

INFLUENCE OF UPBJJ-UT IMAGE AND STUDENT SATISFACTION ON LOYALTY OF UT STUDENTS

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Abstract

The long distance higher education system (PTJJ) opens access to education for anyone, anywhere, anytime. Through various legal instruments issued by the government, namely Minister of National Education Decree No.U / 2001, National Education System Law No. 20/2003, PP 17/2010, and also PP 66/2010, the PJJ system has become an integral part of the world of education in Indonesia, and is an option for people to gain access to education. PJJ has the characteristics of open, independent, complete learning, using information and communication technology (ICT), and / or using other technologies.

This paper discusses the influence of UPBJJ-UT Jayapura's image on UT student satisfaction and loyalty. Intensive promotion was carried out through newspapers, TV, Roadshow / talk shows and performances of both educational exhibitions. UT Jayapura's imagery is very effective through the rest of the word of mouth from others causing the UT Jayapura brand to be easily identified. Other positive images are professionals in service and availability of infrastructure, service to all segments of students and prospective students gives a high sense of empathy between officers and students and prospective students; high levels of consumer confidence are netted through speed in the process of registration services, optimal and standard face-to-face tutorial services, convenient exam services, and responsiveness and empathy of staff / officers in responding to all student complaints. In terms of loyalty, the establishment of an emotional and kinship relationship between active and alumni students with regional responsibility, creating a harmonious positive relationship and increasing consumer loyalty

Keywords: UT institutional image, student satisfaction, loyalty

A. PRELIMINARY

The long distance higher education system (PTJJ) opens access to education for anyone, anywhere, anytime. Through various legal instruments issued by the government, namely Minister of National Education Decree No.U / 2001, National Education System Law No. 20/2003, PP 17/2010, and also PP 66/2010, the PJJ system has become an integral part of the world of education in Indonesia, and is an option for people to gain access to education, including teacher education and education personnel. This situation encourages various educational institutions, especially higher education, to actively participate in distance education. Therefore PJJ has the characteristics of open, independent, complete learning, using information and communication technology (ICT), and / or using other technologies.

Through the PJJ system, everyone has access to quality education without having to leave family, home, work, and not lose a career opportunity. The mass nature of the PJJ

system in distributing standardized quality education using ICT, standardization of learning outcomes (learning outcomes), teaching materials, learning processes, learning assistance, and learning evaluation, makes quality education available to various groups across space and time.

The birth of Permendikbud no. 24 of 2012 concerning the implementation of distance education in Higher Education (PT), has opened opportunities and opportunities for other universities other than the Open University (UT) to organize distance education. Now there are six PTs that do PJJ, the six PT, namely Binus University, University of Indonesia (UI), Gajah Mada University (UGM), Surabaya Institute of Technology (ITS), Bandung Institute of Technology (ITB) and AMIKOM Yogyakarta (Paulina in republika .co.id 2015)

This growth is not always accompanied by an increase in quality, competitiveness and the quality of higher education until 2010 can be seen from none of the universities in Indonesia in the top 200 groups of the world (www.timeshighereducation.co.uk). In addition, the Asia Week 2000 study in the 2000 World Class University found that not one national college achieved high rankings, both in the category of multidisciplinary colleges (multidisciplinary universities) and science and technology universities.

The results of the Times Higher Education study and Asia Week further solidified the findings made by the United Nation Development Program (UNDP) on the country's Human Development Index (HDI). The HDI data presented by UNDP shows us that the quality of education in this country is lagging behind, even from ASEAN countries, which is ranked 108 (out of 169 countries) only over Vietnam, Laos, Cambodia and Myanmar (table 1.1).

Tabel.1. HDI ASEAN 2015

No.	Negara	Peringkat
1	Singapura	27
2	Brunai	37
3	Malaysia	57
4	Thailand	92
5	Filipina	97
6	Indonesia	108
7	Vietnam	113
8	Laos	122
9	Kamboja	124
10	Myanmar	132

(Sumber: www.undp.or.id)

Although in general the quality of education in Indonesia tends to decline, it does not mean that all universities in Indonesia are of low quality. Open University (UT), as the only public university providing a long distance open education system in Indonesia, has received quality recognition from the International Council for Distance Education (ICDE), namely this international certificate obtained in 2005 and an extension in 2016 (Renstra UT 2010-

2021). In addition to international certification, in 2016 all study programs at UT have been accredited by the National Higher Education Accreditation Board (BAN-PT).

