

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). Partial least square (PLS) Alternatif structural equation modeling (SEM) dalam penelitian bisnis. Yogyakarta: Penerbit Andi, 22, 103-150.
- Abdullah (2015). Metode Penelitian Kuantitatif. Yogyakarta: Aswaja Pressindo.
- Abdullah, F. (2006). Measuring service quality in higher education: three instruments compared. *International Journal of Research & Method in Education*, 29(1), 71-89. <https://doi.org/10.1080/01406720500537445>
- Aini, E. (2024). The Role of *Customer Satisfaction* As An Intervening Variable Mediating The Influence of Service Quality And Product Quality On Customer Loyalty. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(6), 5235-5251. <https://doi.org/10.47467/alkharaj.v6i6.2620>
- Achyana, D. Y. (2023). Pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas mahasiswa Universitas Muhammadiyah Yogyakarta (Doctoral dissertation, Universitas Muhammadiyah Yogyakarta).
- Agiesta, W., Sajidin, A., & Perwito. (2021). Pengaruh Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Ka Lokal Bandung Raya. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(2), 1653–1664. <https://doi.org/10.31955/mea.v5i2.1323>
- Ahmaddien, I., & Widati, E. (2019). Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Keputusan Pembelian Terhadap Loyalitas Pelanggan Go Food Melalui Variabel Kepuasaan. *Jurnal INTEKNA: Informasi Teknik Dan Niaga*, 19(1), 40–45.
- Alves, H., & Raposo, M. (2009). The measurement of construct satisfaction in higher education. *The service industries journal*, 29(2), 203-218. <https://doi.org/10.1080/02642060802294995>
- Ambalao, S., Walean, R., Roring, M., & Rihi, M. L. (2022). Pengaruh Service Quality, Corporate Image dan Perceived Value terhadap Customer Loyalty yang Dimediasi oleh *Customer Satisfaction* di Rumah Sakit Advent Manado. *Aksara: Jurnal Ilmu Pendidikan Nonformal*, 8(2), 853-878.
- Annamdevula, S., & Bellamkonda, R. S. (2016). The effects of service quality on student loyalty: the mediating role of student satisfaction. *Journal of Modelling in Management*, 11(2), 446-462.
- Arikunto, S. (2013). Prosedur Penelitian, Suatu Pendekatan Praktik. *Jakarta: Rineka Cipta*.

- Barnes, J. G. (2003). Secrets of customer relationship management (rahasia manajemen hubungan pelanggan). Yogyakarta: Andi.
- Bloemer, J., & de Ruyter, K. (1999). Customer loyalty in high and low involvement service settings: The moderating impact of positive emotions. *Journal of Marketing Management*, 15(4), 315–330. <https://doi.org/10.1362/026725799784870388>
- Bloemer, J., De Ruyter, K. O., & Wetzels, M. (1999). Linking perceived service quality and service loyalty: a multi-dimensional perspective. *European journal of marketing*, 33(11/12), 1082-1106.
- Brown, R. M., & Mazzarol, T. W. (2009). The importance of institutional image to student satisfaction and loyalty within higher education. *Higher education*, 58, 81-95.
- Dam, T. C. (2020). Influence of brand trust, perceived value on brand preference and purchase intention. *The Journal of Asian Finance, Economics and Business*, 7(10), 939-947.
- Danjuma, I., Bawuro, F. A., Vassumu, M. A., & Habibu, S. A. (2018). The service quality scale debate: A tri-instrument perspective for higher education institutions. *Expert Journal of Business and Management*, 6(2), 127-133.
- Dantes, N. (2012) .Metodologi Penelitian. Yogyakarta: Andi. ISBN: 978-979-29-3463-2.
- Devi, A. A. D. T., & Yasa, N. N. K. (2021). The role of *Customer Satisfaction* in mediating the influence of service quality and perceived value on brand loyalty. *International Research Journal of Management, IT and Social Sciences*, 8(3), 315-328. [10.21744/irjmis.v8n3.1786](https://doi.org/10.21744/irjmis.v8n3.1786)
- Dewantari, F., Telagawathi, N. L. W. S., & Widiastini, N. M. A. (2024). Peran Kepuasan Pelanggan Dalam Memediasi Kualitas Pelayanan Dan Kepercayaan Terhadap Loyalitas Nasabah Bri Di Kabupaten Buleleng. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)*, 11(1), 160-173.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22, 99-113.
- Eid, R. (2015). Integrating Muslim customer perceived value, satisfaction, loyalty and retention in the tourism industry: An empirical study. *International Journal of Tourism Research*, 17(3), 249-260. <https://doi.org/10.1002/jtr.1982>

