

DAFTAR PUSTAKA

- Ahn, J., Shamim, A., & Park, J. 2021. Impacts of cruise industry corporate social responsibility reputation on customers' loyalty: Mediating role of trust and identification. *International Journal of Hospitality Management*, 102706. <https://doi.org/10.1016/j.ijhm.2020.102706>
- Along, A. 2020. Kualitas Layanan Administrasi Akademik di Politeknik Negeri Pontianak. *Jurnal Ilmiah Administrasi Publik (JIAP) Vol 6, No 1, pp 94-99*. <https://jiap.ub.ac.id/index.php/jiap>
- Alvionita, D. R., & Istiatin. 2015. Pengaruh Motivasi, Human Relations dan Teaching Skill Terhadap Kepuasan Mahasiswa Fakultas Ekonomi di Universitas Islam Batik Surakarta. *Jurnal Paradigma Vol. 13, No. 01*
- Armstrong, M., & Taylor, S. 2014. *Armstrong's Handbook of Human Resource Management Practice: Edition 13*. Kogan Page.
- Ayuni, Devi, and Andy Mulyana. 2015. Pengaruh Faktor-Faktor Pembentuk Loyalitas Mahasiswa Universitas Terbuka. *Jurnal Manajemen dan Organisasi, vol. 6, no. 3, pp. 225-242*.
- Baldauf, A., & Cravens, D. W. 2002. The Effect of Moderators on The Salesperson Behavior Performance and salesperson Outcome Performance and Sales Organization Effectiveness Relationship. *European Journal of Marketing*, 36, 11–12.
- Bharmawan, A, S. & Hanif, N. 2022. *Manajemen Pemasaran Jasa: Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan*. Surabaya: Scopindo Media Pustaka.
- Carter, S., & Yeo, A. C. M. 2016. Students-as-customers' satisfaction, predictive retention with marketing implications: The case of Malaysian higher education business students. *International Journal of Educational Management*. <https://doi.org/10.1108/IJEM-09-2014-0129>
- Devendra, S., & Theavarajan, D. 2016. Interpersonal skills and organizational commitment. *Journal for Studies in Management and Planning*. <http://edupediapublications.org/journals/index.php/JSMaP>.
- Dharmayanti, D., Samuel, H., & Devie. 2018. The Students Satisfaction, Student Loyalty, Competitive Advantage and Financial Sustainability On Private Universities In Surabaya. *Advances in Social Sciences Research Journal*, 5(10), 266–275.

- Evanschitzky, H., & Wunderlich, M. 2019. An examination of moderator effects in the four-stage loyalty model. *Journal of Service Research*, 8(4), 330–345.
- Fares, D., Achour, M., & Kachkar, O. 2017. The impact of service quality, student satisfaction, and university reputation on student loyalty: A case study on international students in IIUM, Malaysia. *Information Management Business Review*, 5(12), 584–590.
- Ghozali, Imam. 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: UNDIP.
- Girald, S. L., Jr.-O’Keefe, M. F., & Price, M. A. 2014. *Sales and Marketing edisi terjemahan*. Solo: Tiga Serangkai.
- Goldhaber, D. 2016. Teacher Content Knowledge and Teaching. *Review of Educational Research*, 86(3), 709-745.
- Hanapi, Z., & Nordin, S. 2014. Unemployment Among Malaysia Graduates: Graduates Attributes, Lecturers Competency And Quality Of Education. *International Conference on Education & Educational Psychology*. <https://doi.org/10.1016/j.sbspro.2014.01.1269>
- Hanushek, E. A., & Rivkin, S. G. 2010. Teachers, Schools, and Academic Achievement. *National Bureau of Economic Research*.
- Hirshberg, M. 2020. An Integrative Model of Teacher Education: Educating Teaching Knowledge and Social, Cognitive and Affective Skills. <https://doi.org/10.35542/osf.io/weav6>
- Islam, M., et al. 2016. Exploring the relative effects of Selling Skills on customer satisfaction: A study on SMEs of IT Hardware Industry in Bangladesh. *International Journal of Business and Management Invention*, 5(1), 45–58.
- Jennings, P. A., & Greenberg, M. T. 2009. The Prosocial Classroom: Teacher Social and Emotional Competence in Relation to Student and Classroom Outcomes. *Review of Educational Research*, 79(1), 491-525.
- Kemendikbudristek. 2024. <https://direktori.lldikti4.id/>. Diakses tanggal 24 April 2024.
- Kotler, P., Keller, K. L., & Chernev, A. 2022. *Marketing Management Sixteenth (16th ed.)*. United Kingdom: Pearson Education Limited.
- Latip, M. S. A., Noh, I., Tamrin, M., & Latip, S. N. N. A. 2020. Students’ acceptance for e-learning and the effects of self-efficacy in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 10(5), 658–674.

