (2007). *Analisis Data Kualitatif*. Jakarta: UI Press.
- Molesworth, M., Scullion, R. & Nixon, E. (Penyunting) (2011). *The marketisation of higher education and the student as consumer*. London: Routledge.
- Mullins, J. W., & Walker, Jr. O. C. (2010). *Marketing management: a strategic decision-making approach*. Boston: McGraw-Hill International Edition.
- McPherson, M, & Nunes, M.B. (2006). Organisational issues for e-learning critical success factors as identified by HE practitioners. Dalam *International Journal of Educational Management*, Vol. 20, No. 7, 2006, pp. 542-558 c emerald Group Publishing Limited 0951-354X DOI 10.11.1108/09513540610704645, [Online], 16 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com)
- Malik, M.E., Danish, R.Q., & usman, A. (2010). The Impact of Service Quality on Students' Satisfaction in Higher Education Institutes of Punjab. Dalam *Journal of Management research* ISSN 1941-899X, 2010, Vol. 2, No.2: E10, [Online], 11 halaman. Tersedia: [www.macrothink.org/xxx](http://www.macrothink.org/xxx)
- Motekaitiene, A. & Juscus, V. (2008). Specifics of Marketing in the higher Education System. Dalam *Journal* ISSN 1392-3110 *Socialiniai tyrimai/Social research*. 2008.Nr: 2 (12), 97-103, [Online], 7 halaman. Tersedia: [http://www.su.lt/bylos/mokslo\\_leidiniai/soc\\_tyrimai/2008-12/motekaitiene%20juscus.pdf](http://www.su.lt/bylos/mokslo_leidiniai/soc_tyrimai/2008-12/motekaitiene%20juscus.pdf)
- Nielsen, D., Ieromonachou, P., lin, Y., & White A. (2015). Revision of curricula in higher education service provision: For better learning engagement and collaborative learning. Dalam *Procedia Manufacturing* 3 (2015) 3583 – 3590, [Online], 7 halaman. Tersedia: <http://www.sciencedirect.com/science/article/pii/S2351978915007246>
- Nasution, S. (2002). *Metode penelitian naturalistik kualitatif*. Bandung: Tarsito.
- Natawiria, A. S. & Amir, Y. H. (2009). *Reinventing pendidikan tinggi berorientasi kewirausahaan*. Bandung: Alfabeta.

- Natawidjaya, R. et al. (Eds.) (2007). *Ilmu pendidikan: rujukan filsafat, teori, dan praksis*. Bandung: UPI Press.
- Ohmae, K. (1982). *The Mind of the Strategist: The Art of Japanese Business*, New York: McGraw Hill.
- Oteng, S. (1989). *Administrasi pendidikan: dasar teoritis untuk praktek profesionalisme*. Bandung: Angkasa.
- Orindaru, A. (2015). Changing Perspectives on Students in Higher Education. Dalam *Procedia Economics and Finance* 27 (2015) 682-691, [Online], 10 halaman. Tersedia: <http://www.sciencedirect.com/science/article/pii/S2212567115010497>
- Oluseye, O.O., Tairat, B.T., & Emmanuel, J.O. (2014). Customer Relationship Management Approach and Student Satisfaction in Higher Education Marketing. Dalam *Journal of Competitiveness*, Vol. 6, Issue 3, pp. 49-62, September 2014, [Online], 13 halaman, ISSN 1804-171X(Print), ISSN 1804-1728, DOI: 10.7441/joc.2014.03.04.
- Oliver, R.L. (1999). Whence Consumer Loyalty? Dalam *Journal of Marketing*, vol. 63 (Special Issue 1999), 33-34, [Online], 13 halaman. Tersedia: <http://www.uta.edu/faculty/richarme/MARK%205342/Articles/Oliver%201999.pdf>
- Pavla, S., Hana, V., & Jan, V. (2015). Blended Learning: Promising Strategic Alternative in Higher Education. Dalam *Journal Procedia – Social and Behavioral Sciences* 171 (2015)1245 – 1254, [Online], 10 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com)
- Palmer, A. (2001). *Principles of services marketing*. (edisi ke-3). Singapore: McGraw-Hill Companies.
- Patilima, H. (2005). *Metode penelitian kualitatif*. Bandung: Alfabet.
- Paton, R. (2005). *Handbook of corporate university development*. Hants: Gower.
- Peraturan Rektor UPI Nomor 5804/UN40/HK/2015 tentang Pedoman penulisan karya ilmiah UPI tahun akademik 2015.
- Peraturan Menteri Pendidikan dan Kebudayaan Republik Indonesia No. 49 Tahun 2014 tentang Standar Nasional Pendidikan Tinggi.
- Prast, B. & Liem, I. (2012). *7 Jurusan bergaji besar*. Surabaya: Nadi Inspira Edumedia.
- Pusat Data dan Analisa Tempo. (2006). *Panduan Memilih Program Magister 2006*.