- Fahrudin, A., Hufron, M., & Asiyah, S. (2021). Pengaruh Experiential Marketing dan Persepsi Nilai terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Sebagai Variabel Intervening pada Pengunjung Damar Coffee Malang. *E – Jurnal Riset Manajemen Prodi Manajemen*, 1(1), 84–98.
- Khoirunnisa, A. A., & Wijayanto, A. (2021). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Indihome Di Kota Semarang. *Jurnal Administrasi Bisnis*, X(I), 672–680.
- Fang, J., Wen, C., George, B., & Prybutok, V. R. (2016). Consumer heterogeneity, perceived value, and repurchase decision-making in online shopping: The role of gender, age, and shopping motives. *Journal of Electronic Commerce Research*, 17(2), 116. <http://www.jecr.org/node/490>
- Fedotova, I., Kryvoruchko, O., & Shynkarenko, V. (2019). Theoretical aspects of determining the types of customer loyalty. In *SHS Web of Conferences* (Vol. 67, p. 04004). EDP Sciences. <https://doi.org/10.1051/shsconf/20196704004>
- Ganić, E., Babić-Hodović, V., & Arslanagić-Kalajdžić, M. (2018). Effects of Servperf dimensions on students' loyalty-Do you know what is behind the scene? *International Journal of Business and Social Science*, 9(2), 215–224.
- Garvin, D. A., & Quality, W. D. P. (1984). What does product quality really mean? *Sloan Management Review*, 25, 25–43.
- Ghozali, I., & Latan, H. (2015). Partial Least Square Konsep Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 (2nd Edition). *Badan Penerbit Universitas Diponegoro*.
- Griffin, J. (2005). Customer loyalty: Menumbuhkan dan mempertahankan kesetiaan pelanggan. *Jakarta: erlangga*.
- Habibi, S., & Zakipour, M. (2023). The Effect of Perceived Value on Customer Loyalty by Examining the Mediating Role of Electronic Word-of-Mouth Advertising and Customer Satisfaction: Case Study of Jabama Company. *International Journal of Applied Research in Management and Economics*, 5(4), 59–77. <https://doi.org/10.33422/ijarme.v5i4.971>
- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.
- Haryono, S. (2017). Metode SEM untuk penelitian manajemen dengan AMOS LISREL PLS. *Luxima Metro Media*, 450.

- Haryono, S., & Wardoyo, P. (2012). Structural equation modeling. *Bekasi: PT Intermedia Personalia Utama.*
- Hair, Joseph F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2017. "A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)." *Los Angeles: Sage.*
- Hennig-Thurau, T., Langer, M. F., & Hansen, U. (2001). Modeling and managing student loyalty: An approach based on the concept of relationship quality. *Journal of service research, 3*(4), 331-344. <https://doi.org/10.1177/109467050134006>
- Heskett, J. L. (2002). Beyond customer loyalty. *Managing Service Quality: An International Journal, 12*(6), 355-357.
- Ilyas, G. B., Munir, A. R., Tamsah, H., Mustafa, H., & Yusriadi, Y. (2021). The influence of digital marketing and customer perceived value through *Customer Satisfaction* on customer loyalty. *Pt. 2 J. Legal Ethical & Regul. Isses, 24*, 1.
- Juan, L. U., & Yan, L. U. (2009). Dimensions and influencing factors of customer loyalty in the intermittent service industry. *Frontiers of Business Research in China, 3*(1), 63-78.
- Jiewanto, A., Laurens, C., & Nelloh, L. (2012). Influence of service quality, university image, and student satisfaction toward WOM intention: A case study on Universitas Pelita Harapan Surabaya. *Procedia-Social and Behavioral Sciences, 40*, 16-23. <https://doi.org/10.1016/j.sbspro.2012.03.155>
- Khoo, S., Ha, H., & McGregor, S. L. (2017). Service quality and student/*Customer Satisfaction* in the private tertiary education sector in Singapore. *International Journal of Educational Management, 31*(4), 430-444. <https://doi.org/10.1108/IJEM-09-2015-0121>
- Kotler, P., & Keller, K. L. (2009). Manajemen Pemasaran edisi 13 jilid 1 dan 2. Jakarta. Penerbit Erlangga.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing management (16th ed., Global ed.). Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2014). Principle of marketing (Edisi ke-15).
- Krisnanto, A., & Yulianthini, N. N. (2021). Pengaruh Nilai Pelanggan dan Kepercayaan Terhadap Kepuasan Pelanggan Pengguna Jasa Gojek di Kota Singaraja. *Prospek: Jurnal Manajemen Dan Bisnis, 3*(1), 74-80. <https://ejournal.undiksha.ac.id/index.php/Prospek/article/view/30906>