One of the most important antecedents of customer loyalty is customer satisfaction, satisfaction has several positive impacts including positive word of mouth effectiveness, customer retention, and continuous use of services (Bitner 1990, Bolton 1998, and Bolton & Lemon 1990). Even though customer satisfaction is closely related to loyalty, it is not the only variable that influences loyalty. For example, (Ostrowski et al. 1993) in (Brunner et al. 2007) found a significant relationship between passenger images of airlines and customer loyalty. In addition, institutional image will shape customer loyalty. In education services, institutional image is used as a positioning instrument to influence the selection of higher education by prospective students (Weissman, 1990 in Nguyen and LeBlanc 2001).

UT is an organization engaged in the field of education services. Therefore, UT needs to improve services that support the quality of services in education. This is very important to be considered by UT in achieving the improvement of institutional image and customer satisfaction and creating long-term commitment for customers, in this case students.

Question: "How is the influence of UPBJJ-UT's image and student satisfaction on the loyalty of UT Jayapura students?"

B. IMAGE, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

Organizational image is a perception of an organization that is reflected in the form of associations that are inherent in consumer memory. Customer perception can be determined by the image or reputation of the organization (Zeithaml & Bitner, 2000).

An important element in making a decision to purchase a company's services is the consumer image of the company. Company image is a general or overall consumer opinion towards a company or organization. Consumers tend to use company services which they think have a good image or the image that the company has is consistent with their expectations. Personal experience, information received from others, as well as promotions conducted by companies all have an impact on the consumer image of a company (Kurtz & Clow, 1998).

The image of an institution is described as an overall picture in people's minds about an organization (Nguyen and LeBlanc 2001). This relates to various physical and behavioral attributes of the organization, such as the name of the business, architecture, variations of products or services, ideology, and also an overview of the qualities communicated by everyone interacting with the client's organization. Institutional images have two basic components, namely functional and emotional (Kennedy, 1977 in Nguyen and LeBlanc, 2001). Functional components are related to physical characteristics that are easily measured, while emotional related psychological dimensions are manifested in the form of feelings and attitudes towards an organization. This feeling is formed from the experience of individuals with an organization and also from the process of obtaining information about the attributes that embody the functional indicators of the image. Therefore, the institutional image is the

result of a comprehensive process in which the community compares various attributes of the organization.

Institutional image can be measured through four indicators, namely overall image, business practices, ethics and social responsibility. indicator of institutional image consists of:

- Students always have a good impression of higher education;
- In the opinion of students, universities have a good image in people's minds; and
- Students believe universities have a better image than their competitors.

Meanwhile, there are many definitions of customer satisfaction delivered, one of them according to, satisfaction is defined as:

"Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment. " (Oliver in Zeithaml & Bitner 2000)

"Customer satisfaction is a comparison of customer expectations with perceptions regarding the actual service encounter". (Hoffman and Bateson 2002)

As according to Kotler (2007), customer satisfaction is the level of one's feelings after comparing the performance (or results) he feels compared to his expectations. So, based on a number of definitions above, satisfaction is a feeling that a customer feels based on his experience of a service compared to his expectations on a product / service.

Satisfaction is the evaluation of the customer of the product in meeting customer needs and expectations or more concretely customer satisfaction is the result of customer perception of the value received in a transaction or relationship where the value is balanced with the perceived quality of service connected with the price and costs incurred by the customer (Heskett et al., 1990, in Hallowell, 1996).

Customer satisfaction from service is defined as the difference between the customer's expectation of what will happen to the reality they get. Achieving customer satisfaction from a service is often problematic because customer ignorance concerns their role during creation and use of a service (Liechty and Churchill, 1979, in Kelley and Skinner, 1990).

Failure to meet customer needs and expectations is assumed to cause dissatisfaction with related products. If the customer is satisfied, then most likely the customer will be loyal to the product. If on the contrary, then the customer will tend to be unfaithful and will move to another manufacturer that offers the same product but better than the previous one.