- \_\_\_\_\_ (2014). *Panduan Memilih Perguruan Tinggi 2014*. Edisi ke-19/Tahun 2014.
- \_\_\_\_\_ (2014). *Panduan Memilih Perguruan Tinggi 2015*. Edisi ke-20/Tahun 2015.
- \_\_\_\_\_ (2016). *Panduan Memilih Perguruan Tinggi 2014*. Edisi ke-21/Tahun 2016.
- Putra, N. (2012). *Metode penelitian kualitatif pendidikan*. Depok: RajaGrafindo Persada.
- Psacharopoulos, G. (Penyunting). (1987). *Economics of education research and studies*. Oxford: Pergamon Press.
- Qandile, Y.A., & Oganesyants, N. (2014). Positioning for International Market Segment in Higher Education: Evidence from Saudi Arabia. Dalam *Bussiness Education 7 Accreditation*, vol. 6, Number 2, 2014, [Online], 9 halaman. Tersedia: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2449693](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2449693)
- Rahayu, A. (2008). *Strategi Pemasaran Model untuk Keunggulan*. Bandung: Rizqi Press.
- Revaldi, A. (2010). *Memilih sekolah untuk anak*. Jakarta: Tiga Serangkai Pustaka Mandiri.
- Rust, R. T., Zahorik, A. J., & Keiningham, T. L. (1996). *Service marketing*. New York: HarperCollins College Publisher.
- Raciti, M. (2010). Marketing Australian higher education at the turn of the 21st Century: a précis of reforms, commercialization and the new university hierarchy. [Online] <http://ejbest.org>. *e-Journal of Business Education & Scholarship of Teaching*, Vol. 4, No. 1, 2010, pp. 32-41.
- Rudy & Miranda, E. (2015). Management report or Marketing in Higher Education Based On Data Warehouse and data Mining. Dalam *International Journal of Multimedia and Ubiquitous Engineering*, Vol. 10, No. 4 (2015), pp.219-302, [Online], 12 halaman. Tersedia: <http://dx.doi.org/10.14257/ijmue.2015.10.4.28>
- Savant, R.S. & Mallya, R. S. (2013). Education – A Service Industry Thriving on CRM. Dalam *Preceedings of Natinal Conference on New Horizons in IT - NCNHIT 2013*, [Online], 4 halaman. Tersedia: <http://www.met.edu/Institutes/ICS/NCNHIT/papers/24.pdf>
- Stephard, K. (2008). Higher education for sustainability: seeking affective learning outcomes. Dalam *International Journal of Sustainability in Higher*