- Kusuma, G. W., Susila, G. P. A. J., Sumadi, K. E., & Yudiaatmaja, F. (2023). The Influence of Store Atmosphere, Product Quality, and Service Quality on Customer Satisfaction (Study on Customers Rumah Kopi Nusantara). *Bisma: Jurnal Manajemen*, 9(1), 16-21. <https://doi.org/10.23887/bjm.v9i1.58873>
- Kusumawati, A., & Sri Rahayu, K. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *Human Systems Management*, 39(2), 219-232. <https://doi.org/10.3233/HSM-190564>
- Lunarindiah, G. (2016). The influence of corporate image, service quality, perceived value toward student satisfaction and student loyalty. *Jurnal Manajemen dan Pemasaran Jasa*, 9(2), 239-252. <https://doi.org/10.25105/jmpj.v9i2.1460>
- Madiawati, P. N., Pradana, M., & Miranda, S. (2021). Effects of Service Quality, Value Perception and Loyalty on *Customer Satisfaction*: Case of a Local Restaurant In South Bandung, Indonesia. *Jurnal Bisnis dan Manajemen*, 22(1), 19-29.
- Majid, A., Nurdiana, R., Mas'adah, N., Faizah, E. N., & Astuti, S. Y. (2020). Kepuasan mahasiswa terhadap pelayanan administrasi akademik fakultas ilmu ekonomi dan bisnis Universitas muhammadiyah lamongan. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, 3(2), 413-425. DOI: [10.36778/jesya.v3i2.223](https://doi.org/10.36778/jesya.v3i2.223)
- Manik, S. (2017). Pengaruh Kepuasan Kerja Terhadap Disiplin Kerja Pegawai Kantor Camat Pendalian Iv Koto Kabupaten Rokan Hulu. *International Journal of Social Science and Business*, 1(4), 257–264. <https://doi.org/10.23887/ijssb.v1i4.12526>
- Masudin, I., Safitri, N. T., Restuputri, D. P., Wardana, R. W., & Amallynda, I. (2020). The effect of humanitarian logistics service quality to customer loyalty using Kansei engineering: Evidence from Indonesian logistics service providers. *Cogent Business & Management*, 7(1), 1826718. <https://doi.org/10.1080/23311975.2020.1826718>
- Mashuri, M. (2020). Analisis Dimensi Loyalitas Pelanggan Berdasarkan Perspektif Islam. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 9(1), 54-64. <https://doi.org/10.46367/ijtishaduna.v9i1.212>
- Mokodompit, F., & Luneto, B. (2019). Pengaruh Persepsi dan Kualitas Pelayanan Akademik terhadap Kepuasan Mahasiswa. *Al-Minhaj : Jurnal Pendidikan Islam*, 2(1), 93–110. Retrieved from <https://journal.iaingorontalo.ac.id/index.php/alminhaj/article/view/1094>

