

**MODEL PENINGKATAN DAYA SAING  
PERGURUAN TINGGI DI WILAYAH DKI JAKARTA**

**DISERTASI**

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar  
Doktor Manajemen Konsentrasi Manajemen Pemasaran



Oleh

**Purnomo**  
**NIM 1906726**

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
PROGRAM STUDI DOKTOR MANAJEMEN  
UNIVERSITAS PENDIDIKAN INDONESIA  
2022**

# **LEMBAR HAK CIPTA**

**PURNOMO**

**NIM: 1906726**

Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Doktor (Dr.) pada Program Studi Manajemen

© Purnomo 2022

Universitas Pendidikan Indonesia

Nopember 2022

Hak Cipta dilindungi undang-undang.

Disertasi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis

**MODEL PENINGKATAN DAYA SAING  
PERGURUAN TINGGI DI WILAYAH DKI JAKARTA**

PURNOMO  
1906726

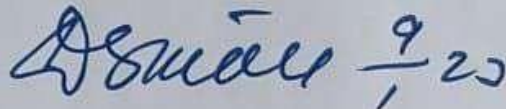
Disetujui dan disahkan oleh:

Promotor



Prof. Dr. Hj. Ratih Hurriyati, M.P.  
NIP. 196802251993012001

Ko Promotor




Prof. Dr. H. Disman, M.S.  
NIP. 195902091984121001

Anggota Promotor



Dr. Chairul Furqon, S.Sos., MM.  
NIP. 197206152003121009

Mengetahui,  
Ketua Program Studi Doktor Manajemen



Dr. Maya Sari, S.E., M.M.  
NIP. 197107052002012001

## ABSTRAK

Purnomo. NIM: 1906726 “Model Peningkatan Daya Saing Perguruan Tinggi Di Wilayah DKI Jakarta”; dibawah bimbingan Promotor: Prof. Dr. Hj. Ratih Hurriyati M.P., Ko-Promotor: Prof. Dr. H. Disman, M.S., dan Anggota: Dr. Chairul Furqon, S.Sos., MM.

Penelitian ini menganalisis daya saing perguruan tinggi pada Provinsi DKI Jakarta yang dipengaruhi oleh kualitas unik yang ditawarkan, *unique capability*, strategi *Segmenting Targeting Positioning* (STP), klaster perguruan tinggi dan kinerja perguruan tinggi. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kualitas unik yang ditawarkan, *unique capability*, strategi STP, klaster perguruan tinggi secara langsung dan melalui kinerja perguruan tinggi terhadap daya saing. Penelitian ini dilakukan dengan menggunakan metode survey dengan pendekatan kuantitatif. Unit analisis penelitian ini adalah dari akreditasi, peringkat dan cluster. Dari Peningkatan tersebut diambil Perguruan Tinggi Non-Kedinasan dan Non Keagamaan di Provinsi DKI Jakarta pada tahun 2020, dengan para pemangku kebijakan sebagai unit observasi, yaitu populasi sebanyak 284 perguruan tinggi dan sampel sebanyak 166 perguruan tinggi. Data diperoleh dari hasil survey melalui kuesioner yang disebar kepada pemangku kebijakan. Data diolah menggunakan analisis statistika deskriptif dan analisis SEM-PLS. Hasil penelitian menunjukkan bahwa situasi analisis STP tinggi, sedangkan, daya saing, kinerja, cenderung rendah. Berdasarkan pengujian hipotesis, didapatkan kualitas unik yang ditawarkan, *unique capability*, strategi STP, klaster berpengaruh positif terhadap kinerja. Demikian pula, kualitas unik yang ditawarkan, *unique capability*, strategi STP, klaster berpengaruh signifikan dan positif terhadap daya saing, secara langsung maupun tidak langsung. Dalam hal ini kinerja perguruan tinggi dapat menjadi variabel intervening bagi daya saing dan klaster perguruan tinggi memoderasi model daya saing ini. Beberapa saran diajukan terkait setiap dimensi dari setiap variabel yang diteliti sehingga beberapa kelemahannya dapat ditindaklanjuti. Diantara impactnya adalah rendahnya dimensi peringkat internasional dalam penelitian ini akan berdampak negative terhadap tingkat persaingan pada pendidikan tinggi di DKI Jakarta.

**Kata kunci:** kualitas unik yang ditawarkan, *unique capability*, strategi STP, klaster, kinerja, daya saing perguruan tinggi.

## ABSTRACT

Purnomo. NIM: 1906726 “Model of Increasing Higher Education Competitiveness in DKI Jakarta Region”; under the guidance of the Promoter: Prof. Dr. Hj. Ratih Hurriyati M.P., Co-Promoter: Prof. Dr. H. Disman, M.S., and Members: Dr. Chairul Furqon, S. Sos., MM.

This study analyzes the competitiveness of tertiary institutions in DKI Jakarta Province which is influenced by the unique quality offered, unique capability, Segmenting Targeting Positioning (STP) strategy, higher education clusters and higher education performance. The purpose of this study is to determine and analyze the effect of the unique quality offered, unique capability, STP strategy, higher education clusters directly and through university performance on competitiveness. This research was conducted using a survey method with a quantitative approach. The unit of analysis for this research is accreditation, ranking and clusters. From this ranking, non-official and non-religious tertiary institutions in DKI Jakarta Province were taken in 2020, with policy makers as the unit of observation, namely a population of 284 tertiary institutions and a sample of 166 tertiary institutions. Data were obtained from survey results through questionnaires distributed to policy makers. Data were processed using descriptive statistical analysis and SEM-PLS analysis. The results show that the STP analysis situation is high, meanwhile, competitiveness, performance tends to be low. Based on hypothesis testing, the unique quality offered, unique capability, STP strategy, clusters have a positive effect on performance. Likewise, the unique quality offered, unique capability, STP strategy, cluster has a significant and positive effect on competitiveness, directly or indirectly. In this case higher education performance can be an intervening variable for competitiveness and higher education clusters moderate this competitiveness model. Several suggestions were put forward regarding each dimension of each variable studied so that some of the weaknesses could be followed up. Among the impacts is that the low international ranking dimension in this study will have a negative impact on the level of competition in higher education in DKI Jakarta.

Keywords: unique quality offered, unique capability, STP strategy, cluster, performance, higher education competitiveness.

## DAFTAR ISI

<b>HALAMAN PENGESAHAN</b> .....	<b>i</b>
<b>SURAT PERNYATAAN</b> .....	<b>ii</b>
<b>KATA PENGANTAR</b> .....	<b>iii</b>
<b>ABSTRAK</b> .....	<b>v</b>
<b>DAFTAR ISI</b> .....	<b>vii</b>
<b>DAFTAR TABEL</b> .....	<b>x</b>
<b>DAFTAR GAMBAR</b> .....	<b>xiii</b>
<b>BAB I PENDAHULUAN</b> .....	<b>1</b>
1.1 Latar Belakang Penelitian .....	1
1.2 Rumusan Masalah.....	20
1.3 Tujuan Penelitian .....	21
1.4 Manfaat dan Kegunaan Penelitian .....	22
<b>BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS ...</b>	<b>25</b>
2.1 Kajian Pustaka .....	25
2.1.1 Kualitas Unik yang Ditawarkan dan Kepuasan Mahasiswa .....	32
2.1.2 Standar Kualitas Pendidikan Tinggi di Indonesia.....	33
2.1.3 Konsep Tentang Kinerja dan Kualitas Pendidikan Tinggi .....	36
2.1.4 <i>Unique Capability</i> Perguruan Tinggi .....	62
2.1.5 Analisa Situasi Strategis Menentukan Segmen, Target, dan Posisi (STP) ....	69
2.1.6 Klasterisasi Pendidikan Tinggi untuk Meningkatkan Daya Saing .....	100
2.1.7 Daya Saing dan Keunggulan Kompetitif .....	111
2.2 Hasil Penelitian Terdahulu .....	128
2.2.1 Penelitian Mengenai Kualitas Unik Yang Ditawarkan Perguruan Tinggi...	129
2.2.2 Penelitian Mengenai <i>Unique Capability</i> sebagai <i>Branding</i> P T .....	132
2.2.3 Penelitian Mengenai <i>Segmenting, Targeting, Positioning</i> (STP) Perguruan Tinggi dan Adaptasi Kebiasaan Baru.....	134
2.2.4 Penelitian Mengenai Klaster Perguruan Tinggi.....	136
2.2.5 Penelitian Mengenai Kinerja Perguruan Tinggi .....	139
2.2.6 Penelitian Mengenai Daya Saing Perguruan Tinggi .....	144
2.3 Kerangka Pemikiran .....	150
2.4 Hipotesis Penelitian .....	153

<b>BAB III METODE PENELITIAN .....</b>	<b>156</b>
3.1 Tempat dan Waktu Penelitian .....	156
3.2 Populasi dan Sampel Penelitian.....	156
3.3 Desain Penelitian .....	158
3.4 Operasional Variabel .....	160
3.5 Teknik Pengumpulan Data .....	164
3.6 Pengembangan Model Penelitian .....	167
3.7 Uji Validitas dan Reliabilitas .....	169
3.7.1 Hasil Uji Validitas.....	169
3.7.2 Hasil Uji Reliabilitas .....	172
3.7.3 Analisis Statistik Deskriptif.....	173
3.7.4 Teknik Analisis Data.....	174
3.7.5 Pengujian Hipotesis ( <i>Resampling Bootstraping</i> ).....	182
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....</b>	<b>189</b>
4.1 Hasil Penelitian.....	189
4.2 Gambaran Perguruan Tinggi di Wilayah DKI-Jakarta .....	189
4.3 Profil Perguruan Tinggi di Provinsi Wilayah DKI-Jakarta.....	190
4.4 Analisis Deskriptif .....	192
4.4.1 Deskripsi Variabel Daya Saing Perguruan Tinggi.....	192
4.4.2 Deskripsi Variabel Kualitas Unik Yang ditawarkan Perguruan Tinggi..	198
4.4.3 Deskripsi Variabel <i>Uniqe Capability</i> PerguruanTinggi.....	209
4.4.4 Deskripsi Strategi STP Perguruan Tinggi.....	216
4.4.5 Deskripsi Kinerja Perguruan Tinggi.....	230
4.4.6 Deskripsi Klaster Perguruan Tinggi .....	238
4.5 Analisis Verifikstif.....	247
4.6 Model Pengukuran.....	248
4.6.1 Model Pengukuran Variabel Daya Saing.....	249
4.6.2 Model Pengukuran Variabel Klaster Perguruan Tinggi.....	250
4.6.3 Model Pengukuran Variabel Kinerja Perguruan Tinggi .....	251
4.6.4 Model Pengukuran Variabel Kualitas Unik Yang Ditawarkan P T.....	252
4.6.5 Model Pengukuran Variabel <i>Uniqe Capability</i> Perguruan Tinggi .....	254
4.6.6 Model Pengukuran Variabel Strategi STP Perguruan Tinggi .....	256
4.7 Ringkasan Model Pengukuran.....	257
4.7.1 Model Struktural .....	259

4.7.2	Pengujian Pengaruh, Kualitas Unik Yang Ditawarkan, <i>Unique Capability</i> , Strategi STP dan Klaster Perguruan Tinggi Terhadap Kinerja Perguruan Tinggi .....	261
4.7.3	Pengaruh Kualitas Unik yang Ditawarkan, <i>Unique Capability</i> , Strategi STP dan Klaster Perguruan Tinggi dan Kinerja terhadap Daya Saing PT .....	264
4.7.4	Dekomposisi Pengaruh Langsung, Tidak Langsung, dan Total .....	266
4.7.5	<i>Moderated Structural Equation Modelling</i> .....	269
4.8	Pembahasan .....	271
4.8.1	Pembahasan Analisis Deskriptif .....	271
4.8.2	Pembahasan Deskripsi Daya Saing .....	271
4.8.3	Pembahasan Deskripsi Kualitas Unik yang Ditawarkan Perguruan Tinggi .....	274
4.8.4	Pembahasan Deskripsi <i>Uniqe Capability</i> .....	277
4.8.5	Pembahasan Deskripsi Strategi STP Perguruan Tinggi .....	279
4.8.6	Pembahasan Deskripsi Klaster Perguruan Tinggi .....	281
4.8.7	Pembahasan Deskripsi Kinerja Perguruan Tinggi .....	282
4.8.8	Analisis Hubungan Kualitas Unik yang Ditawarkan Perguruan Tinggi, <i>Uniqness Capability</i> , Klaster Perguruan Tinggi dan Kinerja Perguruan Tinggi .....	283
4.8.9	Analisis Pengaruh Kualitas Unik yang Ditawarkan, <i>Uniqness Capability</i> , Strategi STP dan Klaster Perguruan Tinggi Terhadap Kinerja Perguruan Tinggi .....	285
4.8.10	Analisis Pengaruh Kualitas Unik yang Ditawarkan, <i>Uniqness Capability</i> , Strategi STP dan Klaster Perguruan Tinggi dan Kinerja Terhadap Daya Saing Perguruan Tinggi .....	294
4.9	Temuan, Keterbaruan (Novelty) dan Keterbatasan Penelitian .....	297
4.9.1	Temuan .....	297
4.9.2	Keterbaruan (Novelty) Penelitian .....	299
4.9.3	Keterbatasan Penelitian .....	303
<b>BAB V SIMPULAN, IMPLIKASI DAN REKOMENDASI .....</b>		<b>305</b>
5.1	Simpulan .....	305
5.2	Implikasi .....	307
5.3	Rekomendasi .....	308
<b>DAFTAR PUSTAKA .....</b>		<b>311</b>
<b>LAMPIRAN .....</b>		<b>349</b>



## DAFTAR TABEL

Tabel 1.1	Peringkat Nasional dan Internasional 30 Besar PT di Indonesia .....	6
Tabel 1.2	Perguruan Tinggi dengan Skor Klaster Tertinggi di DKI Jakarta 2020....	8
Tabel 2.1	Bauran Pemasaran Perguruan Tinggi dan Ruang Lingkupnya .....	31
Tabel 2.2	Sandingan antara Sumber Daya Manajemen dan Marketing Mix .....	31
Tabel 2.3	Komponen Strategi Korporasi dan Isu-Isu .....	71
Tabel 2.4	Ilustrasi Penentuan Pasar Produk/Layanan Pendidikan Tinggi .....	80
Tabel 2.5	Nilai Klaster Perguruan Tinggi di DKI Jakarta Th 2015 dan 2020.....	100
Tabel 2.6	Peringkat Klaster Perguruan Tinggi di DKI Jakarta Tahun 2019 .....	101
Tabel 2.7	Distribusi Klaster Sekolah Tinggi di DKI Jakarta Tahun 2019 .....	101
Tabel 2.8	30 Perguruan Tinggi dengan Skor Klaster Tertinggi di DKI Jakarta 2020 ...	107
Tabel 2.9	Proporsi Standar Penelitian Klaster Perguruan Tinggi.....	110
Tabel 2.10	Penentuan Variabel dan Dimensi Penelitian.....	147
Tabel 3.1	Penentuan Jumlah Responden Berdasarkan Jumlah PT Th. 2020.....	157
Tabel 3.2	Sampel Responden 17 Institusi Perguruan Tinggi Di DKI Jakarta 2021 .....	158
Tabel 3.3	Operasionalisasi Variabel .....	160
Tabel 3.4	Hasil Uji Validitas Kualitas Unik Yang Ditawarkan Perguruan Tinggi.	169
Tabel 3.5	Hasil Uji Validitas <i>Unique Capability</i> Perguruan Tinggi.....	170
Tabel 3.6	Hasil Uji Validitas Strategi STP Perguruan Tinggi.....	170
Tabel 3.7	Hasil Uji Validitas Kinerja Perguruan Tinggi .....	171
Tabel 3.8	Hasil Uji Validitas Klaster Perguruan Tinggi.....	171
Tabel 3.9	Hasil Uji Validitas Daya Saing Perguruan Tinggi .....	172
Tabel 3.10	Hasil Uji Reliabilitas .....	172
Tabel 4.1	Ringkasan Profil Perguruan Tinggi di Provinsi DKI Jakarta .....	191
Tabel 4.2	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Daya Saing .....	193
Tabel 4.3	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Peringkat Internasional pada Variabel Laten Daya Saing PT .....	194
Tabel 4.4	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Kemampuan Mendanai Pendanaan pada Variabel Laten Daya Saing Perguruan Tinggi.....	196

