

DAFTAR PUSTAKA

- Abdullah, F. 2006. Measuring Service Quality in Higher Education: Three Instruments Compared, *International Journal of Research & Method in Education*. 29(1): 71-89.
- Ahmad, S. N. B., Awadzb, A. S., Musac, N. C., and Juhdid, N., 2012. Understanding The Relationship of Relational Satisfaction, Students University Identification and Positive Word of Mouth Intentions Among Students of Tun Abdul Razak University”, *Journal of Modern Marketing Research*. 1: 27-41.
- Alam, S. S., Rohani, M. and Hisham, B. 2011. Is religiosity an important determinant on Muslim consumer behaviour in Malaysia?, *Journal of Islamic Marketing*. 2(1): 83-96.
- Al-Mundziri, I. 2003. Ringkasan Hadis Shahih Muslim, Pustaka Amani, Jakarta.
- Allsop, D. T., Basset, B. B., and Hoskins, J. A. 2007. Word of Mouth Research: Principles and Application, *Journal of Advertising Research*. December: 398-411.
- Altaf, A. and Awan, M. A. 2011. Moderating Affect of Workplace Spirituality on the Relationship of Job Overload and Job Satisfaction, *Journal of Business Ethics*. 104: 93–99.
- Anam, A. K.. 2012. Perguruan Tinggi NU Konsolidasi Hadapi UU Baru <http://www.nu.or.id/m,mappage-s,search-a,public-lang,id-.phpx?cari=Perguruan+Tinggi+NU+KonPerguruan+Tinggi+NU+Konsolidasi+Hadapi+UU+Barusolidasi+Hadapi+UU+Baru>, Kamis, 09/08/2012 20:20.
- Ancok, Dj. dan Suroso, F. N. 2001. *Psikologi Islam: Solusi Islam atas Problem-problem Psikologi*, Pustaka Pelajar, Bandung.
- Anderson, E. W. 1998. Customer Satisfaction and Word of Mouth, *Journal of Service Research*. 1(1): 5-17.
- Andreassen. T. W. and Streukens, S. 2009. Service Innovation and Electronic Word of Mouth: Is It Worth Listening to? *Managing Service Quality*. 19 (3): 249-265.
- Ansori, I. 2014. Perbedaan Metode Ijtihad Nahdlatul Ulama dan Muhammadiyah dalam Corak Fikih di Indonesia, *NIZAM*. 4(01): 126-142.

- Arambewela, R. and Hall, J. 2008. A Model of Student Satisfaction: International Postgraduate Students from Asia, *European Advances in Consumer Research*. 8: 129-135.
- Ariffin, Z. Z., Othman, M. N. and Karim, J. A. 2012. Relationship between American popular culture and conspicuous consumption: A moderating effect of religiosity, *African Journal of Business Management*. 6(36): 9969-9988.
- Arndt, J. 1967. Role of Product-Related Conversations in the Diffusion of a New Product, *Journal of Marketing Research*. 4(3): 291-295.
- Athanassopoulos, A., Gounaris, S., and Stathakopoulos, V. 2001. Behavioural Responses to Customer Satisfaction: an Empirical Study, *European Journal of Marketing*. 35(5/6): 687-707.
- Azam, A., Fu Qiang, Abdullah, M. I., and Abbas S. A. 2011. Impact of 5-D of Religiosity on Diffusion Rate of Innovation, *International Journal of Business and Social Science*. 2(17): 177-185.
- Babin, B. J., Lee, Y. K., Kim, E. J., and Griffin, M. 2005. Modeling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea, *Journal of Services Marketing*. 19(3): 133-139.
- Bansal, H. S. and Voyer, P. A. 2000. Word of Mouth Processes Within a Services Purchase Decision Context, *Journal of Service Research*. 3(2): 166-77.
- Barber, P. and Wallace, L. 2010. *Building a Buzz: Libraries & Word of Mouth Marketing*, American Library Association, Chicago, USA.
- Baron, R. M. and Kenny, D. A. 1986. The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations, *Journal of Personality and Social Psychology*. 51(6): 1173-1182.
- Bayraktaroglu, G., and Aykol, B. 2008. Comparing the Effect of *Online* Word-of-Mouth Communication Versus Print Advertisements on Intentions Using Experimental Design, *Isletme Fakültesi Dergisi*. 8(1): 69-86.
- Beatty, S. E. and Smith, S. M. 1987. External Search Effort: An Investigation Across Several Product Categories, *Journal of Consumer Research*. 14(1): 83.
- Belch, G. E. and Belch, M. A. 2003. *Advertising and Promotion An Integrated Marketing Communications Perspective*, Sixth Edition, The McGraw-Hill Companies, USA.