- Latip, M. S. A., Newaz, F. T., & Ramasamy, R. 2020. Students' Perception of Lecturers' Competency and the Effect on Institution Loyalty: The Mediating Role of Students' Satisfaction. *Asian Journal of University Education*, 16(2), 183-195.
- Lestari, L., Wangid, M., N., Suwidagdh, D. 2016. The Effectiveness of Rational Emotive Behavior Therapy in Improving Interpersonal Communication and Confidence. *Advances in Social Science, Education and Humanities Research*. https://doi.org/10.2991/978-2-38476-034-3_29
- Lie, L. N. C., & Darmasetiawan, N. K. 2017. Pengaruh soft skill terhadap kesiapan kerja menghadapi masyarakat ekonomi ASEAN pada mahasiswa S1 fakultas bisnis dan ekonomika universitas Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 6(2), 1496–1514.
- Lusch, Robert & Nambisan, Satish. 2015. Service Innovation: A Service-Dominant Logic Perspective. *MIS Quarterly*. 39. 155-175. <https://doi.org/10.25300/MISQ/2015/39.1.07>.
- Mahayanti, N. P. U. L., & Purnami, N. M. 2015. Peran Trusting Attitudes Dalam Memediasi Pengaruh Perceived Usefulness Terhadap Niat Belanja Online. *Jurnal Ilmiah Manajemen & Akuntansi*, 21(2), 82–98.
- Manopo, M., & Tulangow, R. 2020. Analysis of Lecturer Performance and Student Satisfaction, and the Impact on Student Loyalty in Department of Business Administration Manado State Polytechnic. *Proceedings of the First International Conference on Applied Science and Technology (iCAST 2018)*. <https://doi.org/10.2991/assehr.k.200813.031>.
- Mujahidin, A., Fifi Zuhriah, & Ifa Khoirianingrum. 2018. Pengaruh Citra Perguruan Tinggi dan Kompetensi Dosen terhadap Loyalitas Mahasiswa melalui Kepuasan Mahasiswa Pada Perguruan Tinggi Swasta (Studi pada IKIP PGRI Bojonegoro). *Al Tijarah: Jurnal Ilmiah Ekonomi dan Bisnis*, 4(2), 49–66.
- Murillo-Zamorano, L., Sanchez, J., & Godoy-Caballero, A. 2019. How the flipped classroom affects knowledge, skills, and engagement in higher education: Effects on students' satisfaction. *Journal of Computers and Education*.
- Prasetio, A. P., Azis, E., Fadhilah, D. D., & Fauziah, A. F. 2017. Lecturers' professional competency and students' academic performance in Indonesia higher education. *International Journal of Human Resource Studies*, 7(1), 86–93.
- Pratama, N., E., & Siregar, N., I. 2023. Peran Komunikasi Antara Karyawan Dengan Customer Dalam Menciptakan Customer Loyalty Titik Dua Kopi Kedungmundu. *Jurnal Bina Manajemen*, Maret 2023 Vol. 11 No.2 Hal 137-150