Furthermore, Faullant et al. (2008) explained that customer satisfaction is the main determinant of consumer loyalty. This is based on previous research conducted by Mittal and Kamakura (2001); Reicheld and Sasser (1990); and Zeithaml (1996), which shows a positive association between satisfaction and repurchase. The positive effect of satisfaction on loyalty is reflected in the intensity of consumers repurchasing from products and services and he is willing to recommend it to others. As a consequence the company must be able to establish a

stable consumer base which can thereby reduce acquisitions and transaction costs and reduce revenue reduction.

Customer satisfaction and loyalty focuses on brands rather than products. The basis used in explaining consumer satisfaction (Moraga et al. 2008) in this article is referring to the previous research, which was conducted by Newman and Werbel (1973); Kasper (1998); Zeithaml (1996); Reynold, Arnold and Beatty (1999) and Fitzell (1998), which explains that satisfaction is often used to predict consumers who will buy in the future, customers have a high enough chance to repeat purchases in time, recommend to others to trying to get satisfaction, and no longer turning to trying products offered by competitors.

Loyalty is the result of an experience that is developed not in a short time but is built through consumer experience at one time (Griffin, 2004). Naturally, retailers who retain their customers have the same three things:

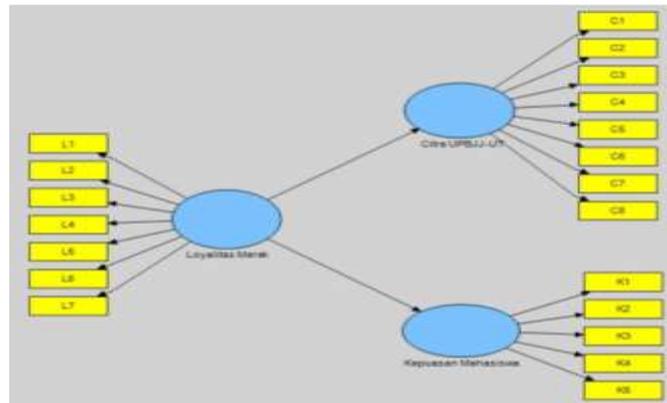
1. Strong core value (like the best merchandise for the intended customer)
2. Focus on the entire customer and
3. Loyalty program for its customers (Conlon, 1996 in Gable et al., 2008).

Measurement of loyalty to higher education services is different from other services. This is because universities that produce educational services have different characteristics from other services, where other service offerings allow consumers to purchase the same services or switch other suppliers if suppliers make better offers. While for education services, consumers (students) do not purchase the same educational services or switch to other universities that can make better offers.

In connection with research on the quality of higher education, Martensen et. al (2000) stated that student loyalty can be measured by: • Willingness to continue studies, conferences, etc. at the same higher education institution (PT) in the future; • Willingness to recommend PT .; • Willingness to recommend study programs (PS) at PT institutions; • Choose the same PT institution if you have to choose at this time; and • Choose the same PS if you have to choose at this time.

According to Nguyen and LeBlanc (2001), measurement of loyalty in research regarding student loyalty in business schools, can use the same items used by Zeithaml et. al (1996) in a study of four companies that provide services to end consumers or business customers. Items that can measure student loyalty include: • Student willingness to consider the same PT as first choice; • Willingness of students to complete their study at PT where they are currently studying; • Student willingness to encourage friends to choose the same PT; and • Student willingness to recommend PT as the best educational institution in the region.