- Bloodgood, J. M., Turnley, W. H., and Mudrack, P. 2008. The Influence of Ethics Instruction, Religiosity, and Intelligence on Cheating Behavior, *Journal of Business Ethics*. 82(3): 557-571.
- Benoit, W. L., and Benoit, P. J. 2008. *Persuasive Messages: The Process of Influence*. Blackwell Publishing, Oxford, UK.
- Brown, R. M. and Mazzarol, T. W. 2009. The Importance of Institutional Image to Student Satisfaction and Loyalty Within Higher Education, *Higher Education*. 58: 81-95.
- Brown, T. J., Barry, T. E., Dacin, P. A., and Gunst, R. F. 2005. Spreading the Word: Investigating Antecedents of Consumers' Positive Word-of-Mouth Intentions and Behaviors in Retailing Context, *Academy of Marketing Science*. 33(2): 123-138.
- Bruce, G. and Edgington, R. 2008. Factors Influencing Word-of-Mouth Recommendations by MBA Students: An Examination of School Quality, Educational Outcomes, and Value of the MBA, *Journal of Marketing for Higher Education*. 18(1): 70-101.
- Bruner, G. C. (2009). *Marketing Scales Handbook: A Compilation of Multi-Item Measures for Consumer Behavior & Advertising Research Volume 5*, Illinois, United States of America.
- Bruyn, A. D. 2003. *Will They Listen Anyway? Viral Marketing and Effectiveness of Online Word of Mouth Referrals*, AMA Summer Marketing Educators' Conference.
- Budiman, S. 2012. Analysis of Consumer Attitudes to Purchase Intentions of Counterfeiting Bag Product in Indonesia, *International Journal of Management, Economics and Social Sciences*. 1(1): 1-12.
- Casalo, L. V., Flavian, C., and Guinaliu, M. 2008. The Role of Satisfaction and Website Usability in Developing Customer Loyalty and Positive Word of Mouth in the E-banking Service, *The International Journal of Bank Marketing*. 26(6): 399-417.
- Casielles, R. V., Álvarez, L. S., and del Río-Lanza, A. B. 2013. *Journal Of Advertising Research*. March, pp. 43-59.
- Chaniotakis, I. E. and Lymperopoulos, C. 2009. Service Quality Effect on Satisfaction dan Word of Mouth in the Health Care Industry, *Journal of Managing Service Quality*. 19(2): 229-242.

- Chen, Y. and Xie, J. 2008. Online Consumer Review: Word-of-Mouth as a New Element of Marketing Communication Mix, *Management Science*. 54(3): 477–491.
- Cheung, C. M. K., and Thadani, D. R. 2010. *The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis*, 23rd Bled e-Conference e-Trust: Implications for the Individual, Enterprises dan Society, June 20 – 23, Bled, Slovenia.
- Chevalier, J. A., and Mayzlin, D. 2003. *The Effect of Word of Mouth on Sales: Online Book Reviews*, Working Paper. National Bureau Of Economic Research, December.
- Cronin, J. J. Jr, Brady, M. K., Brand R. R., Hightower, R. Jr., and Shemwell, D. J. 1997. A Cross-Sectional Test of The Effect and Conceptualization of Service Value, *The Journal Of Services Marketing*. 11(6): 375-391.
- Danjuma, I. and Rasli, A. 2012. Factors Affecting Service Quality in Nigerian Technological Universities, *International Journal of Business and Management Tomorrow*. 2(2): 1-11.
- De Matos, C. A., and Rossi, C. A. C. 2008. Word-of-Mouth Communications in Marketing: A Meta-Analytic Review of the Antecedents and Moderators, *Journal of the Academic Marketing Science*. (36): 578–596.
- Delener, N. 1994. Religious Contrasts in Consumer Decision Behaviour Patterns: Their Dimensions and Marketing Implications, *European Journal of Marketing*. 28(5): 36-53.
- Dellarocas, C. 2003. The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms, *Management Science*. 49(10): 1407–1424.
- Departemen Agama Republik Indonesia. 2005. *Al-Qur'an dan Terjemahannya*, Dewan Penerjemah Al-Qur'an, Komplek Percetakan Al-Qur'an Raja Fahd Madinah.
- Douglas, J., Douglas, A., and Barnes, B. 2006. Measuring Student Satisfaction at A UK University, *Quality Assurance in Education*. 14(3): 251-267.
- Duggirala, M., Rajendran, C., and Anantharaman, R. N. 2008. Patient-Perceived Dimensions of Total Quality Service in Healthcare, *Benchmarking: An International Journal*. 15(5): 560-583.
- Effendi, S. dan Tukiran, 2012. *Metode Penelitian Survei*, Edisi Revisi, LP3ES, Jakarta.