- Mulyono, H., Hadian, A., Purba, N., & Pramono, R. (2020). Effect of service quality toward student satisfaction and loyalty in higher education. *The Journal of Asian Finance, Economics and Business*, 7(10), 929-938. <https://doi.org/10.13106/jafeb.2020.vol7.no10.929>
- Munteanu, C., Ceobanu, C., Bobâlcă, C., & Anton, O. (2010). An analysis of *Customer Satisfaction* in a higher education context. *International Journal of Public Sector Management*, 23(2), 124-140.
- Murtiningsih, D., & Wahyudi, W. (2021). Analisis pengaruh kualitas pelayanan, kepercayaan, perceived value dan kepuasan mahasiswa terhadap loyalitas mahasiswa. Nidhomul Haq: *Jurnal Manajemen Pendidikan Islam*, 9(3), 527-541. <https://doi.org/10.31538/ndh.v9i3.5062>
- Nadiri, H., Kandampully, J., & Hussain, K. (2009). Students' perceptions of service quality in higher education. *Total Quality Management & Business Excellence*, 20(5), 523-535. <https://doi.org/10.1080/14783360902863713>
- Norfai, S. K. M., & Noor, A. S. (Ed.). (2020). *Manajemen data menggunakan SPSS*. Universitas Islam Kalimantan Muhammad Arsyad Al-Banjary. Online eBook. [https://eprints.uniska-bjm.ac.id/4046/1/BUKU%20MANAJEMEN%20DATA%20\(NORFAI\)%20OK.pdf#page=3.09](https://eprints.uniska-bjm.ac.id/4046/1/BUKU%20MANAJEMEN%20DATA%20(NORFAI)%20OK.pdf#page=3.09) . Diunduh pada 21 Januari 2025.
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect *Customer Satisfaction* in the Jordanian banking sector. *Sustainability*, 11(4), 1113. <https://doi.org/10.3390/su11041113>
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of Retailing*, 64(1), 12. <https://www.researchgate.net/publication/225083802>
- Pebriany, S. F., Yahya, E. S., & Kania, R. (2021). Analisis Pengaruh Kualitas Layanan Elektronik dan Persepsi Nilai terhadap Kepuasan dan Loyalitas Pelanggan pada Beauty E-Commerce. In *Prosiding Industrial Research Workshop and National Seminar* (Vol. 12, pp. 1081-1086).
- Pham, L., Limbu, Y. B., Bui, T. K., Nguyen, H. T., & Pham, H. T. (2019). Does e-learning service quality influence e-learning student satisfaction and loyalty? Evidence from Vietnam. *International journal of educational technology in higher education*, 16(1), 1-26. <https://doi.org/10.1186/s41239-019-0136-3>
- Prabowo, A., & Mardhiyah, D. (2023). Pengaruh Service Quality, Perceived Value, Trust, *Customer Satisfaction* Terhadap Loyalty Di Patuna Tour & Travel. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 10(2), 129-145.