C. DISCUSSION OF EQUATION MODELING STRUCTURE

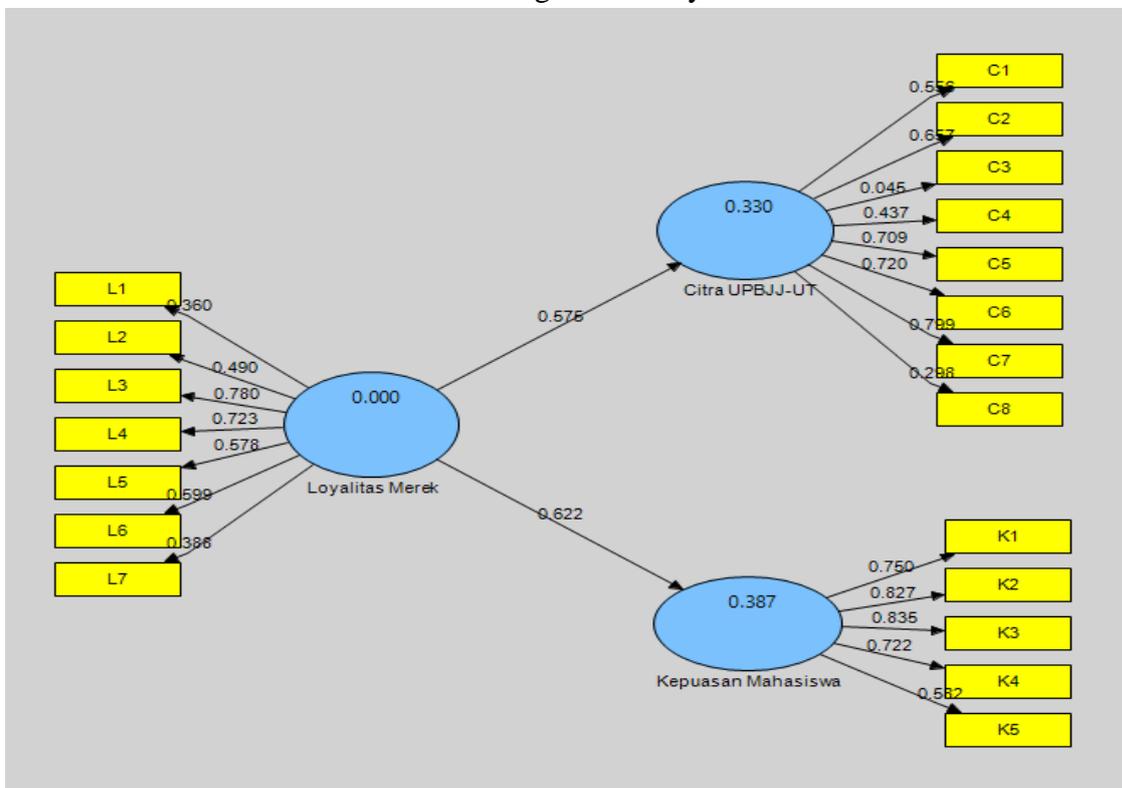


Picture.1.

Preliminary Model of the Effect of UPBJJ-UT Image and Student Satisfaction on UT Student Loyalty.

From the processing results obtained the initial model as a whole which consists of exogenous variables is from brand loyalty which consists of 7 components of sub-variables indicators that cannot be influenced by other variables. Followed by other endogenous variables that are interconnected, namely the variable image consisting of 8 components, variable student satisfaction 5 components

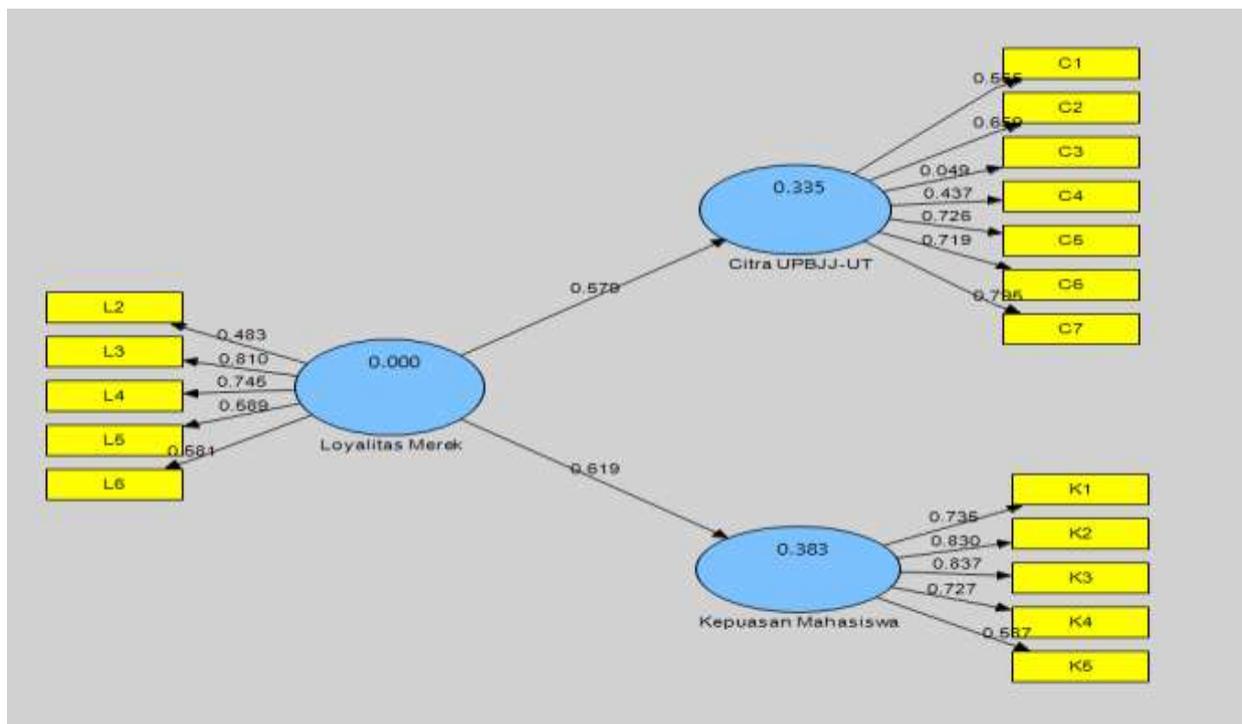
Assess the Outer Model
Convergent Validity



