

DAFTAR PUSTAKA

- Sugiyono. (2020). Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods). Bandung: Penerbit Alfabeta.
- Iwan Pranoto. (2019). Kasmaran Berilmu Pengetahuan. Jakarta: Penerbit Buku Kompas.
- Yudi Latif. (2020). Pendidikan yang Berkebudayaan. Jakarta: Penerbit PT Gramedia.
- Rhenald Kasali. (2019). SENTRA. Membangun Kecerdasan dan Kemampuan Anak Sejak Usia Dini Demi Masa Depan yang Cemerlang. Jakarta: Penerbit Mizan.
- Anita Lie, Takim Andriyono, Sarah Prasasti. (2014). Menjadi Sekolah Terbaik. Jakarta: Penerbit Tanoto Foundation.
- Philip Kotler. (2005). According to Kotler. Jakarta: Penerbit PT Bhuana Ilmu Populer.
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, Vol. 56.
- Kare Skallerud. (2010). School Reputation and Its Relation to Parents' Satisfaction and Loyalty. *Journal*. Tromso University Business School, Tromsø, Norway.

- Masood A. Badri, Jihad Mohaidat. (2013). Antecedents of parent-based school reputation and loyalty: an international application. Journal. Division of Research and Planning, Abu Dhabi Education Council, Abu Dhabi, United Arab Emirates.
- Timothy L. Keiningham, Lerzan Aksoy, Tor W. Andreassen, Demitry Estrin. (2006). Does parent satisfaction with a childcare provider matter for loyalty? Journal of Consumer Marketing.
- Sri Hartanti, Paham Ginting. (2019). An Analysis on the Influence of Tuition and Service Quality on Parents' Satisfaction and Its Effect on Their Loyalty at TK Swasta Sriwijaya, Medan. Journal.
- Nobita Triwijayanti, Herry Sanoto, Mila Paseleng. (2022). Pengaruh Kualitas Layanan Pendidikan, Budaya Sekolah, Citra Sekolah Terhadap Kepuasan Orang Tua. Journal.
- Guntur, Dr. Effendi M. (2010). Transformasi Manajemen Pemasaran+Membangun Citra Negara. Sagung Seto, Jakarta.
- Ha, Y.W., dan Park, M.C. (2013). Antecedents of customer satisfaction and customer loyalty for emerging devices in the initial market of Korea: an equity framework. Psychol. Mark. 30, 676–689.
- Hansemark, Albinsson. (2004). Customer satisfaction and retention: the experiences of individual employees. Managing Service Quality: An International Journal, Vol. 14 Iss: 1, pp.40 57.

Kotler, Philip. (2002). Manajemen Pemasaran. Edisi Millenium, Jilid 2. PT
Prenhallindo: Jakarta.

Kotler dan Amstrong. (2008). Prinsip-prinsip Pemasaran. Jilid 1 dan 2. Edisi 12.
Erlangga: Jakarta

Santoso, Singgih. (1999). SPSS: Buku Latihan SPSS Statistik Parametrik: Jakarta:
Elex Media Komputindo.

Santoso, Singgih. (2000). SPSS: Mengolah Data Statistik Secara Profesional.
Jakarta : Elex Media Komputindo.

Santoso, Singgih. (2006). Buku Latihan SPSS untuk Statistik Parametrik. Jakarta :
Elex Media Komputindo.

Santoso, Singgih. (2009). Panduan Lengkap Menguasai Statistik dengan SPSS 17.
Jakarta : Elex Media Komputindo.

Sugiyono .(2010). Metode Penelitian Pendidikan. Bandung: Alfabeta.

Sunyoto, Suyanto. (2011). Analisis Regresi dan Uji Hipotesis. Yogyakarta: Caps.

Supriyanto, Aji. (2005). Pengantar Teknologi Informasi. Salemba Empat. Jakarta

Sutojo, Siswanto. (2009). Manajemen Pemasaran, edisi kedua, Penerbit: Damar

Mulia Pustaka, Jakarta. Hassan, A. (2008). Marketing. Yogyakarta: Media Utama.

Machfoedz, Mahmud. (2010). Komunikasi Pemasaran Modern. Cetakan Pertama. Cakra Ilmu: Yogyakarta.

