



## **The Effect of Service Marketing Mix and Service Quality on Student Satisfaction at Indonesian High School of Management Sciences Banjarmasin**

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### **Abstract**

This study aims to test empirically and analyze the effect of the Service Marketing Mix and Service Quality on Student Satisfaction at Sekolah Tinggi Ilmu Manajemen Indonesia (STIMI) Banjarmasin. Research Methods, following the research objectives that have been formulated, this study uses a level of explanation, namely research that aims to explain the position of the factors studied and the relationship between one factor and another. (Sugiyono, 2002). Thus this study explains the effect of Marketing Mix and Service Quality on Student Satisfaction Sekolah Tinggi Ilmu Manajemen Indonesia (STIMI) Banjarmasin. The research sample was 131 respondents with a sampling technique using the Slovin formula and analyzed with Multiple Regression Analysis using analysis tools SPSS 25.0 for Windows. The results of the research, service marketing mix variables and service quality simultaneously have a significant effect on student satisfaction at Itan berpengaruh signifikansi terhadap kepuasan mahasiswa pada Sekolah Tinggi Ilmu Manajemen Indonesia (STIMI) Banjarmasin. Service marketing mix with product elements, price place promotion people physical evidence and process partially affect student satisfaction at Sekolah Tinggi Ilmu Manajemen Indonesia (STIMI) Banjarmasin. Service quality with elements with the dimensions Tangible, Reliability, Responsiveness, Assurance, and Empathy affects student satisfaction in Sekolah Tinggi Ilmu Manajemen Indonesia (STIMI) Banjarmasin. Service quality is more dominant than the service marketing mix. So, it can be concluded that the better the quality of service that is implemented or provided by Sekolah Tinggi Ilmu Manajemen Indonesia (STIMI) Banjarmasin maka semakin meningkatkan kepuasan Mahasiswa.

**Keywords:** Service Marketing Mix, Service Quality, Student Satisfaction

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## INTRODUCTION

Universities have a major role as a means to achieve the goals of implementing educational programs. Therefore, the empowerment of universities as educational units can directly manage students effectively and efficiently. This is related to competition in a very competitive global era, so the demands are getting bigger and more diverse to fulfill the needs of Science and Technology as well as efforts to improve social status in society.

The number of prospective students who are not accommodated in State Universities encourages Private Universities to compete to promote their institutions to attract the attention of prospective students. Extensive opportunities for Private Universities supported by quite complete facilities and infrastructure, abundant educational staff, and a clear market, accelerate the growth of the education industry.

More and more new private universities and new study programs will lead to competition between universities. Thus, universities need to anticipate the challenges faced related to competition, namely how to manage higher education, teaching and learning processes and value education. Then another challenge that universities must think about is the institutional structure and habitual ways of thinking, for example those related to accreditation, intellectual rights and higher education as a community. The problem that occurs at this time is about the readiness of a university to find a strategy to compete for new student candidates with the same large number maybe even greater than the previous year, so that private universities can carry out operational activities.

The development of private universities and the development of the number of students have an impact on the increasingly fierce competition between private universities. The competitiveness of a university is also determined by the quality of the university concerned. The quality assurance process is generally carried out through two channels, namely internal and external (Nadjadi, 2006). Internally, this is achieved through the determination of graduate competencies, curriculum, active assignments, teaching staff, facilities and infrastructure, administrative services, laboratories, libraries that are always in synergy. External quality assurance by gathering input from experts, stakeholders, criticism from service users, suggestions from community leaders to provide an assessment of the products produced by a university.

Higher education services in Indonesia are also assessed on all activities carried out according to the standards currently entrusted to the results of the assessment from the National Accreditation Board for Higher Education (BAN-PT) which is actually the central point in the management of higher education services. Therefore, specifically for managers to obtain feedback regarding the quality of services provided in accordance with the assessment, the ideal management of private universities leads to satisfying the needs of students as customers (total customer satisfaction).

In addition to competing with state universities, all of them are also faced with competition with others which can cause a slump because they are not able to



compete. Therefore, the burden of being able to survive is getting heavier because the number of competitors is increasing, especially competitors from State Universities that open special education programs (Independent Programs) this will affect the interest of prospective students from Private Universities. more than the number of students who graduate in the Kalimantan area which reflects that public interest in continuing to higher education is increasing even though the distribution is likely to be larger than the number of public universities presented in the following table:

**Table 1 Number of Students in 2018  
Kalimantan Region**

| Provinsi<br><i>Province</i> | Lembaga<br><i>Institutions</i> | Program Study<br><i>Study Program</i> | Mahasiswa Baru<br><i>New Entrants</i> | Mahasiswa Terdaftar<br><i>Enrolled Students</i> | Lulusan<br><i>Graduates</i> | Dosen<br><i>Lecturers</i> |
|-----------------------------|--------------------------------|---------------------------------------|---------------------------------------|---|-----------------------------|---------------------------|
| (1)                         | (2)                            | (3)                                   | (4)                                   | (5)   | (6)                         | (7)                       |
| Kalimantan Barat            | 80                             | 378                                   | 21.781                                | 103.099   | 15.666                      | 3.581                     |
| Kalimantan Tengah           | 38                             | 236                                   | 8.646                                 | 39.259  | 5.632                       | 2.217                     |
| Kalimantan Selatan          | 68                             | 399                                   | 25.648                                | 104.546   | 18.575                      | 4.650                     |
| Kalimantan Timur            | 79                             | 414                                   | 19.331                                | 105.147   | 14.186                      | 4.440                     |
| Kalimantan Utara            | 10                             | 42                                    | 2.560                                 | 10.670  | 1.387                       | 457                       |

Source: Indonesian Higher Education Statistics (2018)

One of the efforts in providing satisfaction is through improving service quality, because students are the main focus when we reveal about satisfaction and quality related to a service provided by a university. The issue of quality has become a "price to be paid" by universities in order to survive in competition with both private universities and state universities. Service quality identifies efforts to fulfill student needs and desires as well as the accuracy of their delivery in balancing student expectations. Service quality can be known by comparing the students' perceptions of the services they actually receive or get with the services they actually receive or expect on the service attributes of a company. There are several dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles. These dimensions determine the level of satisfaction of the students. Service quality and student satisfaction are very closely related. The quality of service provides an impetus for students to forge strong ties with the STIMI Banjarmasin campus. This kind of bond in the long term allows the campus to understand carefully the expectations of students and their needs. Basically, student satisfaction and dissatisfaction with products or services will affect subsequent behavior patterns.

The service marketing mix and perceived service quality are also compared to those expected by students, if it is close to student expectations, it will create a fit for students. In other words, if the service marketing mix and service quality, the better the performance and accepted by students, the higher the level of student satisfaction with universities.

Private Universities in the Kalimantan region are experiencing conditions as previously stated, including the decline in students enrolling in, opening a special education program (Independent Program) which is feared to close the gap for new student admissions. This may be caused by several factors, including:



1. Private Universities when carrying out operational activities lack support from internal parties (managers, namely foundations, university leaders, educators and education staff).
2. External parties are the community and the government. It does not rule out the possibility of discrimination by the Government in various respects when compared to the treatment.

Indonesian Management College (STIMI) Banjarmasin is one of the private universities under the auspices of the KORPRI Education Foundation of South Kalimantan Province which has long been established in Banjarmasin City, namely since 1982 at that time under the name Academic Secretary and Management (ASMI) and in its development since August 6, 1987 it was upgraded to the Indonesian College of Management Sciences (STIMI) Banjarmasin with a Strata 1 (S1) Program majoring in Management with Accredited Status B. Where STIMI Banjarmasin also has to compete with both State Universities and other Private Universities that offer services similar education. For the community itself, of course, this will create more choices for them to choose the one that can meet their needs according to their will and ability.

The Indonesian College of Management (STIMI) Banjarmasin which deals with elements of the service marketing mix, such as the availability of a variety of study programs/concentrations consisting of the Management S1 Study Program with a concentration in Human Resources Management, Financial Management, and Marketing Management, Institutional accreditation status and Study Program B (Good), the educational costs offered are affordable, the promotions carried out by STIMI Banjarmasin are targeted at prospective students in the city and outside the region, the location where the STIMI Banjarmasin campus is located in the center of Banjarmasin City, lecturers or educators who are professional and competent in their fields, as well as conducive campus conditions and systems Good management will certainly create satisfaction for students.

People's choices in choosing universities are now also very complex with many new private universities standing with fields that are in great demand by prospective students whose graduates are currently ogled by service users, both government and private. each college is always a concern and the number can also fluctuate.

