DAFTAR REFERENSI

- Abdul Latip, Muhammad Safuan, Farhana Tahmida Newaz, and Ravindran Ramasamy. "Students' Perception of Lecturers' Competency and the Effect on Institution Loyalty: The Mediating Role of Students' Satisfaction." *Asian Journal of University Education* 16, no. 2 (August 6, 2020): 183.
- Ageeva, Elena, T.C. Melewar, Pantea Foroudi, Charles Dennis, and Zhongqi Jin. "Examining the Influence of Corporate Website Favorability on Corporate Image and Corporate Reputation: Findings from FsQCA." *Journal of Business Research* 89 (August 2018): 287–304.
- Al-erqi, Eman, Mohd Lizam Mohd Diah, and Najmaddin Abo Mosali. "Structural Model of Service Quality Factors Affecting Loyalty Sustainability." *International Journal of Sustainable Construction Engineering and Technology* 11, no. 2 (September 2, 2020).
- Ansor, Ahmad Sofan. "Pengaruh Kualitas Pendidikan Dan Promosi Terhadap Perolehan Jumlah Siswa Pada Sekolah Menengah Atas Swasta Maarif Kota Cilegon Banten." *Islamic Management: Jurnal Manajemen Pendidikan Islam* 1, no. 02 (August 1, 2018): 317.
- Arikunto, Suharsimi. *Prosedur Penelitian: Suatu Pendekatan Praktik.* Jakarta: Rineka Cipta, 2013.
- Asmahasanah, Salati, I Ibdalsyah, and Maemunah Sa'diyah. "Social Studies Education in Elementary Schools through Contextual REACT-Based on Environment and Sociopreneur." *International Journal of Multicultural and Multireligious Understanding* 5, no. 6 (December 1, 2018): 52.
- Asnawi, Nur, Badri Munir Sukoco, and Muhammad Asnan Fanani. "The Role of Service Quality within Indonesian Customers Satisfaction and Loyalty and Its Impact on Islamic Banks." *Journal of Islamic Marketing* 11, no. 1 (July 17, 2019): 192–212.
- Asrar-ul-Haq, Muhammad, K. Peter Kuchinke, and Anam Iqbal. "The Relationship between Corporate Social Responsibility, Job Satisfaction, and Organizational Commitment: Case of Pakistani Higher Education." *Journal of Cleaner Production* 142 (January 20, 2017): 2352–2363. https://www.sciencedirect.com/science/article/pii/S0959652616318790.
- Austin, Amoon Jawaid, and Sara Pervaiz. "The Relation between 'Student Loyalty' and 'Student Satisfaction' (a Case of College/Intermediate Students at Forman Christian College)." *European Scientific Journal* (January 2017): 100–117.
- Azeem, Muhammad, Che Azlan Bin Taib, and Halim Mad Lazim. "A Study on Mediating Effect of Institute Reputation on Relationship between Institute

- Social Responsibility and Student Loyalty: Exploring Concerns in Pakistani Private HEIs." *Management Science Letters* 9 (2019): 2093–2104.
- Beitelspacher, Lauren, and Vikki L Rodgers. "Integrating Corporate Social Responsibility Awareness into a Retail Management Course." *Journal of Marketing Education* 40, no. 1 (January 28, 2018): 66–75. Accessed October 23, 2019. https://journals.sagepub.com/doi/full/10.1177/0273475318754933.
- Berei, Emese Beáta. "The Social Responsibility among Higher Education Students." *Education Sciences* 10, no. 3 (March 9, 2020): 66.
- Bonyuet, Derrick. Price Delegation and the Impact on Customer Loyalty., 2019.
- Cachón Rodríguez, Gabriel, Camilo Prado Román, and José Ángel Zúñiga-Vicente. "The Relationship between Identification and Loyalty in a Public University: Are There Differences between (the Perceptions) Professors and Graduates?" *European Research on Management and Business Economics* 25, no. 3 (September 2019): 122–128.
- Carrillo-Durán, María-Victoria, and María García García. "Exploring the Need for Stakeholders' Engagement through Social Networking Sites to Build the Reputation of Higher Education Organisations." *Higher Education Quarterly* 74, no. 4 (March 20, 2020): 442–457.