Picture.2.

The first step is to test the validity of each outer loading variable. An outer loading can be said to be good if the outer loading is above 0.70 while the threshold of 0.40 is the express limit and below 0.40 will be removed or dropped from the analysis (Ghojali 2015). The outer loading that is considered good is for K3 student satisfaction is formed if there are several indicators of assessment from the consumer, understanding it as HR or the officer about the work performance that is understood between the speed in completing the work, the target length of service time, about the skills of officers, facilities / supporting facilities, this can proven in the K3 component with the highest value 8.36 "Officer understands the type of work". The success of public services is supported by the good infrastructure of supporting facilities and the feasibility of the service process, the outer loading factor of the second best service is K2 8.22 "worthy facilities and infrastructure"

Initial Algorithm Results



Picture.3.

The final Algorithm results in this study have shown that the indicators of student satisfaction and the image of UPBJJ-UT are set aside because they are less than 0.4 namely L1 "always register for the next semester", this is the opposite hypothesis of student loyalty is considered good if they re-register . L7 still chooses UT as a superior compared to other campuses, and C8 "Consumers are well served" are set aside from their outer and can be replaced by the professional impression of officers in providing services.

Discriminant Validity

Value Table.2. Discriminant Validity (Cross Loading)

	Citra UPBJJ-UT	Kepuasan Mahasiswa	Loyalitas Merek
C1	0.565290	0.311148	0.331808
C2	0.659415	0.234782	0.402406
C3	0.049498	-0.043394	0.024567
C4	0.437277	0.206163	0.123586
C5	0.726237	0.315500	0.401746
C6	0.719015	0.405051	0.442999
C7	0.794511	0.350587	0.465037
K1	0.396526	0.735431	0.435649
K2	0.467128	0.829541	0.558855
K3	0.394565	0.837079	0.531143
K4	0.272648	0.727288	0.447609
K5	0.118587	0.586604	0.281234
L2	0.206473	0.413869	0.482913
L3	0.557290	0.531118	0.809645
L4	0.360980	0.401199	0.745055
L5	0.326521	0.330291	0.588756
L6	0.356375	0.302939	0.580546

Discriminant validity is used to ensure that each concept of the latent / construct variable is different from other latent variables, among others: student satisfaction for the highest service is the satisfaction of OSH students 0.837079 "Service personnel understand the type of work". Understanding the type of work done by academic service staff helps students obtain the desired two-way information and expectations. From interviews in the field, information was obtained that "UPBJJ-UT services are already good, but for services outside of UPBJJ managed by Pokjar if students want to get information we get information that is unclear and less satisfied with what we want". Next is K4 0.727288 "complaints can be handled quickly".

