

DAFTAR PUSTAKA

- Abuznaid, S. (2012). Islamic Marketing : Addressing the Muslim Market. *An-Najah Univ.J.Res. (Humanities) Vol.26 (6)*, 1473-1503.
- Alfirevic, N., Jerkovic, I., Jelic, P., Piplica, D., dan Rendulic, D., 2024, *Sustainability Reporting and International in Higher Education: A Case of the University of Split, Croatia*, <https://doi.org/10.3390/world5010006>
- Ali, A. (2015). Performance Lectur's Competence As The Quality Assurance. *The Journal of Social Sciences 30 (1)*, 30-45.
- Ambarwati, R., dan Sari, D.K., 2023, *Experiential Marketing and Islamic Branding: a new perspective on collae decision in islamic higher education*, Sidoarjo: Emerald Publishing Limited.
- Andreani, F. (2007). Experiental Marketing : Sebuah Pendekatan Pemasaran. *Jurnal Manajemen Pemasaran Vol.2 No.1*, 1-8.
- Ardiansyah. (2023). *Konsep Dasar Branding* . Purbalingga: CV. Eureka Media Aksara.
- Arief Wibowo, S. P. (2022). Komunikasi Word of Mouth (WOM) Sebagai Penentu Keputusan Pembelian Konsumen. *Humantech : Jurnal Ilmiah Multidisiplin Indonesia Vol.2 No.3*, 617-629.
- Bae, B.R., dan Kim, S.E., 2022, *Effect of Brand Experiences on Brand Loyalty Mediated by Brand Love: The Moderated Mediation Role of Brend Trust*, hal. 2412-2430, <http://dx.doi.org/10.1108/APJML-03-2022-0203>
- Borjesson, M., dan Cea, P.L., 2021, *World Class Universities, Rankings and the Global Space of International Students*, hal. 141-170, <https://doi.org/10.1007/978-981-15-759810>
- Brewer, A., dan Zhao, J., 2014, *The Impact of Pathway College on Reputation and Brand Awereness for its Affiliated University in Sydney*, <http://dx.doi.org/10.1108/09513541011013033>
- Brown, J.H., dan Oplatka, I., 2006, *Universities in a Competitive Global Marketplace: A Systematic Review of the Literature on Higher Education Marketing*, hal. 316-338, <https://doi.org/10.1108/09513550610669176>
- Brown, J.H., Melewar, T.C., Nguyen, B., Wilson, E.J., 2016, *Exploring Brand Identity, Meaning, Image, and Reputation (BIMIR) in Higher Education: A Special Section*, <http://dx.doi.org/10.1016/j.jbusres.2016.01.016>
- Bryman, A. (2012). *Social Research Methods*. New York: Oxford University Press.
- Chairia, C. S. (2020). Peran Ekspektasi Kinerja, Ekspektasi Usaha, Pengaruh Sosial, dan Kondisi Yang Mendukung Terhadap Perilaku Pengguna Itqan Mobile Yang Dimediasi Oleh Niat Perilaku Menggunakanya. *Jurnal Maksipreneur : Manajemen, Koperasi, dan Enterpreneurship Vol.10 No.1*, 48-72.