Tabel 4.5	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Kualitas Unik yang ditawarkan Perguruan Tinggi (X1).....	199
Tabel 4.6	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Pembelajaran Berbasis IT ( <i>E-learning</i> ) pada Variabel Laten Kualitas Unik yang Ditawarkan Perguruan Tinggi .....	201
Tabel 4.7	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Pembelajaran Berstandar Internasional pada Variabel Laten Kualitas Unik yang Ditawarkan Perguruan Tinggi .....	203
Tabel 4.8	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Program Pertukaran Dosen, Mahasiswa, Sandwich, Double Degree pada Variabel Laten Kualitas Unik yang Ditawarkan Perguruan Tinggi .....	205
Tabel 4.9	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Kepuasan Mahasiswa dan Pengguna Lulusan pada Variabel Laten Kualitas Unik yang Ditawarkan Perguruan Tinggi.....	208
Tabel 4.10	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Unique Capability Perguruan Tinggi (X2) .....	210
Tabel 4.11	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Prestasi Lulusan pada Variabel Laten Unique Capability Perguruan ....	212
Tabel 4.12	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Sertifikasi Profesi Lulusan pada Variabel Laten Unique Capability ....	214
Tabel 4.13	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Jumlah Beasiswa pada Variabel Laten Unique Capability PT .....	215
Tabel 4.14	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai STP Perguruan Tinggi (X3).....	217
Tabel 4.15	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Segmentasi pada Variabel Laten STP Perguruan Tinggi .....	220
Tabel 4.16	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Targeting pada Variabel Laten STP Perguruan Tinggi .....	222
Tabel 4.17	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Posisi Pasar pada Variabel Laten STP Perguruan Tinggi .....	224
Tabel 4.18	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Kesiapan Prosedur New Normal pada Variabel Laten STP PT.....	226

Tabel 4.19	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Kesiapan Teknologi pada Variabel Laten STP Perguruan Tinggi.....	227
Tabel 4.20	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Kesiapan SDM pada Variabel Laten STP Perguruan Tinggi .....	229
Tabel 4.21	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Kinerja Perguruan Tinggi (Y1).....	231
Tabel 4.22	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Kinerja Akademik pada Variabel Laten Kinerja Perguruan Tinggi .....	232
Tabel 4.23	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Kinerja Administrasi pada Variabel Laten Kinerja Perguruan Tinggi..	235
Tabel 4.24	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Kinerja Fasilitas Fisik dan Kesehatan pada Variabel Laten Kinerja PT .....	237
Tabel 4.25	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Klaster Perguruan Tinggi (Y2).....	239
Tabel 4.26	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Skor SDM pada Variabel Laten Klaster Perguruan Tinggi .....	241
Tabel 4.27	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Skor Akreditasi pada Variabel Laten Klaster Perguruan Tinggi .....	243
Tabel 4.28	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Skor Lulusan pada Variabel Laten Klaster Perguruan Tinggi .....	244
Tabel 4.29	Tanggapan Perguruan Tinggi di Provinsi DKI Jakarta Mengenai Dimensi Skor Penelitian dan Publikasi pada Variabel Laten Klaster Perguruan Tinggi.....	246
Tabel 4.30	Ringkasan Model Pengukuran .....	258
Tabel 4.31	Ringkasan Model Struktural .....	261
Tabel 4.32	Pengujian Model Struktural 1 .....	262
Tabel 4.33	Pengujian Model Struktural 2 .....	264
Tabel 4.34	Dekomposisi Pengaruh Langsung, Tidak Langsung, dan Total .....	267
Tabel 4.35	Pengujian Hipotesis Model Struktural Variabel Moderasi.....	269
Tabel 4.36	Koefisien Korelasi Antar Variabel Penelitian.....	283
Tabel 4.37	Ringkasan Temuan Model 1 .....	286
Tabel 4.38	Ringkasan Temuan Model 2 .....	295

## DAFTAR GAMBAR

Gambar 1.1 Pengaruh Lama Sekolah Terhadap Pendapatan per Kapita .....	2
Gambar 1.2 Grafik Jumlah Mahasiswa di Indonesia Tahun 2019 .....	10
Gambar 1.3 Pertumbuhan Mahasiswa di DKI Jakarta Periode 2016-2018.....	11
Gambar 1.4 Kapasitas Pendanaan Perguruan Tinggi Di Wilayah DKI Jakarta Tahun 2014- 2020 (Milyar Rupiah).....	12
Gambar 1.5 Perkembangan Jumlah Perguruan Tinggi di DKI Jakarta 2015-2020 .....	14
Gambar 2.1 Kerangka Teori Kompetisi .....	26
Gambar 2.2 7P Dalam Bauran Pemasaran.....	30
Gambar 2.3 Proporsi Dimensi Kualitas Layanan.....	40
Gambar 2.4 Mekanisme Penjaminan Mutu PQAA.....	41
Gambar 2.5 Perkembangan Standar ISO, Aslan (2012).....	47
Gambar 2.6 Tahapan Branding Perguruan Tinggi Menurut Amzat (2016).....	67
Gambar 2.7 Proses Strategi Pemasaran .....	72
Gambar 2.8 Contoh Segmentasi dan Posisi Pasar Perguruan Tinggi.....	88
Gambar 2.9 Komposisi Jumlah Mahasiswa di DKI Jakarta pada Tahun 2017.....	102
Gambar 2.10 Perbandingan Rata-Rata Nilai Klasterisasi Antara Tahun 2015 dan 2019 .....	109
Gambar 2.11 Aspek-Aspek yang Dapat Menjadi Keunikan Kualitas Perguruan Tinggi.....	124
Gambar 2.12 Kerangka Berfikir Penelitian .....	152
Gambar 2.13 Paradigma Hubungan antar Variabel .....	153
Gambar 3.1 Model Skala Semantic Differential Dengan Data Interval .....	166
Gambar 3.2 Model Struktural Penelitian .....	168
Gambar 3.3 Diagram Model Persamaan Struktural .....	182
Gambar 4.1 Jumlah Perguruan Tinggi DKI Jakarta di Bawah Kemendikbud Ristek Menurut Kabupaten/Kota (2020).....	190
Gambar 4.2 Garis Binomial Daya Saing Perguruan Tinggi (Z).....	192
Gambar 4.3 Garis Binomial Kualitas Unik Perguruan Tinggi (X1).....	198
Gambar 4.4 Garis Binomial Unique Capability Perguruan Tinggi (X2) .....	209
Gambar 4.5 Garis Binomial STP Perguruan Tinggi (X3).....	217
Gambar 4.6 Garis Binomial Kinerja Perguruan Tinggi (Y1).....	230
Gambar 4.7 Garis Binomial Klaster Perguruan Tinggi (Y2) .....	238
Gambar 4.8 Model Pengukuran Variabel Daya Saing (Z).....	249
Gambar 4.9 Model Pengukuran Variabel Klaster Perguruan Tinggi (Y2).....	250
Gambar 4.10 Model Pengukuran Variabel Kinerja Perguruan Tinggi (Y1) .....	251

Gambar 4.11 Model Pengukuran Variabel Kualitas Unik yang Ditawarkan Perguruan Tinggi (X1) .....	253
Gambar 4.12 Model Pengukuran Variabel Unique Capability Perguruan Tinggi (X2) .....	254
Gambar 4.13 Model Pengukuran Variabel STP Perguruan Tinggi (X3) .....	256
Gambar 4.14 Model Pengukuran Seluruh Variabel .....	259
Gambar 4.15 Model Struktural Seluruh Variabel .....	260
Gambar 4.16 Keterbaruan Model Daya Saing Hasil Temuan 1 .....	301
Gambar 4.17 Keterbaruan Model Daya Saing Hasil Temuan 2 .....	302

## DAFTAR PUSTAKA

- Aaker, D. (2004). The Innovator's Prescription: The Relevance of Brand Relevance. *Strategy+business, Summer(35)*, 1–11.
- Abdullah, D. F., & Sofian, S. (2012). The Relationship between Intellectual Capital and Corporate Performance. *Procedia - Social and Behavioral Sciences*, 40(6), 537–541. <https://doi.org/10.1016/j.sbspro.2012.03.227>
- Ace, C., & Chartered Institute of Marketing. (2001). *Successful marketing communications: a practical guide to planning and implementation*. 210. [https://books.google.co.uk/books?hl=en&lr=&id=bi3Eg\\_8HXOEC&oi=fnd&pg=PR3&dq=Ace+2001+Marketing&ots=kcXbyiiEPn&sig=3gdm-1yX2AIG9KG-wcsKgGicCCY#v=onepage&q=Ace2001 Marketing&f=false](https://books.google.co.uk/books?hl=en&lr=&id=bi3Eg_8HXOEC&oi=fnd&pg=PR3&dq=Ace+2001+Marketing&ots=kcXbyiiEPn&sig=3gdm-1yX2AIG9KG-wcsKgGicCCY#v=onepage&q=Ace2001 Marketing&f=false)
- Ada, S., Baysal, Z. N., & Erkan, S. S. Ş. (2017). An Evaluation of Service Quality in Higher Education: Marmara and Niğde Ömer Halisdemir Universities' Department of Education Students. *Universal Journal of Educational Research*, 5(11), 2056–2065. <https://doi.org/10.13189/ujer.2017.051122>
- Adam, A., & Mahmoud, M. A. (2014). Market Positioning of Public and Private Universities in Ghana: Students Perspective. *Management Dynamics in the Knowledge Economy*, 2(1), 123–154.
- Adedoyin, O. B., & Soykan, E. (2020). Covid-19 pandemic and online learning: the challenges and opportunities. *Interactive Learning Environments*, 0(0), 1–13. <https://doi.org/10.1080/10494820.2020.181318>.
- Aedy, H. dan M. (2017). *Teori dan Aplikasi Penuntun bagi mahasiswa dan Peneliti*. 299.
- Africano, N., Rodrigues, A. S., & Santos, G. (2019). The main benefits of the implementation of the quality management system in higher education institutions in angola. *Quality Innovation Prosperity*, 23(3), 122–136. <https://doi.org/10.12776/QIP.V23I3.1292>
- Ahmad F. et al (2017). Keys of Educational Marketing. *J. Appl. Environ. Biol. Sci*, 7(1), 180–187. <https://www.researchgate.net/publication/329840576>
- Ahmad, R., Masse, C., Jituri, S., Doucette, J., & Mertiny, P. (2018). Alberta Learning Factory for training reconfigurable assembly process value stream mapping. *Procedia Manufacturing*, 23(2017), 237–242. <https://doi.org/10.1016/j.promfg.2018.04.023>

- Ahmadi, R. (2016). Manajemen Pengembangan Kompetensi Dosen Stai. *STAIL LUQMANAL HAKIM*, 3(November), 31–48.  
[file:///C:/Users/Asus/Downloads/ipi734705 \(2\).pdf](file:///C:/Users/Asus/Downloads/ipi734705%20(2).pdf)
- Ahmed, J. U. et al (2015). Managing Strategies for Higher Education Institutions in the UK. *Higher Education for the Future*, 2(1), 32–48.  
<https://doi.org/10.1177/2347631114558189>
- Akareem, H. S., & Hossain, S. S. (2016). Determinants of education quality: what makes students' perception different? *Open Review of Educational Research*, 3(1), 52–67. <https://doi.org/10.1080/23265507.2016.1155167>
- Al-Sheeb, B., Hamouda, A. M., & Abdella, G. M. (2018). Investigating Determinants of Student Satisfaction in the First Year of College in a Public University in the State of Qatar. *Education Research International*, 2018. <https://doi.org/10.1155/2018/7194106>
- Alas, R., Ubius, U., & Gaal, M. A. (2012). Predicting Innovation Climate using the Competing Values Model. *Procedia - Social and Behavioral Sciences*, 62(1999), 540–544. <https://doi.org/10.1016/j.sbspro.2012.09.089>
- Ali, M., & Ahmed, M. (2018). Determinants of Students' Loyalty to University: A Service-Based Approach. *SSRN Electronic Journal*, 84352. <https://doi.org/10.2139/ssrn.3261753>
- Ali, W. (2020). Online and Remote Learning in Higher Education Institutes: A Necessity in light of COVID-19 Pandemic. *Higher Education Studies*, 10(3), 16. <https://doi.org/10.5539/hes.v10n3p16>
- Ali, Z., Zwetsloot, I. M., & Nada, N. (2019). An empirical study to explore the interplay of Managerial and Operational capabilities to infuse organizational innovation in SMEs. *Procedia Computer Science*, 158, 260–269. <https://doi.org/10.1016/j.procs.2019.09.050>
- Alim, A. N. A. H., Rahmayanti, H., Achmad, H., Ichsan, I. Z., Giry, M., Mashudi, A., Susilo, Babu, R. U. M., & Rahman, M. M. (2020). Environmental Disaster Education at University: An Overview in New Normal of COVID-19. *International Journal for Educational and Vocational Studies*, 2(8), 714–719.
- Allam, S. N. S., Hassan, M. S., Mohideen, R. S., Ramlan, A. F., & Kamal, R. M. (2020). Online Distance Learning Readiness During Covid-19 Outbreak Among Undergraduate Students. *International Journal of Academic Research in Business and Social Sciences*, 10(5). <https://doi.org/10.6007/ijarbss/v10-i5/7236>