The speed in providing this service is expected by customers in addition to the tidiness of work and timeliness, speed is prioritized to increase customer satisfaction for services. L3 0.809645 "no doubt about UT" efforts to maintain student enrollment rates are good management, this is closely related to the effectiveness of public promotion and socialization in introducing UT rather than promoting new students. Strengthening UT's paradigm to students will make students much more loyal by convincing them about UT in their minds, from this added with component information from L4 0.745055 "always follow the information about UTan", this information is very important to develop because it makes students know on the latest issues and follow up on what to do. Good service can be seen in

C7 0.794511 "serving all segments, students, prospective students and stakeholders (external parties) in line with theory. According to Lovelock and Wright (2005, 15) there are four core functions that service providers must understand, namely: understanding with customer perceptions of competitiveness dynamics about the value and quality of services or products, the next is the ability to provide HR services, the third is the understanding of the direction of service innovation so that the values and qualities that consumers want are realized, and understand the service function so that the value and quality of services / the product is achieved and the needs of each stakeholder are met and to support customer satisfaction can be done through a customer satisfaction survey of services.

Table.3. Correlation of latent variables

	Citra UPBJJ-UT	Kepuasan Mahasiswa	Loyalitas Merek
Citra UPBJJ-UT	1.000000		
Kepuasan Mahasiswa	0.464639	1.000000	
Loyalitas Merek	0.579197	0.618734	1.000000

Tabel.4. Average Variance Extracted

	Average Variance Extracted
Citra UPBJJ-UT	0.374813
Kepuasan Mahasiswa	0.560550
Loyalitas Merek	0.425501

Based on the two tables above shows that the maximum correlation of construct Student satisfaction with other constructs is 0.618734, while the AVE root value is 0.560550. The maximum correlation of brand loyalty with other constructs is 0.1, while the AVE root value is 0.425501. This means that the AVE root value for the variable Student Satisfaction and Service Quality has a number above the correlation of each variable so that it is considered to have discriminant validity. Whereas for the latent variable Work Ability has the root value AVE below the correlation value of the latent variable.

Tabel. 5.Composite Realibility

	Composite Realibility
Citra UPBJJ-UT	0.781060
Kepuasan Mahasiswa	0.862719
Loyalitas Merek	0.781672

In the Composit table, Reability shows that the highest value of 0.7 is in Student Satisfaction of 0.86, followed by brand loyalty 0.781672 and UPBJJ-UT Image of 0.781060.

Inner Model Testing (Structural Model)