- education*, Vol. 9, No. 1, 2008, [Online], 12 halaman. Tersedia: [http://phobos.ramapo.edu/~vasishth/Learning\\_Outcomes/Shephard-Affective\\_Learning\\_Outcomes.pdf](http://phobos.ramapo.edu/~vasishth/Learning_Outcomes/Shephard-Affective_Learning_Outcomes.pdf)
- Satria, A. B. (Penyunting) (2010), *Teknik jitu skripsi, tesis & disertasi*. Yogyakarta: Immortal Publisher.
- Satori, D. & Komariah, A. (2011). *Metodologi Penelitian Kualitatif*. Bandung: Alfabeta.
- Semenza, G. C. (2010). *Graduate study for the twenty-first century*. Second edition. New York: palgrave macmillan.
- Suharsaputra, U. (2013). *Administrasi pendidikan*. (edisi revisi). Bandung: Refika Aditama.
- Suharsaputra, U. (2015). *Manajemen pendidikan perguruan tinggi*. Bandung: Refika Aditama.
- Suwignyo, A. (2008). *Pendidikan tinggi goncangan perubahan*. Yogyakarta: Pustaka Pelajar.
- Syafaruddin. (2008). *Efektivitas kebijakan pendidikan: konsep, strategi, dan aplikasi kebijakan menuju organisasi sekolah efektif*. Jakarta: Rineka Cipta.
- Sheth, J.N., Parvatiyar, A. & Shainesh, G. (2001). *Customer Relationship Management: Emerging Concepts, Tools and Applications*. New Delhi: Tata McGraw-Hill Publishing Company Limited.
- Silverman, D. (2006). *Interpreting Qualitative Data* (Third ed.). London: Sage Publications.
- Smart, J.C. (2007). *Higher Education: Handbook of Theory and Research*, Volume XXII, Dordrecht: Springer.
- Sukmadinata, N. S. (2009). *Metode penelitian pendidikan*. (Cetakan ke-5). Bandung: Remaja Rosadakarya.
- Suryadi, A. (2012). *Pendidikan, Investasi SDM, dan Pembangunan*. Edisi Kedua. Bandung: Widya Aksara Press.
- Shepard, K. (2007). Higher education for sustainability: seeking affective learning outcomes. [Online] <http://www.emeraldinsight.com/0263-4503.htm> *International Journal of Sustainability in Higher Education Vol 9 No. 1, 2008. pp. 87-98.*

- Soedijati, E. K. & Pratminingsih, S. A. (2011). The impact of marketing mix on students choice of university study case of private university in Bandung, Indonesia. *2<sup>nd</sup> International Conference on Business and Economic Research*. pp. 2124-2131.
- Study of Customer Relationship Management (CRM) Issues in UK Higher Education Institutions. (2007). Martin Haywood, Iain Nixon, Alistair Bowden, Robert Bell. [online] tersedia: Tersedia: [www.jisc.ac.uk/media/documents/themes/bce/crmstudyfinalreport20070817](http://www.jisc.ac.uk/media/documents/themes/bce/crmstudyfinalreport20070817) [11-3-2013]
- Saleh, A.A., Kamarulzaman, Haslim, H., & Hashim, S.Z. (2011). An Approach to Facilities Management (FM) Practices in Higher Learning Institutions to Attain a Sustainable Campus (Case Study: University Technology Mara-UiTM). Dalam *Journal SciVerse ScienceDirect*, [Online], 10 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com).
- Sperlich, A. & Spraul, K. (2007). Student As Active Partners: Higher Education Management in Germany. Dalam *The Innovation Journal: The Public Sector Innovation Journal*, Volume 12(3), 2007, Article 11, [Online], 19 halaman. Tersedia: <http://www.innovation.cc/scholarly-style/sperlich11final1draft.pdf>
- Sudha, T. (2013). Total Quality Management in Higher Education Institutions. Dalam *Internationak Journal of Social Science & Interdisciplinary Research*\_\_ISSN 2277 3630 USSIR, Vo. 2 (6), June 9 (2013), [Online], 12 halaman. Tersedia: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.684.7199&rep=rep1&type=pdf>
- Speziale, M. T. (2012). Differentiating higher education accuntability in the global setting: a comparison between Boston Universityand University Of Bologna. Dalam *Procedia – Social and Behavioral Sciences* 47 (2012) 1153 – 1163, [Online], 10 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com)
- Sojkin, B., Brtkowiak, P., & Akuza, A. (2012). Determinants of higher education choices and student satisfaction: the case of Poland. Dalam *Journal High Educ* (2012) 63:565-581 DOI 10.1007/s10734-011-0459-2, [Online], 17 halaman. Tersedia: [Springerlink.com](http://Springerlink.com)
- Sabry, K. & AlShawi, S. (2009). Information Systems for higher education: interactive design perspective. Dalam *Journal Emerald, Transforming Goverment: People Process and Policy*, Vol. 3, No. 2, 2009, pp 163-180 c Emerald Group Publishing limited 1750-6166, DOI 10.1108/17506160910960559, [Online], 17 halaman. Tersedia: [www.emeraldinsight.com/1750-6166.htm](http://www.emeraldinsight.com/1750-6166.htm)