- Elliott, K. M., and Healy, M. A. 2001. Key Factors Influencing Student Satisfaction Related to Recruitment and Retention, *Journal of Marketing for Higher Education*. 10(4): 1-11.
- El-Menouar, Y. 2014. The Five Dimension of Muslim Religiosity. Results of an Empirical Research, *Methods, Data, Analyses*. 8(1): 53-78.
- Ennew, C. T., Banerjee, A. K. and Li, D. 2000. Managing Word of Mouth Communication: Empirical Evidence from India, *International Journal of Bank Marketing*. 18(2): 75-83.
- Fatima, J. K., and Razzaque, M. A. 2014. Service Quality and Satisfaction in the Banking Sector, *International Journal of Quality & Reliability Management*. 31(4): 367-379.
- Fauzan dan Setiawati, T. 2005. Pengaruh religiusitas terhadap prestasi kerja pegawai negeri sipil alumni dan bukan alumni pesantren di Kantor Depag Kota Malang, *Jurnal Sinergi Kajian Bisnis Dan Manajemen Edisi Khusus on Human Resources* (1-18).
- Ferdinand, A. 2006. *Structural Equation Modelling* dalam Penelitian Manajemen: Aplikasi Model-model Rumit dalam Penelitian untuk Tesis Magister dan Disertasi Doktor, Edisi 4, Badan Penerbit Universitas Diponegoro, Semarang.
- Ferguson, R. J., Paulin, M., and Bergeron, J. 2010. Customer Sociability and the Total Service Experience: Antecedents of Positive Word-of-Mouth Intentions, *Journal of Service Management*. 21(1): 25-44.
- Fern, E. F. and Monroe, K. B. 1996. Effect-Size Estimates: Issues and Problems in Interpretation, *Journal of Consumer Research*; 23(2): 89-105.
- Folkes, V.S. 1988. Recent Attribution Research in Consumer Behavior: A Review and New Directions, *The Journal of Consumer Research*. 14(4): 548-565.
- Fuadi, Dj. 2012. Efektifitas Penggunaan Media Promosi dalam Meraih Calon Mahasiswa Baru: Studi Kasus pada Lima Perguruan Tinggi Swasta Di Surakarta, *Jurnal Pendidikan Ilmu Sosial*. 22(2): 144-162.
- Ghozali, I. 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*. Cetakan IV, Badan Penerbit Universitas Diponegoro, Semarang.
- Ghozali, I. dan Latan, H. 2011. *Structural Equation Modeling: Teori, Konsep, dan Aplikasi Dengan Program Smartpls 2.0*. Badan Penerbit Universitas Diponegoro, Semarang.

