Strategy To Build Competitiveness Public Health Study Program Case Study At Stikes Bhakti Pertiwi Indonesia

Haura Karlina[1], Aulia Hervi Anggraini[2], Ratna Utami Wijayanti[3], Wahyu Wismanto Hadi[4*]

[1,2,3,4] Lecturer at the college of health sciences Bhakti Pertiwi Indonesia
Jl. Jagakarsa Raya No 37, South Jakarta 12620
South Jakarta City 12620 DKI Jakarta
[*]Corresponding author:
Email: wahyu_wismanto@edcorpindo.com

Abstract.
Higher education has a strategic role and responsibility in participating in the development of a nation. Higher education can help solutions including solving educational problems, from the elementary level to college. Within that framework, the role of higher education institutions reflected in the Tri Dharma function of higher education, namely education, research and community service can help develop the concept and implementation of basic education strategies to higher education. Implementation is done by the pattern of cooperation between education policy makers, educational institutions, society and industry as the last user of graduates from the world of Education. Similarly, in health colleges such as Stikes Bhakti pertiwi Indonesia in the Public Health Study program, the participation of the community, government, industry and related institutions synergize in order to create quality human resources and international capacity so as to have global competitiveness. People who increasingly understand information in today's digital era, assess the absorption of graduates in quality schools is one of the criteria for the quality of an educational institution. This is also the reason for competition between higher education institutions such as in the Public Health Study program which is so tight today. This condition is real on the other hand raises the desire and interest of capital owners to invest in the establishment of higher health education. Commercialization of education is not appropriate, but professional management is a must, good management conditions, credible and accountable increasingly urgent to do by the management of higher education managers. If this is not done, the institution will only be displaced by various new educational institutions that appear. Educational institutions that do not want to adapt to progress will only survive without motivation to progress and develop. A competitive higher education institution such as Stikes Bhakti Pertiwi Indonesia which has a well-managed and healthy public health study program will be seen from the dynamics of the program that is adaptive to the Times. The professionalism of the manager will be seen how fully an institution has a unity of steps towards progress and is able to compete with other competitors. It should be realized that currently the number of private educational institutions at all levels if taken on average about 68% managed by the community so that competition is complex and open. Healthy organization in an institution, among others, is determined by good management and leadership. The development of the Indonesian nation in the future is determined in the development of health human resources, especially those that rely on the long-term vision of Indonesia, namely the realization of a modern Indonesian nation-state that is safe and peaceful, fair and democratic, and prosperous by upholding human values, independence and unity based on Pancasila and the 1945 Constitution.

Keywords:Public Health, Stikes Bhakti Pertiwi Indonesia, College of Health.

I.   INTRODUCTION

Data from the Central Statistics Agency (BPS) gives an idea of the number of children out of school is still very large compared to those who can continue to continue to higher levels. One of the causes is the weak quality of teachers, curriculum, education management and inadequate facilities and infrastructure. This reason shows the need for new strategies in creating human resource development that will be the foundation of a nation's progress. On the other hand to create quality facilities and infrastructure; the quality of qualified and certified teachers, curriculum adaptation and leadership and management of educational institutions are among the conditions that will be able to produce quality college graduates in accordance with the needs of industry and society.In 1950 there were only two public universities in Indonesia, namely Gajah Mada University (UGM) in Yogyakarta and the University of Indonesia (UI) in Jakarkta which was officially established in 1950. In the decade 1951-1960 there was a very rapid growth in the number of higher education institutions. In addition to Gajah Mada University (UGM) and the University of Indonesia (UI), higher education institutions increased by 16 pieces, namely 13 state universities and institutes, as well

as 3 state higher education institutes, spread throughout Indonesia. A total of 16 universities and institutes as well as 7 state Institutes of Higher Education were built in the 1961-1970 decade. Thus, political aspirations were realized to establish at least one State University in each province.In 1999 the number of private universities throughout Indonesia was 1027 so that the capacity of private university students had reached 2/3 or about 1.6 million of all students in Indonesia totaling about 2.4 million. So, the number of private university students has far exceeded the capacity of state universities which only accommodate about 600,000 students. Furthermore, the Central Statistics Agency (BPS) released Statistics Indonesia 2022. In the report, there are 3,115 universities spread across the territory of Indonesia in the data it was also revealed that the number of universities in Indonesia in 2021 was reduced by 51 units from the previous year. In 2020, Indonesia has 3,166 universities.

