

## DAFTAR PUSTAKA

- Abdullah, F., 2006, "The development of HEDPERF: a new measuring instrument of service quality for the higher education sector", *International Journal of Consumer Studies*, Vol. 30 No. 6, pp. 569-581.
- Assauri, S. 1998. *Manajemen Produksi dan Operasi*. Edisi Revisi. Jakarta: LPFEUI
- Barton A. Weitz, 2013," Effectiveness in Sales Interactions: A Contingency Framework" , *Journal of Marketing*, Vol. 45, No. 1 , pp. 85-103
- Budiningtyas, Fitria Sari. Didik Purwadi dan Ahmad Mardalis. 2010. FaktorFaktor yang Mempengaruhi Minat Beli Konsumen pada Minimarket. *Jurnal Ekonomi Manajemen Sumber Daya*, 11(2), pp: 87-107.
- Chun-Fang Chiang PhD & SooCheong Shawn Jang PhD, 2007," The Effects of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travelers' Attitudes Toward Online Hotel Booking", *Journal of Hospitality & Leisure Marketing*, 15:3, 49-69
- Chunmei Gan, Weijun Wang, 2017, "The influence of perceived value on purchase intention in social commerce context", *Internet Research*.
- Donald R. Lichtenstein, et.al, 1993," Price Perceptions and Consumer Shopping Behavior: A Field Study", *Journal of Marketing Research*, Vol. 30, No. 2 (May, 1993), pp. 234-245
- Echo Huang, (2012),"Online experiences and virtual goods purchase intention", *Internet Research*, Vol. 22 Iss 3 pp. 252 - 274
- Eun Young Kim, Youn-Kyung Kim, 2004, "Predicting online purchase intentions for clothing products", *European Journal of Marketing* Vol. 38 No. 7, pp. 883-897
- Ferdinand, Augusty, Prof., 2006, "Metode Penelitian Manajemen", Badan Penerbit Universitas Diponegoro, Semarang
- Firdaus Abdullah, 2006," Measuring service quality in higher education: three instruments compared", *International Journal of Research & Method in Education*, 29:1, 71-89,
- Geoffrey Soutar Margaret McNeil, 1996,"Measuring service quality in a tertiary institution", *Journal of Educational Administration*, Vol. 34 Iss 1 pp. 72 – 82
- Golnaz Rezai, et.al, 2017, "Effect of perceptual differences on consumer purchase intention of natural functional food", *Journal of Agribusiness in Developing and Emerging Economies*.

- Gopal Das, 2014, Link ages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty with purchase intention: A study of Indian food retail brands in Indian Institute of Management Rohtak, Department of Marketing, M.D. University Campus, Rohtak, India, *Journal of Retailing and Consumer Services* 21 (2014) 284–292
- Hashim Awais Butt et.al. ,2016, Perceived Service Quality and Purchase Intention: Mediation of Word of Mouth, Lahore Leads University, Pakistan, *Journal of Business Management and Economic Studies* Volume No 1, Issue 2.
- Horvath, A. O., & Greenberg, L. S., 1989, "Development and validation of the Working Alliance Inventory", *Journal of Counseling Psychology*, 36, 223-233
- Hungchen Hsieh, 2008, "Empathy and Consumer Purchase Intentions: An Empirical Investigation of Upscale Restaurants", School of Hospitality, Tourism and Marketing Faculty of Business and Law Victoria University
- Indrayani, Linda. 2013. Peran Persepsi Kualitas Produk Dalam Memediasi Pengaruh Gaya Hidup Terhadap Niat Beli Handphone Samsung Galaxy di Kota Denpasar.
- Jae-Eun Chung Leslie Stoel Yingjiao Xu Jing Ren, 2012, "Predicting Chinese consumers' purchase intentions for imported soy-based dietary supplements", *British Food Journal*, Vol. 114 Iss 1 pp. 143 - 161
- Jiyoung Kim Sharron J. Lennon, 2013, "Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention", *Journal of Research in Interactive Marketing*, Vol. 7 Iss 1 pp. 33 – 56
- Lawton S. B, 2006, "Why restructure?: an international survey of the roots of reform, The Ontario Institute for Studies in Education", *Journal of Education Policy*, Published online: 09 Jul 2006
- Lawton, S.B. (1990), "Restructuring education: an international perspective", paper presented at The Annual Conference of The Association of School Business Officials (ASBO) International, Toronto, Ontario, 15-18 October, 1990.
- Li Xin Teo, Ho Keat Leng, Yi Xian Philip Phua, 2018, "Marketing on Instagram: Social influence and image quality on perception of quality and purchase intention", *International Journal of Sports Marketing and Sponsorship*
- Lynn Bosetti, 2004, "Determinants of school choice: understanding how parents choose elementary schools in Alberta, University of Calgary, Canada", *Journal of Education Policy* Vol. 19, No. 4, July 2004