- Gill, L. and White, L. 2009. A Critical Review of Patient Satisfaction, *Leadership in Health Services*. 22(1): 8-1.
- Godes, D. and Mayzlin, D. 2004. Source Using Online Conversations to Study Word-of-Mouth Communication, *Marketing Science*. 23(4): 545-560.
- Gounaris, S., Dimitriadis S., and Stathakopoulos, V. 2010. An Examination of the Effects of Service Quality and Satisfaction on Customers' Behavioral Intentions in E-shopping, *Journal of Services Marketing*. 24(2): 142-156.
- Gremler, D. D., Gwinner, K. P., and Brown, S. W. 2001. Generating Positive Word-of-Mouth Communication Through Customer-Employee Relationships, *International Journal of Service Industry Management*. 12(1): 44-59.
- Hair Jr., J. F., Black, W. C., Babin, B. J., and Anderson, R. E. 2006. *Multivariate Data Analysis*, Seventh Edition, Prentice-Hall International, New York, USA.
- Hameed, A. and Amjad, S. 2011. Students' Satisfaction in Higher Learning Institution: A Case Study of COMSATS Abbottabad, Pakistan, *Iranian Journal of Management Studies (IJMS)*. 4(1): 63-77.
- Hanaysha, J. R. M., Abdullah, H. H., and Warokka, A. 2011. Service Quality and Students' Satisfaction at Higher Learning Institutions: The Competing Dimensions of Malaysian Universities' Competitiveness, *Journal of Southeast Asian Research*: 1-10.
- Hardjanti, R. 2013. *Iklan Mulut ke Mulut Paling Dominan di Asia Tenggara*, Okezone, Kamis, 19 September. [Http://economy.okezone.com/read](http://economy.okezone.com/read).
- Harrison-Walker, L.J. 2001. The Measurement of Word-of-Mouth Communication and an Investigation of Service, *Journal of Service Research*. 4 (1): 60-75.
- Hartline, M. and Jones, K. C. 1996. Employee Performance Cues in a Hotel Environment: Influences on Perceived Service Quality, Value dan Word of Mouth Intentions, *Journal of Business Research*. 35(3): 207-215.
- Haryanto, B. 2007. *Model Perluasan Merek Dalam Perspektif Keperilakuan Konsumen*, Disertasi, Universitas Gadjah Mada, Yogyakarta, Tidak Dipublikasikan.
- Hayes, B. E. 2008. *Measuring Customer Satisfaction and Loyalty: Survey Design, Use, and Statistical Analysis Methods*. Third Edition, ASQ Quality Press, Wisconsin, United States of America.
- Hermawan, A. 2001. *The Effect of Service Cues on Perceived Service Quality, Value, Satisfaction And Word of Mouth Recommendations in Indonesian University*

- Settings*, A Dissertation, Wayne Huizenga Graduate School of Business and Entrepreneurship Nova Southeastern University, USA.
- Herr, P. M. Kardess, F. R., and Kim, J. 1991. Effects of Word of Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnostic Perspective, *Journal of Consumer Research*. 17: 454-462.
- Hidayat, M. 2016. Model Komunikasi Kyai dengan Santri di Pesantren, *Jurnal Komunikasi Aspikom*. 2(6): 385-395.
- Holland, P. C. 2008. Cognitive versus Stimulus-Response Theories of Learning, *Learning & Behavior*. 36(3): 227.
- Hidayat, M. 2016. Model Komunikasi Kyai dengan Santri di Pesantren, *Jurnal Komunikasi Aspikom*. 2(6): 385-395.
- Hovland, C. I. 1951. Changes in Attitude Through Communication, *Journal of Abnormal and Social Psychology*. 46: 424-437.
- Huang, Q. 2009. The Relationship Between Service Quality and Student Satisfaction in Higher Education Sector: A Case Study on The Undergraduate Sector of Xiamen University of China, *Journal of Management*. 34: 38-44.
- Ilyas, S., Hussain, M. H., and Usman, M. 2011. An Integrative Framework for Consumer Behavior: Evidence from Pakistan International. *Journal of Business and Management*. 6(4): 120-128.
- Ingranti, M., Santoso, I., dan Dania, W. A. P. 2012. Analisis Pengaruh Komponen Teknologi dan Nilai Tambah Terhadap Perkembangan Sentra Industri Kerupuk Udang Sidoarjo (Studi Kasus di Industri Kerupuk Udang Desa Kedungrejo, Kecamatan Jabon, Kabupaten Sidoarjo, Jawa Timur), *Jurnal Industri*. 1(2): 125-139.
- Iuliana-Raluca, G. 2012. Word of Mouth Communication: A Theoretical Review, *Маркетинг і менеджмент інновацій*. 1:132-139.
- Jones, E.. & Nisbett. R. 1972. *The actor and the observer: Divergent perceptions of the causes of behavior*. In E. E. Jones et al. (Eds.). Attribution: Perceiving the causes of behavior, General Learning Press, Morristown, New Jersey, United States of America.
- Jurkowitsch, S., Vignali, C., and Kaufman, H. R. 2006. A Student Satisfaction Model for Austrian Higher Education Providers Considering Aspects of Marketing Communications, *Innovative Marketing: Special Edition on Consumer Satisfaction – Global Perspective*. 2(3).

