

DAFTAR PUSTAKA

Literatures:

- Tjiptono, F., & Chandra, G. (2011). *Service, Quality and Satisfaction* (ed 3). Yogyakarta: Andi Offset.
- Fitzsimmons, J. A., & Fitzsimmons, M. J. (2010). *Service Management: Operations, Strategy, and Information Technology*. Boston: McGraw-Hill/Irwin.
- Ghozali, I. (2009), *Aplikasi Analisis Multivariate Dengan Program SPSS*. Cetakan Keempat, Semarang: Badan Penerbit Universitas Diponegoro.
- Mulyasa, E. (2008). *Implementasi Kurikulum Tingkat Satuan Pendidikan: Kemandirian Guru dan Kepala Sekolah*. Jakarta: Bumi Aksara.
- Kotler, P., & Keller, K. L. (2011). *Marketing Management 14th Edition*, Upper Saddle River, N.J: Pearson Prentice Hall.
- Republik Indonesia. (2003) *Undang Undang Sistem Pendidikan Nasional*, Jakarta: Sekretariat Negara.
- Sekaran, U. (2010). *Research Methods for Business 5th Edition*. New York: John Wiley & Sons.

Journal Article & Working Papers:

- Martilla, J. And James, J. (1977). *Importance-Performance Analysis*, *Journal of Marketing*, Vol.41 Iss: 1, 77-79.
- Maringe, F. (2006). *University and Course Choice: Implications for Positioning, Recruitment and Marketing*, *International Journal of Educational Management*, Vol. 20 Iss: 6, 466 - 479
- Shemwell, D. J., Yavas, U., & Bilgin, Z. (1998). *Customer-Service Provider Relationships: An Empirical Test of a Model of Service Quality, Satisfaction and Relationship-*

Oriented Outcomes. International Journal of Service Industry Management, Vol. 9
Iss: 2, 155-168.

Silva, F.H., & Fernandes, P.O. (2012). *Importance-Performance Analysis As A Tool In Evaluating Higher Education Service Quality: The Empirical Results Of Estig* (IPB). Portugal : Polytechnic Institute of Bragança.

Electronical Sources:

<http://asq.org/glossary/q.html>. Diakses pada hari Kamis, 17 Maret 2016 pukul 14.50.

www.ppm-manajemen.ac.id. Diakses pada hari Kamis, 17 Maret 2016 pukul 17.00.