- Amin, S. (2019). Strategi Peningkatan Kualitas Pelayanan Akademik pada Perguruan Tinggi. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Amit, R., Schoemaker, P. J. H., & Schoemaker, P. J. H. (1993). Amit e Schomaker, 1993 STRATEGIC ASSETS AND ORGANIZATIONAL RENT.pdf. *STRATEG Management Journal*, 14 (1), 33–46.
- Amzat, I. H. (2016). Branding Higher Education Institutions: What It Takes to be Branded. In *Fast Forwarding Higher Education Institutions for Global Challenges: Perspectives and Approaches* (1st ed., pp. 1–205). Springer Science+Business Media. <https://doi.org/10.1007/978-981-287-603-4>
- Andersson, R. (2019). Employee Communication Responsibility: Its Antecedents and Implications for Strategic Communication Management. *International Journal of Strategic Communication*, 13(1), 60–75. <https://doi.org/10.1080/1553118X.2018.1547731>
- Anurugwo, A. O. (2020). ICT Tools for Promoting Self-Paced Learning among Sandwicks Student in Nigerian University. *European Journal of Open Education and E-Learning Studies*, 5 (1), 57–67. <https://doi.org/10.46827/ejoe.v5i1.3224>
- Appiah, K. (2016). *International competitiveness of SMEs: a case of Ghanaian non traditional horticultural xporters 1-326*. <http://uobrep.openrepository.com/uobrep/handle/10547/621888>
- Aring, M. (2015). ASEAN Economic Community 2015: Enhancing competitiveness and employability through skill development. In *ILO Asia- Pasific Working Papaer Series* (13.01.2; Labour Market / Interindustry Shift / Skill Requirements / Competitiveness / Employability / ASEAN Countries).
- Aristovnik, A., Keržič, D., Ravšelj, D., Tomaževič, N., & Umek, L. (2020). Impactsof the COVID-19 pandemic on life of higher education students: A global perspective. *Sustainability (Switzerland)*, 12(20), 1–34. <https://doi.org/10.3390/su12208438>
- Arwildayanto, A., & Sukung, A. (2020). Analisis Deskriptif Daya Saing Perguruan Tinggi. *Ilmu Pendidikan: Jurnal Kajian Teori Dan Praktik Kependidikan*, 5(1), 25–34.
- Asian Development Bank. (2016). Analysis of Trends and Challenges in the Indonesian Labor Market. *Asian Development Bank (ADB) Paper on Indonesia*, 16, 1–38. <https://doi.org/10.1016/J.RCP.2015.08.004>
- Atarah, B. A., & Peprah, A. A. (2014). Assessing the Influence of Advertising on Student Enrolment in Private Tertiary Institutions in Ghana. *International Journal of Business and Social Research*, 4(3), 55–65. <https://doi.org/10.18533/ijbsr.v4i3.408>



- Aziz, M. I. A., & Abdullah, D. (2012). Towards sustainability in Malaysian international education management. *Procedia - Social and Behavioral Sciences*, 40, 424–428. <https://doi.org/10.1016/j.sbspro.2012.03.210>
- Babbie, E. (2008). *The Basic of Social Research* (4th ed.). Thomson - Wadsworth.
- Balmer, J. M. T., Mahmoud, R., & Chen, W. (2020). Impact of multilateral place dimensions on corporate brand attractiveness and identification in higher education: Business school insights. *Journal of Business Research*, 116(January 2018), 628–641. <https://doi.org/10.1016/j.jbusres.2019.03.015>
- Baloran, E. T. (2020). Knowledge, Attitudes, Anxiety, and Coping Strategies of Students during COVID-19 Pandemic. *Journal of Loss and Trauma*, 25(8), 635–642. <https://doi.org/10.1080/15325024.2020.1769300>
- Baltaru, R. (2018). *Organisational expansion in higher education : the growth of universities ' administrative staff and its impact on performance*. University of Essex.
- Baltaru, R. D. (2019). Do non-academic professionals enhance universities' performance? Reputation vs. organisation. *Studies in Higher Education*, 44(7), 1183–1196. <https://doi.org/10.1080/03075079.2017.1421156>
- BAN-PT. (2020). *Peraturan BAN-PT No 01 Tahun 2020 tentang Mekanisme Akreditasi untuk Akreditasi yang dilakukan oleh BAN-PT* (pp. 1–11).
- BAPPENAS, A. &. (2019). *Policies to support the development of indonesia's manufacturing sector during 2020–2024* (1st ed.). Asian Development Bank.
- Barni, M. (2019). Tantangan Pendidik Di Era Millennial. *Jurnal Transformatif (Islamic Studies)*, 3(1), 99–116. <https://doi.org/10.23971/TF.V3I1.1251>
- Barrera, M. A. O., Gutierrez, J. S., & Avila, G. V. (2017). Competitive Advantage of Higher Education Institutions improving through Knowledge Management in Universities of Guayaquil, Ecuador. *Red Internacional de Investigadores En Competitividad*, 11, 1468–1479.
- Barro, R. J. (2016). The Human Capital Report 2016 - Insight Report. In *Education*. <http://www.oecd.org/dataoecd/5/49/1825455.pdf>
- Beerkens, M. (2015). Quality assurance in the political context: in the midst of different expectations and conflicting goals. *Quality in Higher Education*, 21(3), 231–250. <https://doi.org/10.1080/13538322.2015.1111004>
- Belawati, T., & Nizam. (2020). *Potret Pendidikan Tinggi di Masa Covid-19* (1st ed.). Direktorat Jenderal Pendidikan Tinggi.

- BERGER. (2016). Whitepaper Summary: Skill Development for Industry 4.0. *Roland Berger GMBH. BRICS Skill Development Working Group, IndiaSection*, 1–50. <http://indiainbusiness.nic.in/newdesign/upload/whitepaper-summaryskill-development-for-industry-4-0.pdf>
- Berkup, S. B. (2014). Working with generations X and Y In generation Z period: Management of different generations in business life. *Mediterranean Journal of Social Sciences*, 5(19), 218-229. <https://doi.org/10.5901/mjss.2014.v5n19p218>
- Bermúdez, M. D., & Juárez, B. F. (2017). Competencies to adopt Industry 4.0 for operations management personnel at automotive parts suppliers in Nuevo Leon. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 2017(OCT), 736–747.
- Bernik, M., Sondari, M. C., & Indika, D. R. (2017). Model of Quality Management System to Maintain Quality Consistency in Higher Education. *Review of Integrative Business and Economics Research OnlineCDROM*, 6(4), 2304–1013. <https://search.proquest.com/docview/1930766760/fulltextPDF/A207E3C1715E44EEPQ/3?accountid=48290%0Ahttps://search.proquest.com/docview/1930766760/fulltextPDF/65D0723039A64103PQ/3?accountid=48290>
- Bhakti, Y. B., & Rahmawati, E. Y. (2017). Indeks Kepuasan Mahasiswa Terhadap Pelayanan Studi Pendidikan Matematika. *Jurnal Formatif*, 7(3), 272–285.
- Bhattacharya, S., Singh, A., & Hossain, M. (2020). Health system strengthening through Massive Open Online Courses (MOOCs) during the COVID-19 pandemic: An analysis from the available evidence. *Journal of Education and Health Promotion*, 9(1), 195. [https://doi.org/10.4103/jehp.jehp\\_377\\_20](https://doi.org/10.4103/jehp.jehp_377_20)
- Bhawsar, P., & Chattopadhyay, U. (2015). Competitiveness: Review, Reflections and Directions. *Global Business Review*, 16(4), 665–679. <https://doi.org/10.1177/0972150915581115>
- Bizimana, B., Ampofo, S. Y., Ndayambaje, I., Njihia, S. M., Somuah, B. A., & Guantai, H. K. (2020). Influence of students' learning experiences on involvement in alma mater in selected Ghanaian, Kenyan and Rwandan Universities. *Social Sciences & Humanities Open*, 2(1), 100026. <https://doi.org/10.1016/j.ssaho.2020.100026>
- Blackmore, J. (2020). The carelessness of entrepreneurial universities in a world risk society: a feminist reflection on the impact of Covid-19 in Australia. *Higher Education Research and Development*, 39(7), 1332–1336. <https://doi.org/10.1080/07294360.2020.1825348>

- Blanco-González, A., Del-Castillo-Feito, C., & Miotto, G. (2021). The influence of business ethics and community outreach on faculty engagement: the mediating effect of legitimacy in higher education. *European Journal of Management and Business Economics*, ahead-of-p(ahead-of-print).  
<https://doi.org/10.1108/ejmbe-07-2020-0182>
- Blankenberger, B., & Williams, A. M. (2020). COVID and the impact on higher education: The essential role of integrity and accountability. *Administrative Theory and Praxis*, 42(3), 404–423.  
<https://doi.org/10.1080/10841806.2020.1771907>
- Bøe, T., Sandvik, K., & Gulbrandsen, B. (2020). Continued use of e-learning technology in higher education: a managerial perspective. *Studies in Higher Education*, 0(0), 1–16. <https://doi.org/10.1080/03075079.2020.1754781>
- Bowen, N. K., & Guo, S. (2013). *Structural Equation Modeling* (pp. 1–220). OXFORD SCHOLARSHIP ONLINE. <https://doi.org/10.1093/acprof>
- BPS. (2019). *Potret Pendidikan Indonesia 2019*.
- BPS. (2020). *Analisis Hasil Survei Dampak Covid-19 terhadap Pelaku Usaha*.
- Bradley, J. (2018). Integrity in higher education marketing and misleading claims in the university prospectus: What happened next...and is it enough? *International Journal for Educational Integrity*, 14(1). <https://doi.org/10.1007/s40979-018-0026-9>
- Bressanelli, G., Perona, M., & Saccani, N. (2019). Challenges in supply chain redesign for the Circular Economy: a literature review and a multiple case study. *International Journal of Production Research*, 57(23), 7395–7422.  
<https://doi.org/10.1080/00207543.2018.1542176>
- Brkanlić, S., Sánchez-García, J., Esteve, E. B., Brkić, I., Ćirić, M., Tatarski, J., Gardašević, J., & Petrović, M. (2020). Marketing mix instruments as factors of improvement of students' satisfaction in higher education institutions in Republic of Serbia and Spain. *Sustainability (Switzerland)*, 12(18), 1–16.  
<https://doi.org/10.3390/SU12187802>
- Budi Setiawan, & Sekolah Tinggi Ilmu, E. K. (2018). A Critical Literature Review to Propose a New Conceptual Model of Market Orientation in a Digital World. In *Proceeding the International Conference on Accounting and Management Science*.  
[https://icams2018.stiekesatuan.ac.id/e proceeding/ICAMS\\_2018\\_PROCEEDINGS\\_FULL\\_BOOK.pdf#page=74](https://icams2018.stiekesatuan.ac.id/e proceeding/ICAMS_2018_PROCEEDINGS_FULL_BOOK.pdf#page=74)
- Budiman, H. (2017). Peran Teknologi Informasi Dan Komunikasi Dalam Pendidikan. *Al-Tadzkiyyah: Jurnal Pendidikan Islam*, 8(I), 31–43.

- Bük, T. B., Duman, Ş. A.-, & Paşamehmetoğlu, A. (2017). The University Identity: Communication of Identity Themes. *International Business and Accounting Research Journal*, 1(2), 55. <https://doi.org/10.15294/ibarj.v1i2.8>
- Butler, K., Gordon, R., Roggeveen, K., Waitt, G., & Cooper, P. (2019). Social marketing and value in behaviour? Perceived value of using energy efficiently among low-income older citizens. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699. <https://doi.org/10.1017/CBO9781107415324.004>
- Buwalda, N., Braspenning, J., van Dijk, N., & Visser, M. (2018). Local and national effects of a quality system in Dutch general practitioner specialty training: a qualitative study. *Quality in Higher Education*, 24(1), 43–54. <https://doi.org/10.1080/13538322.2018.1445431>
- Carter, S., & Koyombo, K. M. (2017). Competitive Positioning of a Higher Education Institution in Zambia: The Case of ZCAS. *Journal of Education and Vocational Research*, 8(2), 6–21.
- Castillo, C. Del. (2018). *University Social Responsibility and Responsible Research and Innovation as a strategy for legitimation* (1st ed., Issue May). THE GLOBAL COMMUNICATION ASSOCIATION. <https://doi.org/10.7195/pab13cgca>
- Cebrián, G., & Junyent, M. (2015). Competencies in Education for Sustainable Development. *Sustainability*, 7(3), 2768–2786. <https://doi.org/10.3390/su7032768> T4 - Exploring the Student Teachers' Views M4 - Citavi
- Cerri, S. (2012). Measuring Consumer-Based Brand Equity - Evidence from Albanian Banking Sector. *Management & Marketing*, 10(1), 7–19.
- Chatzipanagiotou, K., Veloutsou, C., & Christodoulides, G. (2016). Decoding the complexity of the consumer-based brand equity process. *Journal of Business Research*, 69(11), 5479–5486. <https://doi.org/10.1016/j.jbusres.2016.04.159>
- Chauhan, K., & Pillai, A. (2013). Role of content strategy in social media brand communities: A case of higher education institutes in India. *Journal of Product and Brand Management*, 22(1), 40–51. <https://doi.org/10.1108/10610421311298687>
- Chaves, E. D. P. e S. (2017). Identity, Positioning, Brand Image and Brand Equity Comparison. *Independent Journal of Management & Production*, 8(4), 1246. <https://doi.org/10.14807/ijmp.v8i4.637>

- Chen, C.-T. (2016). The Investigation on Brand Image of University Education and Students' Word-of-Mouth Behavior. *Higher Education Studies*, 6(4), 23. <https://doi.org/10.5539/hes.v6n4p23>
- Collis, D., & Montgomery, C. (2008). Best of HBR: Competing on resources in the 1990s. *Harvard Business Review*, 73(July-August), 139–150.
- CONIFER Health Solutions. (2011). Measuring innovation. In *Healthcare executive* (Vol. 26, Issue 2).
- Cravens, D. W., & Piercy, N. F. (2009). *Strategic Marketing* (9th ed.). McGraw- Hill.
- Cravens, D. W., Piercy, N. F., & Prentice, A. (2000). Developing market-driven product strategies. *Journal of Product & Brand Management*, 9(6), 369–388. <https://doi.org/10.1108/10610420010356975>
- Creswell, J. W. (2014). *Research Design - Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
- Cruz-Castro, L., Benitez-Amado, A., & Sanz-Menéndez, L. (2016). The proof of the pudding: University responses to the european research council. *Research Evaluation*, 25(4), 358–370. <https://doi.org/10.1093/reseval/rvw015>
- Cruz, L., Cruz, A. L. F., Singh, A., Singh, A. L. G., Cruz, L., & Cruz, A. L. F. (2015). Vital role of quality assurance as a backbone in pharmaceutical industry. *International Journal of Advances in Pharmaceutics* 4, 4(6), 104–110. <https://doi.org/10.7439/ijap>
- Cutri, R. M., Mena, J., & Whiting, E. F. (2020). Faculty readiness for online crisis teaching: transitioning to online teaching during the COVID-19 pandemic. *European Journal of Teacher Education*, 43(4), 523–541. <https://doi.org/10.1080/02619768.2020.1815702>
- Danjum, I., & Rasli, A. (2012). Imperatives of service innovation and service quality for customer satisfaction: Perspective on higher education. *Procedia- Social and Behavioral Sciences*, 40, 347–352. <https://doi.org/10.1016/j.sbspro.2012.03.198>
- Daño-Luna, M., Canare, T., & Francisco, J. P. (2019). Drivers of Philippine SME Competitiveness: Results of the 2018 SME Survey. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3299885>

- de Miranda Junior, U. J. P., Novaes, M. R. C. G., Santos, H. B. A., Tatsch, J. F. S., Ferreira, R. S., Vieira, W. P. de F. M., & Lapão, L. V. (2021). Perspectives of organizational identity in a health higher education institution: a mixed-method analysis. *BMC Medical Education*, *21*(1), 1–14. <https://doi.org/10.1186/s12909-020-02470-1>
- de Sá, F. B., de Paiva, R. V. C., Souki, G. Q., & Moura, L. R. C. (2017). Attributes considered by coffee consumers during their buying decision process: a study using factorial analysis. *Organizações Rurais & Agroindustriais*, *19*(2), 84–95. <https://doi.org/10.21714/2238-68902017v19n2p84>
- Del Río-Rama, M. de la C., Álvarez-García, J., Mun, N. K., & Durán-Sánchez, A. (2021). Influence of the Quality Perceived of Service of a Higher Education Center on the Loyalty of Students. *Frontiers in Psychology*, *12*(June), 1–14. <https://doi.org/10.3389/fpsyg.2021.671407>
- Delafrooz, N., Rahmati, Y., & Abdi, M. (2019). The influence of electronic word of mouth on Instagram users: An emphasis on consumer socialization framework. *Cogent Business and Management*, *6*(1). <https://doi.org/10.1080/23311975.2019.1606973>
- Demange, G., Fenge, R., & Uebelmesser, S. (2020). Competition in the quality of higher education: the impact of student mobility. *International Tax and Public Finance*, *27*(5), 1224–1263. <https://doi.org/10.1007/s10797-020-09595-5>
- Dennis, C., Papagiannidis, S., Alamanos, E., & Bourlakis, M. (2016). The role of brand attachment strength in higher education. *Journal of Business Research*, *69*(8), 3049–3057. <https://doi.org/10.1016/j.jbusres.2016.01.020>
- Dent, M. M., Cheng, B. L., Cham, T. H., & Lee, T. H. (2019). Service innovation: building a sustainable competitive advantage in higher education. *International Journal of Services, Economics and Management*, *10*(4), 289. <https://doi.org/10.1504/ijsem.2019.10026652>
- Dewi, W. A. F. (2020). Dampak COVID-19 terhadap Implementasi Pembelajaran Daring di Sekolah Dasar. *Edukatif: Jurnal Ilmu Pendidikan*, *2*(1), 55–61. <https://doi.org/10.31004/edukatif.v2i1.89>
- Dhawan, S. (2020). Online Learning: A Panacea in the Time of COVID-19 Crisis. *Journal of Educational Technology Systems*, *49*(1), 5–22. <https://doi.org/10.1177/0047239520934018>
- Dimitrova, G., & Dimitrova, T. (2017). Competitiveness of the universities: measurement capabilities. *Trakia Journal of Science*, *15*(Suppl.1), 311–316. <https://doi.org/10.15547/tjs.2017.s.01.055>
- Direktorat Jeneral Pendidikan Tinggi Kementerian Pendidikan dan Kebudayaan.

