

DAFTAR PUSTAKA

- Ali Hasan. 2010. Marketing Dari Mulut Ke Mulut. Media Pressindo. Yogyakarta
- Alma, B. 2002. Manajemen Pemasaran dan Pemasaran Jasa. Alfabeta. Bandung
- Alexandris, Dimitriadis and Markata. 2002. Can Perceptions of Service Quality Predict Behavioral Intentions? An Explanatory Study in The Hotel Sector in Greece. *Managing Service Quality*. Vol. 12, No. 4, ABI/INFORM Global, pg. 224.
- Andreassen, Tor Wallin and Lindestad, Bodil. 1997. Customer Loyalty and Complex Services: The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise. *International Journal of Service Industry Management*.
- Anonim. 2003. Undang-Undang Sistem Pendidikan Nasional. (online), (<http://www.inherent-dikti.net/files/sisdiknas.pdf>)
- Arasli, H., Smadi, S. M., Katircioglu, S. T. 2005, Customer Service Quality in the Greek Cypriot Banking Industry. *Journal of managing services quality*. Vol. 15, pp. 41-56.
- Armellini, G. (2011). "The Effect of Word of Mouth in Customer Equity and Brand Equity." *Chinese Business Review* 10(3): 205-216.
- Ari Wijayanti. 2008. Strategi Meningkatkan Loyalitas Melalui Kepuasan Pelanggan (Studi Kasus: Produk Kartu Seluler Prabayar Mentari-Indosat Wilayah Semarang). *Tesis*. Program Studi Magister Manajemen Universitas Diponegoro, Semarang.
- Aydin, Serkan and Ozer, Ghokan. 2005. National Customer Satisfaction Indices: A Implementation in the Turkish Mobile Telephone Market. *Marketing Intellegence & Planning*, Vol.23, No 5
- Babin, Barry J., Yong-Ki Lee, Eun-Jun Kim and Mitch Griffin. 2005. Modeling Consumer Satisfaction and Word of Mouth : Restaurant Patronage in Korea. *Journal of Service Marketing*, 19, pp. 133-139., *Journal of Consumer Research*, Vol. 20, No. 4, pp 644-656.
- Boulding, W., Kalra, A., Staelin, R. and Zeitharal, V. A. 1993, "A dynamic proses Model of Service Quality: From Expectations to Behavioral Intentions", *Journal of Marketing Research*, Vol. 30. February, pp. 7-27.

- Brown, Barry, Dacin and Gunst. 2005. Searching for a consensus on the antecedent role of service quality and satisfaction: an exploratory cross-national study. *Journal of Business Research*, Vol. 51. pp. 53-60
- Blery, E., N. Batistatos., E. Papastratou., I. Perifanos., G. Remoundaki., dan M. Restina. 2009. Service Quality and Customer Retention in Mobile Telephony. *Journal of Targeting, Measurement, and Analysis for Marketing*; Vol. 17, Iss. 1, pp. 27-37.
- Budiarto Subroto dan Dolly Sutarjaya Nasution. 2001. Pengukuran Tingkat Kepuasan Pelanggan, Manajemen Usahawan-Lembaga Management FE UI, Jakarta.
- Davidow, M. 2003. Have You Heard The Word? The Effect Of Word Of Mouth On Perceived Justice, Satisfaction And Repurchase Intentions Following Complaint Handling. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. Provo: 2003. Vol. 16 pg.
- Deal, T.E, and Kennedy, A.A. 1982. Corporate Culture : The Rites and Rituals of Corporate Life. Massachusetts. Addison-Wesley Publishing Company (TARUS, NICHOLAS et al. 2012) Inc, p.4
- Dithan, n. P. (2011). Relationship marketing, word of mouth communication and customer loyalty in the telecommunication industry of uganda. University, kampala-uganda. Uganda, kampala-uganda.
- Drucker, Peter F., 1997. Concept of the Corporation. Preface to the 1983 edition, London.(terjemahan)
- Ekiz, H. E., dan H. Arasli. 2007. Measuring the Impact of Organizational Response : Case of Northern Cyprus Hotels. Managing Global transition : *International Research Journal*, Vol. 5, No. 3, pp. 271-287.
- Ferdinand, A. 2002. Structural Equation Modeling Dalam Penelitian Manajemen. Semarang : BP UNDIP.
- Gwinner, Kevin P., Dwayne D Gremler and Marry Jo Bitner. 1998. Relational Benefits In Services Industries: The Customer's Perspective. *Journal of The Academy of Marketing Science*, Vol.26, pp. 101-14.
- Haksik Lee, Yongki Lee, and Dongkeun Yoo. 2000. The Determinants of Perceived Service Quality and Its Relationship With Satisfaction. *Journal of Services Marketing*, Vol. 14, No. 3, pp. 217 – 231.
- Harrison, L. Jean-Walker. 2001. The Measurement Of Word Of Mouth Communication And An Investigation Of Service Quality And

Customer Commitment As Potential Antecedents. *Journal of Service Research*, Vol. 4, No. 1, pp. 60-75.