- Carroll, Archie B, and Ann K Buchholtz. Business & Society: Ethics and Stakeholder Management. Australia: South-Western College, 2014.
- Caruana, A, and S Chircop. "Measuring Corporate Reputation: A Case Example." *Corporate Reputation Review* 3, no. 1 (January 2000): 43–57.
- Chandra, Teddy, Layla Hafni, Stefani Chandra, Astri Ayu Purwati, and Jennifer Chandra. "The Influence of Service Quality, University Image on Student Satisfaction and Student Loyalty." *Benchmarking: An International Journal* 26, no. 5 (July 1, 2019): 1533–1549.
- Chandra, Teddy, Martha Ng, Stefani Chandra, and Priyono. "The Effect of Service Quality on Student Satisfaction and Student Loyalty: An Empirical Study." *Journal of social studies education research* 9, no. 3 (2018): 109–131.
- Chen McCain, Shiang-Lih, Jeffrey C Lolli, Emma Liu, and Eric Jen. "The Relationship between Casino Corporate Social Responsibility and Casino Customer Loyalty." *Tourism Economics* 25, no. 4 (November 26, 2018): 569–592.
- Crowther, David, and ArasGüler. *Corporate Social Responsibilty*. Ventus Publishing ApS, 2008.
- Daud, Yon Rosli, Mohd Rushidi bin Mohd Amin, and Jeannot bin Abdul Karim. "Antecedents of Student Loyalty in Open and Distance Learning

- Institutions: An Empirical Analysis." *The International Review of Research in Open and Distributed Learning* 21, no. 3 (March 4, 2020).
- Doña Toledo, Luis, and Teodoro Luque Martínez. "How Loyal Can a Graduate Ever Be? The Influence of Motivation and Employment on Student Loyalty." *Studies in Higher Education* (October 16, 2018): 1–22.
- Dorcak, Peter, and Ingrid Dorcakova. "Reputation Management, Selected Assessment and Measurement Tools Theoretical Overview." *International Journal of Business Administration and Management Research* 3, no. 4 (December 29, 2017): 1.
- Dowling, Grahame R. "Defining and Measuring Corporate Reputations." *European Management Review* 13, no. 3 (August 2, 2016): 207–223.
- Drew, Cliford J., Michael L. Hardman, and John L. Hosp. *Penelitian Pendidikan: Merancang Dan Melaksanakan Penelitian Pada Bidang Pendidikan.* Jakarta: PT. Indeks, 2017.
- El-Kassar, Abdul-Nasser, Dania Makki, and Maria Alejandra Gonzalez-Perez. "Student–University Identification and Loyalty through Social Responsibility." *International Journal of Educational Management* 33, no. 1 (January 7, 2019): 45–65.
- Fatima, Murk, and Murk Khero. "Factors Impacting the Students Loyalty: An Empirical Investigation of Higher Education Sector in Pakistan." *International Journal of Entrepreneurial Research* 2, no. 1 (March 23, 2019): 1–7.
- Febrianty. *Manajemen Humas Sekolah*. Bandung: Penerbit Widina Bhakti Persada, 2020.
- Gallegos, Juan Alejandro, and Arturo Vasquez. "Explaining University Student Loyalty: Theory, Method, and Empirical Research in Chile." *Academia Revista Latinoamericana de Administración* 32, no. 4 (November 4, 2019): 525–540.
- Ghozali, Imam, and Hengky Latan. Partial Least Square: Konsep, Teknik Dan Applikasi Menggunakan Program SmartPLS 3.0. Semarang: Badan Penerbit Undip, 2015.
- Gunarto, Muji, Lili Adi Wibowo, Ratih Hurriyati, and N.A. Disman. "Building Students' Loyalty in Private Higher Education Institutions: Activities for Competitiveness." *International Journal of Education Economics and Development* 9, no. 4 (2018): 394.
- Herlina, Vivi. *Panduan Praktis Mengolah Data Kuesioner Menggunakan SPSS*. Jakarta: PT Gramedia, 2019.