New student admissions activities at STIMI Banjarmasin in every year who register there is a decrease in each period of acceptance which is presented in the following table:

**Table 2 Number of undergraduate students (S1)  
Indonesian College of Management Banjarmasin Even Semester 2019/2020**

| Year/Class | Semester | Total (person) | %  |
|------------|----------|----------------|----|
| 2019       | II       | 66             | 21 |
| 2018       | IV       | 55             | 17 |
| 2017       | VI       | 98             | 31 |



|              |      |            |            |
|--------------|------|------------|------------|
| 2016         | VIII | 97         | 31         |
| <b>Total</b> |      | <b>316</b> | <b>100</b> |

Sources : BAAK STIMI Banjarmasin, 2019

This is due to various problems, especially internal and external factors where Universities are now required to be more active, innovative, and creative in managing all elements in the institution, so that we can compete in recruiting prospective students who are currently faced with many choices of places. lectures, so that it will indirectly affect the number of new student admissions. STIMI Banjarmasin, one that still exists in the city of Banjarmasin, also knows how much influence the service marketing mix and quality factors have on student satisfaction.

## LITERATURE REVIEW

### Marketing Mix

The marketing mix is an important internal element or elements that make up an organization's marketing program. The marketing mix is one of the universal concepts that have been developed in marketing (Payne, 2000:28). In this case, it means that the service marketing mix is the elements of the company's organization that can be controlled by the company in communicating with consumers and will be used to satisfy consumers.

The marketing mix as a marketing tool is used by the company to continuously achieve marketing goals in the target market. The company in running its business is influenced by both internal and external environment, and in it there are variables that can be controlled or cannot be controlled by the company. If there are variables out of control, the company will adjust, while the variables that can be controlled will be used in the company's marketing strategy. The marketing mix is one of the internal variables in the company's marketing system as a means to meet consumer needs and desires. This is in accordance with the opinion of Zeithaml and Bitner (2000:20) which states that: Marketing mix defined as the elements an organization controls can be used to satisfactorily or communicate with customers. In this case, it means that the service marketing mix is the elements of the company's organization that can be controlled by the company in communicating with consumers and used to satisfy consumers. Based on this definition, it can be concluded that the marketing mix is the marketing elements that are interrelated, blended, organized and used appropriately, so that the company can achieve its marketing objectives effectively, while satisfying the needs and desires of consumers. In the marketing of the manufacturing industry, the traditional marketing mix (4P) has brought a lot of company success to achieve its goals, but in the service industry the marketing mix (4P) has been modified and developed into 7Ps, namely: product, price, place, promotion, people, physical evidence, and process (Zeithaml and Bitner 2000:18).

### Service Quality

Service quality is how far the difference between the expectations and reality of consumers for the services they receive. Service quality can be identified by comparing consumer perceptions of the services they actually receive with the actual services they expect. Service quality is the main thing





that is seriously considered by the company, which involves all the resources owned by the company. The definition of service quality is centered on meeting the needs and desires of consumers and the accuracy of delivery to balance consumer expectations. If the service received is as expected, then the service quality is perceived as good and satisfactory. If the service received exceeds consumer expectations, then the service quality is perceived as ideal. Conversely, if the service received is lower than expected, then the service quality is considered poor (Tjiptono, 2005).

### **Student Satisfaction**

Efitah (2014) asserts that according to the Big Indonesian Dictionary, *ma-ha-sis-wa* n people who study in universities; *ke-ma-ha-sis-wa-an* n intricacies of students; related to students: real work lectures (KKN) cannot be separated from activities.

According to Dikti, students are people who study in tertiary institutions, either at universities, institutes or academies and follow the existing path.

Customer satisfaction has become a central concept in marketing theory and practice, and is one of the essential goals for business activities (Tjiptono, 2011: 432). Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reduced future transaction costs, and increased employee efficiency and productivity (Anderson, et al., 1994). In addition, customer satisfaction is also seen as one of the best indicators of future profits (Kotler & Keller, 2012: 260).

Understanding Customer Satisfaction Satisfaction (Kotler 2006:177), Kotler and Keller (2007:177) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (result) of the product that is thought to the expected performance (or result). If the performance is below expectations then the customer is not satisfied. If the performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. So, satisfaction is a function of the perception or impression of performance and expectations. If performance is below expectations, the customer is dissatisfied. If the performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy.

Customer satisfaction can be felt after customers compare their experience in purchasing goods/services from sellers or providers of goods/services with the expectations of the buyers themselves. These expectations are formed through their first experience in buying an item/service, comments from friends and acquaintances, as well as promises and information from marketers and competitors.

## **RESEARCH METHODS**

### **Research Design**

The research design or design is a structured work plan in terms of the relationships between variables comprehensively, in such a way that the research results can provide answers to research questions. The plan includes the things to



be researched starting from making hypotheses and their operational implications to the final analysis. This research uses an exploratory approach according to Kotler (2006: 122), namely marketing research which is intended to develop and collect all forecast data and opinions to provide direction for further research, and to analyze the service marketing mix variables (X1), service quality (X2 ) and Student Satisfaction (Y) at the Indonesian College of Management (STIMI) Banjarmasin.