- (2020). *Buku Panduan Merdeka Belajar*. 42.
- Direktorat Penjaminan Mutu. (2018). *PEDOMAN SISTEM PENJAMINAN MUTU INTERNAL - Pend. Akademik, Vokasi, Profesi dan PJJ* (1st ed.). Dirjen Belmawa, Kemristekdikti.
- Dirjen Dikti. (2020). *Klasterisasi Perguruan Tinggi Tahun 2020*.
- Dobre, C., Preda, G., Milovan, A., Naghi, R. I., & Prada, S. I. (2021). The Perceived Value of Higher Education and University Competitiveness - The Rubik Cube Metaphor. *Review of Innovation and Competitiveness*, 7(1), 33–59. <https://doi.org/10.32728/ric.2021.71/2>
- Donzé, P. Y., & Fujioka, R. (2021). The Formation of a Technology-Based Fashion System, 1945-1990: The Sources of the Lost Competitiveness of Japanese Apparel Companies. *Enterprise and Society*, 22(2), 438–474. <https://doi.org/10.1017/eso.2019.78>
- Duda, J. (2014). The Requirements of University Students in the Employee Benefits by a Prospective Employer. *Procedia Economics and Finance*, 12(March), 130–137. [https://doi.org/10.1016/s2212-5671\(14\)00328-1](https://doi.org/10.1016/s2212-5671(14)00328-1)
- Dumay, X., & Draelants, H. (2015). Organizational Identity of Universities : A Review of the Literature from 1972 to 2014. *Les Cahiers de Recherche Du Girsef*, 104(November), 1–66.
- Duraku, Z. H., & Hoxha, L. (2020). The impact of COVID-19 on education and on the well-being of teachers , parents , and students : Challenges related to remote ( online ) learning and opportunities for advancing the qua ... The impact of COVID-19 on education and on the well-being of teac. *Research Gate, April*, 1–27. <https://www.researchgate.net/publication/341297812%0AThe>
- Ekeagbara, J. A., Ogunnaike, O. O., Ibidunni, A. S., & Kehinde, B. E. (2019). Competitive Strategies in Higher Education: Scale Development. *Review of Economic and Business Studies*, 12(1), 79–93. <https://doi.org/10.1515/rebs-2019-0083>
- Elken, M., & Stensaker, B. (2018). Conceptualising ‘quality work’ in higher education. *Quality in Higher Education*, 24(3), 189–202. <https://doi.org/10.1080/13538322.2018.1554782>
- Elliott, K. M., Healy, M. A., & Greenlee, T. B. (2001). Key Factors Influencing Student Satisfaction Related to Recruitment and Retention. *Journal Od Marketing for Higher Education*, 10(4), 1–13. <https://doi.org/10.1300/J050v10n04>

- Erdoğan, İ., & Ergun, S. (2016). Understanding University Brand Loyalty: The Mediating Role of Attitudes towards the Department and University. *Procedia Social and Behavioral Sciences*, 229, 141–150. <https://doi.org/10.1016/j.sbspro.2016.07.123>
- Eser Telci, E., & Kantur, D. (2014). University reputation: Scale development and validation. *Bogazici Journal*, 28(2), 49–73. <https://doi.org/10.21773/boun.28.2.4>
- Fahy, J., & Smithee, A. (1999). Strategic Marketing and the Resource Based View of the Firm. *Academy of Marketing Science Review*, 1999(10), 1–21.
- Fantauzzi, C., Frondizi, R., Colasanti, N., & Fiorani, G. (2019). Creating Value in the Entrepreneurial University: Marketization and Merchandising Strategies. *Administrative Sciences*, 9(4), 82. <https://doi.org/10.3390/admsci9040082>
- Farahmandian, S., Minivand, H., & Afshardost, M. (2013). Perceived service quality and student satisfaction in higher education. *IOSR Journal of Business and Management*, 12(4), 65–74. <https://doi.org/10.9790/487x-1246574>
- Feng, Q., Song, Q., Zhang, L., Zheng, S., & Pan, J. (2020). Integration of Moderation and Mediation in a Latent Variable Framework: A Comparison of Estimation Approaches for the Second-Stage Moderated Mediation Model. *Frontiers in Psychology*, 11(September), 1–24. <https://doi.org/10.3389/fpsyg.2020.02167>
- Filip, A. (2012). Marketing Theory Applicability in Higher Education. *Procedia – Social and Behavioral Sciences*, 46, 912–916. <https://doi.org/10.1016/j.sbspro.2012.05.223>
- Firang, D. (2020). The impact of COVID-19 pandemic on international students in Canada. *International Social Work*, 63(6), 820–824. <https://doi.org/10.1177/0020872820940030>
- FISIP UAJY. (2017). COMICOS 2017. In D. A. R. Widyastuti, I. N. Ratriyana, & R. Rismayanti (Eds.), *Developing Knowledge Community - Quintuple Helix and Beyond* (pp. 1–1369).
- Frølich, N., Huisman, J., Slipersæter, S., Stensaker, B., & Bótas, P. C. P. (2013). A reinterpretation of institutional transformations in European higher education: Strategising pluralistic organisations in multiplex environments. *Higher Education*, 65(1), 79–93. <https://doi.org/10.1007/s10734-012-9582-8>
- Fumasoli, T., Barbato, G., & Turri, M. (2020). The determinants of university strategic positioning: a reappraisal of the organisation. *Higher Education*, 80(2), 305–334. <https://doi.org/10.1007/s10734-019-00481-6>



- Gajic, J. (2012). Importance of marketing mix in higher education institutions. *Singidunum Journal of Applied Sciences*, 9(1), 29–41. <https://doi.org/10.5937/sjas1201029g>
- Gamage, K. A. A., Roshan Pradeep, R. G. G., Najdanovic-Visak, V., & Gunawardhana, N. (2020). Academic standards and quality assurance: the impact of covid-19 on university degree programs. *Sustainability (Switzerland)*, 12(23), 1–14. <https://doi.org/10.3390/su122310032>
- Giatman, M., Siswati, S., & Basri, I. Y. (2020). Online Learning Quality Control in the Pandemic Covid-19 Era in Indonesia. *Journal of Nonformal Education*, 6(2), 168–175. <https://journal.unnes.ac.id/nju/index.php/jne>
- Gilley, A., Gilley, J. W., Quatro, S. A., & Dixon, P. (2009). *The Praeger Handbook of Human Resource Management* (1st ed.). Praeger Publishers.
- Gilyazova, O. S., Zamoshchansky, I. I., & Vaganova, O. I. (2021). Defining, Classifying and Developing Soft Skills in Higher Education: Competency-Based and Humanistic Approaches. *Revista Universidad y Sociedad*, 13(2), 241–248. <https://orcid.org/0000-0002-6978-1162>
- Godor, B. P. (2017). Academic Fatalism: Applying Durkheim's Fatalistic Suicide Typology to Student Drop-Out and the Climate of Higher Education. *Interchange*, 48(3), 257–269. <https://doi.org/10.1007/s10780-016-9292-8>
- González, R. A., de la Hoz-Ruiz, J., & Gámez, J. M. (2020). The 2030 challenge in the quality of higher education: Metacognitive, motivational and structural factors, predictive of written argumentation, for the dissemination of sustainable knowledge. *Sustainability (Switzerland)*, 12(19). <https://doi.org/10.3390/su12198266>
- Grant, R. M. (1991). The resource-based theory of competitive advantage: implications for strategy formulation. *California Management Review*, 33(3), 114–135. <https://doi.org/10.4135/9781506374598.n9>
- Green, P. (2014). Measuring Service Quality In Higher Education: A South African Case Study. *Journal of International Education Research (JIER)*, 10(2), 131–142. <https://doi.org/10.19030/jier.v10i2.8515>
- Habel, J., Jarotschkin, V., Schmitz, B., Eggert, A., & Plötner, O. (2020). Industrial buying during the coronavirus pandemic: A cross-cultural study. *Industrial Marketing Management*, 88 (May), 195–205. <https://doi.org/10.1016/j.indmarman.2020.05.015>
- Hackley, C. (2014). Introducing Advertising and Promotion. *Advertising and Promotion: Communicating Brands*, 1–24. <https://doi.org/10.4135/9781446278789.n1>

- Hadi, S., Hakim, D. B., & Novianti, T. (2019). Analysis of Competitiveness and Threshold Price Transmission of Indonesian Coffee in Importing Countries. *International Journal of Scientific Research in Science, Engineering and Technology*, 8(01), 51–62.  
<https://doi.org/10.32628/ijsrset196119>
- Hakkak, M. (2015). Development of a Sustainable Competitive Advantage Model Based On Balanced Scorecard. *International Journal of Asian Social Science*, 5(5), 298–308.  
<https://doi.org/10.18488/journal.1/2015.5.5/1.5.298.308>
- Hamel, G., & Prahalad, C. K. (2005). Strategic intent. *Harvard Business Review*, 83(7–8). [https://doi.org/10.1057/978-1-349-94848-2\\_398-1](https://doi.org/10.1057/978-1-349-94848-2_398-1)
- Handayani, T. (2015). Relevansi Lulusan Perguruan Tinggi Di Indonesia Dengan Kebutuhan Tenaga Kerja Di Era Global. *Jurnal Kependudukan Indonesia*, 10(1), 53. <https://doi.org/10.14203/jki.v10i1.57>
- Hanida, Vitria, A., & Mayvita, P. A. (2020). Analisis Kebijakan Bauran Permasaran Dalam Meningkatkan Penjualan Di Masa Pandemi Covid 19 Studi Kasus Pada Ponsel Informatik Di Muara Halayung Kabupaten Banjar. *Eprints-UNISKA*, 1(1), 1–10.
- Hariyanto, C. (2007). *Segmentasi Dan Positioning Perguruan Tinggi Swasta Di Surabaya*.
- Harlan, J. (2018). *Analisis Regresi Linear* (1st ed.). Gunadarma.  
<https://doi.org/10.1017/CBO9781107415324.004>
- Hartono. (2017). The Importance of Student S ' Satisfaction on Service Quality in Universities To Optimise the Word of Mouth Advertising : a Case Study of Private Universities in. *European Journal of Research in Social Science*, 5(3), 63–73.
- Hasan, H. F. A., Ilias, A., Rahman, R. A., & Razak, M. Z. A. (2009). Service Quality and Student Satisfaction: A Case Study at Private Higher Education Institutions *International Business Research*, 1(3).  
<https://doi.org/10.5539/ibr.v1n3p163>
- Hasanah, U., Ismarmiaty, & Bachtiar, A. (2017). Analisis Simulasi Goodness of Fit( GOF ) pada Uji Model Penerimaan E-Learning. *Seminar Nasional Aplikasi Teknologi Informasi (SNATi) 2017*, 25–30.
- Hassan, Z. (2015). Educational Service Quality at Public Higher Educational Institutions: Difference between Perceived Service and Expected Service. *Journal of Economics, Business and Management*, 3(11).  
<https://doi.org/10.7763/joebm.2015.v3.334>

- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behaviour - building marketing strategy* (11th ed.). McGraw-Hill Irwin.
- Hayes, T. (2007). Delphi study of the future of marketing of higher education. *Journal of Business Research*, 60(9), 927–931.  
<https://doi.org/10.1016/j.jbusres.2006.12.009>
- Heding, T., Knudtzen, C. F., & Bjerre, M. (2009). *Brand Management : Research, Theory and Practice*(1st ed.). Routledge.  
<https://doi.org/10.4324/9780203996171>
- Heffernan, T., Wilkins, S., & Butt, M. M. (2018). Transnational higher education: The importance of institutional reputation, trust and student-university identification in international partnerships. *International Journal of Educational Management*, 32(2), 227–240.  
<https://doi.org/10.1108/IJEM-05-2017-0122>
- Helgesen, Ø., & Nettet, E. (2007). Images, Satisfaction and Antecedents: Drivers of Student Loyalty? A Case Study of a Norwegian University College. *Corporate Reputation Review*, 10(1), 38–59.  
<https://doi.org/10.1057/palgrave.crr.1550037>
- Hermawan, S., Sriyono, S., Hariyanto, W., & Fediyanto, N. (2019). Makna Pemingkatan dan Peningkatan Kinerja Perguruan Tinggi Perspektif Intellectual Capital. *Jurnal Ilmiah Akuntansi Dan Bisnis*, 14(2), 142–154.  
<https://doi.org/10.24843/jiab.2019.v14.i02.p01>
- Hewitt, W. E. T. (2021). Factors Affecting Competitiveness in University Ranking Exercises : Lessons from Brazil. *Journal of Comparative & International Higher Education*, 13(2), 23–37.  
<https://doi.org/10.32674/jcihe.v13i2.2123>
- Hidayati, A., Fudholi, A., & Sumarni, S. (2014). Analisis Kepuasan Mahasiswa Terhadap Kualitas Pelayanan Tenaga Administratif Di Fakultas Farmasi Universitas Ahmad Dahlan Yogyakarta. *Pharmaciana*, 4(1).  
<https://doi.org/10.12928/pharmaciana.v4i1.399>
- Hodgman, M. R. (2018). Understanding For-Profit Higher Education in the United States Through History, Criticism, and Public Policy: A Brief Sector Landscape Synopsis. *Journal of Educational Issues*, 4(2), 1.  
<https://doi.org/10.5296/jei.v4i2.13302>
- Hollensen, S. (2014). *Global Marketing* (6th ed.). PEARSON EDUCATION LIMITED.[http://prozx.com/stephanlangdon/Library/USCore/Hollensen.Global\\_Marketing.pdf](http://prozx.com/stephanlangdon/Library/USCore/Hollensen.Global_Marketing.pdf)
- Holley, K. A. (2009). Interdisciplinary strategies as transformative change in higher education. *Innovative Higher Education*, 34(5), 331–344.  
<https://doi.org/10.1007/s10755-009-9121-4>