- Soedjati, E.K. & Pratminingsih, S.A. (2011). The Impacts of Marketing Mix on Students Choice of University, Study Case of Private university in Bandung, Indonesia. Dalam *International Conference on Business and Economic Research* (2nd ICBER 2011) Proceeding, [Online], 8 halaman. Tersedia: <http://repository.widyatama.ac.id/xmlui/bitstream/handle/123456789/3406/CONTENT%20ELIZABETH.pdf?sequence=1>
- Nicolescu, L. (2009). Applying Marketing to Higher Education: Scope and Limits. Dalam *Journal Management & Marketing* (2009), Vol. 4, No. 2, pp. 35-44, [Online], 10 halaman. Tersedia: <https://core.ac.uk/download/files/153/6334021.pdf>
- Telebian, S., Mohammadi, H.M., & Rezvanfar, A. (2014). Information and communication technology (ICT) in higher education: advantages, disadvantages, conveniences and limitations of applying e-learning to agricultural students in Iran. Dalam *Journal Procedia – Social and Behavioral Sciences* 152 (2014) 300 – 305, [Online], 6 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com)
- Tinto, V. (2006). Research and Practice of Student Retention: What Next? Dalam *Journal J. College Student Retention*, Vol. 8(1) 1-19, 2006-2007, [Online] 19 halaman. Tersedia: [https://www.uaa.alaska.edu/governance/facultysenate/upload/jcsr\\_tinto\\_2006-07\\_retention.pdf](https://www.uaa.alaska.edu/governance/facultysenate/upload/jcsr_tinto_2006-07_retention.pdf)
- Tampubolon, D.P. (2001). *Perguruan Tinggi Bermutu: Paradigma Baru Manajemen Pendidikan Tinggi Menghadapi Tantangan Abad Ke-21*. Jakarta: Gramedia Pustaka Utama.
- Tempo.co. (2015). “Tiap Dua Hari, Satu Perguruan Tinggi Muncul di Indonesia”. [Online]. Tersedia: <https://m.tempo.co/read/news/2015/06/04/079672015/tiap-dua-hari-satu-perguruan-tinggi-muncul-di-indonesia> [14-5-2016]
- Trustrum, L.B. & Wee S.L. (2007). *Relationship Marketing Strategy in Higher Education*. Working Paper pada UCTI, Malaysia.
- Teixeira, P. dkk. (2004). *Markets in higher education*. Dordrecht: Kluwer Academic Publishers.
- Tim Marknesis. (2009). *Pemasaran: strategi, taktik & kasus*. Bogor: Marknesis.
- Tjiptono, F. (2005). *Pemasaran Jasa*, Malang: Bayumedia Publishing.
- Tjiptono, F. (2008). *Strategi bisnis*. Yogyakarta: Andi
- Tocquer, G. A. & Cudennec, C. (1998). *Service Asia*. Singapore: Prentice Hall.