- Kasali, R. 1998. *Using Communication Strategies to Design Food Marketing Strategies the "Pork Fat" Rumor in Indonesia*, Ph.D. Thesis, University of Illinois at Urbana-Campaign, USA, Unpublished.
- Kelley, H. H. and Michela, J. L. 1980. Attribution Theory and Research, *Annual Review Psychology*. (31): 457-501.
- Keong, R. T. C. 2006. Word-of-Mouth: The Effect of Service Quality, Customer Satisfaction And Commitment In A Commercial Education Context, *Thesis* for the Degree of Doctor of Philosophy, Graduate School of Management, University of Western Australia.
- Khraim, H.S., Khraim, A.S., Al-Kaidah, F.M., and AL-Qurashi, D. 2011. Jordanian Consumer's Evaluation of Retail Store Attributes: The Influence of Consumer Religiosity, *International Journal of Marketing Studies*. 3(4): 105-116.
- Kolb, B. 2008. *Marketing Research for Non-Profit, Community and Creative Organizations: How to Improve Your Product, Find Customers and Effectively Promote Your Message*. First edition, Oxford, USA.
- Kotler P, and Keller K. L. 2006. *Marketing Management*, Pearson International Edition, Upper Saddle River, New Jersey, USA.
- Kotler, P., Shalowitz, and Steven, R.J. 2008. *Marketing for Health Care Organizations: Building A Customer-Driven Health System*, John Wiley & Sons, Inc., Jossey-Bass, San Francisco, USA.
- Kozikowski, A. 2012. The Interaction between Service Quality and Word-of-Mouth on Service Quality Perceptions, Satisfaction, Loyalty, Value and Trust. Hofstra University, *Dissertation*, Doctor of Philosophy, Hofstra University, Hempstead New York, USA.
- Kuo, N. T., Chang, K. C., and Lai, C. H. 2011. Identifying Critical Service Quality Attributes for Higher Education in Hospitality and Tourism: Applications of the Kano Model and Importance-Performance Analysis (IPA), *African Journal of Business Management*. 5(30): 12016-12024.
- Kurpis, L.V., Beqiri, M.S., and Helgeson, J.G.. 2008. The Effects of Commitment to Moral Self-improvement and Religiosity on Ethics of Business Students, *Journal of Business Ethics*. 80:447-463.
- La Barbera, P. A and Gurhan, Z. 1997. The Role of Materialism, Religiosity, and Demographics in Subjective Well-Being, *Psychology & Marketing*. 14(1):71-97.