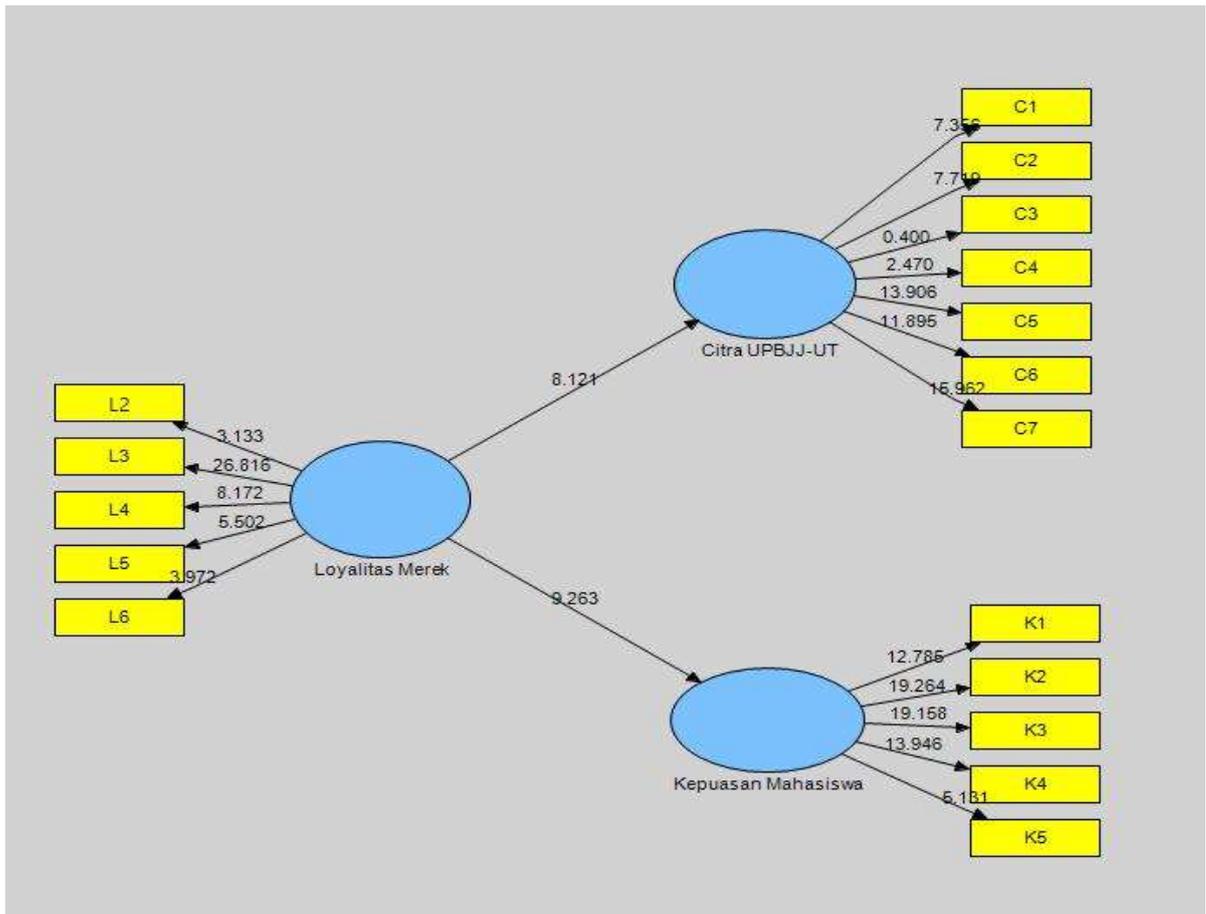


Image of Bootstrapping Results (Processed Results of SmartPLS 2.0)

Assessment and testing of the results of bootstrapping calculations on SmartPLS 2.0

are as follows:

Each Signification Value Indicator is obtained from the results of the t-statistics calculation on each indicator in the group of each latent variable with the provision that the indicator is considered significant if the t-statistic value is > 1.96 (on alpha 5%).

Tabel.6. Outer Loading

	Original Sample (O)	Sample Mean (M)	Stand. Dev. (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
C1 <- Citra UPBJJ-UT	0.565290	0.566785	0.076851	0.076851	7.355659
C2 <- Citra UPBJJ-UT	0.659415	0.658318	0.085426	0.085426	7.719133
C3 <- Citra UPBJJ-UT	0.049498	0.168016	0.123784	0.123784	0.399879
C4 <- Citra UPBJJ-UT	0.437277	0.429718	0.177015	0.177015	2.470280
C5 <- Citra UPBJJ-UT	0.726237	0.719937	0.052223	0.052223	13.906392
C6 <- Citra UPBJJ-UT	0.719015	0.715227	0.060448	0.060448	11.894719
C7 <- Citra UPBJJ-UT	0.794511	0.782753	0.049775	0.049775	15.962055
K1 <- Kepuasan Mhs	0.735431	0.727857	0.057522	0.057522	12.785211
K2 <- Kepuasan Mhs	0.829541	0.820745	0.043063	0.043063	19.263608
K3 <- Kepuasan Mhs	0.837079	0.834569	0.043694	0.043694	19.157962
K4 <- Kepuasan Mhs	0.727288	0.744567	0.052150	0.052150	13.946094
K5 <- Kepuasan Mhs	0.586604	0.611311	0.114330	0.114330	5.130805
L2 <- Loyalitas Merek	0.482913	0.513757	0.154136	0.154136	3.133041
L3 <- Loyalitas Merek	0.809645	0.804239	0.030193	0.030193	26.815968
L4 <- Loyalitas Merek	0.745055	0.757399	0.091171	0.091171	8.172020
L5 <- Loyalitas Merek	0.588756	0.598753	0.107017	0.107017	5.501512
L6 <- Loyalitas Merek	0.580546	0.583246	0.146143	0.146143	3.972442