Margono. (2010). Metodologi Penelitian Pendidikan. Jakarta: Rineka Cipta

Priyanto. (2010). Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian Dengan SPSS. Gava Media.

Berendt, J., Uhrich, S., & Thompson, S. A. (2018). Marketing, get ready to rumble— How rivalry promotes distinctiveness for brands and consumers. *Journal of Business Research*, 88, 161-172. <https://www.sciencedirect.com/science/article/pii/S0148296318301437>

Chung, S., & Park, J. (2017). The influence of brand personality and relative brand identification on brand loyalty in the European mobile phone market. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 34(1), 47-62. <https://onlinelibrary.wiley.com/doi/abs/10.1002/cjas.1321>

Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. *Journal of Retailing and Consumer Services*, 43, 101-110. <https://www.sciencedirect.com/science/article/pii/S0969698916305240>

Gontur, S., Gadi, P. D., & Bagobiri, E. (2022). Service quality and customer

loyalty: The mediating effect of customer brand identification in the Nigerian hospitality industry. *International Journal of Marketing & Human Resource Research*, 3(1), 38-51. <http://journal.jis-institute.org/index.php/ijmhrr/article/view/474>

Gunarto, M., Purwanto, P., Amanah, D., & Harahap, D. A. (2022). Creating Student Loyalty Through the Value of Context-Based Customer Education. *Management Scientific Journal*, 12(1), 14-30. <https://rie.binadarma.ac.id/file/journal/creating-student-loyalty-through-the-value-of-context-based-customer-education-1670164503.pdf>

Ismail, A., & Yunan, Y. M. (2016). Service quality as a predictor of customer satisfaction and customer loyalty. *LogForum*, 12(4), 269-283. <https://www.infona.pl/resource/bwmeta1.element.baztech-ecf9de41-e3a7-4e45-8301-372cc726d361>

Jailani, J., & Retnawati, H. (2017). Keefektifan pemanfaatan perangkat pembelajaran berbasis masalah untuk meningkatkan HOTS dan karakter siswa. *Jurnal Pendidikan dan Pembelajaran (JPP)*, 23(2), 111-123. <http://journal.um.ac.id/index.php/pendidikan-dan-pembelajaran/article/view/10162>

Mediamaz. (2022). Sistem Pendidikan di Indonesia yang Wajib Kamu Tahu! Retrieved from <https://mediamaz.co.id/sistem-pendidikan-di-indonesia-saat-ini-yang-harus-kamu-tahu/>

Mursid, A., & Wu, C. H. J. (2021). The Antecedents of Customer Satisfaction and Customer-Company Identification in Enhancing Halal Restaurant Loyalty: Halal Company Identity Perspective. *International Journal of Religious Tourism and Pilgrimage*, 9(1), 8. <https://arrow.tudublin.ie/ijrtp/vol9/iss1/8/>

- Rather, R. A. (2018). Investigating the impact of customer brand identification on hospitality brand loyalty: A social identity perspective. *Journal of Hospitality Marketing & Management*, 27(5), 487-513.
<https://www.tandfonline.com/doi/abs/10.1080/19368623.2018.1404539>
- Rather, R. A., & Camilleri, M. A. (2019). The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*, 30(4), 547-559.
<https://www.tandfonline.com/doi/abs/10.1080/13032917.2019.1650289>
- Sherly Simbolon. (2022) Pekan Literasi SD Plus Ark Sidikalang – September 2022
<https://merdekabelajar.dairikab.go.id/2022/11/16/pekan-literasi-sd-plus-ark-sidikalang-september-2022/>
- Yudi Rahmat. (2023). Eunnike Sihombing Juarai Lomba Bertutur Cerita Rakyat Dairi. <https://infopublik.id/kategori/nusantara/736082/index.html>
- Rendra Sanjaya. (2021). Merekonstruksi Pendidikan Indonesia.
<https://www.kompas.id/baca/buku/2021/11/13/merekonstruksi-pendidikan-indonesia>
- Catur Nurrohman Oktavian. (2022). Kesenjangan Mutu dalam Rapor Pendidikan Indonesia.
<https://www.kompas.id/baca/artikel-opini/2022/04/29/kesenjangan-mutu-dalam-rapor-pendidikan-indonesia>