Hawkins, D. I., D. L. Mothersbaugh., dan R. J. Best. 2007. *Consumer Behavior : Building Marketing Strategy*. Tenth Edition. McGraw-Hill. New York, USA.

Heskett, James. L., W. Earl Sasser, Jr., and Leonard A Schlesinger, 1997, *The Service Profit Chain*, New York: Free Press.

Hermawan Kertajaya. 2006. *Hermawan Kertajaya Seri 9 Elemen Marketing on Service*. Markplus&Co.

Husein Umar. 2000. *Penelitian Pemasaran dan Perilaku Konsumen*. Jakarta : PT Gramedia Pustaka Utama.

Iman Mulyana dan Dwi Suwandi. 2010. *Citra Perusahaan*. Seri Manajemen Pemasaran. www.e-iman.uni.cc.

Kotler, P. and Kervin Lane Keller. 2008. *Manajemen Pemasaran*. Edisi Kedua Belas Jilid I & II. PT. Indeks, PT Mancana Jaya Cemerlang, Jakarta.

_____ ; Amstrong, G. 2007. *Dasar-Dasar Pemasaran Jilid I (Edisi Bahasa Indonesia dari Principles of Marketing 9e)*. Jakarta: PT. Macanan Jaya Cemerlang.

Lovelock, C. H. 2001, *Service Marketing, People, Technology, Strategy* 4th ed. Prentice Hall Upper Sadle River, NJ.

Lymperopoulos, C., dan I. E. Chanaiotakis. 2008. Price Satisfaction and Personnel Efficiency As Antecedents Of Overall Satisfaction From Consumer Credit Products And Positif Word Of Mouth. *Journal Of Financial Services Marketing*. Vol 13, pp. 63-71.

Lymperopoulos, C., dan I. E. Chanaiotakis. 2009. Service Quality Effect on Satisfaction and Word of Mouth in The Health Care Industry. *Managing Service Quality*. Vol. 19, No. 2, pp. 229-242.

Malhotra, N. K. 2005. *Riset Pemasaran Jilid I dan II (Edisi Bahasa Indonesia dari Marketing Research: An Applied Orientation 4e)*. PT. Intan Sejati, Klaten.

Minh Tuan, Nguyen. 2012. Effects of Service Quality and Price Fairness on Student Satisfaction. *International Journal of Business and Social Science*. Vol.3 No.19; Oktober 2012, pp. 132-150

- Moh. Ziaul Hoq, Nigar Sultana, dan Muslim Amin. 2010. The Effect of Trust, Customer Satisfaction and Image on Costumers Loyalty in Islamic Banking Sector. *South Asian Journal of Management*; Jan-Mar 2010; 17, 1; ProQuest.pg. 70
- Moh. Pabundu. 2006. Budaya Organisasi dan Peningkatan Kinerja Perusahaan, Cetakan Pertama, PT. Bhumi Aksara. Jakarta.
- Nurul Qomariah. 2012. Pengaruh Kualitas Layanan, Citra Institusi, Nilai-Nilai dan Nilai-Nilai Keislaman terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan (Studi Kasus Pada Universitas Muhammadiyah di Jawa Timur). *Jurnal Aplikasi Manajemen*. Vol. 10. No1. Maret 2012. Terakreditasi SK Dirjen Dikti No. 66b/DIKTI/KEP/2011
- Parasuraman A., Zeithaml, and Berry L., 1988. Servqual: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*. Vol. 64, pp. 12-40.
- Parasuraman, A., Zeithaml, Valarie. A., and Berry, Leonard L. 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing (pre-1986)*, Vol. 49, pp. 41-50.
- Prasetyaningrum, Indah Dwi. 2009. Analisis Pengaruh Pembelajaran dan Kualitas Pelayanan Terhadap Kepuasan Mahasiswa dan Loyalitas Mahasiswa (Studi Kasus Pada Undaris Unggaran), *Tesis*, Program Studi Magister Manajemen Program Pascasarjana Universitas Diponegoro Semarang.
- Praswati A. Nuryulia. 2009. Analisis Faktor-Faktor Yang Mempengaruhi Komunikasi Word of Mouth Terhadap Minat Guna Jasa Ulang (Studi kasus pada PT Nasmoco di Semarang), *Tesis*, Program Studi Magister Manajemen Program Pascasarjana Universitas Diponegoro Semarang.
- Polyorat, K and Sophonsirin, S. 2012. The influence of Service Quality Dimension on Customer Satisfaction and Customer Loyalty in The Chain Restaurant Context : A Thai Case. *Journal of Global Bussiness and Technology*, Volume 6. Number 72.2
- Ranaweera, Chatura; Prabhu, Jaideep. 2003. The Influence of Satisfaction, trust and switching barrier on customer retention incontuous purchasing setting. *International Journal of Service Industry Management*, Vol.14, No 4
- Ranaweera, Chatura; Jhaideep Prabhu. 2003. On The Relative Importance of Customer Satisfaction and Trust as Determinatns of Customer