- Laczniak, R. N., De Carlo, T. E., and Ramaswami S. N. 2001. Consumers' Responses to Negative Word-of-Mouth Communication: An Attribution Theory Perspective, *Journal of Consumer Psychology*. 11(1): 57-73.
- Ladhari, R. 2009. Service Quality, Emotional Satisfaction, and Behavioural Intentions, A study in the hotel industry, *Managing Service Quality*. 19(3): 308-331.
- Lee, J., Park, Do-H., and Han, I. 2006. The Effect of Negative Online Consumer Reviews on Product Attitude: An Information Processing View, *Electronic Commerce Research and Applications*. 7: 341-352.
- Letcher, D.W. and Neves, J. S. 2010. Determinants of Undergraduate Business Student Satisfaction, *Research in Higher Education Journal*. 6: 1-26.
- Li, S. C. 2013. Exploring the Relationships among Service Quality, Customer Loyalty and Word-Of-Mouth for Private Higher Education in Taiwan, *Asia Pacific Management Review*. 18(4): 375-389.
- Litvin, S. W., Goldsmith, R. E., and Pan, B. 2006. Electronic Word-of-Mouth in Hospitality and Tourism Management, Working Paper. 1-32.
- Malhotra, N. K. 1993. *Marketing Research: An Applied Orientation*, Prentice Hall International, New Jersey, USA.
- Malle, B. F. 2011. Attribution Theories: How People Make Sense of Behavior, *Theories in Social Psychology*. In Cadeed, D. (Ed.): 72-95.
- Mangold, W. G., Miller, F. and Brockway, G. R. (1999), "Word-of-mouth communication in the service marketplace", *Journal of Services Marketing*, 13(1): 73-89.
- Mansori, S. 2012. Impact of Religion Affiliation and Religiosity on Consumer Innovativeness; The Evidence of Malaysia, *World Applied Sciences Journal*. 17(3): 301-307.
- Manusov, V., and Spitzberg, B. H. 2008. *Attributes of Attribution Theory: Finding Good Cause in the Search for Theory*, in D. O. Braithwaite & L. A. Baxter (Eds.), *Engaging Theories in Interpersonal Communication*: 37-49.
- Markovic, S. and Jankovic, S. R. 2013. Exploring the Relationship between Service Quality and Customer Satisfaction in Croatian Hotel Industry, *Tourism and Hospitality Management*. 19(2): 149-164.

- Mazzarol, T. W., Sweeney, J. C., and Soutar, G. N. 2007. Conceptualizing Word-of-Mouth Activity, Triggers and Conditions: An Exploratory Study, *European Journal of Marketing*. 41(11/12): 1475-1494.
- Minhaji, H. A. 2007. Masa Depan Perguruan Tinggi Islam di Indonesia: Perspektif Sejarah-Sosial, *Tadris Jurnal Pendidikan Islam*. 2(2): 145-178.
- Mitchell, E. S. 2013. *Study: While Consumers Still Trust Word-of-Mouth Most, Owned Advertising Is Gaining Ground*, September, <http://www.mediabistro.com>.
- Molinari, L K., Abratt, R., and Dion, P. 2008. Satisfaction, Quality and Value and Effects on Repurchase and Positive Word-of-Mouth Behavioral Intentions in A B2B Services Context, *Journal of Services Marketing*. 22(5): 363-373.
- Momtaz, Y. A., Hamid, T. A., Ibrahim, R., Yahaya, N., and Abdullah, S. S. 2012. Moderating Effect of Islamic Religiosity on the Relationship Between Chronic Medical Conditions and Psychological Well-being Among Elderly Malays. *Psychogeriatrics*, (12): 43-53.
- Money, R. B., Gilly, M. C., and Graham, J. L. 1998. Exploration of National Culture and Word-of-Mouth Behavior in the Purchase of Industrial Service", *The Journal of Marketing*. 62(4): 76-87.
- Naik, J. R. K., Anand, B., and Bashir, I. 2013. Healthcare Service Quality and Word of Mouth: Key Drivers to Achieve Patient Satisfaction, *Pacific Business Review International*. 5(12): 39-44
- Nazlida, M., Mizerski, D., and Mizerski, K. 2008. The Constructs Mediating Religions' Influence on Buyers and Consumers, *Anzmac Conference Proceedings*, 1-7.
- Oetting, M. 2009. *Ripple Effect: How Empowered Involvement Drives Word of Mouth*, 1st Edition, Gabler, Wiesbaden, Germany.
- Oetting, M. and Jacob, F. 2007. *Empowered Involvement and Word of Mouth: An Agenda for Academic Inquiry*, ESCP-EAP Working Paper. 28(1-28).
- Oliver, R. L. 1981. *What is Customer Satisfaction?* The Wharton Magazine, Spring: 36-41.
- Olorunniwo, F., Hsu, M. K, and Udo, G. J. 2006. Service Quality, Customer Satisfaction, and Behavioral Intentions in the Service Factory, *Journal of Services Marketing*. 20(1): 59-72.