- Casidy, R., 2014, *Linking Brand Orientation with Service Quality, Satisfaction, and Positive Word-of-Mouth: Evidence from the Higher Education Sector*, Vol. 26, hal. 142-161.
- Didik Harjadi, N. E. (2021). Islamic Marketing Strategy In Building Indonesia Halal Business Ecosystem. *International Journal of Economics, Business and Accounting Research* Vol.5 Issue 3, 1225-1237.
- Faisal, A. R. (2023). Islamic marketing and customer interest : Bridging theory and practice from an Islamic economic perspective. *Al-Ma'arief : Jurnal Pendidikan Sosial dan Budaya* Vol.5 No.1, 51-61.
- Fridayani, S. E. (2022). *Institusi Dan Organisasi: Pengenalan, Identifikasi dan Analisis Dasar*. Yogyakarta: Sanata Dharma University Press.
- Frolich, N., dan Stensaker, B., 2010, *Student Recruitment Strategies in Higher Education: promoting excellence and diversity?*, Norway: Emerald Group Publishing Limited.
- Hadi, A. (1998). *Metodologi Penelitian Kualitatif*. Bandung: Pustaka Setia.
- Handoko, S., Sumiyana., dan Lantara, I.W.N., 2024, *Persepsi Mahasiswa Terkait Ekspektasi, Branding Institusi dan Kepuasannya Saat Memilih Perguruan Tinggi Swasta (Studi pada Universitas Pembangunan Jaya, Banten)*, Yogyakarta: Widyakala Journal.
- Heffernan, T., Wilkins, S., dan Butt, M., 2018, *Transnational higher education: the importance of institutional reputation, trust and student-university identification in international partnerships*, <https://doi.org/10.1108/IJEM-05-2017-0122>.
- Iuliana-Raluca, G. (2012). Word-of-Mouth Communication : A Theoretical Review. *Marketing and Management of Innovations* 3 (1), 132-139.
- J, C. W. (2006). What's In and What's Out: Questions Over the Boundaries of the Attitude Construct. *Journal of Consumer Research*, 33 (1), 69-81.
- J. Josko Brakus, B. H. (2009). Brand Experience: What Is It ? How Is It Measured ? Does It Affect Loyalty ? *Journal of Marketing* Vol.73 , 52-68.
- Jane Hemsley-Brown, T. M. (2016). Exploring Brand identity, meaning, image, and reputation (BIMIR) in higher education : A special section. *Journal of Business Research* (69), 3019-3022.
- Jian, Y. G. (2015). The Role of Private Higher Education in The Chinese Higher Education System. *Emerald Insight*, 377-400.
- Jiang, Y.G., 2015, *The Role of Private Higher Education in the Chinese Higher Education System*, hal. 377-400, [http://dx.doi.org/10.1108/S1479-3679\(2011\)0000015017](http://dx.doi.org/10.1108/S1479-3679(2011)0000015017)

- Juhaidi, A., Syaifuddin., Salamah., Ma'ruf, H., Yuseran, M., Shapiah., Jannah, R., Mudhiah., Saputri, R.A., Muharramah, N., Fuady, M.N., Ramadan, W., dan Lisdariani, R., 2024, *The effect of brand personality, brand-self congruity, and brand love on E-WOM in islamic higher educations in Indonesia: A mediatin effect of brand trust*, <https://doi.org/10.1016/j.ssaho.2024.100955>
- Kaushal, V., Jaiswal, D., Kant, R., dan Ali N., 2021, *Determinants of University Reputation: Conceptual Model and Empirical Investigation in an Emerging Higher Education Market*, India: Emerald Publishing Limited.
- Kotler, K. (2009). *Manajemen Pemasaran 1 Edisi Ketiga Belas*. Jakarta: Erlangga.
- Kuhn, S.W., dan Westhuizen, L.M.V., 2024, *Exploring ow South African handicraft entrepreneurs can use self-schema and brand love to foster positive word-of-mouth from customers*
- Kurbani, A. (2019). Membangun Brand Perguruan Tinggi Marketing Public Relation. *Jurnal Media Wahana Ekonomi* 16, No.1, 119-126.
- Lafuente, A., Zorrilla, P., Forcada, J., 2017, *A Review of Higher Education Image and Reputation Literature: Knowledge Gaps and a Research Agenda*, <https://doi.org/10.0016/j.iemeen.2017.06.005>.
- Lantara, S. H. (2024). Persepsi Mahasiswa Terkait ekspektasi, Branding Institusi dan Kepuasannya Saat memilih Perguruan Tinggi Swasta (Studi pada Universitas Pembangunan Jaya, Banten). *Widyakala Journal Vol.11 Issue 1*, 26-36.
- Latuheru, R. (2019). Branding Perguruan Tinggi Swasta (Studi Kasus Strategi Marketing Public Relation Universitas Kristen Indonesia Maluku). *BADATI 1 (1)*, 105-116.
- Maduro, S., Fernandes, P., dan Alves A., 2017, *Management Design as a Strategic Lever to Add Value to Corporate Reputation Competitiveness in Higher Education Institutions*, <https://doi.org/10.1108/CR-04-2017-0029>.
- Maresova, P., Hruska, J., Kuca, K., 2020, *Social Media University Branding*, <https://doi:10.3390/educsci10030074>
- Ma'sum, M. T. (2022). Strategi Membangun Brand Image Lembaga Pendidikan. *INTIZAM: Jurnal Manajelempn Pendidikan Islam* 5, No.2, 22-41.
- Miotto, G., Feito, C.D.C., Gonzalez, A.B., *Reputation and Legitimacy: Key Factor for Higher Education Institution's Sustained Competitive Adventage*, www.elsevier.com/locate/jbusres
- Moogan, Y.J., 2010, *Can a Higher Education Institution's Marketing Strategy Improve the Student-Institution Match?*, London: Emerald Group Publishing Limited.
- Munir, M. (2018). Manajemen Pemasaran Pendidikan Dalam Peningkatan Kuantitas Peserta Didik. *INTIZAN: Jurnal Manajemen Pendidikan Islam* 1, No.2, 1-37.

