

DAFTAR PUSTAKA

1. _____, _____, www.noellevitz.com.
2. Alma, Buchari. Pemasaran Stratejik Jasa Pendidikan. Penerbit Alfabeta, Bandung, 2003.
3. Andrayani, Tuti. Pengukuran Kualitas Jasa Jurusan Teknik Industri Universitas Kristen Maranatha Berdasarkan Harapan dan Persepsi Mahasiswa, Tugas Akhir Jurusan Teknik Industri, 2003.
4. Durianto D., Sugiarto, Tony S. Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek, Jakarta, Penerbit PT. Gramedia Pustaka Utama, 2004.
5. Noel-Levitz Survey Results. *Student Satisfaction Inventory Result*, Eastern Oregon University, 2003.
6. Holdford, D. and A Patkar (2003). *Identification of the Service Quality Dimensions of Pharmaceutical Education*, *American Journal of Pharmaceutical Education*; 67(4).
7. Kotler, Philip. *Marketing Management : Analysis, Planning, Implementation and Control*. Englewood Cliffs, New Jersey : Prentice-Hall International, Inc., 2000.
8. Lovelock, Christopher. *Managing Service : Marketing, Operatons, and Human Resources*. London : Prentice-Hall International, Inc., 1988.
9. Mitra, Amitava. *Fundamental of Quality Control and Improvement*. New York : Macmillan Publishing Company, 2003.
10. Muis, Rudiyanto. Diktat Analisis Data Statistik, UKM, Bandung, 2004.
11. Sekaran, Uma. *Research Method for Bussiness*. USA : John Wiley & Sons, Inc., 1992.
12. Sugiyono, DR. Metode Penelitian Administrasi, Edisi ketiga, Penerbit Alfabeta, Bandung, 1994.
13. Walpole, R.E., Pengantar Statistika, Edisi ketiga, Penerbit PT. Gramedia Pustaka Utama, Jakarta, 1993.

14. Zeithaml, Valeria A., A. Parasuraman, Leonard L. Berry. *Delivering Quality Service : Balancing Customer Perceptions & Expectations*. New York : The Free Press, 1990.