- Oscar, W. D. Jr., Kara, A., and Kaynak, E. 2005. Determinants of Business Student Satisfaction and Retention in Higher Education: Applying Herzberg's Two-Factor Theory, *International Journal of Educational Management*. 19(2): 128-139.
- Parasuraman, A., Zeithaml, V. A., and Berry, L. 1994. Alternative Scales for Measuring Service Quality: A Comparative Assessment Based on Psychometric and Diagnostic Criteria, *Journal of Retailing*. 70(3): 201-230.
- Parasuraman, A., Zeithaml, V. and Berry, L. 1985. A Conceptual Model of Service Quality and Its Implications for Future Research, *The Journal of Marketing*. 49(4): 41-50.
- Parasuraman, A., Zeithaml, V. and Berry, L. 1988. SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retailing*. 64(Spring): 12-40.
- Park, D. H. and Kim, S. 2008. The Effects of Consumer Knowledge on Message Processing of Electronic Word-of-Mouth Via Online Consumer Reviews, *Electronic Commerce Research and Applications*. 7: 399-410.
- Rakhmat, J. 2001. *Psikologi Agama*, PT. Raja Grafindo Persada, Jakarta.
- Ranaweera, C., and Prabhu, J. 2003. On the Relative Importance of Customer Satisfaction and Trust as Determinants of Customer Retention and Positive Word of Mouth, *Journal of Targeting, Measurement and Analysis for Marketing*. 12(1): 82-90.
- Richins M. L. 1983. Negative Word-of-Mouth by Dissatisfied Consumers: A Pilot, *The Journal of Marketing*. 47(1): 68-78.
- Rodani. 2010. Dakwah dan Komunikasi Menuju Kemandirian Ilmu, *Adzikra*. 01(01): 1- 17.
- Said, A. N. 2012. Religiosity and the Perception on the Service Quality in Islamic Banking Industry in Malaysia, *Thesis*, University of Malaya.
- Sanayei, A., and Jokar, A. 2013. Determining the Effect of Electronic Services Quality on Electronic Satisfaction and Positive Word of Mouth (Case Study: Different Branches of Shiraz Mellat Bank Customers), *International Journal of Academic Research in Accounting, Finance and Management Sciences*. 3(4): 103-111.
- Saleem, A., Saghir, A., Akhtar, R. N., Bibi, N., and Asif, N. 2012. Students' Satisfaction Regarding Higher Education: A Survey Study in Azad Kashmir, Pakistan, *Sci.Int*. 24(1): 91-94.

- Silva, F. and Fernandes, P. O. 2012. Empirical Study on the Student Satisfaction in Higher Education: Importance-Satisfaction Analysis, *World Academy of Science, Engineering and Technology*. 66: 1192-1197.
- Smith, R., E. and Vogt, C. A. 1995. The Effects of Integrating Advertising and Negative Word-of-Mouth Communications on Message Processing and Response, *Journal of Consumer Psychology*. 4(2): 133-151.
- Stark, R., and Glock, C. Y. (1974). *American Piety: The Nature of Religious Commitment*, University of California Press, United States of America.
- Steffes, E. M., and Burgee, L. E. 2009. Social Ties and Online Word of Mouth, *Internet Research*. 19 (1): 42-59.
- Sugiyono, 2009. *Metode Penelitian Kuantitatif, Kualitatif dan R & D*, Penerbit Alfabeta, Bandung.
- Swanson, S. R., and Kelley, S. W. 2001. Service Recovery Attributions and Word of Mouth Intentions, *European Journal of Marketing*. 35(1/2): 194-211.
- Sweeney, J. C., Soutar, G. N., and Mazarrol, T. 2006. Factor Influencing Word of Mouth Effectiveness Receiver Perspectives, *European Journal of Marketing*. 42(3/4): 344-364.
- Sweeney, J. C., Soutar, G. N., Mazzarol, T. 2012. Word of Mouth: Measuring the Power of Individual Messages, *European Journal of Marketing*, Vol. 46(1/2): 237-257.
- Swimberghe, K., Sharma, Dh., and Flurry, L. 2009. An exploratory investigation of the consumer religious commitment and its influence on store loyalty and consumer complaint intentions, *Journal of Consumer Marketing*. 26(5): 340-347.
- Tafsir. 2009. Simpang Jalan Muhammadiyah, *MAARIF*. 4(2): 20-44.
- Thoyib, M. 2011. Internasionalisasi Pendidikan dan Strategi Pengembangan 'Modernisasi' Perguruan Tinggi Agama Islam Di Indonesia, *Jurnal Akademika*. 16(1): 1-22.
- Vitell, S. J. and Paolillo, J. G. P. 2003. Consumer Ethics: The Role of Religiosity, *Journal of Business Ethics*. 46(2): 151-162.
- Vitell, S. J., Singh, J. J., and Paolillo, J. 2007. Consumers' Ethical Beliefs: The Roles of Money, Religiosity and Attitude toward Business, *Journal of Business Ethics*. 73: 369-379.