Based on the processed data, it shows that all indicators have t-statistics values > 1.96, which means that all of these indicators have significant values. The biggest value in the L3 component is "the officer is serious in providing services". Next is K2 "officers are able to provide service information clearly according to procedures" and the third K2 "officers are disciplined in providing services" and C7

Significance Value of Intermediate Variable Relationships

Tabel.7. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Stand. Dev. (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Loyalitas Merek <- Citra UPBJJ-UT	0.579197	0.617820	0.071322	0.071322	8.120905
Loyalitas Merek <- Kepuasan Mhs.	0.618734	0.626052	0.066798	0.066798	9.262697

Based on the Path Coefficients table it can be seen that the three pathway parameters that become hypotheses in this study are worth the t-statistic > 1.96 which shows the significance of the influence between the latent variables as follows:

- Brand loyalty has a significant effect on student satisfaction Based on Table 8, the t-statistic value is 9.262697, this value is greater than the t-table value of 1.98 for a significant level of 0.05 (5%).

- The effect of brand loyalty on UPBJJ-UT image is 8,1209005, this value is greater than the t-table value of 1,98 for a significant level of 0,05 (5%).

Tabel.8. R-square

	R Square
Citra UPBJJ-UT	0.335470
Kepuasan Mahasiswa	0.382831
Loyalitas Merek	

Testing of the inner model is done by looking at the R-square value which is a goodness-fit test model as follows:

The R-square table shows the value for the latent variable Student Satisfaction obtained a value of 0.382831. this shows that the latent variable of Student Satisfaction has an effect of 38.28% on brand loyalty. For latent variables, Work Ability affects the image of UPBJJ-UT by 33.54%.

D. CONCLUSION

UT has taken a policy step to put the minds of prospective buyers and students in introducing UT in the event of promotion and socialization and public education conducted throughout UPBJJ-UT. UT Jayapura also does the same thing and more than 10 city districts have been socialized about information to UTan. Data in the field that has been netted and analyzed through a tally sheet of 62% promotion effectiveness is obtained from the rest of the word of mouth from others such as newspapers, TV, Roadshows / talk shows and educational exhibition shows, this role is very well known, UT brand image jayapura is easy to identify, there is no hesitation with the UT brand, the first impression is that higher education is UT, the impression of a professional is good staff in providing services, the work is supported by modern tools in infrastructure, serving all segments of students and prospective students, customers are served well and feel empathy high between officers with students and prospective students.

The high level of consumer confidence in the services provided by UPBJJ-UT makes consumers in this case students to repurchase, especially initial services, namely registration, services provided faster and students do not wait long. For tutorial services, especially Face-to-face that are provided optimally and according to standards, starting from the tutorial place, the effectiveness of a comprehensive tutor who teaches PJJ as well as the academic culture atmosphere that is formed between tutors and comfortable students makes teaching and learning more comfortable. Likewise, the test service for both Pendas and Non-Education is good enough because with the digital printing system where students no longer need to write names and fill their identities and only with this signature can save time and students become more concentrated in the exam. Facilities and infrastructure that support good and tangible activities, this can be proven in choosing the place where the exam is and the tutorial is done selectively and evaluation in advance with the aim of making it comfortable for its

users. In terms of HR who serve, the student service officer understands all types of work (responsiveness) what the responsive task force students are asking for and responds quickly. All types of complaints can be dealt with quickly and have certainty and tagged settlements. In addition, officers must also be able to provide information services outside procedures and empathize with consumer complaints.

The characteristics of consumers in making repeat purchases are that consumers are loyal and believe that the product they buy is assured in accordance with information and experience. With the attention of UPBJJ-UT Jayapura before and after the implementation of the activity, students are always given more attention and are satisfied in the services provided, loyalty in UT is realized if students always re-register every semester, recommending prospective students to study at UT. The establishment of emotional and kinship relationships between students and the regional responsibility so as to create harmonious relationships and increase customer loyalty and not hesitate with UT. UT Jayapura always provides information about UTAN to students and interested parties with the aim that there is reciprocal responsiveness to the information provided. From the positive experience and information about UT, it can stimulate students / users / alumni to always socialize the UT brand with the public. The consideration of choosing UT from the impression of students and graduates is in terms of affordable costs so that consumers do not have an effect on costs even though the costs increase significantly and still choose UT as the superior compared to other campuses.

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