- Naoui, O. B. (2022). Factors affecting airline brand love, passengers loyalty, and positive word-of-mouth, A case study of Royal Air Maroc. *Case Studies on Transport Policy* 10, 1388-1400.
- Nur Hidayah, W. N. (2022). Menciptakan Word Of Mouth Marketing Pada UKM La ZieshaKitchen Di Jambi. *Abdaya : Jurnal Pengabdian dan Pemberdayaan Masyarakat Vol.2 No.3*, 1-6.
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research* 17 November, 460-469.
- Pratama, R. (2009). *Analisis Pengaruh Perceived Serqual, Customer Expectations dan Satisfaction Sebagai Intervening Variabel Terhadap peningkatan Intensi Pembelian Ulang Oleh Konsumen*. Jakarta: UIN Syarif Hidayatullah.
- R.Neny Kusumadewi, L. Z. (2023). Pengaruh Ekspektasi Konsumen dan Experiential Marketing Terhadap Kepuasan Konsumen. *Jurnal Daya Saing Vol.9 No.2* , 442-451.
- Rahelina, N. G. (2016). Kekuatan Word of Mouth Untuk mengangkat Dan Menghancurkan Brand di Benak Konsumen. *Jurnal Manajemen Vol.1 No.2* , 1-7.
- Ruiz, F.A., da Pergelova, A., Chebem, J., Altamirano, E.A., 2021, *How do Marketing Activities Influence Organizational Reputation in Higher Education Institutions? An Impression Mnagement Perspective Across Eight Countries*, Emerald Publis hing Limited.
- Sadat, A. M. (2009). *Brand Belief (Strategi Membangun Merek Berbasis Keyakinan)*. Jakarta: Salemba Empat.
- Schmitt, B. H. (1999). *Experiential Marketing : How to get your customer to sense, feel, think, act and relate to your company and brands*. New York: The Free Press.
- Sholikah, 2018, *Branding Institusi Perguruan Tinggi Keagamaan Islam Swasta di Kawasan Pesisir (Studi Multi Kasus di STITMA Tuban dan IAI Tabah Kranji Paciran Lamongan)*.
- Sitorus, S. A. (2020). *Pendahuluan dan Konsep Dasar Merek*. Bandung: CV. Media Sains Indoensia.
- Sugiyono. (2017). *Metode Penelitian Kualitatif, Kuantitatif dan R&D*. Bandung: Alfabeta.
- Sukanteri, N. P. (2020). *Sistem Indentitas Merek*. Bandung: CV. Media Sains Indonesia.

- Sukmaningtyas, G., Purnomo, D., 2012, *Sikap dan Ekspektasi Mhasiswa Non Kependidikan Program Profesi Keguruan IKIP PGRI Semarang Terhadap Profesi Guru*, <https://journal.unnes.ac.id/nju/INTUISI/article/view/13323>
- Tambupolon, D. (2001). *Perguruan Tinggi Bermutu : Paradigma Baru Manajemen Pendidikan Tinggi Menghadapi Tantangan Abad ke-21*. Jakarta: PT. Gramedia Pustaka Utam.
- Vuori, J., 2014, *Exellent Prospects for Beautiful Minds: Marketing International Education*, <http://dx.doi.org/10.1108/IJEM-10-2013-0156>
- Wallace, E., Buil, I., dan Chernatory, L., 2014, *Consumer Engagement with Self-Expressive Brand: Brand Love and WOM Outcomes*, hal. 33-42, <https://doi.org.ezproxy.ugm.ac.id/10.1108/JPBM-06-2013-0326>
- Welly Nailis, M. E. (2021). Ketika Cinta Hadir : Pengaruh Brand Love Terhadap EWOM dan Loyalitas Merek. *Jurnal Manajemen dan Bisnis Sriwijaya Vol.19* (2), 117-128.
- Zhou, L., Alam, G.M., dan Rasdi, R.M., 2024, *Marketing Strategis for Internationalization in China's Higher Educations: An Ally or Barrier for Sustainable Development*, <https://doi.org/10.3390/su16010395>.