- Prihastuti, E.S., & Daud, S. (2019). Pengaruh kualitas layanan pendidikan terhadap kepuasan mahasiswa program studi manajemen fakultas ekonomi pada universitas swasta di Bandar Lampung. *Academy of Education Journal*, 10(01), 76-99. <https://doi.org/10.47200/aoej.v10i01.273>
- Putra, K. E. S., & Ariasih, M. P. (2024). Destination Image as a Mediator of the Influence of Service Quality on the Decision to Purchase Dolphin Tourism Services. *International Journal of Environmental, Sustainability, and Social Science*, 5(6), 2044-2051.
- Qiu, N., Li, H., Pan, C., Wu, J., & Guo, J. (2024). The study on the relationship between perceived value, satisfaction, and tourist loyalty at industrial heritage sites. *Heliyon*, 10. <https://doi.org/10.1016/j.heliyon.2024.e37184>
- Qomariah, N. (2012). Pengaruh kualitas layanan dan citra institusi terhadap kepuasan dan loyalitas pelanggan (studi pada universitas muhammadiyah di Jawa Timur). *Jurnal aplikasi manajemen*, 10(1), 177-187. <https://jurnaljam.ub.ac.id/index.php/jam/article/view/410>
- Quintal, V., & Phau, I. (2016). Comparing student loyalty behavioural intentions across multi entry mode deliveries: An Australian perspective. *Australasian Marketing Journal*, 24(3), 187-197. <https://doi.org/10.1016/j.ausmj.2016.01.001>
- Rachmawati, R., Azis, Y. M., & Sarosa, M. (2023). Student Satisfaction and Priority Quadrants towards E-Learning. *Indonesian Journal of Educational Research and Review*, 6(1), 219–229. <https://doi.org/10.23887/ijerr.v6i1.59306>
- Rafi, A. R., & Hutomo, M. (2024). Pengaruh Kualitas Produk Mixue dan Persepsi Nilai terhadap Loyalitas Pelanggan. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 9(3). <https://doi.org/10.30651/jms.v9i3.22810>
- Ridwan, S., Ermansyah, M. J., & Apriyana, N. (2024). Pengaruh Kualitas Layanan Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Orange Supermarket Di Merauke Town Square. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(2), 1048–1070. <https://doi.org/10.31955/mea.v8i2.4116>
- Rojas-Méndez, J. I., Vasquez-Parraga, A. Z., Kara, A. L. I., & Cerda-Urrutia, A. (2009). Determinants of student loyalty in higher education: A tested relationship approach in Latin America. *Latin American Business Review*, 10(1), 21-39. <https://doi.org/10.1080/10978520903022089>
- Rolando, B., & Pasaribu, J.P.K. (2024). The role of brand equity and perceived value on student loyalty: A case study of private universities in Indonesia. *Jurnal Ilmiah Manajemen dan Kewirausahaan (JUMANAGE)*, 3(1), 359-369. <https://doi.org/10.33998/jumanage.2024.3.1.1611>

- Shahsavar, T., & Sudzina, F. (2017). Student satisfaction and loyalty in Denmark: Application of EPSI methodology. *PloS one*, 12(12), e0189576. <https://doi.org/10.1371/journal.pone.0189576>
- Silitonga, V. H., & Yuliviona, R. (2022). Pengaruh persepsi nilai dan harga terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening (studi kasus : es kristal blue mountain padang). *Jurnal Fakultas Ekonomi Dan Bisnis, Universitas Bunghatta*, 4–5.
- Srilaksni, M. (2022). *Pengaruh peer influence dan service quality terhadap keputusan pembelian produk asuransi (Studi kasus PT Asuransi Jiwa Sinarmas MSIG Tbk Cabang Singaraja)*. (Universitas Pendidikan Ganesha).
- Senić, V., & Marinković, V. (2014). Examining the effect of different components of customer value on attitudinal loyalty and behavioral intentions. *International Journal of Quality and Service Sciences*, 6(2/3), 134-142. <https://doi.org/10.1108/IJQSS-02-2014-0010>
- Slamet, R., & Wahyuningsih, S. (2022). Validitas dan reliabilitas terhadap instrumen kepuasan kerja. *Aliansi: Jurnal Manajemen dan Bisnis*, 17(2). <https://doi.org/10.46975/aliansi.v17i2.428>
- Subagio, H., & Saputra, R. (2012). Pengaruh perceived service quality, perceived value, satisfaction dan image terhadap customer loyalty (Studi kasus Garuda Indonesia). *Jurnal Manajemen Pemasaran*, 7(1), 42-52.
- Suci, N. M., Irwansyah, R., Suwena, K. R., Dharmayasa, I. P. A., Rastyaningsih, N. K. M., & Sucipto, G. P. A. (2023). Is the Study Interest of Students of the Faculty of Economics, Ganesha Education University Influenced by the Use of Undiksha E-Learning and the Family Environment?. *KnE Social Sciences*, 628-638. [10.18502/kss.v9i4.15106](https://doi.org/10.18502/kss.v9i4.15106)
- Sugiyono. (2016). Metode Penelitian Kunatitatif Kualitatif dan R&D. *Alfabeta*, Bandung.
- Suwena, K. R. (2012). Menciptakan layanan perpustakaan yang berkualitas sebagai pendukung pelaksanaan tri dharma perguruan tinggi. *Media Komunikasi FPIPS*, 11(1). <https://doi.org/10.23887/mkfps.v11i1.451>
- Sweeney, J.C., & Soutar, G.N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Syahputri, A. Z., Della Fallenia, F., & Syafitri, R. (2023). Kerangka berfikir penelitian kuantitatif. *Tarbiyah: Jurnal Ilmu Pendidikan Dan Pengajaran*, 2(1), 160-166.