- Priyatno, Duwi. 2018. *SPSS Panduan Mudah Olah Data Bagi Mahasiswa & Umum*. Yogyakarta: ANDI
- Putranto, R. P., Utami, S., dan Nurbambang, R. 2019. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Kasus Pada Jasa Servis Ahas Rizky Motor Prambon Nganjuk). *JIMEK*. 2(2): 182-197.
- Putri, S. D dan Arifiansyah, R. 2020. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Bengkel Auto Service Cempaka Baru. *Majalah Ilmiah Panorama Nusantara*. 15(1): 1-16.
- Rajan, R. 2015. Teaching Skills: Importance and Development. *Journal of Education and Practice*, 6(31), 56-61.
- Rashid, A., Amin, R., & Ahmad, S. 2019. Relationship Between Teachers Leadership Styles and Students Academic Achievement. Pp: 360-366. [https://doi.org/10.31703/gssr.2019\(iv-iv\).46](https://doi.org/10.31703/gssr.2019(iv-iv).46).
- Rasto. 2015. *Pembelajaran Mikro, Mengembangkan Keterampilan Mengajar Guru Profesional*. Bandung: Alfabeta.
- Rentz, J. C., Shepherd, D., Armen, T., Dabholkar, P., & Ladd, R. T. 2002. A measure of selling skill: Scale development and validation. *The Journal of Personal Selling & Sales Management*, 22(Winter), 13–21.
- Roorda, D. L., Koomen, H. M. Y., Spilt, J. L., & Oort, F. J. 2011. The Influence of Affective Teacher–Student Relationships on Students’ School Engagement and Achievement: A Meta-Analytic Approach. *Review of Educational Research*, 81(4), 493-529.
- Rusdarti. 2004. Pengaruh Kualitas Pelayanan Dan Nilai Pelayanan Terhadap Loyalitas Nasabah Pada Bank BPD Jawa Tengah Cabang Semarang. *Jurnal Bisnis Strategi*, 13(Juli 2004), 54–65.
- Safitri, N., Utomo, C. B., & Amin, S. 2018. Pemanfaatan Situs Purbakala Samedo Sebagai Sumber Belajar Sejarah Bagi Siswa Kelas X IPS SMA Negeri 1 Dukuhwaru dan SMA Negeri 3 Slawi Kabupaten Tegal Tahun Pelajaran 2017/2018. *Indonesian Journal of History Education*, 6(2), 172–183. <https://journal.unnes.ac.id/sju/index.php/ijhe/article/view/27647>
- Sagala, S. 2017. *Human Capital: Membangun Modal Sumber Daya Manusia Berkarakter Unggul Melalui Pendidikan Berkualitas Edisi Pertama*. Jakarta :Prenadamedia Group.
- Sanjaya, S., & Pratiwi, N. 2018. Pengaruh People, Process dan Physical Evidence terhadap kepuasan atas pelayanan pada perbankan syariah di kota padang. *Jurnal Lembaga Keuangan dan Perbankan Al-Masraf*, 3(2).