- Hossain, M., & Rahman, M. (2013). Service quality and student satisfaction: a case study on private universities in Bangladesh. *International Journal of Economics Finance and Management Sciences*, 1(3), 128–135. <https://doi.org/10.11648/j.ijefm.20130103.11>
- Hunt, S. D. (2013). A general theory of business marketing: R-A theory, Alderson, the ISBM framework, and the IMP theoretical structure. *Industrial Marketing Management*, 42(3), 283–293. <https://doi.org/10.1016/j.indmarman.2013.02.002>
- Hunt, S. D. (2018). Advancing marketing strategy in the marketing discipline and beyond: from promise, to neglect, to prominence, to fragment (to promise?). *Journal of Marketing Management*, 34(1–2), 16–51. <https://doi.org/10.1080/0267257X.2017.1326973>
- Hurriyati, R. (2020). *Strategi Publikasi bidang Manajemen Pada Jurnal Internasional bereputasi*.
- Hüther, O., & Krücken, G. (2018). *Higher education in Germany – recent Developments in an international perspective* (1sted.). Springer. <https://doi.org/10.1080/03050068.2019.1575023>
- Hyman, M. R., & Sierra, J. J. (2010). *Marketing Research for Dummies* (1st ed.). Wiley Publishing, Inc.
- Ibrahim, A., & Amatullah, S. (2018). Implementing Customer Relationship Management to Increase Education Service using Service Quality Method. *Journal of Information Systems Engineering and Business Intelligence*, 4(2), 148. <https://doi.org/10.20473/jisebi.4.2.148-155>
- Ikegami, M., & Neuts, B. (2020). Strategic options for campus sustainability: Cluster analysis on higher education institutions in Japan. *Sustainability (Switzerland)*, 12(2527), 1–13. <https://doi.org/10.3390/su12062527>
- Ilkay, M. S., & Aslan, E. (2012). The effect of the ISO 9001 quality management system on the performance of SMEs. *International Journal of Quality and Reliability Management*, 29 (7), 753–778. <https://doi.org/10.1108/02656711211258517>
- Indiyati, D. (2016). The significance of competitive advantage at universities in Indonesia. *Review of Integrative Business & Economics Research*, 5(2), 226–239.
- International Finance Corporation. (2016). Women-owned SMEs in Indonesia: A golden opportunity for Local Financial Institutions. *International Finance Corporation (IFC)*, March, 69. <https://doi.org/10.1016/j.jchromb.2011.10.036>

- Irfan, M., Kusumaningrum, B., Yulia, Y., & Widodo, S. A. (2020). Challenges During the Pandemic: Use of E-Learning in Mathematics Learning in Higher Education *Infinity Journal*, 9(2),147.  
<https://doi.org/10.22460/infinity.v9i2.p147-158>
- Ismanto, B. (2015). Management of Financing Compulsory Education to Improve The Quality of Education in Indonesia. *International Conference 'Enhancing Education Quality, 1*.  
<https://ris.uksw.edu/makalah/read/kode/m01795>
- Ivancheva, M. P., Swartz, R., Morris, N. P., Walji, S., Swinnerton, B. J., Coop, T., & Czerniewicz, L. (2020). Conflicting logics of unbundled higher education in an unequal society. *British Journal of Sociology of Education*, 41(0), 1–18.  
<https://doi.org/10.1080/01425692.2020.1784707>
- Ivy, J. (2008). A new higher education marketing mix: The 7Ps for MBA marketing. *International Journal of Educational Management*, 22(4), 288–299.  
<https://doi.org/10.1108/09513540810875635>
- Jadhav, V., & Khanna, M. (2016). Factors Influencing Online Buying Behavior of College Students: A qualitative analysis. *Qualitative Report*, 21(1), 1–15.
- Jamaludin, A. (2017). PENGARUH LOKASI DAN PELAYANAN TERHADAP KEPUASAN MAHASISWA Agus Jamaludin Program Studi Pendidikan Ekonomi Universitas Indraprasta PGRI Email: Agus\_jamaludin63@yahoo.co.id. *Sosio-E-KONS*, 9(2), 125–131.  
[https://journal.lppmunindra.ac.id/index.php/sosio\\_ekons/article/view/1943](https://journal.lppmunindra.ac.id/index.php/sosio_ekons/article/view/1943)
- Jensen, D. H., & Jetten, J. (2015). Bridging and bonding interactions in higher education: Social capital and students' academic and professional identity formation. *Frontiers in Psychology*, 6(FEB), 1–11.  
<https://doi.org/10.3389/fpsyg.2015.00126>
- Jiewanto, A., Laurens, C., & Nelloh, L. (2012). Influence of Service Quality, University Image, and Student Satisfaction toward WOM Intention: A Case Study on Universitas Pelita Harapan Surabaya. *Procedia - Social and Behavioral Sciences*, 40, 16–23.  
<https://doi.org/10.1016/j.sbspro.2012.03.155>
- John Price, G. (2019). *An Investigation into the Key Influencers and Drivers on Student's Expectations of Their Higher Education Institution*. University of Sunderland.
- Johnson, G., Scholes, K., & Whittington, R. (2008). *Exploring Corporate Strategy* (8th (ed.)). Prentice Hall.

- Joshi, Meza, A., Costa, J., Perin, S., Marcel, D., Trout, P., Rayamajih, K., & Atul. (2013). The Role of Information and Communication Technology in Community Outreach, Academic and Research Collaboration, and Education and Support Services (IT-CARES). *Perspectives in Health Information Management, Fall 2013*, 1-1g.  
[http://search.proquest.com/docview/1507286836?accountid=11440%5Cnhttp://pr7mz9rq5v.search.serialssolutions.com/?ctx\\_ver=Z39.88-2004&ctx\\_enc=info:ofi/enc:UTF8&rft\\_id=info:sid/ProQ:healthcompleteshell&rft\\_val\\_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=arti](http://search.proquest.com/docview/1507286836?accountid=11440%5Cnhttp://pr7mz9rq5v.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info:ofi/enc:UTF8&rft_id=info:sid/ProQ:healthcompleteshell&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=arti)
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. In *International Strategic Management Review* (Vol. 3, Issues 1–2). Holy Spirit University of Kaslik.  
<https://doi.org/10.1016/j.ism.2015.04.001>
- Kajaste, M. (2018). Quality management of research, development and innovation activities in Finnish universities of applied sciences. *Quality in Higher Education, 24*(3), 271–288.  
<https://doi.org/10.1080/13538322.2018.1558505>
- Kamusoko, R. (2020). Critical Analysis of the Applicability of the ISO 9001 Standard in Higher Education Institutions. *International Journal of African Higher Education, 6*(1), 97–120. <https://doi.org/10.6017/ijahe.v6i1.10671>
- Kapareliotis, I., Voutsina, K., & Patsiotis, A. (2019). Internship and employability prospects: assessing student’s work readiness. *Higher Education, Skills and Work-Based Learning, 9*(4), 538–549. <https://doi.org/10.1108/HESWBL-08-2018-0086>
- Kapferer, J.-N. (2008). The New Strategic Brand Management - creating and sustaining brand equity long term. In *Kogan Page Limited*.  
<https://doi.org/10.1016/j.indmarman.2008.04.005>
- Karalis Noel, T. (2020). Conflating culture with COVID-19: Xenophobic repercussions of a global pandemic. *Social Sciences & Humanities Open, 2*(1), 100044. <https://doi.org/10.1016/j.ssaho.2020.100044>
- Karpin, K., & Mahmudatussa’adah, A. (2020). Student Response - Based Learning: A Strategy for Improving Student Participation in Learning. *Innovation of Vocational Technology Education, 16*(1), 42–52.  
<https://doi.org/10.17509/invotec.v16i1.23512>
- Kartikasari, D. (2014). Analisis Persaingan Pendidikan Tinggi Di Batam Dari Perspektif Politeknik Batam. *Jurnal Cakrawala Pendidikan, 2*(2), 211–224.  
<https://doi.org/10.21831/cp.v2i2.2148>

- Katrinli, A., & Gunay, G. (2011). Corporate Social Responsibility, Strategy and Culture: Bati Anadolu Group Case. *International Journal of Business Strategy*, 11(2), 32–38.
- Keller, K. L. (2008). Strategic Brand Management. In *Brand* (Vol. 58). <https://doi.org/10.2307/1252315>
- Kemen Kominfo. (2020). *Ringkasan Eksekutif Rencana Strategis Kemen Kominfo 2020–2024* (pp. 1–28). Kementerian Komunikasi dan Informatika.
- Kemendikbud. (2020a). Panduan Penyelenggaraan Pembelajaran di Masa Pandemi COVID-19. In *Kemendikbud* (1st ed.). Kementerian Pendidikan dan Kebudayaan. <https://www.kemendikbud.go.id/main/blog/2020/06/buku-saku-panduan-pembelajaran-di-masa-pandemi-covid19>
- Kemendikbud. (2020b). Peta Jalan Pendidikan Indonesia. In *Kemendikbud RI* (1sted.). Kementerian Pendidikan dan Kebudayaan. <http://staffnew.uny.ac.id/upload/132304482/lainlain/buku-peta-jalan-pendidikan-indonesia.pdf>
- Kemendikbud. (2020c). *Peta Jalan Pendidikan Indonesia 2020-2035* (1st ed.). Kementerian Pendidikan dan Kebudayaan.
- KEMENDIKBUD. (2019). *Profil Pendidikan Provinsi Dki Jakarta*. <https://dapo.dikdasmen.kemdikbud.go.id/sekolah/44B37E9D35BA8B77E168>
- Kemenkeu. (2019). *Kerangka Ekonomi Makro dan Pokok-Pokok Kebijakan Fiskal Tahun 2020*. <https://doi.org/10.1017/CBO9781107415324.004>
- Ketels, D. C. (2016). Review of competitiveness frameworks. *Irish National Competitiveness Council*, 1–58. [http://www.competitiveness.ie/Publications/2016/Review of Competitiveness Frameworks .pdf](http://www.competitiveness.ie/Publications/2016/Review%20of%20Competitiveness%20Frameworks.pdf)
- Kistiani, D. P., & Permana, J. (2020). The Importance of Application Total Quality Management at Higher Education. *Advances in Social Science, Education and Humanities Research*, 400(ICREAM 2019), 177–180. <https://doi.org/10.2991/assehr.k.200130.165>
- Klein-Gardner, S. S., Klein-Gardner, S., & Walker, A. (2011). *AC 2011-1072: DEFINING GLOBAL COMPETENCE FOR ENGINEERING STUDENTS Defining Global Competence for Engineering Students*.
- Knight, J. (2020). The internationalization of higher education scrutinized: International program and provider mobility. *Sociologias*, 22(54), 176–199. <https://doi.org/10.1590/15174522-97865>

- Kosmützky, A. (2012). Between Mission and Market Position: Empirical findings on mission statements of German Higher Education Institutions. *Tertiary Education and Management*, 18(1), 57–77.  
<https://doi.org/10.1080/13583883.2011.617466>
- Kotler, Philip. & Armstrong, G. (2008). Prinsip-Prinsip Pemasaran, Jilid 1. In *Manajemen Pemasaran* (Vol. 7, p. 1835).
- Kotler, P. (2000). *Marketing Management*, Millenium Edition.  
[https://doi.org/10.1016/0024-6301\(90\)90145-T](https://doi.org/10.1016/0024-6301(90)90145-T)
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran* (12th ed.). Pearson Education - Erlangga.
- Kotler, P., & Fox, K. (1995). *Strategic Marketing for Educational Institutions* (2nd ed., pp. 326–331). Prentice Hall.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital* (1st ed.). John Wiley & Sons, Inc.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (S. Yagan (ed.); 14th ed.). Prentice Hall. <https://doi.org/10.1017/cbo9781139174749.022>
- Kotler, P., & Pfoertsch, W. (2006). *B2B Brand Management* (1st ed.). Springer Berlin.
- KPMG International. (2020). *The Future of Higher Education in a Disruptive World Contents* (No. 137134-G; October 2020).
- Krstić, M., Filipe, J. A., & Chavaglia, J. (2020). Higher education as a determinant of the competitiveness and sustainable development of an economy. *Sustainability (Switzerland)*, 12(16). <https://doi.org/10.3390/su12166607>
- Kurniawan, R., Haizam Mohd Saudi, M., & Raphael Wijaya, Z. (2018). The Influence of Brand Equity and STP Towards Pricing Strategy and the Impact on Decision Making. *International Journal of Engineering & Technology*, 7(4.34), 318. <https://doi.org/10.14419/ijet.v7i4.34.25304>
- Kwang, M. S. (2019). *The influence of marketing mix, on the student's choice of University – Two state universities in Sweden*. 1–85.
- Lapiņa, I., Kairiša, I., & Aramina, D. (2015). Role of Organizational Culture in the Quality Management of University. *Procedia - Social and Behavioral Sciences*, 213, 770–774. <https://doi.org/10.1016/j.sbspro.2015.11.472>
- Lau, M. M. Y. (2016). Effects of 8Ps of services marketing on student selection of self-financing sub-degree programmes in Hong Kong. *International Journal of Educational Management*, 30(3), 386–402. <https://doi.org/10.1108/IJEM-01-2014-0005>



- Leišytė, L., & Sigl, L. (2018). Academic institutional entrepreneurs in Germany: navigating and shaping multi-level research commercialization governance. *Triple Helix*, 5(1). <https://doi.org/10.1186/s40604-018-0057-5>
- Lensing, K., & Friedhoff, J. (2018). Designing a curriculum for the Internet-of- Things-Laboratory to foster creativity and a maker mindset within varying target groups. *Procedia Manufacturing*, 23(2017), 231–236. <https://doi.org/10.1016/j.promfg.2018.04.022>
- Lepp, A., Barkley, J. E., Karpinski, A. C., & Singh, S. (2019). College Students' Multitasking Behavior in Online Versus Face-to-Face Courses. *SAGE Open*, 9(1). <https://doi.org/10.1177/2158244018824505>
- Lernoud, J., Potts, J., Sampson, G., Schlatter, B., Huppe, G., Voora, V., Willer, H., Wozniak, J., & Dang, D. (2018). *The State of the Sustainable Markets 2018: Statistics and Emerging Trends* (1st ed.). International Trade Centre (ITC), International Institute for Sustainable (IISD), Research Institute of Organic Agriculture (FiBL). <https://doi.org/10.2%>
- Lester, D. (2013). Measuring Maslow's Hierarchy of Needs1 *Psychological Reports*, August 2013, 130729083742000. <https://doi.org/10.2466/02.20.pr0.112.3>
- Levy, D. (2015). For-profit versus Nonprofit Private Higher Education. *International Higher Education*, 54. <https://doi.org/10.6017/ihe.2009.54.8414>
- Ling, P., D'Alessandro, S., & Winzar, H. (2009). *Consumer Behaviour in Action*.
- Little, T. D., Bovaird, J. A., Card, N. A., & Preacher, K. J. (2012). Structural Equation Modeling of Mediation and Moderation With Contextual Factors. In *Modeling Contextual Effects in Longitudinal Studies* (pp. 207–229). <https://doi.org/10.4324/9780203936825>
- Londhe, B. R. (2014). Marketing Mix for Next Generation Marketing. *Procedia Economics and Finance*, 11(1964), 335–340. [https://doi.org/10.1016/S2212-5671\(14\)00201-9](https://doi.org/10.1016/S2212-5671(14)00201-9)
- Long, C. S., Ibrahim, Z., & Kowang, T. O. (2014). An analysis on the relationship between lecturers competencies and students satisfaction. *International Education Studies*, 7(1), 37–46. <https://doi.org/10.5539/ies.v7n1p37>
- Loxton, M., Truskett, R., Scarf, B., Sindone, L., Baldry, G., & Zhao, Y. (2020). Consumer Behaviour during Crises: Preliminary Research on How Coronavirus Has Manifested Consumer Panic Buying, Herd Mentality, Changing Discretionary Spending and the Role of the Media in Influencing Behaviour. *Journal of Risk and Financial Management*, 13(8), 166. <https://doi.org/10.3390/jrfm13080166>