- Retention and Positive Word of Mouth. *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 12, pg. 82.
- Reingen, P. H., and Walker, B. A. 2001. Cross-Unit Competition for a Market Charter: The Enduring Influence of Structure, *Journal of Marketing*. Vol. 65, pp. 29-31.
- Rismono, H.T. 2009. Analisis Faktor-Faktor Yang Mempengaruhi Citra dan Pengaruhnya Terhadap Word of Mouth Pada Jasa Pendidikan (Studi pada STIE Widya Manggala Semarang). *Tesis*. STIE Widya Manggala Semarang.
- Rokhman, W. 2010. The Effect of Islamic Work Ethics on Word Outcomes. *Eletronic Journal of Business and Organization Studies*. Vol. 15. No.1.
- Rosiana Desak Gede, 2011. Pengaruh E-Servqual Terhadap Nilai Pelanggan, Kepuasan dan Word of Mouth Communication Anggota Situs Jejaring Sosial Facebook, *Tesis*, Program Studi Magister Manajemen Fakultas Ekonomi Universitas Udayana, Denpasar.
- Rofiq Anwar, dkk, 2013. Risalah Bismillah, Membangun Generasi Khairu Ummah (Prinsip-prinsip Dasar Pedoman Pelaksanaan Kegiatan). Universitas Islam Sultan Agung Press. Semarang.
- Santoso, S. 2007. Riset Pemasaran (Konsep dan Aplikasi dalam SPSS). Jakarta : PT. Alex Media Komputindo.
- _____. 2011. Structural Equation Modeling (SEM). Jakarta : PT. Elex Media Komputindo.
- Sathe, Vijay. 1997. Culture and Related Coporate Realities. Richard D. Irwin. Home Wood.
- Schein, E.H. 1992. Organisational Culture and Leadership, 2nd Ed. Jossey-Bass Publishers, San Fransisco.
- Setyawati Indah. 2009. Analisis Pengaruh Kualitas Layanan Dan Kepuasan Pasien Terhadap Word of Mouth (Studi pada pasien rawat jalan RS. Bhakti Wira Tamtama Semarang), *Tesis*, Program Studi Magister Manajemen Program Pasca Sarjana Universitas Diponogoro, Semarang.
- Selnes, Fred. 1993. An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty. *European Journal of Marketing*, Vol.27, No 9

