

## DAFTAR PUSTAKA

- Akdon – Hadi, S. (2008). *Aplikasi Statistika dan Metode Penelitian untuk Administrasi & Manajemen*. Bandung: Dewa Ruchi.
- Alma, Bukhori. (2005). *Pemasaran Stratejik Jasa Pendidikan*. Bandung: Alfabeta.
- Badan Akreditasi Nasional Perguruan Tinggi. (2010). <http://ban-pt.kemdiknas.go.id/direktori.php>: [online] tersedia: <http://www.ban-pt.kemdiknas.go.id> [11 Januari 2011]
- Badudu, J.S. - Sutan Muhammad Zain. (2001). *Kamus Umum Bahasa Indonesia*. Jakarta: PT Intergrafika.
- Benson, J. T. (1998). "Wisconsin's Model Academic Standard for Marketing Education". *Bulletin No. 9005*. Milwaukee WI: Wisconsin Department of Public Instruction.
- Bertrand, Alvin. L. (1980), "*Sosiologi: Kerangka Acuan, Metode Penelitian, Teori-teori Sosialisasi, Kepribadian, dan Kebudayaan*, (Cetakan 2). Surabaya: Bina Ilmu.
- Brown, R. (2004). "School Culture and Organization: Lesson From Research and Experience". A Background Paper for Denver Commission on Secondary School Reform.
- College, BC. (2003). *BC College & Institute Student Outcome*. Issue Paper, Vol 3 No 1 [online]. Tersedia: [http://admin.selkirk.bc.ca/research/documents/issue\\_satisfaction%5B1%5D.pdf](http://admin.selkirk.bc.ca/research/documents/issue_satisfaction%5B1%5D.pdf). [22 Oktober 2010]
- Deal, K. D & Peterson. (2009). *The Shaping School Culture Fieldbook*. San Francisco: Jossey-Bass.
- Disdik, R. e.-n. (21 Januari 2010). *Siap-hadapi-serbuan-perguruan-tinggi-asing/ Pendidikan Sumatra Barat*. E-Newslater Pendidikan Sumatra Barat: <http://newsletterdisdik.wordpress.com/2010/01/21/>. [9 Desember 2010]

- Errekete, P. (2001). The Effect Of Culture On Marketing Strategies Of Multinational Firms: A Survey Of Selected Multinational Corporations In Nigeria. *African Study Monographs* , 22(2): 93-101.
- Gaffar, Fakry. (2006). *Kompetisi Dan Strategi Dalam Membangun Bisnis Pada Era Globalisasi*. Slide Presentasi: tidak diterbitkan.
- Gibbs, F. M. (2009). *Marketing Higher Education Theory & Practice*. Two Penn Plaza, New York: Open University Press.
- Gorton, R., Alston, J. A., & Snowden, P. (2007). *School Leadership & Administration*. New York: The Mcgraw Hill.
- Hariri, E. (2008). *Model Strategi Membangun Citra Perguruan Tinggi*. Bandung: Universitas Pendidikan Indonesia.
- Hinde, E. R. (2004). *School Culture and Change*. [online]  
Tersedia:<http://www.usca.edu/essays/vol122004/hinde.pdf>  
[7 Nopember 2010].
- Hollins, E. R. (2008). *Culture In School Learning* (2nd Edition). New York: Routledge.
- Hoy, Wayne. K. (2008). *Educational Administration Theory, Research, And Practice 8th edition*. International Edition, Singapore: McGraw-Hill Co.
- Irianto, Y - Eka Prihatin (2009). "Pemasaran Pendidikan". dalam *Manajemen Pendidikan*. Bandung: Alfabeta.
- Ivy, J. (2008). A New Higher Education Marketing Mix: The 7Ps for MBA Marketing. *International Journal of Education Management* , Volume 22 Number 4.
- Jain, S. C. (2009). *Marketing Planning & Strategy* (6th Edition). South-Western Educational Publishing.