- Indra Putri, Ratu Ilma, Jeri Araiku, and Novita Sari. *Statistik Deskriptif*. Palembang: Bening Media Publishing, 2020.
- Irshad, Arslan, Abdul Rahim, Muhammad Fayaz Khan, and Muhammad Muddassar Khan. "The Impact of Corporate Social Responsibility on Customer Satisfaction and Customer Loyalty, Moderating Effect of Corporate Image (Evidence from Pakistan)." City University Research Journal (2017): 63–73.
- Islam, Rafikul, Selim Ahmed, Mahbubar Rahman, and Ahmed Al Asheq. "Determinants of Service Quality and Its Effect on Customer Satisfaction and Loyalty: An Empirical Study of Private Banking Sector." *The TQM Journal* ahead-of-print, no. ahead-of-print (November 16, 2020).
- Islam, Tahir, Rauf Islam, Abdul Hameed Pitafi, Liang Xiaobei, Mahmood Rehmani, Muhammad Irfan, and Muhammad Shujaat Mubarak. "The Impact of Corporate Social Responsibility on Customer Loyalty: The Mediating Role of Corporate Reputation, Customer Satisfaction, and Trust." Sustainable Production and Consumption 25, no. 25 (January 2021): 123–135.
- Jenkins, DeMarcus A. "School Reputation as a Site of Struggle: An Investigation of the Impact of School Choice in Washington, DC on a Neighborhood Public School." *The Urban Review* (February 25, 2020).
- Kadłubek, Marta. "The Essence of Corporate Social Responsibility and the Performance of Selected Company." *Procedia Social and Behavioral Sciences* 213 (December 2015): 509–515.
- Kanto, Dwi Sunu, Ernest Cyril de Run, and Abu Hasan bin Md Isa. "ScienceDirect." *Procedia Social and Behavioral Sciences* 219 (2016): 409–415.
- Khan, Salman, and Jacques Digout. "The Corporate Reputation Reporting Framework (CRRF)." *Corporate Reputation Review* 21, no. 1 (November 9, 2017): 22–36.
- Khoo, Susie, Huong Ha, and Sue L.T. McGregor. "Service Quality and Student/Customer Satisfaction in the Private Tertiary Education Sector in Singapore." *International Journal of Educational Management* 31, no. 4 (May 8, 2017): 430–444.
- Kim, Eojina, and Sunny Ham. "Restaurants' Disclosure of Nutritional Information as a Corporate Social Responsibility Initiative: Customers' Attitudinal and Behavioral Responses." *International Journal of Hospitality Management* 55 (May 2016): 96–106.

- Kim, Sung-Bum, and Dae-Young Kim. "Antecedents of Corporate Reputation in the Hotel Industry: The Moderating Role of Transparency." *Sustainability* 9, no. 6 (June 4, 2017): 951.
- Lange, Tyana. "The Role of Relationship Marketing and SOAR in University Recruiting and Retention." Dissertation, 2016.
- Latif, Khawaja Fawad, Andrea Pérez, and Umar Farooq Sahibzada. "Corporate Social Responsibility (CSR) and Customer Loyalty in the Hotel Industry: A Cross-Country Study." *International Journal of Hospitality Management* 89, no. (August 2020): 1–13.
- Lee, Chen-Ying, Wei-Chen Chang, and Hsin-Ching Lee. "An Investigation of the Effects of Corporate Social Responsibility on Corporate Reputation and Customer Loyalty Evidence from the Taiwan Non-Life Insurance Industry." *Social Responsibility Journal* 13, no. 2 (June 5, 2017): 355–369.
- Lestari, Sri, and Slamet Heri Winarno. "Determinasi Kepuasan Dan Loyalitas Pengguna Jasa Pendidikan Pada Kinderfield School Cabang Bekasi Jawa BArat." *Jurnal Akuntansi dan Manajemen* 14, no. i (April 2018).
- Levitz, Ruffalo Noel. College Student Report. Gallaudet University, 2019.
- Masserini, Lucio, Matilde Bini, and Monica Pratesi. "Do Quality of Services and Institutional Image Impact Students' Satisfaction and Loyalty in Higher Education?" *Social Indicators Research* 146, no. 1-2 (May 18, 2018): 91–115.