- Santos, G., Marques, C., Justino, E., & Mendes, L. 2020. Understanding social responsibility's influence on service quality and student satisfaction in higher education. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2020.120597>
- Sedarmayanti, dkk. 2020. *Membangun dan Mengembangkan Human Capital Unggul Melalui Pendidikan, Kinerja dan Produktivitas Kerja di Era Industri 4.0*. Bandung: PT Refika Aditama.
- Shulman, L. S. 1987. Knowledge and Teaching: Foundations of the New Reform. *Harvard Educational Review*, 57(1), 1-22.
- Sianturi, M. & Simanjuntak, M.,P. 2023. Pengembangan Kompetensi Profesionalisme Guru di Era Digital. *Jurnal Pendidikan Agama Dan Teologi*, 2(1),180–190.<https://doi.org/10.59581/jpat-widyakarya.v2i1.2221>
- Simamora, H. 2014. *Manajemen Sumber Daya Manusia* (Edisi Tujuh). Jakarta: STIE YKPN.
- Snijders, I., Wijnia, L., Rikers, R., & Sofie, L. 2020. Building bridges in higher education: Student-faculty relationship quality, student engagement, and student loyalty. *International Journal of Educational Research Volume 100*, 2020, Page 101538 <https://doi.org/10.1016/j.ijer.2020.101538>
- Sobandi, A., & Nurlatifah, N. 2019. Teaching Skills and Learning Discipline as Factors Affecting Students' Learning Outcomes. *Proceedings of the 1st International Conference on Economics, Business, Entrepreneurship, and Finance*. <https://doi.org/10.2991/icebef-18.2019.51>
- Sudirjo, Frans. 2023. *Manajemen Pemasaran Jasa Pendidikan: Konsep, Model, dan Implementasi*. Padang: Get Press Indonesia.
- Sugiyono. 2018. *Metode penelitian kuantitatif*. Bandung: Alfabeta.
- Suhartono, E. & Zaky Machmuddah. 2020. Kontribusi Intrapersonal Skills dan Interpersonal Skills Terhadap Kesiapan Kerja Pada Mahasiswa Perguruan Tinggi “X”. *Jurnal Sains Manajemen*, 6(1), 65–75.
- Sumyadi, Y., Umasih, U., & Syukur, A. 2020. The Effect of Teacher Teaching Skills and Student Interest on History Learning Outcomes. *Journal of Education Research and Evaluation*, 4(3), 319–324. <https://doi.org/10.23887/jere.v4i3.28349>.
- Tafsir, M., Shaari, R., & Muchtar, H. 2018. The Effects of Product Quality and Interpersonal Communication on Customer Loyalty. *International Journal on Advanced Science, Education, and Religion (IJoASER) Volume 1, Issue 1, March 2018* doi: 10.33648/ijoaser.v1i1.1

- Turban, E., & E.A., J. 2005. *Decision Support System and Expert System (7th ed.)*. Yogyakarta: Andi Offset.
- Umar, H. 2010. *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: Gramedia.
- Uzochukwu, O. 2021. Direct selling strategies and customers loyalty in the Nigerian deposit money banks. *International Journal of Business, Economics & Management (IJBEM)*. Vol. 4. No.1. Pp. 116-129. <https://doi.org/10.31295/ijbem.v4n1.1314>.
- Vargo, S. L., & Lusch, R. F. 2008. Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36, 1–10.
- Vargo, S. L., & Lusch, R. F. 2017. Service-Dominant Logic 2025. *International Journal of Research in Marketing*, 34, 46-67. <https://doi.org/10.1016/j.ijresmar.2016.11.001>
- Windasari, Soedjarwo, Toho Cholik Mutohir. 2021. Pengaruh Kualitas Layanan dan Kepuasan Terhadap Loyalitas Mahasiswa (Studi Kasus Program Pascasarjana Fakultas Ekonomi dan Bisnis Universitas Airlangga). *Kelola Jurnal Manajemen Pendidikan*. Volume: 8, No. 1, Januari-Juni 2021 Halaman: 103-109.
- Wong, T. K. Y., Parent, A.-M., & Konishi, C. 2019. Feeling connected: The roles of student-teacher relationships and sense of school belonging on future orientation. *International Journal of Educational Research*, 94, 150–157. <https://doi.org/10.1016/j.ijer.2019.01.008>
- Yuanita, Y. 2019. Tingkat Keterampilan Dasar Mengajar Calon Guru Sekolah Dasar Pada Perkuliahan Mikroteaching [Level of Basic Skills for Teaching Prospective Primary School Teachers at Mikroteaching Lectures]. *PEDAGOGIA: Jurnal Pendidikan*. <https://doi.org/10.21070/pedagogia.v8i1.1952>
- Zhumagulova. Z.,A. 2022. Challenges of globalization and quality of education: legal aspect. *Habarşy - Ál-Farabi atyndagy Qazaq memlekettik ulttyk universiteti.Zaň seriâsy*. doi:10.26577/japj.2022.v104.i4.01