

DAFTAR PUSTAKA

- Angell, R. J., Heffernan, T. W., & Megicks., P. (2008). Service quality in postgraduate education. *Quality Assurance in Education*, Vol. 16 Issue: 3, pp.236-254.
- Arikunto, S. (2010). *Prosedur Penelitian : Suatu Pendekatan Praktek, Edisi Revisi*. Jakarta: Rineka Cipta.
- Bao, Y., Bao, Y., & Sheng, S. (2011). Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. *Journal of Business Research*, Volume 64, Issue 2, Pages 220-226.
- Barnes, J. G. (2013). *Secrets of Customer Relationship Management (Rahasia Manajemen Hubungan Pelanggan) Edisi 3*. Yogyakarta: Andi Publisher.
- Bgr, T. R. (2018). *Kelembagaan Iptek dan Dikti*. Retrieved from <https://kelembagaan.ristekdikti.go.id/index.php/2018/01/19/perguruan-tinggi-di-indonesia-mampu-bersaing-dengan-perguruan-tinggi-asing-selama-memahami-tuntutan-costumer/>
- Darmadi. (2000). Mari Bangkit Membangun Kepuasan Pelanggan. *Swasembada*, Vol. 16, No. 18.
- Daud, S., Abidin, N., Sapuan, N. M., & Rajadurai, J. (2011). Enhancing university business curriculum using an importance-performance approach A case study of the business management faculty of a university in Malaysia. *International Journal of Educational Management*, Vol. 25 No. 6, 2011 pp. 545-569.
- Goetsch, D. L., & Davis, S. B. (2013). *Quality Management for Organizational Excellence: Iintroduction to Total Quality,7th ed.* Upper Saddle River, N.J: Pearson.
- Kardoyo, & Nurkin, A. (2016). Analisis Kepuasan Pelayanan Perguruan Tinggi (Kasus pada Prodi Magister Pendidikan Ekonomi Unnes). *Cakrawala Pendidikan*, TH. XXXV, NO. 2.
- Kitcharoen, K. (2004). The Importance-Performance Analysis Of Service Quality In Administrative Departments Of Private Universities In Thailand,. *ABAC Journal*, Vol 24, No 3.

- Kotler, P., & Armstrong, G. (2017). *Prinsip-Prinsip Dasar Pemasaran, Edisi 12 Jilid 2*. Jakarta: Erlangga.
- Kotler, P., & Keller., K. L. (2009). *Marketing management, 13th ed.* England: 13th ed.
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa, Edisi 3*. Jakarta: PT. Salemba Empat.
- Maisaroh, S. (2005). Pengaruh Manajemen Mutu Layanan terhadap Kepuasan Peserta Didik di Universitas PGRI Yogyakarta. *Laporan Penelitian Universitas PGRI Yogyakarta*.
- Martilla, J., & James, J. (1977). Importance-Performance Analysis. *Journal of Marketing*, vol: 41, pp 77-79.
- Martinez, C. L. (2013). *Evaluation Report: Tools Cluster Networking Meeting #1*. Arizona, US: Center Point Institute.
- Mostafa, M. M. (2006). A Comparison of SERVQUAL and I-P Analysis: Measuring and Improving Service Quality in Egyptian Private Universities. *Journal Of Marketing for Higher Education*, vlo: 16 Issue 2.
- Neves, J. S., & Letcher, D. W. (2010). Determinants of undergraduate business student satisfaction. *Research in Higher Education Journal*, vol: 6. pp 1–26.
- Noer, L. R. (2016). Analisis Peningkatan Kualitas Pelayanan Mahasiswa Magister Manajemen Teknologi ITS Surabaya Dengan Metode Servqual dan Importance Performance Analysis IPA. *Journal of Research and Technology*, Vol 2, No 1.
- Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implication for Future Reaserch. *Journal of Marketing*, vol: 49: pp 41-50.
- Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing* , vol: 64, issue:1, pp 12-40.
- Putri, R. O., & Martha, S. (2019). Analisis Kualitas Pelayanan Akademik Dengan Metode Servperf Dan Ipa. *Buletin Ilmiah Math. Stat. Dan Terapannya (Bimaster)*, Vol. 08, No. 1, hal 103-110.

- Randheerr, K., Almotawa, A., & Vijai, P. (2011). Measuring Commuters' Perception on Service Quality Using SERVQUAL in Public Transportation. *International Journal of Marketing Studies*, Vol. 3, No. 1.
- Rangkuti, F. (2009). *The Power of brands, Cetakan keempat*. Jakarta: Gramedia.
- Ratminto, & Winarsih, A. S. (2010). *Manajemen pelayanan*. Yogyakarta: Pustaka Pelajar.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill-building Approach*. London: John Wiley and sons, inc.
- Setiarini, A., Ghozi, S., & Suriana, I. (2017). Analisis Pengaruh Kualitas Pelayanan Akademik Terhadap Kepuasan Mahasiswa Di Politeknik Negeri Balikpapan. *Jurnal Sosial Humaniora dan Pendidikan*, Vol 1, No 1.
- Setyorini, R. (2015). Persepsi Mahasiswa Terhadap Kualitas Layanan di Program Magister Sains dan Doktor Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada: Penerapan Model Servqual Gap-5 dan Importance-Performance Analysis (IPA). *Electronic Theses & Dissertations*.
- Silva, F. H., & Fernandes, P. O. (2011). Importance-performance analysis as a tool in evaluating higher education service quality: the empirical results of ESTiG (IPB). *Creating Global Competitive Economies: A 360-Degree Approach*.
- Slack, N. (1994). The Importance-Performance Matrix as a Determinant of Improvement Priority. *International Journal of Operations & Production Management*, Vol. 14 No. 5, pp. 59-75.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sujarweni, V. W. (2014). *Metodologi penelitian : lengkap, praktis, dan mudah dipahami*. Yogyakarta: Pustaka Baru Press.
- Sukanda, D. C., Yahdin, S., & Puspitasari, Y. (2013). Analisis Tingkat Kepuasan Mahasiswa terhadap Pelayanan Bimbingan Tugas Akhir di Jurusan Matematika Fakultas MIPA Universitas Sriwijaya. *Prosiding Semirata FMIPA Universitas Lampung*, Vol 1, No 1.
- Supranto, J. (2011). *Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikkan Pangsa Pasar*. Jakarta: Rineka Cipta.

- Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2012). Word of mouth: measuring the power of individual messages. *European Journal of Marketing*, Vol. 46 No. 1/2, pp. 237-257.
- Tjiptono, F. (2012). *Service Management, Mewujudkan Layanan Prima, Edisi 2, Cetakan ke-3*. Yogyakarta: Andi.
- Tjiptono, F. (2014). *Pemasaran Jasa, Prinsip, Penerapan Dan Penelitian*. Yogyakarta: Andi Publisher.
- Tjiptono, F. (2015). *Strategi Pemasaran, edisi keempat*. Yogyakarta: Andi Publisher.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality & Satisfaction*. yogyakarta: Andi Publisher.
- Veloutsou, C., Gilbert, G. R., Goode, M. M., & Moutinho, L. (2004). Measuring customer satisfaction in the fast food industry: a cross-national approach. *Journal of Services Marketing*, Vol. 18 No. 5, pp. 371-383.
- Zairi, M. (2000). Managing customer dissatisfaction through effective complaints management systems. *The TQM Magazine*, Vol. 12, No. 5, pp. 331-337.