- Lucander, H., & Christersson, C. (2020). Engagement for quality development in higher education: a process for quality assurance of assessment. *Quality in Higher Education*, 26(2), 135–155.  
<https://doi.org/10.1080/13538322.2020.1761008>
- Luqman, Y. (2013). Peran dan Posisi Hubungan Masyarakat Sebagai Fungsi Manajemen Perguruan Tinggi Negeri di Semarang. *Jurnal Komunikasi Interaksi*, 2(1). <https://doi.org/10.14710/interaksi,2,1>
- Lussianda, E. O. (2019). Pengaruh kepuasan mahasiswa terhadap kinerja dosen sekolah tinggi ilmu ekonomi persada bunda pekanbaru The influence of student satisfaction on the performance of high school economics lecturers in pekanbaru. *Forum Ekonomi*, 21(2), 126–131.
- Madjid, A. (2018). Analisis Kebijakan Pendidikan. In A. Cahyanti (Ed.), *Penerbit Samudra Biru* (1st ed.).
- Mahajan, P., & Golahit, S. (2019). Service marketing mix as input and output of higher and technical education: A measurement model based on students' perceived experience. *Journal of Applied Research in Higher Education*, 12(2), 151–193.  
<https://doi.org/10.1108/JARHE-01-2019-0022>
- Mahfuzhah, H., & Anshari, A. (2018). Media Publikasi Humas Dalam Pendidikan. *Al-Tanzim: Jurnal Manajemen Pendidikan Islam*, 2(2), 137–149.  
<https://doi.org/10.33650/al-tanzim.v2i2.395>
- Malatzky, D. C., Gillespie, J., Couch, D. D. L., & Cosgrave, D. C. (2020). Why place matters: A rurally-orientated analysis of COVID-19's differential impacts. *Social Sciences & Humanities Open*, 2(1), 100063.  
<https://doi.org/10.1016/j.ssaho.2020.100063>
- Mallika Appuhamilage, K. S., & Torii, H. (2019). The impact of loyalty on the student satisfaction in higher education. *Higher Education Evaluation and Development*, 13(2), 82–96. <https://doi.org/10.1108/heed-01-2019-0003>
- Malyana, A. (2020). Pelaksanaan Pembelajaran Daring dan Luring Dengan Metode Bimbingan Berkelanjutan Pada Guru Sekolah Dasar Di Teluk Betung Utara Bandar Lampung. *Jurnal Ilmiah Pendidikan Dasar Indonesia*, 2(1), 67–76.
- Mansor, N. N. A., Chakraborty, A. R., Yin, T. K., & Mahitapoglu, Z. (2012). Organizational Factors Influencing Performance Management System in Higher Educational Institution of South East Asia. *Procedia - Social and Behavioral Sciences*, 40, 584–590.  
<https://doi.org/10.1016/j.sbspro.2012.03.234>

- Manu, J., Ampofo, E. T., & Ampomah, R. (2020). Sandwich Mode of Learning : A Just-In-Time Intervention for Making Education Accessible. *International Journal of Research and Innovation in Social Science (IJRISS)*, IV(VII), 122–127.
- Marion Jansen (ITC), Michael Roberts (WTO), S. T. (WTO) and, & (ITC), J. V. (2014). *SME COMPETITIVENESS AND AID FOR TRADE, CONNECTING DEVELOPING COUNTRY SMEs TO GLOBAL VALUE CHAINS*.
- Marshall, S. (2016). Quality as sense-making. *Quality in Higher Education*, 22(3), 213–227. <https://doi.org/10.1080/13538322.2016.1263924>
- Marthalina. (2018a). Analisis kualitas pelayanan akademik dan kepuasan mahasiswa di IPDN kampus Jakarta. *Jurnal MSDM*, 5(1), 1–18.
- Marthalina. (2018b). Analisis Kualitas Pelayanan Akademik dan Kepuasan Mahasiswa di IPDN Kampus Jakarta. *Jurnal MSDM*, 5(1), 1–18.
- Marzal, C. C., & Selva, L. M. (2015). New Challenges in Business Research. *1st International Conference on Business Management*, 1–226.
- Matin, S. (2016). CUSTOMER BASED BRAND EQUITY MEASUREMENT : A CASE STUDY OF CUSTOMER BASED BRAND EQUITY MEASUREMENT : A CASE STUDY OF. *International Journal of Marketing and Human Resource Management (IJMHHRM)*, 7(3), 27–40. <http://www.iaeme.com/ijmhrm/issues.asp?JType=IJMHHRM&VType=7&IType=3%0A1>.
- Mayadi, N. L. (2016). Model Pengembangan SDM Berbasis Kearifal Lokal dan Regional (Analisis Kritis Dari Kesiapan SDM dalam Menghadapi Masyarakat Ekonomi ASEAN) MEA. *Jurnal Manajemen & Bisnis*, 13(April), 96–117.
- McArthur, E., Kubacki, K., Pang, B., & Alcaraz, C. (2017). The Employers' View of "Work-Ready" Graduates: A Study of Advertisements for Marketing Jobs in Australia. *Journal of Marketing Education*, 39(2), 82–93. <https://doi.org/10.1177/0273475317712766>
- McDaniel, C. J., & Gates, R. (2013). *Marketing Research, 9th Edition by Carl Mc Daniel*. [https://www.academia.edu/14519821/Marketing\\_Research\\_9th\\_Edition\\_by\\_Carl\\_Mc\\_Daniel](https://www.academia.edu/14519821/Marketing_Research_9th_Edition_by_Carl_Mc_Daniel)
- McMillan, J. H., & Schumacher, S. (2001). *Research in Education - A Conceptual Introduction* (5th ed.). Longman. <https://doi.org/10.1093/acprof:oso/9780195658712.003.0001>
- Mehta, S., Saxena, T., & Purohit, N. (2020). The New Consumer Behaviour Paradigm amid COVID-19: Permanent or Transient? *Journal of Health Management*, 22(2), 291–301. <https://doi.org/10.1177/0972063420940834>

- Peraturan Menteri Pendidikan Dan Kebudayaan Nomor 03 Tahun 2020 Tentang Standar Nasional Perguruan Tinggi, 3/2020* (2020) (testimony of Mendikbud).
- Menristekdikti. (2019). *Menristekdikti Umumkan Klasterisasi Perguruan Tinggi Indonesia 2019 LLDIKTI WILAYAH XII*. Ristekdikti.Go.Id.  
<https://ldikti12.ristekdikti.go.id/2019/08/17/menristekdikti-umumkan-klasterisasi-perguruan-tinggi-indonesia-2019-fokuskan-hasil-dari-perguruan-tinggi.html>
- Menteri PPN/ Kepala BAPPENAS. (2019). *Rancangan Teknokratik RPJMN 2020-2024 dan Pokok-Pokok Arah Kebijakan Nasional Tahun 2020* (pp. 1–60). BAPPENAS.  
[http://bappeda.jatimprov.go.id/musrenbang/paparan/paparan\\_menteri\\_ppnb\\_appenas.pdf](http://bappeda.jatimprov.go.id/musrenbang/paparan/paparan_menteri_ppnb_appenas.pdf)
- Merry, M. S., & Boterman, W. (2020). Educational inequality and state-sponsored elite education: the case of the Dutch gymnasium. *Comparative Education*.  
<https://doi.org/10.1080/03050068.2020.1771872>
- Milevica, I. (2020). Rhetorics and challenges of distant education. *Challenges of Science, Iii*, 131–136. <https://doi.org/10.31643/2020.018>
- Mirfani, A. M., Sutarsih, C., & Rosalin, E. (2012). Strategi Dan Hasil Kompetisi Perguruan Tinggi. *Jurnal Administrasi Pendidikan UPI*, 14(1), 182–197.  
<https://doi.org/10.17509/jap.v14i1.6721>
- Mohammed, A., & Al-Swidi, A. (2019). The influence of CSR on perceived value, social media and loyalty in the hotel industry. *Spanish Journal of Marketing - ESIC*, 23(3), 373–396. <https://doi.org/10.1108/SJME-06-2019-0029>
- Moko, W. (2019). An Explanatory Study of the Usefulness of Sustainable Relationship of Event Organizer Industry in Indonesia. *Asia Pacific Management and Business Application*, 008(01), 25–40.  
<https://doi.org/10.21776/ub.apmba.2019.008.01.3>
- Morphew, C. C., Fumasoli, T., & Stensaker, B. (2018). Changing missions? How the strategic plans of research-intensive universities in Northern Europe and North America balance competing identities. *Studies in Higher Education*, 43(6), 1074–1088. <https://doi.org/10.1080/03075079.2016.1214697>
- Moshood, T. D., Adeleke, A. Q., Nawanir, G., & Mahmud, F. (2020). Ranking of human factors affecting contractors' risk attitudes in the Malaysian construction industry. *Social Sciences & Humanities Open*, 2(1), 100064.  
<https://doi.org/10.1016/j.ssaho.2020.100064>
- Mourad, M., Ennew, C., & Kortam, W. (2011). Brand equity in higher education. *Marketing Intelligence & Planning*, 29(4), 403–420.  
<https://doi.org/10.1108/02634501111138563>

- Mózo, B. S. (2017). 濟無No Title No Title. In *Journal of Chemical Information and Modeling* (Vol.53, Issue9).  
<https://doi.org/10.1017/CBO9781107415324.004>
- Muhyiddin. (2020). Covid-19, New Normal, dan Perencanaan Pembangunan di Indonesia. *Jurnal Perencanaan Pembangunan: The Indonesian Journal of Development Planning*, 4(2), 240–252.  
<https://doi.org/10.36574/jpp.v4i2.118>
- Mujib, H. (2017). Organizational Identity: An Ambiguous Concept in Practical Terms. *Administrative Sciences*, 7(3),28.  
<https://doi.org/10.3390/admsci7030028>
- Mukhtar, K., Javed, K., Arooj, M., & Sethi, A. (2020). Advantages, limitations and recommendations for online learning during covid-19 pandemic era. *Pakistan Journal of Medical Sciences*, 36(COVID19-S4), S27–S31.  
<https://doi.org/10.12669/pjms.36.COVID19-S4.2785>
- Murphy, M. P. A. (2020). COVID-19 and emergency eLearning: Consequences of the securitization of higher education for post-pandemic pedagogy. *Contemporary Security Policy*, 41 (3), 492–505.  
<https://doi.org/10.1080/13523260.2020.1761749>
- Mushketova, N., Bydanova, E., & Rouet, G. (2018). National strategy for promotion of Russian universities in the world market of education services. *International Journal of Educational Management*, 32(1), 46–56.  
<https://doi.org/10.1108/IJEM-10-2016-0207>
- Mustaffa, W. S. W., Hamid, M. H. A. @, Bing, K. W., & Rahman, R. A. (2016). Investigating the Relationship among Service Quality, Emotional Satisfaction and Favorable Behavioral Intentions in Higher Education Service Experience. *Procedia - Social and Behavioral Sciences*, 224(August 2015), 499–507.  
<https://doi.org/10.1016/j.sbspro.2016.05.426>
- Mustakim, M. (2020). Efektivitas Pembelajaran Daring Menggunakan Media Online Selama Pandemi Covid-19 Pada Mata Pelajaran Matematika. *Al Asma :Journal of Islamic Education*, 2(1),1.  
<https://doi.org/10.24252/asma.v2i1.13646>
- Musyarrofah, M. (2018). Peran Humas Dalam Pengembangan Pendidikan Tinggi. *Idaarah: Jurnal Manajemen Pendidikan*, 2(1), 11–23.  
<https://doi.org/10.24252/idaarah.v2i1.5122>
- Nagy, J., Oláh, J., Erdei, E., Máté, D., & Popp, J. (2018). The role and impact of industry 4.0 and the internet of things on the business strategy of the value chain-the case of hungary. *Sustainability (Switzerland)*, 10(10).  
<https://doi.org/10.3390/su10103491>

- Nahavandi, S. (2019). Industry 5 . 0 — A Human-Centric Solution. *Sustainability*, *11*(4371). <https://doi.org/10.3390/su11164371>
- Naranjo-Valencia, J. C., Jiménez-Jiménez, D., & Sanz-Valle, R. (2016). Studying the links between organizational culture, innovation, and performance in Spanish companies. *Revista Latinoamericana de Psicología*, *48*(1), 30–41. <https://doi.org/10.1016/j.rlp.2015.09.009>
- Nash, C. (2020). Report on Digital Literacy in Academic Meetings during the 2020 COVID-19 Lock down. *Challenges*, *11*(2),20. <https://doi.org/10.3390/challe11020020>
- Nasukah, B. (2014). ANALISIS KEPUASAN MAHASISWA ATAS KUALITAS PELAYANAN PERGURUAN TINGGI AGAMA ISLAM NEGERI (STUDI KASUS DI UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG) [UIN Malulana Malik Ibrahim]. [http://wfa.ust.hk/women\\_matter\\_asia\\_files/Women\\_Matter\\_Asia.pdf%0Ahttp://dx.doi.org/10.1016/j.paid.2014.01.052%0Ahttps://www.mckinsey.com/featured-insights/leadership/the-leadership-journey-of-abraham-lincoln?cid=other-eml-alt-mkq-mck-oth-1805&hlkid=145b6](http://wfa.ust.hk/women_matter_asia_files/Women_Matter_Asia.pdf%0Ahttp://dx.doi.org/10.1016/j.paid.2014.01.052%0Ahttps://www.mckinsey.com/featured-insights/leadership/the-leadership-journey-of-abraham-lincoln?cid=other-eml-alt-mkq-mck-oth-1805&hlkid=145b6)
- Nasution, L., & Rapono, M. (2018). JKBM (JURNAL KONSEP BISNIS DAN MANAJEMEN) Strategi Dalam Menghadapi Persaingan Perguruan Tinggi Di Propinsi Sumatera Utara Melalui Analisis SWOT (Studi Kasus UMN Al Washliyah Medan) Strategy in Facing Competition from Universities in North Sumatra Provinc. *Jurnal Konsep Bisnis Dan Manajemen*, *5*(1). <http://ojs.uma.ac.id/index.php/bisman>
- Neuwirth, L. S., Jović, S., & Mukherji, B. R. (2020). Reimagining higher education during and post-COVID-19: Challenges and opportunities. *Journal of Adult and Continuing Education*, *2059*. <https://doi.org/10.1177/1477971420947738>
- Nilsson, M. (2014). *MASTER ' S THESIS The Understanding of the Core Competence Concept*.
- Ningrum, N. K., Kusumawardani, R., & Kurniawan, I. S. (2020). University branding: different roles of brand personality and satisfaction. *Jurnal Siasat Bisnis*, *24*(1), 59–71. <https://doi.org/10.20885/jsb.vol24.iss1.art5>
- Nirmala, I., Alami, A. N. R., & Elok, A. V. (2018). *Indonesia Higher Education Statistical Year Book 2018* (Franova Herdiyanto (ed.); 1st ed.). Pusat Data dan Informasi Iptek Dikti Jl. <https://doi.org/10.1002/chem.200802548>
- Nosalska, K., & Mazurek, G. (2019). Marketing principles for Industry 4.0 - a conceptual framework. *Engineering Management in Production and Services*, *11*(3), 9–20. <https://doi.org/10.2478/emj-2019-0016>