- Miotto, Giorgia, Cristina Del-Castillo-Feito, and Alicia Blanco-González. "Reputation and Legitimacy: Key Factors for Higher Education Institutions' Sustained Competitive Advantage." *Journal of Business Research* (December 2019).
- Moon, Jeremy. Corporate Social Responsibility: A Very Short Introduction. Oxford Oxford University Press -12-01, 2014. Accessed May 17, 2019. https://www.veryshortintroductions.com/view/10.1093/actrade/978019967 1816.001.0001/actrade-9780199671816.
- Napitupulu, D, R Rahim, D Abdullah, MI Setiawan, LA Abdillah, AS Ahmar, J Simarmata, R Hidayat, H Nurdiyanto, and A Pranolo. "Analysis of Student Satisfaction toward Quality of Service Facility." *Journal of Physics: Conference Series* 954 (January 2018): 012019.
- Neliwati. *Metodologi Penelitian Kuantitatif (Kajian Teori Dan Praktek)*. Medan: CV. Widya Puspita, 2018.
- Novi Budiasni, Ni Wayan. Corporate Social Responsibility: Dalam Ekonomi Berbasis Kearifan Lokal Di Bali. Bali: Nilacakra, 2020.

- Ozdora Aksak, Emel, Mary Ann Ferguson, and Sirin Atakan Duman. "Corporate Social Responsibility and CSR Fit as Predictors of Corporate Reputation: A Global Perspective." *Public Relations Review* 42, no. 1 (March 2016): 79–81.
- Panorama, Maya. Pendekatan Praktis Metode Penelitian Kualitatif Dan Kuantitatif. Yogyakarta: Idea Press, 2017.
- Pires, Vanessa, and Guilherme Trez. "Corporate Reputation." *Revista de Gestão* 25, no. 1 (January 15, 2018): 47–64.
- Polat, Soner, Gizem Guncavdi, and Yaser Arslan. "The Impacts of a University's Organizational Reputation and Organizational Attraction on Students' Intention to Pursue." *Eurasian Journal of Educational Research* 19, no. 84 (December 4, 2019): 1–26.
- Putra, Y S, Sudarmiatin, and Suharto. "Analysis of Differentiation Strategies to Create Competitive Advantages in Facing Global Markets." *KnE Social Sciences* 3, no. 3 (April 23, 2018): 254.
- Quoquab, Farzana, Nur Zulaikha Mohamed Sadom, and Jihad Mohammad. "Driving Customer Loyalty in the Malaysian Fast Food Industry." *Journal of Islamic Marketing* 11, no. 6 (September 9, 2019): 1367–1387.
- Ranabhat, Durga. "Customer Loyalty in Business." Thesis, 2018.
- Renouard, Cécile, and Cécile Ezvan. "Corporate Social Responsibility towards Human Development: A Capabilities Framework." *Business Ethics: A European Review* 27, no. 2 (January 19, 2018): 144–155.
- Sabbah Khan, Noor Us, and Yunus Yildiz. "Impact of Intangible Characteristics of Universities on Student Satisfaction." *Revista Amazonia Investiga* 9, no. 26 (February 21, 2020): 105–116.
- Sadeghi, Amir, Tohid Ghujali, and Hadi Bastam. The Effect of Organisational Reputation on E-Loyalty: The Roles of E-Trust and E-Satisfaction., 2018.
- Sageder, Martina, Christine Mitter, and Birgit Feldbauer-Durstmüller. "Image and Reputation of Family Firms: A Systematic Literature Review of the State of Research." *Review of Managerial Science* 12, no. 1 (October 7, 2016): 335–377.
- Sales, Arnaud. "The Institutionalization of the Domain of Corporate Social Responsibility." *Corporate Social Responsibility and Corporate Change* (2019): 3–41.
- Sallis, Edward. *Total Quality Management in Education*. London: Taylor And Francis, 2014.

- Sánchez-Torné, Isadora, Juan Carlos Morán-Álvarez, and José A. Pérez-López. "The Importance of Corporate Social Responsibility in Achieving High Corporate Reputation." *Corporate Social Responsibility and Environmental Management* 27, no. 6 (August 25, 2020): 2692–2700.