- Sivadas, Eugene; Baker-Prewitt, Jamie L. 2000. An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management*, Volume 28 . Number 2
- Shabbir S, Ruediger H., dan Shehzad M. 2010. Service quality, Word of Mouth and Trust: Drivers to Achieve Patient Satisfaction. *Scientific Research and Essays*, Vol. 5, No. 17, pp. 2457-2462.
- Sri Rahayu. 2011. Internal Customer Satisfaction and Service Quality Toward Trust and Word of Mouth. *Asean Marketing Journal*. December 2011. Vol. III. No.2, pp.114-123
- Sugiyono. 2008. Metode Penelitian Bisnis. CV Alfabeta, Bandung.
- _____. 2011. Statistik Untuk Penelitian. Cetakan ke-18. CV. Alfabeta. Bandung.
- Sullivan, M., dan D. Adcock. 2002. Retail Marketing. First Edition. Thompson, Great Britain.
- Suprpti, N. W. S. 2010. Perilaku Konsumen : Pemahaman Dasar dan Aplikasinya Dalam Strategi Pemasaran. Udayana University Press. Denpasar.
- Supramono, dan Sugiarto. 2003. Statistika. Andi Offset. Yogyakarta
- Sutisna., Prawitra Teddy, 2001. Perilaku Konsumen & Komunikasi Pemasaran. PT. Rosdakarya. Bandung.
- Sukandarrumidi. 2006. Metode Penelitian : Petunjuk Praktis Untuk Peneliti Pemula. Gadjah Mada University Press. Yogyakarta.
- Suwastika, I Wayan Kayun. 2010. Pengaruh Dimensi Kualitas Jasa Terhadap Kepuasan Mahasiswa Stikom Bali, *Tesis*, Program Studi Magister Manajemen Fakultas Ekonomi Universitas Udayana, Denpasar.
- Swan, Jhone E. and Richard L. Oliver. 1989. Post-purchase Communications by Consumers. *Journal of Retailing*, Vol. 65, No. 4, pp. 516-533.
- Tarus, K. D., R. Nicholas, et al. (2012). "Antecedents Of Customer Loyalty In The Mobile Telecommunication Sector In Kenya." *International Journal Of Research In Computer Application & Management* 2(7): 9-16.
- Thurau, Thorsnten Hennig, Kevin P Gwinner, Dwayne D. Greimer. 2003. Understanding Relationship Marketing Outcomes: An Integration Of Benefits And Relationship Quality. *Journal of Research*, Vol. 4, No. 3, pp. 230-247.

- Tjiptono, Fandy, 2002. *Manajemen Jasa*. Penerbit ANDI. Yogyakarta.
- _____, 2006. *Pemasaran Jasa*. Bayumedia Publishing. Malang.
- Tu, Y.-T., M.-L. Li, et al. (2013). "An Empirical Study of Corporate Brand Image, Customer Perceived Value and Satisfaction on Loyalty in Shoe Industry." *Journal of Economics and Behavioral Studies* 5(7): 469-483.
- Usman, A., dan Rizwan, Q. D. 2010. Spiritual Consciousness in Banking Managers and its Impact on Job Satisfaction. *Journal International Business Research*, Vol. 3, No.2. April 2010.
- Vivied Vandaliza. 2007. Studi Mengenai Kepuasan Pelanggan Sebagai Langkah Strategik Dalam Membangun Minat Merefrensikan (Studi Kasus pada Nasabah PT. Setia Karib Abadi Semarang), *Tesis*, Program Studi Magister Manajemen Universitas Diponegoro, Semarang.
- Vera Retno Juwita (2006). Membangun Citra Perusahaan Melalui Program Desaku Hijau (Studi pada PT HM Sampoerna di Pekalongan), *Tesis*, Universitas Diponegoro
- Wahyuddin, M. 2004. Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Matahari Department Store Di Solo Grand Mall. *Tesis*, Program Pascasarjana Universitas Muhammadiyah, Surakarta.
- Widodo. 2010. *Metodologi Penelitian Manajemen*. Universitas Islam Sultan Agung Press. Semarang
- Widjaja, B.T. 2009. *Lifestyle Marketing. Servlist : Paradigma Baru Pemasaran Bisnis Jasa dan Lifestyle*. Penerbit Gramedia Pustaka Utama. Jakarta.
- Yusdin, N. (2013). Implikasi Kualitas Layanan Dan Citra Institusi Yang Dimoderating Oleh Nilai-Nilai Budaya Akademik Islam (Budai) Terhadap Kepuasan Mahasiswa Dan Word Of Mouth. Semarang, Universitas Islam Sultan Agung: 1-61.
- Yap, Kenneth B. and Sweeney, Jillian C 2007. Zone of Tolerance Moderates The Service Quality and Their Influences On Bank Reputation. *Jurnal Of Managing Service Quality*, Vol. 13, pp. 137-148.
- Zeithaml V. A., Berry L. L., and Parasuraman A., 1996. The Behavioral Consequences of Service Quality. *Journal of Marketing*. Vol. 60, 31-46
- Zeithaml, Parasuraman A., and Berry L., 1990. *Delivering Quality Service, Balancing Customer Perceptions and Expectations* (New York : The Free Press), *International Journal Of Retail and Distribution Management*. Vol. 10, pp. 47-55.