- Nulhaqim, S. A., Heryadi, D. H., Pancasilawan, R., & Ferdryansyah, M. (2016). Peranan Perguruan Tinggi Dalam Meningkatkan Kualitas Pendidikan Di Indonesia Untuk Menghadapi Asean Community 2015 Studi Kasus: Universitas Indonesia, Universitas Padjadjaran, Institut Teknologi Bandung. *Share : Social Work Journal*, 6 (2),197.  
<https://doi.org/10.24198/share.v6i2.13209>
- Nulty, D. D. (2008). The adequacy of response rates to online and paper surveys: What can be done? *Assessment and Evaluation in Higher Education*, 33(3), 301–314.  
<https://doi.org/10.1080/02602930701293231>
- Nurchahyo, R., Apriliani, F., Muslim, E., & Wibowo, A. D. (2019). The Analysis of the Implementation of 5-S Principles Integrated With ISO 9001 Requirements at Higher Education Level. *SAGE Open*, 9(3).  
<https://doi.org/10.1177/2158244019870773>
- Nurwardani, P. (2020). Kampus Merdeka. *Kementerian Pendidikan Dan Kebudayaan*, 1–21.  
<https://www.kemdikbud.go.id/main/files/download/72dc50221025a21>
- Nuryanta, N. (2018). the Implementation of Strategic Management on Competitive Advantage in Islamic University of Indonesia (Uii) Yogyakarta. *Indonesian Journal of Interdisciplinary Islamic Studies*, 2(1), 1–30.  
<https://doi.org/10.20885/ijiis/vol2.iss1.art1>
- O'Shannassy, T. F. (2016). Strategic intent: The literature, the construct and its role in predicting organization performance. *Journal of Management and Organization*, 22(5), 583–598. <https://doi.org/10.1017/jmo.2015.46>
- OECD. (2007). Higher Education Management and Policy. *Journal Of the Programme on Institutional Management III Higher Education*, 19(2), 1–150.  
<http://www.oecd.org/edu/imhe/highereducationmanagementandpolicysyllabus/tthejournal.htm>
- OECD, & ADB. (2015). Education in Indonesia: Rising to the Challenge. In *Far Eastern Survey* (Vol.20, Issue 15).  
<https://doi.org/10.1525/as.1951.20.15.01p0699q>
- Olivares, M., & Wetzely, H. (2014). Competing in the higher education market: Empirical evidence for economies of scale and scope in German higher education institutions. *CESifo Economic Studies*, 60(4), 653–680.  
<https://doi.org/10.1093/cesifo/ifu001>
- Olofsson, A. D., Fransson, G., & Lindberg, J. O. (2019). A study of the use of digital technology and its conditions with a view to understanding what 'adequate digital competence' may mean in a national policy initiative. *Educational Studies*, 00(00), 1–17. <https://doi.org/10.1080/03055698.2019.1651694>

- Opatha, H. H. D. N. P. (2020). Influence of lecturers' competence on students' satisfaction of lecturing: Evidence for mediating role of lecturing behaviour. *Universal Journal of Educational Research*, 8(4), 1167–1179. <https://doi.org/10.13189/ujer.2020.080406>
- Oxtafiani, N., & Widowati, S. Y. (2017). Analysis of Effect Service Quality , Quality Products, and Price On Customer Satisfaction (Case Study at PT Asuransi Tri Pakarta Customer Branch Semarang). *Economics & Business Solutions Journal*, 1(1), 35-44 P-ISSN: 2580-6084; E-ISSN: 2580-8079.
- Özoğlu, M., Gür, B. S., & Coşkun, İ. (2015). Factors influencing international students' choice to study in Turkey and challenges they experience in Turkey. *Research in Comparative and International Education*, 10(2), 223–237. <https://doi.org/10.1177/1745499915571718>
- Padilha, C. K., & Gomes, G. (2016). Innovation culture and performance in innovation of products and processes: a study in companies of textile industry. *RAI Revista de Administração e Inovação*, 13(4), 285–294. <https://doi.org/10.1016/j.rai.2016.09.004>
- PDDIKTI. (2018). *Indonesia Higher Education Statistical Year Book 2018* (Vol. 15). [https://pddikti.ristekdikti.go.id/asset/data/publikasi/Statistik Pendidikan Tinggi Indonesia 2018.pdf](https://pddikti.ristekdikti.go.id/asset/data/publikasi/Statistik_Pendidikan_Tinggi_Indonesia_2018.pdf)
- Peningkatan, S., & Guru, K. (2013). *Strategi Peningkatan Kompetensi Guru Dengan Pendekatan Analysis Hierarchy Process*. 6(1), 80–92. <https://doi.org/10.15294/jejak.v6i1.3750>
- Permanasari, A. (2016). STEM Education: Inovasi dalam Pembelajaran Sains. *Prosiding Seminar Nasional Pendidikan Sains*, 2016–2023. <https://media.neliti.com/media/publications/173124-ID-stem-education-inovasi-dalam-pembelajara.pdf>
- Perni, N. N. (2019). Kompetensi Pedagogik Sebagai Indikator Guru Profesional. *Adi Widya: Jurnal Pendidikan Dasar*, 4(2), 175. <https://doi.org/10.25078/aw.v4i2.1122>
- Peter, J. P., & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy* (9th ed.). McGraw-Hill Irwin.
- Phillips, D. C. (2018). The Many Functions of Evaluation in Education. *Education Policy Analysis Archives*, 26, 1–18. <https://doi.org/10.14507/epaa.26.3811>
- Pike, A. (2009). Geographies of brands and branding. *Progress in Human Geography*, 33(5), 619–645. <https://doi.org/10.1177/0309132508101601>



- Porter, M. E. (2008). *On Competition* (H. Levinson (ed.); 1st ed.). Harvard Business Review Book. <https://doi.org/10.1017/CBO9781107415324.004>
- Pramitha, D. (2020). Revitalisasi Kepemimpinan Kolektif-Kolegial Dalam Membangun Efektivitas Komunikasi Organisasi Pesantren (Studi Interaksionisme Simbolik Di Pondok Pesantren Jombang). *Journal EVALUASI*, 4(1), 45. <https://doi.org/10.32478/evaluasi.v4i1.355>
- Prasad, R. K., & Jha, M. K. (2013). Quality Measures in Higher Education: A Review and Conceptual Model. *Journal of Research in Business and Management*, 1(3), 23–40.
- Undang-undang RI No 20 Tahun 2003 tentang Sistem Pendidikan Nasional, Undang-undang RI No 20 Tahun 2003 tentang Sistem Pendidikan Nasional 1 (2003). <https://peraturan.bpk.go.id/Home/Details/43920>
- Prifti, L., Knigge, M., Kienegger, H., & Krcmar, H. (2017). A Competency Model for “Industrie 4.0” Employees. *13th International Conference on Wirtschaftsinformatik*, 46–60. <https://www.wi2017.ch/images/wi2017-0262.pdf>
- Priyono. (2016). *Metode Penelitian Kuantitatif* (2nd ed.). Zifatama Publishing.
- Rahman, A. (2018). Urgensi Pedagogik dalam Pembelajaran dan Implikasinya dalam Pendidikan. *BELAJEA: Jurnal Pendidikan Islam*, 3(1), 83–102. <https://doi.org/10.29240/bjpi.v3i1.358>
- Rajab, A., Shaari, R., Panatik, S. A., Wahab, S. R. A., Rahman, H. A., Shah, I. M., & Ali, N. A. M. (2012). Quality Management: From Effective Service to Innovative Facility. *Procedia - Social and Behavioral Sciences*, 40, 509–513. <https://doi.org/10.1016/j.sbspro.2012.03.223>
- Rajesh, R. (2013). Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model. [Www.Pasosonline.Org,11,67–78](http://www.Pasosonline.Org,11,67-78). <https://doi.org/10.25145/j.pasos.2013.11.039>
- Ramli, A., & Zain, R. M. (2018). The Impact of School Facilities on Student Achievement. *Sci.Int. Lahore*, 30(2), 299–311.
- Rast, S., Khabiri, N., & Senin, A. A. (2012). Evaluation Framework for Assessing University-Industry Collaborative Research and Technological Initiative. *Procedia - Social and Behavioral Sciences*, 40, 410–416. <https://doi.org/10.1016/j.sbspro.2012.03.208>
- Razinkina, E., Pankova, L., Trostinskaya, I., Pozdeeva, E., Evseeva, L., & Tanova, A. (2018). Student satisfaction as an element of education quality monitoring in innovative higher education institution. *E3S Web of Conferences*, 33.

<https://doi.org/10.1051/e3sconf/20183303043>

- Razinkina, E., Zima, E., Pozdeeva, E., Evseeva, L., & Tanova, A. (2021). Convergence of employers' and students' expectations in the educational environment of the agricultural university. *Ural Environmental Science Forum "Sustainable Development of Industrial Region" (UESF-2021)*, 258, 1–13. <https://doi.org/10.1051/e3sconf/202125810019>
- Rindova, V. P., Williamson, I. O., Petkova, A. P., & Sever, J. M. (2005). Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *Academy of Management Journal*, 48 (6), 1033–1049. <https://doi.org/10.5465/AMJ.2005.19573108>
- Risdwiyanto, A., & Kurniyati, Y. (2015). Strategi Pemasaran Perguruan Tinggi Swasta di Kabupaten Sleman Yogyakarta Berbasis Rangsangan Pemasaran. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 5(1), 1. <https://doi.org/10.30588/jmp.v5i1.142>
- Rizal, O. S., & Kholid, M. M. (2017). Factors on Business Performance : a Study on Micro Small and Medium. *Russian Journal of Agricultural and Socio-Economic Sciences*, 6(66), 47–56. <https://doi.org/rjoas.2017-06.05>  
ANALYSIS
- Robbins, S. P., & Coulter, M. (2012). *Management* (11th ed.). Pearson. <https://doi.org/10.1201/b22034-6>
- Robson, K. (2016). *Stakeholder expectations of the educational experience in higher education property disciplines in Australia*. College of Design and Social Context - RMIT University.
- Rodgers, S., & Thorson, E. (2012). Advertising Theory. In *Advertising Theory* (1sted.). Routledge. <https://doi.org/10.4324/9780203149546>
- Rosinger, K. O., Sarita Ford, K., & Choi, J. (2020). The Role of Selective College Admissions Criteria in Interrupting or Reproducing Racial and Economic Inequities. *Journal of Higher Education*, 00(00), 1–25. <https://doi.org/10.1080/00221546.2020.1795504>
- Rosyidah, N., Matin, & Rosyidi, U. (2020). Internationalization in higher education: University's effective promotion strategies in building international trust. *European Journal of Educational Research*, 9(1), 351–361. <https://doi.org/10.12973/eu-jer.9.1.351>
- Rowlands, I. H. (2002). Consumer perceptions of . *Journal of Consumer Marketing*, 11(4), 461–129. <https://doi.org/10.1108/07363760210420540>

- Rozikin, M., Kurniawati, M., & Aliyyah, K. (2020). Strategi Peningkatan Peringkat Perguruan Tinggi Versi Kemristekdikti (Studi pada Universitas Brawijaya). *Kelola: Jurnal Manajemen Pendidikan*, 7(1), 86–97. <https://doi.org/10.24246/j.jk.2020.v7.i1.p86-97>
- Rudianto, Y. L. (2009). Competitiveness Theory. *Jurnal Ilmu Ekonomi Dan Manajemen*, 6(1), 31–32.
- Rustami, N. A., Nuraedi, & Kurniatun, T. C. (2016). Pengaruh Kualitas Jasa Pendidikan Terhadap Kepuasan Mahasiswa di Universitas Pendidikan Indonesia. *Jurnal ADPEND Tata Kelola Pendidikan*, 1(1), 44. <http://ejournal.upi.edu/index.php/jurnaladpend/article/view/3254>
- Rutter, R., Roper, S., & Lettice, F. (2016). Social media interaction, the university brand and recruitment performance. *Journal of Business Research*, 69(8), 3096–3104. <https://doi.org/10.1016/j.jbusres.2016.01.025>
- Sadikin, A., & Hamidah, A. (2020). Pembelajaran Daring di Tengah Wabah Covid-19. *BIODIK: Jurnal Ilmiah Pendidikan Biologi*, 6(2), 214–224. <https://doi.org/10.17509/t.v6i2.20887>
- Sadler, D. R. (2013). Assuring academic achievement standards: From moderation to calibration. *Assessment in Education: Principles, Policy and Practice*, 20(1), 5–19. <https://doi.org/10.1080/0969594X.2012.714742>
- Salma, A. N. (2017). PENGARUH SPONSORSHIP DALAM MENINGKATKAN BRAND AWARENESS (Studi pada Sponsorship Garuda Indonesia Terhadap Liverpool FC sebagai Global Official Airline Partner). *Interdisciplinary Journal of Communication*, 2(1), 1–26.
- Sanabria Landazábal, N. J., & Julio Cesar. (2019). Creativity, Entrepreneurship and Innovation. *Dimensión Empresarial*, 17(4). <https://doi.org/10.15665/dem.v17i4.2159>
- Satrianingrum, A. P., & Prasetyo, I. (2020). Persepsi Guru Dampak Pandemi Covid-19 terhadap Pelaksanaan Pembelajaran Daring di PAUD. *Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini*, 5(1), 633. <https://doi.org/10.31004/obsesi.v5i1.574>
- Savasci, H. S., & Tomul, E. (2013). The relationship between educational resources of school and academic achievement. *International Education Studies*, 6(4), 114–123. <https://doi.org/10.5539/ies.v6n4p114>
- Schoeman, W. (2012). *Antecedents and consequences of brand equity and brand value of business to business environments within the Gauteng province Mini- dissertation submitted for the degree Masters in of the North-West University. November.*

- Scimagoir. (2021). *Research and Innovation Rankings - Ecuador 2020*. Scimago Institutions Rankings.
- Scott, C. L. (2015). The Futures of Learning 3: what kind of pedagogies for the 21st century? In *Education Research and Foresight* (No. 3; 15 Decemer 2015).
- Seehanate, K. (2017). The Marketing Factors Affecting Student ' s Decision of Choosing Higher Education Institution in South- Northeastern Region. *Review of Integrative Business and Economics Research*, 6(275), 275–283.
- Sekaran, U. (2003). *Research Methods for Business - A Skill-Building Approach* (1st ed.). John Wiley & Sons, Inc.
- Selwyn, N., Hillman, T., Eynon, R., Ferreira, G., Knox, J., Macgilchrist, F., & Sancho-Gil, J. M. (2020). What's next for Ed-Tech? Critical hopes and concerns for the 2020s. *Learning, Media and Technology*, 45(1), 1–6.  
<https://doi.org/10.1080/17439884.2020.1694945>
- Seraphin, H. (2021). COVID-19: an opportunity to review existing grounded theories in event studies. *Journal of Convention and Event Tourism*, 22(1), 3–35.  
<https://doi.org/10.1080/15470148.2020.1776657>
- Setyaningsih, R., Abdullah, A., Prihantoro, E., & Hustinawaty, H. (2019). Model Penguatan Literasi Digital Melalui Pemanfaatan E-Learning. *Jurnal ASPIKOM*, 3(6), 1200. <https://doi.org/10.24329/aspikom.v3i6.333>
- Seyfried, M., & Pohlenz, P. (2018). Assessing quality assurance in higher education: quality managers' perceptions of effectiveness. *European Journal of Higher Education*, 8(3), 258–271. <https://doi.org/10.1080/21568235.2018.1474777>
- Shaari, R., Mahmud, N., Wahab, S. R. A., Rahim, K. A., Rajab, A., & Panatik, S. A. (2012). Deep as a Learning Approach in Inspiring Creative and Innovative Minds among Postgraduate Students in Research University. *Procedia - Social and Behavioral Sciences*, 40, 152–156.  
<https://doi.org/10.1016/j.sbspro.2012.03.175>
- Shahsavar, T., & Sudzina, F. (2017). Student satisfaction and loyalty in Denmark: Application of EPSI methodology. *PLoS ONE*, 12(12), 1–18.  
<https://doi.org/10.1371/journal.pone.0189576>
- Shahzad, A., Hassan, R., Aremu, A. Y., Hussain, A., & Lodhi, R. N. (2020). Effectsof COVID-19 in E-learning on higher education institution students: the group comparison between male and female. *Quality and Quantity*, 0123456789.  
<https://doi.org/10.1007/s11135-020-01028-z>
- Shinta, A. (2011). Manajemen Pemasaran. In *Management Pemasaran* (1st ed.). Universitas Brawijaya Press (UB Press).