- Telagawathi, N. L. S. (2019). Nilai Yang Dipersepsikan Terhadap Kepuasan Pelanggan Serta Dampaknya pada Loyalitas Pelanggan Industri Jasa Perbankan di Kota Denpasar. *Ekuitas: Jurnal Pendidikan Ekonomi*, 7(2), 130-142. <https://doi.org/10.23887/ekuitas.v7i2.17669>
- Telagawathi, N. L. W. S., & Yulianthini, N. N. (2020). Kepuasan pelanggan terhadap citra perusahaan dan switching barrier serta dampaknya terhadap loyalitas pelanggan industri jasa asuransi di Bali. *Bisma: Jurnal Manajemen*, 6(1), 59-67. <https://doi.org/10.23887/bjm.v6i1.24404>
- Telagawathi, N. L. W. S., Mayasari, N. M. D. A., & Yulianthini, N. N. (2019). Factors affecting the amount of external information business search for use of aviation services in Bali. *Advances in Economics, Business and Management Research*, 103, 227-232. <https://doi.org/10.2991/aebmr.k.200410.034>
- Tenenhaus, M., Vinzi, V. E., Chatelin, Y.-M., & Lauro, C. (2005). PLS Path Modeling. *Computational Statistics & Data Analysis*, 48(1), 159-205. <https://doi.org/10.1016/j.csda.2004.03.005>
- Trianasari, N., Sparks, B., & Butcher, K. (2012). The role of cultural familiarity on customer satisfaction in the context of hotel service failure. In *IHTC 2012: "Journey into Challenging Times for Research and Innovations"*. Taylor & Francis. <http://hdl.handle.net/10072/49815>
- Wanta, M. M. (2016). Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Mahasiswa Universitas Buana Perjuangan Karawang. *Jurnal Manajemen dan Bisnis Kreatif*, 2(1).
- Weerasinghe, I.M.S., & Fernando, R.L.S.I. (2018). Critical factors affecting students' satisfaction with higher education in Sri Lanka. *Quality Assurance in Education*, 26(1), 115-130. <https://doi.org/10.1108/QAE-04-2017-0014>
- Windasari, W., Soedjarwo, S., & Mutohir, T.C. (2021). Pengaruh kualitas layanan dan kepuasan terhadap loyalitas mahasiswa (Studi kasus program pascasarjana fakultas ekonomi dan bisnis Universitas Airlangga). Kelola: *Jurnal Manajemen Pendidikan*, 8(1), 103-109.
- Wirtz, J., & Lovelock, C. (2017). *Understanding service consumers*. World Scientific Publishing Company.
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153.
- Yani, T. E., & Kuswardani, D. C. (2021). Menggali Persepsi Kualitas Layanan, Persepsi Nilai Pelanggan, dan Keputusan Pembelian Kembali Pada

Pendidikan Tinggi. *Jurnal Riset Ekonomi dan Bisnis*, 14(3), 192-200.
<http://dx.doi.org/10.26623/jreb.v14i3.2831>

Yeo, G. T., Thai, V. V., & Roh, S. Y. (2015). An analysis of port service quality and *Customer Satisfaction*: The case of Korean container ports. *The Asian Journal of Shipping and Logistics*, 31(4), 437-447.

Zauner,A.,Koller,M.&Hatak,I.(2015) *Customer perceived value—Conceptualization and avenues for future research*,Cogent Psychology,2(1),1061782.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill.

Zulkarnaini, Z., & Fatmasari, R. (2021). Pengaruh Layanan Akademik dan Citra Institusi terhadap Loyalitas Mahasiswa Universitas Terbuka. *Aksara: Jurnal Ilmu Pendidikan Nonformal*, 7(3), 1285-1294.
<http://dx.doi.org/10.37905/aksara.7.3.1285-1294.2021>

