

DAFTAR PUSTAKA

Buku:

- Almana. dkk. *Tata Kelola Perguruan Tinggi Berbasis Akreditasi* (Yogyakarta: Deepublish, 2018).
- Baker, M.J., dan Michael Saren. *Marketing Theory a Student Text* (New Dehli: Sage Publications, 2010).
- Evangelos G., *Customer Satisfaction Evaluation* (London: Springer, 2010).
- Gassing, Syarifuddin, S., dan Suryanto. *Public Relations* (Yogyakarta: ANDI, 2016).
- Hardiansyah. *Kualitas Pelayanan Publik* (Yogyakarta: Gava Media, 2011).
- Laksana F., *Manajemen Pemasaran Pendekatan Praktis* (Yogyakarta: Graha Ilmu, 2008).
- Madhusudanarao, *MBA Education. Prospectives, perspectives and retrospectives* (USA: Ventus Publishing, 2012).
- Olive dalam Evangelos G., *Customer Satisfaction Evaluation* (London: Springer, 2010).
- Priyatni D., *Panduan Praktis Olah Data Menggunakan SPSS* (Yogyakarta: ANDI, 2017).
- Ratminto. dkk. *Pelayanan Prima: Pedoman Penerapan Momen Kritis Pelayanan dari A sampai Z* (Yogyakarta: UGM Press, 2018).
- Samson on Robert D., *Student – Teacher Interaction in Online Learning Environments* (USA: IGI Global, 2015).
- Soemirat, Soleh., dan Elvinaro Ardianto. *Dasar-Dasar Public Relations* (Bandung: PT Remaja Rosdakarya, 2010).
- Sudarso. A. *Manajemen Pemasaran Jasa Perhotelan* (Yogyakarta: Deepublish, 2016).
- Sugiyono. *Metode Penelitian Administrasi*. Cetakan Ke-20 ed. (Bandung: Alfabeta, 2012).
- Sugiyono. *Metode Penelitian Bisnis*. Cetakan Ke-17 ed. (Bandung: Alfabeta, 2013).

Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif Dan R & D*. Cetakan Ke-20 ed. (Bandung: Alfabeta, 2014).

Sugiyono. *Statistika Untuk Penelitian* (Bandung: Alfabeta, 2016).

Trijono R., *Metodologi Penelitian Kuantitatif* (Depok Timur: Papas Sinar Sinanti, 2015).

Vladimir L., *Smart Education and Smart e-Learning* (New York: Springer, 2015).

Jurnal:

Barusman. (2014), *Student Satisfaction as a Mediating Variable between Reputation, Image and Student Loyalty*, *Global Illuminators Journal ITMAR -2014*, Vol. 1, 414-436, ISBN: 978-969-9948-24-4

Chandra, T. *et al.* (2018). *The Effect of Service Quality on Student Satisfaction and Student Loyalty: An Empirical Study*, *Journal of Social Studies Education Research*, DOI: 2018:9 (3), 109-131.

Hermawan, D. *et al.* (2014). *Higher Education Image and Cost: The Effect and Impacts on Student Satisfaction and Trust (A Study On Private University Majoring In Ict In Indonesia)*, *International Journal of Economic Practices and Theories*, ISSN: 2247-7225..

Mestrovic, D. (2016). *The Impact of Service Quality on Students Satisfaction and the Word of Mouth: The Case of the University of Rijeka Departments*, *ENTRENOVA Conference Proceedings*, DOI: 2016:9 (6), 308898513.

Saleem, *et. al.* (2017) *Service Quality and Student Satisfaction: The Moderating Role of University Culture, Reputation and Price in Education Sector of Pakistan*, *Iranian Journal of Management Studies (IJMS)*, Print ISSN: 2008-7055, DOI: 10.22059/ijms.2017.217335.672304.

Usman, U. (2016), *Mediating Effect of Satisfaction on Service Quality, Image and Student Loyalty in Higher Education*, *IOSR Journal of Business and Management (IOSR-JBM)*, e-ISSN: 2278-487X, p-ISSN: 2319-7668

Weerasinghe. (2017), *University Staff, Image and Students' Satisfaction in Selected Regional Universities in Sri Lanka*, *IOSR Journal of Business and Management (IOSR-JBM)*, e-ISSN: 2278-487X, p-ISSN: 2319-7668

Ximenes. (2017). *Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Mahasiswa Pada Institute Of Business (IOB) di Timor-Leste, Jurnal Ekonomi dan Bisnis Universitas Udayana*, ISSN: 2337-3067.

Situs Web:

Amelia, Mei. 2017, Kasus Mahasiswa UNJ Potong Ayam di Foto Jokowi, tersedia di <https://news.detik.com/berita/d-3426710/polisi-selidiki-video-mahasiswa-unj-potong-ayam-di-foto-jokowi>. (Diakses 16 Januari 2019).

Muriara, I. 2018, Viral Mahasiswa UNJ 'Naik Kuda', Ini Penjelasan Kampus, tersedia di <https://news.detik.com/berita/4101860/viral-mahasiswa-unj-naik-kuda-ini-penjelasan-kampus>. (Diakses 16 Januari 2019).

Nadira, Fergi. 2018, Kasus Plagiat, Akreditasi UNJ Turun, tersedia di <https://www.republika.co.id/berita/pendidikan/duniakampus/18/01/23/p30m8v282-ini-solusi-untuk-ribuan-calon-sarjana-unj>. (Diakses 16 Januari 2019).