### Population and Research Sample

By using Purposive Judgment, the population in this study were all undergraduate students (S1) of the Indonesian College of Management (STIMI Banjarmasin) from the class / year of entry 2019 (semester II), 2018 (semester IV), 2017 (semester VI), and 2016 (semester VIII). The total population is 316 students. This study uses a target population. The target population is the population that is the final target for the application of the research results (Notoatmodjo, 2010). The target population in this study used as respondents were students who had studied at the Indonesian Management College (STIMI) Banjarmasin for more than two years, namely students from the 2016 and 2017 classes or semester VI and VIII students because they were considered to be more familiar with campus. STIMI Banjarmasin. The number of target population based on the table above, the number of students in semester VI and VII is added up to 195 students and that number is the target population in this study. Based on the explanation above, the students who were used as samples were those who met the author but used the number of representatives of the class/semester. To determine the number of samples used Slovin formula quoted by Husen Umar (2004: 108) with an error rate of 5% that is equal to 131 respondents.

### Data Collection Technique

The data collection technique used in this study is a questionnaire or questionnaire using an ordinal scale of 5 (five), the value obtained is an indicator for the pair of independent variables (independent) X and fixed variable (dependent) Y.

### Data Collection Technique

This study aims to examine and analyze the causal relationship between the independent variables and the dependent variable, as well as examine the validity and reliability of the research instrument as a whole as well as classical assumption tests such as normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, and linearity test. test the hypothesis by using a statistical test tool, namely SPSS software version 25.0.

Multiple linear regression analysis model used Hair, et al. (2010) are as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e_i$$

Information:

Y = Student Satisfaction

$\alpha$  = Konstanta

$b_1$  = koefisien regresi X1



- $b_2$  = koefisien regresi  $X_2$   
 $X_1$  = Service Marketing Mix  
 $X_2$  = Service Quality  
 $e_i$  = error Term

Sources of data in this study are primary data and secondary data. Primary data is data obtained directly from respondents through the distribution of questionnaires, secondary data is data obtained from other parties who have first collected and published it.

## RESULTS AND DISCUSSION

### Data Analysis Results

#### Multiple Regression Analysis

Hypothesis testing is done to test the proposed hypothesis. The hypothesis proposed in this study is related to the variables of the Service Marketing Mix and Service Quality on Student Satisfaction at the Indonesian College of Management Sciences (STIMI) Banjarmasin. Multiple regression analysis was chosen to analyze the proposed hypothesis in this study. According to Imam Gozali (2013: 96) Regression analysis is used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent and independent variables. Multiple linear regression analysis is a linear relationship between two or more independent variables ( $X$ ) and the dependent variable ( $Y$ ). This analysis is to predict the value of the dependent variable if the value of the independent variable increases or decreases and to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related. The following are the results of multiple regression analysis carried out using the SPSS 25.0 program and the results of the analysis and regression equations are as follows:

**Table 3**  
**Multiple Regression Analysis Results**

| Coefficients <sup>a</sup> |            |                             |            |                           |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | Sig.  |
|                           |            | B                           | Std. Error | Beta                      |       |
| 1                         | (Constant) | 4.564                       | 2.779      |                           | 1.643 |
|                           | $X_1$      | .139                        | .041       | .301                      | .001  |
|                           | $X_2$      | .256                        | .050       | .457                      | .000  |

a. Dependent Variable: Y

Sources: *Output SPSS 25.0, 2020*

From table 3, the results of multiple regression analysis and the regression equation are as follows:





$Y$  = Student Satisfaction  
 $\alpha$  = 4.564  
 $b_1$  = 0.139  $X_1$   
 $b_2$  = 0.256  $X_2$   
 $X_1$  = Service Marketing Mix  
 $X_2$  = Service Quality  
 $e_i$  = error Term

With multiple linear regression equation:

$$Y = \alpha + b_1X_1 + b_2X_2 + e_i$$

$$Y = 4.564 + 0.139X_1 + 0.256X_2 + e_i$$

The interpretation of the regression model equation above is as follows:

- The constant ( $\alpha$ ) = 4,564 indicates the magnitude of the influence of all independent variables on the dependent variable. If the independent variable is constant, then the value of student satisfaction is 4,563.
- The value of the service marketing mix coefficient ( $b_1$ ) = 0.139 indicates that if the service marketing mix increases by one unit, it will decrease student satisfaction by 0.139 with the assumption that other variables are constant.
- The value of the service quality coefficient ( $b_2$ ) = 0.256 indicates that if the service quality increases by one unit, it will also increase student satisfaction by 0.256 assuming other variables are constant.