- Shahsavar, Tina, and Frantisek Sudzina. "Student Satisfaction and Loyalty in Denmark: Application of EPSI Methodology." Edited by Andrew R. Dalby. *PLOS ONE* 12, no. 12 (December 14, 2017): 1–18. https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0189576.
- Shin, Sunyun, Weisheng Chiu, and Hyun-Woo Lee. "Impact of the Social Benefits of Intramural Sports on Korean Students' Quality of College Life and Loyalty: A Comparison between Lowerclassmen and Upperclassmen." *The Asia-Pacific Education Researcher* 28, no. 3 (December 1, 2018): 181–192.
- Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, Dan R & D.* ALFABETA, CV, 2015.
- Sutopo, Yeri, and Achmad Slamet. *Statistika Inferensial*. Yogyakarta: CV. ANDI Offset, 2017.
- Tabrani, Mirza, Muslim Amin, and Ahmad Nizam. "Trust, Commitment, Customer Intimacy and Customer Loyalty in Islamic Banking Relationships." *International Journal of Bank Marketing* 36, no. 5 (June 4, 2018): 823–848.
- Tarisayi, Paul. "Impact of Customer Satisfaction on Customer Loyalty in the Banking Sector." *International Journal of Scientific Engineering and Research (IJSER)* 5, no. 2 (2017): 55–63.
- Thakur, Rakhi. "Understanding Customer Engagement and Loyalty: A Case of Mobile Devices for Shopping." *Journal of Retailing and Consumer Services* 32 (September 2016): 151–163.
- Tkalac Verčič, Ana, and Dubravka Sinčić Ćorić. "The Relationship between Reputation, Employer Branding and Corporate Social Responsibility." *Public Relations Review* 44, no. 4 (November 2018): 444–452.
- VázquezJosé Luis, Carlota L Aza, and Ana Lanero. "Students' Experience of Univeristy Social Responsibility and Perceptions of Satisfaction and Quality of Service." *Ekonomski Vjesnik/Econviews: Review of Contemporary Business, Entrepreneurship and Economic Issues* 28, no. S (2015): 25–39.
- Villena-Manzanares, Francisco, and Jaime Eduardo Souto-Pérez. "Sustainability, Innovative Orientation and Export Performance of Manufacturing SMEs: An Empirical Analysis of the Mediating Role of Corporate Image." *Journal of Industrial Engineering and Management* 9, no. 1 (February 4, 2016): 35–58.

- Wang, Chih-Chuan. "Corporate Social Responsibility on Customer Behaviour: The Mediating Role of Corporate Image and Customer Satisfaction." *Total Quality Management & Business Excellence* (August 31, 2018): 1–19.
- Wang, David Han-Min, Tiffany Hui-Kuang Yu, and Chia-Hsin Chiang. "Exploring the Value Relevance of Corporate Reputation: A Fuzzy-Set Qualitative Comparative Analysis." *Journal of Business Research* 69, no. 4 (April 2016): 1329–1332.
- Weerasinghe, IM Salinda, and R. Lalitha Fernanda. "Students' Satisfaction in Higher Education Literature Review." *American Journal of Education Research* 5, no. 5 (2017).
- Widoyoko, Eko Putro. *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar, 2017.
- Yousaf, Anish, Abhishek Mishra, and Makhmoor Bashir. "Brand Trust, Institutional Commitment, and Their Impact on Student Loyalty: Evidence for Higher Education in India." *Studies in Higher Education* 45, no. 4 (December 20, 2018): 878–891.
- Yudiaatmaja, Fridayana. *Analisis Jalur: Perhitungan Manual Dan Aplikasi Komputer Statistik.* PT Rajagrafindo Persada, 2017.
- Zhang, Qingyu, Mei Cao, Fangfang Zhang, Jing Liu, and Xin Li. "Effects of Corporate Social Responsibility on Customer Satisfaction and Organizational Attractiveness: A Signaling Perspective." *Business Ethics: A European Review* 29, no. 1 (August 19, 2019): 20–34.
- Zuhdi, Moh. Metode Penelitian Komunikasi. Duta Media Publishing, 2018.