- Vitell, S. J., Bing, M. N., Davison, H. K., Ammeter, A. P., Garner, B. L., and Novicevic, M. M. 2009. Religiosity and Moral Identity: The Mediating Role of Self-Control, *Journal of Business Ethics*. 88: 601-613.
- Waemusor, A. 2010. The Relationship Between Perceived Islamic Bank Corporate Social Responsibility Based Customer Service And Customer Satisfaction: The Role Of Religiosity As A Moderator, *Master Thesis*, Universiti Sains Malaysia.
- Wan Ahmad, W. M., Rahman, A. A., Ali, N.A., and Seman, A. C. 2008. Religiosity and Banking Selection Criteria Among Malays in Lembah Klang, *Shariah Journal*. 16(2): 279-304.
- Wangenheim, F., and Bayo'n, T. 2004. Satisfaction, Loyalty and Word of Mouth Within the Customer Base of a Utility Provider: Differences Between Stayers, Switchers and Referral Switchers, *Journal of Consumer Behaviour*. 3(1): 211-220.
- Westbrook, R. A. and Oliver, R.L. 1991. The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction, *Journal of Consumer Research*. 18 (1): 84.
- Wijanto, S. H. 2008. *Structural Equation Modeling Dengan Lisrel 8.8, Konsep Dan Tutorial*. Graha Ilmu, Yogyakarta.
- Wirtz, J., and Chew, P. 2002. The Effect of Incentives, Deal Proneness, Satisfaction and Tie Strength on Word-of-Mouth Behaviour, *International Journal of Service Industry Management*. 13(2): 141-162.
- Wiyono, G. 2011. *Merancang Penelitian Bisnis Dengan Alat SPSS 17.0 dan SmartPLS 2.0*. UPP STIM YKPN, Yogyakarta.
- Wu, K. W. 2011. Customer Loyalty Explained by Electronic Recovery Service Quality: Implications of the Customer Relationship Re-Establishment for Consumer Electronics E-Tailers, *Contemporary Management Research*. 7(1): 21-44.
- Zeithaml, V.A. 1981. How Consumer Evaluation Processes Differ Between Goods and Services in Marketing of Service, Eds. James H. Donnelly and William R. George, Chicago, AMA: 186-190.
- Zhang, L., Han, Z., and Gao, Q. 2008. Empirical Study on the Student Satisfaction Index in Higher Education, *International Journal of Business and Management*. 3(9).
- Database Persarikatan, Data Amal Usaha Muhammadiyah, <http://www.muhammadiyah.or.id/id/content-8-det-database- persyarikatan.html>.

- 2014. Daftar Mahasiswa Aktif Semester Genap 2013/2014, Biro Administrasi Akademik, Universitas Muhammadiyah Malang, Januari.
- 2014. Daftar Mahasiswa Aktif Semester Genap 2013/2014, Biro Administrasi Akademik, Universitas Islam Malang, Januari.
- 2012. *Buku Statistik Pendidikan Islam*, Tahun Pelajaran 2011/2012.
[Http://pendis.kemenag.go.id/ebook/analisis20112012/statistiktabel20112012](http://pendis.kemenag.go.id/ebook/analisis20112012/statistiktabel20112012).