- Kerlinger, F. N. (2000). *Asas-asas Penelitian Humanioral*. Yogyakarta: FE UGM.
- Kirp, D. L. (2003). *Shakespeare, Einstein, and the Bottom Line The Marketing of Higher Education*. London: Harvard University Press.
- Komariah, A & Cepi Triatna (2011). *Visionary Leadership*. Bandung: Bumi Aksara.
- Kompas. (2010, Januari 19). *Perguruan Tinggi Asing Gencar, PTS Makin Terdesak*: [online]. Tersedia: <http://edukasi.kompas.com/read/2010/01/19/21195189/Perguruan.Tinggi.Asing.Gencar.PTS.Makin.Terdesak> [9 Desember 2010]
- Kopertis Wilayah IV, (2010, April 24). *Pusat Informasi Pendidikan*. [online] tersedia: <http://evaluasi.dikti.go.id>. [9 Desember 2010]
- Kotler, Philip. (2003). *Marketing Management*. New Jersey: Prentice Hall Inc.
- Lashway, Larry. (1996). *Ethical Leadership* [Online]. Tersedia: <http://eric.uoregon.edu/publications/digests/digest107.html> [10 Desember 2010]
- Lovelock, C & Lauren Wright. (2002). *Principle of Service Marketing and Management*, New Jersey: Prentice Hall Inc.
- Miftah Thoha. (1991). *Beberapa Aspek Kebijakan Birokrasi*. Yogyakarta: Media Widya Mandala.
- Meliani. (2007). *Kontribusi Kemampuan Profesional Guru Terhadap Prestasi Belajar Siswa Sekolah Menengah Kejuruan Kiansantang Bandung (Persepsi Guru Terhadap Kemampuan Ideal Guru)*. Skripsi Sarjana pada FIP UPI. Bandung: Tidak diterbitkan.
- Maringe, F & Paul Gibbs. (2009). *Marketing Higher Education Theory & Practice*. New York: Open University Press.

- Moenir, A.S. (1995). *Manajemen Pelayanan Umum di Indonesia*. Jakarta: Bumi Aksara.
- Malthouse, E. C. (2003). *Customer Satisfaction Across Organizational Units*. [online]. Tersedia: <http://www.mediamanagementcenter.org/research/customersatisfaction.pdf>. [8 Nopember 2010]
- Maslowski, Ralf. (2001). *School Culture And School Performance*. Netherlands: Twenty University Press.
- Mudie, P., & Pirrie, A. (2006). *Services Marketing Management*, (3rd Edition). Burlington: Elsevier Ltd.
- Peraturan Pemerintah Republik Indonesia Nomor 60 tahun 1999
- Riduwan & Akdon (2006). *Rumus & Data Dalam Aplikasi Statistika*. Bandung: Alfabeta.
- Resnick, H. (11 Agustus 2006). *Moving from Customer Service to Customer Satisfaction* [online]. Tersedia: <http://www.bizjournals.com/jacksonville/stories/2006/08/14/smallb3.html>. [14 Oktober 2010]
- Robbin, Stephen. (1996) *Perilaku Organisasi*. Jakarta: T Prenhallindo
- Sarwono, Jonathan. (2007). *Analisis Jalur untuk Riset Bisnis dengan SPSS*. Yogyakarta: ANDI.
- Singh, H. (2006). The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention. *UCTI Working Paper*. Kuala Lumpur.
- Sudjana. (1992). *Metode Statistika*. Bandung: Tarsito.
- Sugiyono. (2007). *Metode Penelitian Administrasi*. Bandung: Alfabeta.

- Sugiarto. (1999). *Psikologi Pelayanan dalam Industri Jasa*. Jakarta: PT Gramedia.
- Surakhmad, W. (1982). *Pengantar Penelitian Ilmiah: Dasar, Metode, Teknik*. Bandung: Tarsito.
- Szwarc, Paul. (2005). *Researching Customer Satisfaction & Loyalty*. London: Kogan Page.
- The American Heritage Dictionary (2006), Boston: Houghton Mifflin Company.
- Tjiptono, Fandy (2002). *Prinsip-Prinsip Total Quality Service*. Yogyakarta: ANDI.
- Undang-Undang Republik Indonesia No 20 Tahun 2003 tentang Sistem Pendidikan Nasional
- Wright, C. L. (1999). *Principle of Service Marketing and Management*. New Jersey: Prentice Hall.
- Ziethaml, V. A., & Bitner, M. J. (2004). *Service Marketing: Integrating Customer Focus Accross the Firm* (3rd Edition). New York: The McGraw - Hill Companies.
- Ziethml, V., Bitner, & Gramler. (2005). *Service Marketing 4th edition*. New York: The McGraw - Hill Companies.