- Undang-Undang Republik Indonesia No. 20, Tahun 2003, tentang Sistem Pendidikan Nasional.
- Undang-Undang Republik Indonesia No. 14, Tahun 2005, tentang Guru dan Dosen.
- Undang-Undang Republik Indonesia No. 12, Tahun 2012, tentang Pendidikan Tinggi.
- Utami, C. W. (2010). *Manajemen ritel*. (edisi 2). Jakarta: Salemba Empat.
- Virgiyanti, W., Bakar, A.B.A., & Tufail, M.A. (2011). Investigating Customer Realtionship Management and Service Quality in Malaysian Gigher Education. Dalam *Asian Journal of Management researsch online open Access publishing platform for Management Research*. [Online], 16 halaman. Tersedia: <http://ipublishing.co.in/ajmrvol1no1/EIJMRS1043.pdf>
- Wijaya, D. (2012). *Pemasaran jasa pendidikan*. Jakarta: Salemba Empat.
- Winantyo, R. dkk. (2009). *Masyarakat ekonomi Asean (MEA) 2015*. Jakarta: Kompas Gramedia.
- Walker JR., O.C., Mullins, J.W., Boyd, H. W., & Larraeche, J.C. (2006). *Marketing Strategy: A Decision-Focused Approach*. Fifth Edition. Boston: McGraw-Hill.
- Walker JR., O.C., Mullins, J.W., Boyd, H. W., & Larraeche, J.C. (2008). *Marketing Strategy: A Decision-Focused Approach*. Sixth Edition. Boston: McGraw-Hill.
- Walle, A.H. (2001). *Qualitative Research In Intelligence And Marketing: The New Strategic Convergance*. Westport: Quorum Books.
- Wijatno, S. (2009). *Pengelolaan Perguruan Tinggi Secara Efisien, Efektif, dan Ekonomis Untuk Meningkatkan Mutu Penyelenggaraan Pendidikan Dan Mutu Lulusan*. Jakarta: Salemba Empat.
- Wind, J. & Mahajan, V. (2001). *Digital Marketing: Global Strategies From The World's Leading Experts*. New York: JohnWiley & Sons, Inc.
- Wan-Hamdan, W.S.Z., Hamid, M.Y., & Mohd-Radzuan, N.A. (2011). Contribution of Facilities Management Processes in Supporting Malaysia National Higher Education Strategic Plan. Dalam *Journal SciVerse ScienceDirect*, [Online], 8 halaman. Tersedia: [www.sciencedirect.com](http://www.sciencedirect.com).



- Wiese, M., Van heerden, C.H., & Jordaan, Y. (2010). The Role of Demographics in Students' Selection of Higher education Institutions. Dalam *Journal Acta Commercii* 2010, [Online], 14 halaman. Tersedia: <http://www.actacommercii.co.za/index.php/acta/article/viewFile/124/124>
- Wong, H. & Wong R. (2012). Relationship Building in Private Education. Dalam *Global Journal of Management and Business Research*, Vol. 12 issue 13 Version 1.0 Year 2012, [Online ISSN: 2249-4588 & Print ISSN: 0975-5853]. Tersedia: Global Journals Inc. (USA).
- Wong, H. & Wong, R. (2012). Relationship Buildingin pribate Education. Dalam *Global Journals Inc.* (US), [Online], 19 halaman. Tersedia: Hong Kong Community College, Hong Kong Polytecnic University, Hong Kong. Tersedia: [https://globaljournals.org/GJMBR\\_Volume12/1-Relationship-Building-in-Private-Education.pdf](https://globaljournals.org/GJMBR_Volume12/1-Relationship-Building-in-Private-Education.pdf)
- Woodcock, N., Broomfield, N., Downer, G. & Starkey, M. (2010). The evolving data architecture of social customer relationship management. Dalam *Journal of Direct, Data and Digital Marketing Pracyice*, [Online], 18 halaman. Tersedia: [www.palgrave-journals.com/ddmp/](http://www.palgrave-journals.com/ddmp/)
- Wu, X., Chen Y., Zhang, J., & Wang, J. (2012). On Improving Higher Vocational College Education Quality Assessment. Dalam *journal Physics Procedia* 33 (2012)1128-1132, [Online], 5 halaman. Tersedia: <http://www.sciencedirect.com/science/article/pii/S1875389212014988>
- Yarmohammadian, M. H., Mozaffary, M., & Esfahani, S.S. (2011). Evaluation of quality of education in higher education based on Academic Quality Improvement Program (AQIP) Model. Dalam *Journal Procedia Social and Behavioral Sciences* 15 (2011) 2917-2922, [Online], 6 halaman. Tersedia: <http://www.sciencedirect.com/science/article/pii/S1877042811007609>
- Yananda, M. R. & Salamah, U. (2014). *Branding tempat*. Jakarta: Makna Informasi.
- Yin, R. K., (2008). *Studi Kasus*. (penerjemah M. Djauzi Mudzakir). Jakarta: PT. RajaGrafindo Persada.
- Yulaelawati, E. (2004). *Kurikulum dan pembelajaran*. Bandung: Pakar Raya.
- Yuswohady & Gani, K. E. (2015). *8 wajah kelas menengah*. Jakarta: Kompas Gramedia.
- Yoshida, D. T. (2006). *Arsitektur strategik*. Jakarta: Elex Media Komputindo.
- Zeithaml, V.A. & Bitner, M.J. (2003). *Services marketing: integrating customer focus across the firm*. New York: McGraw-Hill Higher Education.