- Simamora, B. (2012). *Pemasaran Strategis* (1st ed.). Universitas Terbuka.
- Simangunsong, E. (2019). Factors determining the quality management of higher education: A case study at a business school in Indonesia. *Cakrawala Pendidikan*, 38(2), 215–227. <https://doi.org/10.21831/cp.v38i2.19685>
- Soni, S., & Govender, K. (2018). The relationship between service quality dimensions and brand equity: Higher education students' perceptions. *Journal of Management and Business Administration. Central Europe*, 26(3), 71–87. <https://doi.org/10.7206/jmba.ce.2450-7814.236>
- Soraya, N. (2018). Analisis Persepsi Mahasiswa Terhadap Kompetensi Dosen Dalam Mengajar Pada Program Studi Pai Fakultas Ilmu Tarbiyah Dan Keguruan Uin Raden Fatah Palembang. *Tadrib: Jurnal Pendidikan Agama Islam*, 4(1), 183–204. <https://doi.org/10.19109/tadrib.v4i1.1957>
- Spante, M., Hashemi, S. S., Lundin, M., & Algers, A. (2018). Digital competence and digital literacy in higher education research: Systematic review of concept use. *Cogent Education*, 5(1), 1–21. <https://doi.org/10.1080/2331186X.2018.1519143>
- Spry, L., Foster, C., Pich, C., & Peart, S. (2020). Managing higher education brands with an emerging brand architecture: the role of shared values and competing brand identities. *Journal of Strategic Marketing*, 28(4), 336–349. <https://doi.org/10.1080/0965254X.2018.1501412>
- Sriwidadi, T., Arief, M., Prabowo, H., & Muqarrabin, A. M. (2016). Sustainable competitive advantage in private higher education institutions in Indonesia. *International Journal of Economics and Management*, 10(Special Issue 1), 33–47.
- Steiner, L., Sundström, A. C., & Sammalisto, K. (2013). An analytical model for university identity and reputation strategy work. *Higher Education*, 65(4), 401–415. <https://doi.org/10.1007/s10734-012-9552-1>
- Steven Cohen. (2017). *International postgraduate students and their reasons for choosing to study at public universities in Perth, Western Australia*. Edith Cowan University.
- Støren, L. A., & Arnesen, C. Å. (2016). Skills utilisation at work, the quality of the study programme and fields of study. *Quality in Higher Education*, 22(2), 127–138. <https://doi.org/10.1080/13538322.2016.1195968>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (19th ed.). Alfabeta.
- Sukasni, A., & Efendy, H. (2017). The Problematic of Education System in Indonesia and Reform Agenda. *International Journal of Education*, 9(3), 183. <https://doi.org/10.5296/ije.v9i3.11705>

- Tawas, H., Mananeke, L., & Tuerah, F. F. R. (2015). Analisis Kualitas Layanan Akademik dan Administrasi terhadap Kepuasan Mahasiswa. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(4), 422–432.
- Teeroovengadum, V., Nunkoo, R., Gronroos, C., Kamalanabhan, T. J. ., & Seebaluck, A. K. (2019). Higher education service quality, student satisfaction and loyalty: Validating the HESQUAL scale and testing an improved structural model. *Quality Assurance in Education*, 27(4), 427–445. <https://doi.org/10.1108/QAE-01-2019-0003>
- The World Bank. (2020). INDONESIA ECONOMIC PROSPECTS The Long Road to Recovery. *Iep*, 81. <http://ditjenbun.pertanian.go.id>
- Tia, N., Dwi, K., & Imas, Soemaryani, & Y. (2016). The Achievement of Competitive Advantage Through Quality of Service at High Schools in West Java Province, Indonesia. *International Journal of Economics, Commerce and Management*, IV(12), 217–231.
- Tight, M. (2020). Research into Quality Assurance and Quality Management in Higher Education. *Palarch's Journal of Archeology of Egypt/ Egyptology*, 17(9), 185–202. <https://doi.org/10.1108/s2056-375220200000006012>
- Tim Peneliti Puslitbang SDPPI. (2018). *Rencana Pengembangan SDM TIK di Indonesia Melalui Sertifikasi SKKNI Bidang Kominfo*.
- Ting, C. Te, Hsieh, C. M., Chang, H. P., & Chen, H. S. (2019). Environmental consciousness and green customer behavior: The moderating roles of incentive mechanisms. *Sustainability Switzerland*, 11(3). <https://doi.org/10.3390/su11030819>
- Tohari, A. (2016). EFEK MODERASI PADA PEMODELAN STRUKTURAL (Studi Kasus: Kinerja Dosen dan Karyawan Universitas Nusantara PGRI Kediri). *Prosiding Seminar Nasional Matematika Dan Statistika (SEMASTAT) 2016*, 23–32.
- Ubaidillah, A. F., & Inayati, I. N. (2018). Manajemen Peningkatan Mutu Madrasah Berbasis Kemitraan Tritunggal (Studi Multisitus pada Tiga Madrasah Ibtidaiyah Sasaran Program KPAI di Kabupaten Malang). *MIDA : Jurnal Pendidikan Dasar Islam*, 1(2), 50–74. <https://doi.org/10.1017/CBO9781107415324.004>
- Utami, R. M., & Lantu, D. C. (2014). Development Competitiveness Model for Small-Medium Enterprises among the Creative Industry in Bandung. *Procedia - Social and Behavioral Sciences*, 115(Icices 2013), 305–323. <https://doi.org/10.1016/j.sbspro.2014.02.438>

- Uworwabayeho, A., Flink, I., Nyirahabimana, A., Peeraer, J., Muhire, I., & Gasozi, A. N. (2020). Developing the capacity of education local leaders for sustaining professional learning communities in Rwanda. *Social Sciences & Humanities Open*, 2(1), 100092. <https://doi.org/10.1016/j.ssaho.2020.100092>
- Valentino, R., & Hagenimana, F. (2020). The potential role of European professors in the context of Rwandan civil engineering education: Reflections after a teaching experience. *Social Sciences & Humanities Open*, 2(1), 100019. <https://doi.org/10.1016/j.ssaho.2020.100019>
- Vandenberg, P., Chantapacdepong, P., & Yoshino, N. (2016). SMEs in Developing Asia: New Approaches to Overcoming Market Failures. In *Asian Development Bank Institute*. <https://www.adb.org/sites/default/files/publication/214476/adbi-smes-developingasia.pdf> <https://www.adb.org/sites/default/files/publication/214476/adbi-smes-developing-asia.pdf#page=41>
- Verger, A., & Bonal, X. (2011). The 2020 education strategy or the limitations of the world Bank to Promote “learning for all.” *Educacao e Sociedade*, 32(117), 911–932. <https://doi.org/10.1590/s0101-73302011000400002>
- Verhoeven, P., Zeffass, A., Verčič, D., Moreno, Á., & Tench, R. (2020). Strategic Communication across Borders: Country and Age Effects in the Practice of Communication Professionals in Europe. *International Journal of Strategic Communication*, 14(1), 60–72. <https://doi.org/10.1080/1553118X.2019.1691006>
- Vettori, O. (2018). Shared misunderstandings? Competing and conflicting meaning structures in quality assurance. *Quality in Higher Education*, 24(2), 85–101. <https://doi.org/10.1080/13538322.2018.1491786>
- Vilapakkam Nagarajan, S., & Edwards, J. (2014). Is the graduate attributes approach sufficient to develop work ready graduates? *Journal of Teaching and Learning for Graduate Employability*, 5(1), 12–28. <https://doi.org/10.21153/jtlge2014vol5no1art565>
- Virananda, I. G. S. (2019). *DESPRO: Strategi Pengembangan Kluster Industri Desa Berbasis Pemasaran E-Commerce di Indonesia* (pp. 1–40).
- Vlados, C. (2019). Porter’s Diamond Approaches and the Competitiveness Web. *International Journal of Business Administration*, 10(5), 33. <https://doi.org/10.5430/ijba.v10n5p33>
- Vu, M. T. (2019). ‘University of the world’ or the globalised, entrepreneurial logic of professionalism management in the Vietnam context. *Quality in Higher Education*, 25(3), 324–339. <https://doi.org/10.1080/13538322.2019.1684653>

- Wahyudin, N. (2015). Analysis of Factors Affecting Competitive Advantage to Improve the Performance of Private Colleges (PTS) in Colleges and Academies in Semarang. *Pengaruh Masa Kerja Dan Kepuasan Kerja Terhadap Komitmen Organisasi Guru Honor (Studi Kasus Pada SMA Unggulan Di Kota Palembang)*, 3(2), 65–78.
- Walker, O. C., & Mullins, J. W. (2014). *Marketing Strategy : A Decision-Focused Approach* (8th ed.). McGraw-Hill Irwin.
- Wardi, Y., Abror, A., & Trinanda, O. (2018). The Marketing of Higher Education: Managing Student Loyalty Based on Tuition Fee Policy and Service Quality. *Jurnal Bisnis Dan Manajemen*, 19(2), 101–108. <https://doi.org/10.24198/jbm.v19i2.195>
- webometrics. (2021). *Ranking Web of Universities: Webometrics Ranks 30000 Institutions*. Webometrics.Info. [http://webometrics.info/en/Arab\\_world](http://webometrics.info/en/Arab_world)
- Weerasinghe, I. M. S., Lalitha, R., & Fernando, S. (2017). Students' Satisfaction in Higher Education Literature Review. *American Journal of Educational Research*, 5(5), 533–539. <https://doi.org/10.12691/education-5-5-9>
- Whetten, D. A. (2006). Albert and Whetten revisited: Strengthening the concept of organizational identity. *Journal of Management Inquiry*, 15(3), 219–234. <https://doi.org/10.1177/1056492606291200>
- Wibowo, B. S., & Haryokusumo, D. (2020). Peluang Revolusi Industri 4.0 Bidang Pemasaran: Pemanfaatan Aplikasi E-commerce, Sosial Media Instagram dan Digital Marketing terhadap keputusan Instant Online Buying Konsumen Generasi Millenial. *Capital: Jurnal Ekonomi Dan Manajemen*, 3(2), 86. <https://doi.org/10.25273/capital.v3i2.6077>
- Wilhelm, K. T. (2020). *Marketing analysis of an international school's STP: Attacking the competitors with positioning* (pp. 1–25). School of Business and Administration-Wawasan Open University. <https://doi.org/10.13140/RG.2.2.31378.68802>
- Wilkins, S. (2020). The positioning and competitive strategies of higher education institutions in the United Arab Emirates. *International Journal of Educational Management*, 34(1), 139–153. <https://doi.org/10.1108/IJEM-05-2019-0168>
- Williamson, B., Eynon, R., & Potter, J. (2020). Pandemic politics, pedagogies and practices: digital technologies and distance education during the coronavirus emergency. *Learning, Media and Technology*, 45(2), 107–114. <https://doi.org/10.1080/17439884.2020.1761641>



- Wisenthige, K., & Guoping, C. (2016). Firm Level Competitiveness of Small and Medium Enterprises (SMEs): Analytical Framework Based on Pillars of Competitiveness Model. *International Research Journal of Management, IT & Social Sciences*, 3(9), 51. <https://doi.org/10.21744/irjmis.v3i9.172>
- Wolor, C. W., Solikhah, S., Fidhyallah, N. F., & Lestari, D. P. (2020). Effectiveness of E-Training, E-Leadership, and Work Life Balance on Employee Performance during COVID-19. *The Journal of Asian Finance, Economics and Business*, 7(10), 443–450.  
<https://doi.org/10.13106/jafeb.2020.vol7.no10.443>
- Wulandari, E., & Azka, R. (2018). Menyambut PISA 2018: Pengembangan Literasi Matematika untuk Mendukung Kecakapan Abad 21. *De Fermat: Jurnal Pendidikan Matematika*, 1(1), 31–38.
- Xi, N., & Hamari, J. (2020). Does Gamification Affect Brand Engagement and Equity? A study in online brand communities. *Journal of Business Research*, 109(January 2019), 449–460.  
<https://doi.org/10.1016/j.jbusres.2019.11.058>
- Yatimah, D., Kustandi, C., Maulidina, A., & Irnawan, F. (2020). Peningkatan Kesadaran Masyarakat tentang Pencegahan COVID-19 berbasis Keluarga dengan Memanfaatkan Motion Grafis di Jakarta Timur. *Karya Abdi*, 4(1), 246–255.
- Yizengaw, J. Y., & Tessega, M. (2020). The implementation of early childhood care and education (ECCE) in Bahir Dar city administration: A comparative study between private and public pre-primary schools. *Social Sciences & Humanities Open*, 2(1), 100013. <https://doi.org/10.1016/j.ssaho.2020.100013>
- Yuen, K. F., Wang, X., Ma, F., & Li, K. X. (2020). The psychological causes of panic buying following a health crisis. *International Journal of Environmental Research and Public Health*, 17(10). <https://doi.org/10.3390/ijerph17103513>
- Yuhertiana, I., Rochmoeljati, Dwiridotjahjono, J., Putra, I. N. D. P., & Wibawani, S. (2020). The impact of Indonesia new higher education accreditation criteria implementation. *Journal of Critical Reviews*, 7(3), 241–246.  
<https://doi.org/10.31838/jcr.07.03.45>
- Yunaida, E. (2018). Pengaruh Kualitas Pelayanan Tenaga Kependidikan (Tendik) terhadap Kepuasan Mahasiswa Fakultas Ekonomi Universitas Samudra. *Jurnal Manajemen Dan Keuangan*, 7(1), 61–72.  
<https://doi.org/10.33059/jmk.v7i1.758>
- Zalite, G. G., & Zvirbule, A. (2020). Digital readiness and competitiveness of the EU higher education institutions: The COVID-19 pandemic impact. *Emerging Science Journal*, 4(4), 297–304. <https://doi.org/10.28991/esj-2020-01232>