

DAFTAR PUSTAKA

- Alma, H. Buchari, 2003. *Pemasaran Stratejik Jasa Pendidikan*. Alfabeta. Bandung.
- Arikunto, Suharsimi, 2008, *Prosedur Penelitian, Suatu Pendekatan Praktik*, Rineka Cipta, Bandung.
- Bateson, John EG., 2001, *Managing Service Marketing*, Dryden, Press, Orlando.
- Bowen, Howard, 1991, *The Cost of Higher Education*, Jossey Bass, Inc. Publishers, San Francisco.
- Brooker, George and Noble, Mitchell, 1995. *The Marketing of Higher Education*, College and University.
- Brubacher, Jhon, S, 1997. *On The Philosophy of Higher Education*, Jossey Bass, Publishers, San Francisco.
- Cristopher, H. Lovelock, 2001, *Service Marketing*, Prentise hall, International, USA.
- Kotler, Philip, 2010. *Manajemen Pemasaran, Analisis, Perencanaan dan Pengendalian*. Salemba Empat, Jakarta.
- Miles, MB. And Habermas, A. Michael, 2002. *Analisa Data Kualitatif*. Universitas Indonesia Press, Jakarta.
- Nasution, Andi Hakim, 2008. *Bagaimana Meningkatkan Perguruan Tinggi*. Pelita, Jakarta.
- Nawawi, Hadari dan Mimi, Martini, 2004. *Penelitian Terapan*. Gadjah Mada University Press, Yogyakarta.
- Nazir, Moh., 2010. *Metode Penelitian*. Ghalia Indonesia, Jakarta.
- Owen, John W.R. Campbell, and Philip R.F. 1997, *Marketing Matching the student to the college*, College and University.
- Surahmat, Winarno, 2000. *Metode Penelitian Sosial*, alumni, Bandung
- Stanton. J. William, 2009. *Prinsip Pemasaran*, terjemahan Y. Lamarto, Erlangga, Jakarta.
- Rangkuti, Freddy, 2002. *Riset Pemasaran*,. Cetakan keempat. Gramedia bekerjasama dengan STIE-IBBI. Jakarta.
- Rusdin, 2004, *Statistik Penelitian sebab Akibat*, Pustaka Bani Quraisy, Bandung.
- Zethaml V.A. and M.J. Bitner, 1996. *Services Marketing*. New York. The McGraw-Hill Companies, Inc.