- Zainal, V. R., Kamal, H., & Muhammad, N. (2014). *The economics of education: mengelola pendidikan secara professional untuk meraih mutu dengan pendekatan bisnis*. Jakarta: Gramedia Pustaka Utama.
- Zani, A.Y.P., Salim, U. Djumahir, & Solimun. (2013). The Increasing of Student' Satisfaction and Loyakty by the use of Customer Relationship Management (CRM) (A Case Study in Medical Education Institutuons, Nursing Study Program in Jakarta, Bogor, Tangerang, depok and Bekasi). Dalam *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, Vol. 7, Issue 4 (jan-Feb. 2013), PP 28-34. [Online], 7 halaman. Tersedia: [www.iosrjournals.org](http://www.iosrjournals.org).

## BIODATA



Imanuddin Hasbi, lahir di Bandung 29 Agustus 1969 sebagai anak sulung dari H. Tamrun Hasbi dan Hj. Ratnawati. Menikah dengan Yulis Sulistiana Dewi pada tahun 2001 dan dikaruniai 3 orang anak, masing-masing bernama Haifa Azka Sadida (14 tahun), Amalia Zahra (11 tahun), dan Alfy Firdaus (9 tahun) Menamatkan pendidikan di SD Muhammadiyah Cempaka di Banjarmasin tahun 1982, SMP YPK di Banjarbaru tahun 1985, SMAN 15 Bandung tahun 1989, kemudian melanjutkan ke jenjang pendidikan tinggi, S1 Teknik Manajemen & Industri UNPAS, Bandung tahun 1995, S2 Manajemen, STMB tahun 1999.

Bekerja sebagai dosen di Universitas Telkom, Jl Raya Telekomunikasi, Ters. Buah Batu, Bandung. Penulis mengampu mata kuliah manajemen pemasaran, manajemen penjualan, dan manajemen ritel di program studi S1 Administrasi Bisnis. Penulis melaksanakan pengabdian pada masyarakat sebagai sekretaris RT 7, mengajar di PNPM dan mengajar siswa Nurul Hidayah Miftahulroja. Pembicara di Konferensi Nasional Ke-3 AIABI tahun 2012 dengan karya tulis yang dibuat berjudul “Sinergisitas *Triple Helix* dalam *Science Technopark* Menuju Indonesia Maju”, Peserta Seminar Internasional “*Rethinking Educational Administration: Issues and Trends in Relation with the Improvement of National Quality of Education*”, Peserta “*Maranatha Economics & Business Conference 2016*”, Presenter di Icemal ke-6 tahun 2016 dengan karya tulis “*Marketing Management in Higher Education*”. Penelitian yang pernah dilakukan antara lain “Evaluasi Kebijakan Inherent di Perguruan Tinggi”, “Pengaruh Promosi Penjualan Simpati 10 Hoki terhadap Minat Beli Konsumen di Bandung”, “Studi Peluang Pasar Short Voice Message di Bandung”, “Evaluasi Pelaksanaan Saluran Distribusi terhadap Kepuasan Agen Perantara pada PT. Cakra Dirga Buanatama.”

Imanuddin Hasbi, 2016

**MANAJEMEN PEMASARAN PERGURUAN TINGGI**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu