

DAFTAR PUSTAKA

- Abdullah, Firdaus. 2005, "The development of HEdPERF: a new measuring instrument of service quality for the higher education sector", *International Journal of Consumer Studies*, Vol. 30 No. 6, pp. 569-581.
- . 2006, "Measuring service quality in higher education: HEdPERF versus SERVPERF", *Marketing Intelligence & Planning*, Vol. 4 No. 1,pp. 31-47.
- Angell, J. Robert, *et al*. 2008. Service Quality in Postgraduate Education. *Quality Assurance in Education*, Vol. 16, pp. 236-254
- Badan Pusat Statistik. 2014. *Angka Partisipasi Sekolah*. Diakses pada 20 Agustus 2014,dari
http://www.bps.go.id/tab_sub/view.php?kat=1&tabel=1&daftar=1&id_subyek=28¬ab=3
- Berry, *et al*. 1990. Five Imperative for Improving Service Quality. *Sloan Management Review*. 2: 29-38.
- Bilsel, R. Ufuk & Lin, D.K. 2012. Ishikawa Cause and Effect Diagram using capture recapture techniques. *Quality Technology & Qualitative Management*, 9, 137-152.
- Brochado, Ana. 2009. Comparing alternative instruments to measure service quality in higher education. *Quality Assurance in Education*, Vol. 17 No. 2: 174-190.
- Cronin, J. Joseph. & Steven A. Taylor. 1992, "Measuring service quality: re-examination and extension", *Journal of Marketing*, Vol. 56, pp. 55-68.
- Danim.1997. Theories of Personality. New York: Coole Company.
- Engel, James F.1995. *Perilaku Konsumen*. Edisi Kedua. Jakarta: BinaAksara.
- Foster, S. Thomas. 2006. *Managing Quality: interating the Supply Chain*. Edisi Ketiga. New Jersey: Pearson Education, Inc.
- Gaspersz, Vincent. 2001. *Metode Analisis untuk Peningkatan Kualitas*. Cetakan Pertama. Jakarta: PT Gramedia Pustaka Utama.
- Hill, Frances M. 1995, "Managing service quality in higher education: the role of student as primary consumer", *Quality Assurance in Education*, Vol. 3 No. 3, pp. 10-21.

- Ihsani, D.W. 2005. Analisi Kepuasan Konsumen Terhadap Atribut Wisata Cangkuang Garut, Jawa Barat. Skripsi. Bogor: Departemen Ilmu Sosial Ekonomi Pertanian, Fakultas Pertanian, IPB.
- Johnson, F. Craig & William A. 1999. Quality concepts in education. *The TQM Magazine*, 11 (6), 467 – 473.
- Kitchroen, Krisana. 2004. Service Quality in Educational Institutions. *ABAC Journal*. Vol. 24, No.2, pp.14-25
- Koh, Suna, et al. 2010. Importance-Performance Analysis with Benefit Segmentation of Spa Goers, *International Journal of Contemporary Hospitality Management*, Vol. 22 No. 5
- Kotler, Philip & Kevin Lane K. 2008. *Manajemen Pemasaran*. Edisi Ketigabelas. Jakarta :Erlangga.
- Kuncoro, Mudrajad. 2003. Metode Riset untuk Bisnis & Ekonomi. Jakarta: Penerbit Erlangga.
- Koentjaraningrat. 1991. Metode Penelitian Masyarakat. PT Gramedia Pustaka Utama. Jakarta
- Lovelock, Christoper H, et al. 1998, *Services Marketing*, Prentice-Hall, Sydney.
- Magal, Simha R. dan Nancy Lavenburg. 2005. Using Importance-Performance Analysis to Evaluate E-Business Strategies Among Small Business. Proceedings of the 38th Hawaii International Conference on System Science.
- Martilla, John A & John C. James. 1977, “Importance-performance analysis”, *Journal of Marketing*, January, pp. 77-9.
- Nainggolan, Yogi Y. 2009. *Validasi Hedperf dan Penerapannya Pada Pengukuran Mutu Kualitas Layanan di Teknik Industri Unpar*. Laporan Penelitian. Universitas Katolik Parahyangan.
- Parasuraman, A., et al. 1988. “SERVQUAL: a multiple-item scale for measuring consumer perceptions of services quality”, *Journal of Retailing*, Vol. 64 No. 1, pp. 12-40.
- Perdani, Reni A. 2012. *Usulan perbaikan kualitas produk snack mie hancur dengan menggunakan metode FMEA (failure modes and effect analysis) di PT. Siantar Top,tbk*. Skripsi. Fakultas Ekonomi Universitas Airlangga.
- Rosyid, Rum.2010. Struktur Perbaikan kualitas: TQM dalam pendidikan. Diakses pada 5 Agustus 2013, dari <http://id.scribd.com/doc/36879004/11/TQM-dalam-Pendidikan>.

- Sofian, I. 2006. *Research Methods For Business : Metode Penelitian untuk Bisnis.* Jakarta: Salemba Empat.
- Sugiyono. 2009. *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D).* cetakan ketigabelas. Bandung: IKAPI.
- , 2010. *Metode Penelitian Bisnis.* Bandung: Alfabeta
- Sumayang, Lalu.2003. Dasar-Dasar Manajemen Produksi dan Operasi. Edisi Pertama. Jakarta: Salemba Empat
- Syahbana, Anita N. 2012. *Analisis antara harapan dengan persepsi siswa dalam kualitas jasa yang diterima pada sekolah yang bersertifikat ISO 9001 dan usulan perbaikannya berdasarkan matriks Importance-Performance Analysis dan Cause and Effect Diagram.* Skripsi. Fakultas Ekonomi Universitas Airlangga.
- Tjiptono, Fandi.2005. *Pemasaran Jasa.* Malang. Bayumedia Publishing.
- Undang-Undang RI Nomor 12 Tahun 2012 tentang Pendidikan Tinggi (pasal 1.16.21.26.59). jakarta.
- Yin, Robert K. 2011. *Studi Kasus: Desain dan Metode Terjemahan.* Jakarta: PT Grafindo Persada.
- Zeithaml, Valarie A, et al. 2006. *Services Marketing Integrating Customer Focus Across The Firm.* Edisi Keempat. New York:McGraw Hill.