

DAFTAR PUSTAKA

- Anas (2007). Perilaku Konsumen. Prenada Media. Jakarta.
- Assael (1995). Consumer Behaviour and Marketing Action. Boston: Kent Publishing
- Banweet & Data. (2001). A study of the effect of perceived lecture quality on post lecture intentions.
- Belk, (1975) dalam Magdalena, 2005. ANALISIS PENGARUH SITUASI, PRODUK, INDIVIDU PADA PERILAKU MEMBELI DAN MENGKONSUMSI MAKANAN RINGAN.
- Buck (2000). The Higher Education Bubble.
- Cooper & Schindler. (2011). Bussiness Research Methods. 11th Edition, New York: Me.Graw-Hill Irwin
- Ghozali, Imam. (2011). Aplikasi Analisis Multivarian dengan Program IBM SPSS Penerbit Universitas Diponegoro. Semarang.
- Greenberger. (2008). Student as Consumers of Knowledge: Are They Buying What We're Selling? In (Jackson, Jackson, & Reinhardt, 2010 dan Breman, 2001).
- Jacson & Kimberly (2004). Does a Nexus Exist Between the Work of Administrators and Student Outcomes in Higher Education?: An Answer Systematic Review of Research.
- Jackson, Jackson, & Reinhardt (2010). Students as Consumers of Knowledge: Are They Buying What We're Selling?
- Jogiyanto. (2010). Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman, Yogyakarta: Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada, edisi pertama.
- Kotler, Philip. (2006). Marketing Manajemen: Analysis, Planning, implementation, and Control 9th Edition, Prentice Hall International, Int, New Yersey.
- Kotler, Philip. (2006). Marketing Management, The Milenium Edition, Ten edition, USA: PrenticeHall, Inc.
- Magdalena, N. (2005). Analisis Pengaruh Situasi, Produk, Individu Pada Perilaku Membeli dan Mengkonsumsi Makanan Ringan. Tesis Magister Manajemen, Program Studi Sarjana S-2 Manajemen, Universitas Gajah Mada.

- Malhotra. (2005). Marketing Research 4th Edition. Upper Saddle River, New Jersey.
- Peter, J. Paul & Olson, C. Jerry. (2005). Consumer Behaviour & Marketing Strategy. McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY.
- Peter, J. Paul & Olson, C. Jerry. (2005). Consumer Behaviour & Marketing Strategy. McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY.
- Pimpa & Suwannapirom, (2007). Thai students' choices of vocational education: Marketing Factors and References Group
- Sugiyono. (2004). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D. CV Alfabeta. Bandung.
- Sugiyono. (2004). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D. CV Alfabeta. Bandung.
- Suliyanto. (2006). Metode Riset Bisnis. 1st ed. CV. Andi Offset (Penerbit Andi). Yogyakarta.
- Sunjoyo., Setawan, R., Carolina, V., Magdalena, N., dan Kurniawan, A. (2013). Aplikasi SPSS untuk SMART Riset. Alfabeta. Bandung.