### F Uji test

The F test was conducted to test the significance of the regression coefficients of all predictors (independent variables) in the model simultaneously (simultaneously). So testing the significance of the influence of Service Marketing Mix and Service Quality on Student Satisfaction.

**Table 4**  
**F-Test Analysis Results**  
**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 865.787        | 2   | 432.893     | 63.222 | .000 <sup>b</sup> |
|       | Residual   | 876.442        | 128 | 6.847       |        |                   |
|       | Total      | 1742.229       | 130 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant),  $X_2$ ,  $X_1$

Source: Result data *output SPSS 25, 2020*

From table 3, the Fcount value of 63,222 is obtained which is more than the Ftable value of 3,070 with a significance level of 0.000. The resulting significance value is smaller than 0.05. This means that the Student Satisfaction variable ( $Y$ ) can be explained significantly by the Service Marketing Mix ( $X_1$ ) and Service Quality ( $X_2$ ). So it can be concluded that the Service Marketing Mix ( $X_1$ ) and Service Quality ( $X_2$ ) variables simultaneously have a significant effect on Student



Satisfaction at the Indonesian College of Management Science (STIMI) Banjarmasin.

### t test

The t-test was used to test the effect of each independent variable used in this study on the dependent variable partially. Based on statistical calculations using the SPSS 25.0 program, the t-test is intended to determine how far the influence of one independent variable is the Service Marketing Mix (X1) and Service Quality (X2) individually in explaining the dependent variable on purchasing decisions (Y). The results of the t-test can be seen in the table below:

**Table 5**  
**t test results**  
**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 4.564                       | 2.779      |                           | 1.643 | .103 |
|       | X1         | .139                        | .041       | .301                      | 3.363 | .001 |
|       | X2         | .256                        | .050       | .457                      | 5.100 | .000 |

a. Dependent Variable: Y

Source: SPSS 25 output data, 2020

### Discussion

#### Effect of Service Marketing Mix and Service Quality Simultaneously on Student Satisfaction at the Indonesian College of Management Science (STIMI) Banjarmasin

Statistically this test proves that the variables of Service Marketing Mix and Service Quality simultaneously on Student Satisfaction at the Indonesian College of Management Sciences (STIMI) Banjarmasin. From table 5.27, the Fcount value of 63,222 is obtained which is more than the Ftable value of 3,070 with a significance level of 0.000. The resulting significance value is smaller than 0.05. This means that the Student Satisfaction variable (Y) can be explained significantly by the Service Marketing Mix (X1) with elements of Product (X1.1), Price (X1.2), Place (X1.3), Promotion (X1.4), People (X1.5), Physical Evidence (X1.6), and Process (X1.7) and Quality of Service (X2). So it can be concluded that the variables of Service Marketing Mix (X1) and Service Quality (X2) with dimensions Tangible (X2.1), Reliability (X2.2), Responsiveness (X2.3), Assurance (X2.4), and Empathy (X2.5) simultaneously has a significant effect on Student Satisfaction at the Indonesian College of Management Science (STIMI) Banjarmasin.



### **The Effect of Service Marketing Mix Variable (X1) on Student Satisfaction (Y)**

From the results of statistical calculations using SPSS in table 5.28 for the Service Marketing Mix variable (X1), the t-value of 3.363 is obtained, which is greater than the t-value of 1.567 with a significance level of 0.001. The resulting significance value is smaller than 0.05. This means that the Student Satisfaction variable (Y) can be explained partially by the influence of the Service Marketing Mix variable (X1). So it can be concluded that the Service Marketing Mix variable (X1) with elements of Product (X1.1), Price (X1.2), Place (X1.3), Promotion (X1.4), People (X1.5), Physical Evidence (X1.6), and Process (X1.7), partially have a significant effect on Student Satisfaction (Y) at the Indonesian College of Management (STIMI) Banjarmasin.

### **The Effect of Service Quality Variable (X2) on Student Satisfaction (Y)**

From the results of statistical calculations using SPSS in table 5.28 for the Service Quality variable (X2), the t-value of 5.100 is obtained, which is greater than the t-value of 1.567 with a significance level of 0.000. The resulting significance value is smaller than 0.05. This means that the Student Satisfaction variable (Y) can be explained partially by the influence of the Service Quality variable (X2). So it can be concluded that the variables of Service Quality (X2) with dimensions Tangible (X2.1), Reliability (X2.2), Responsiveness (X2.3), Assurance (X2.4), and Empathy (X2.5), partially significant effect on Student Satisfaction (Y) at the Indonesian College of Management (STIMI) Banjarmasin.

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