- Manuel Sa´nchez Pe´rez, et.al, 2007, “Effects of service quality dimensions on behavioural purchase intentions A study in public-sector transport, *Managing Service Quality* Vol. 17 No. 2, pp. 134-151.
- Michell Jay Tansill Maria V.J. Tielung, 2014 ,” The Effect Of Perceived Price And Perceived Quality on Purchase Intention At Shmily Cupcakes Store Manado *Jurnal EMBA* Vol.2 No.3, Hal. 1290-1299
- Milad Farzin, Majid Fattahi, 2018 "eWOM through social networking sites and impact on purchase intention and brand image in Iran", *Journal of Advances in Management Research*
- Narmina Vazirova, 2016,” Measuring Service Quality in Higher Education: A Study of Post-Graduate Students in Northern Cyprus ,” *Eastern Mediterranean University, Gazimağusa, North Cyprus*
- Ofset.
- Parves Sultan and Ho Yin Wong, 2014, “Service quality in higher education – a review and research agenda,” *International Journal of Quality and Service Sciences* Vol. 2 No. 2, pp. 259-272
- Paul C.S. Wua, et.al, 2011,” The effect of store image and service quality on brand image and purchase intention for private label brands, *Australasian Marketing Journal* 19 (2011) 30–39
- Pavlou, Dimoka, 2006, “The Nature and Role of Feedback Text Comments in Online Marketplaces: Implications for Trust Building, Price Premiums, and Seller Differentiation”. *Information Systems Research* Vol.17, No. 4, pp. 392–414
- Ramulu Bhukya Sapna Singh , (2015), "The effect of perceived risk dimensions on purchase intention", *American Journal of Business*, Vol. 30 Iss 4 pp. 218 – 230
- Tjiptono, Fandy. (2007). *Strategi Pemasaran*. Edisi Pertama. Yogyakarta: Andi
- Tung-Zong Chang, Albert R. Wildt, 1994, Price, Product Information, and Purchase Intention: An Empirical Study *Journal of the Academy of Marketing Science*. Volume 22, No. 1, pages 16-27
- Valarie A. Zeithaml, 1988, “ Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, *Journal of Marketing*, Vol. 52, No. 3, pp. 2-22
- Viraiyan Teeroovengadam T.J. Kamalanabhan Ashley Keshwar Seebaluck , (2016), "Measuring service quality in higher education", *Quality Assurance in Education*, Vol. 24 Iss 2 pp. 244 – 258
- Wan Edura Wan Rashid Hj. Kamaruzaman Jusoff, (2009), "Service quality in health care setting", *International Journal of Health Care Quality Assurance*, Vol. 22 Iss 5 pp. 471 – 482

Yu-Kai Huang, et.al, 2009, “Applying Importance Performance Analysis To Evaluate Logistics Service Quality For Online Shopping Among Retailing Delivery”, International Journal of Electronic Business Management, Vol. 7, No. 2, pp. 128-136

Yaseen N., M, Tahira., Gulzar A and Anwar A. Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: A Resellers’ View. Interdisciplinary Journal of Contemporary Research in Business, Vol 3. No 8. December 2011. Available at : <http://www.journalarchieves13.webs.com/833-839.pdf>. Accessed August, 24th 2014. Pp.833-839.