The number of campuses is still dominated by private universities. Of the 3,115 existing universities, 2,990 have private status. Meanwhile, 125 others are public universities.When viewed based on the distribution of the region, the majority of universities are on the island of Java, which is 1,489 units. Meanwhile, Sumatra ranks second with a total of 787 campuses, followed by Bali and Nusa Tenggara with 173 units. This major effort will be able to help develop higher education concepts and strategies carried out with a cooperation scheme between education policy makers, communities, higher education institutions and the industrial world. Unification of education stakeholders to absorb the various developments and changes that become the formulation of a new paradigm of higher education, namely independence, accountability, transparency through various internal and external systems. The assessment scheme through national and international evaluation and accreditation will be a reference in solving the problems of higher education in Indonesia. In today's digitalization era, some weaknesses in creating the competitiveness of a university can be overcome by utilizing advances in Science, Information and Communication Technology in imput, process and output of a higher education institution. Higher education institutions have a strategic role and responsibility in the development of a nation, including solving educational problems, from the elementary level to higher education. Within that framework, the role of higher education institutions is reflected in the Tri Darma function of higher education, namely education, research and community service.One of the new paradigms of higher education institutions is to emphasize greater independence in management or autonomy. With this perspective, it provides a broad movement and policy for the entire academic community of higher education in determining programs and directions of Educational Policy and developing innovations in education. The contribution of higher education in the development of education is seen in its involvement in the preparation of the concept of educational development, which includes aspects of curriculum, teaching staff, students, infrastructure, and education management.

Higher education is a public institution as conveyed by Ismara (2005) states that public service management is starting to be abandoned into business management that inevitably has to prioritize prices, prospects, products, profits, priorities, Places, People, profiles, and promotions. As a result, it is also necessary to consider competitors, competitive advantages, added value, and diversity, to be able to make customers satisfied (experienced service and impressive sense of satisfaction), so that the market share of the education business is very carefully examined. Customer demand specifications are described in detail and given the attributes of competence, which will be expected to create a work performance output (both output, outcome, and impact) that is close to perfect.Public Health Science study Program. But when it comes to career prospects, Public Health Science is currently in great demand among prospective students. Moreover, the Millennium Development Goals (MDG's) World Development Policy focuses on health development in the third world, including reducing the number of infant deaths, improving the health of pregnant women, treating HIV/AIDS, malaria, and other diseases. Graduates of Public Health Sciences also have many opportunities to pursue their careers, can become civil servants in hospitals, Health Centers, Health Offices, National Population and Family Planning Agency (BKKBN), as well as the Ministry of Health and Balitbankes. Not only the opportunity to pursue a career in government agencies, public health graduates are often needed in a number of companies and private institutions, such as in drinking water companies, transportation, and mining.

II.   METHODS

In conducting studies related to the competitiveness of Health Universities Public Health Study program in Indonesia. The author took samples at the Bhakti Pertiwi Health College of Indonesia. Inter-Campus competition against new student participants in recruitment is one of the efforts to build the quality of inputs, processes and outputs as well as outcomes. the author uses the study of literacy materials from various library sources that provide an overview and conclude in accordance with the changes that develop in society.

That society now already understands a lot is related to the quality of Higher Education. this includes understanding the quality of graduates and the absorption of graduates in the business world and the industrial world. the higher the absorption, the more it will make people make choices on the campus because of the absorption of graduates. As a mirror that graduates are absorbed is a form of input excellence, the process of a campus. such is the case with health studies program, especially public health studies program.

III.   RESULT AND DISCUSSION

Based on the Strategic Plan of the Ministry of Health 2015-2019 that to improve health services in hospitals (RS) are still facing constraints shortage of health workers in hospitals, in connection with that, here are the number of study programs that accommodate health students in Indonesia. Data and Information Center for Higher Education Science and technology Kemristekdikti through the site forlap.dikti.go.id some time ago made infographics related to the number of study programs that accommodate health. The number of Health Study Programs (Prodi) in universities (PT), respectively as many as 719 state universities, 2,624 private universities, 463 private universities, and 34 private universities. So that the total number is 3,840 where the most is the Diploma level. the number of Health Study Program students in PT, the most number is in the Nursing Health Group of 30.58%, followed by Midwifery and Public Health. Meanwhile, for students, the Pharmaceutical Health Group is in fifth place after Medicine and Dentistry by 9.66%. The total number of health students is 844,301 as of April 2016 which means 12.89 % of the total number of students in Indonesia.Competition between educational institutions is an undeniable fact and increasingly tight. Such conditions should be addressed educational institutions with a variety of anticipatory measures if they want the existence and development of sustainable. Some strategies can actually be done by an educational institution if you want to win the competition between institutions. Several factors dominantly affect the competitiveness of an educational institution, among others: The first is very related to location, in general, educational institutions will try to find a location that is easily accessible and has access to other sectors so that this factor is one of the comparative advantages to compete with other educational institutions. The second is related to the advantages of values, such as the advantages of the applied curriculum, human resources, infrastructure, to the advantages of cooperation. And the last one is related to the needs of society, in some general cases there are various reasons for parents to send their children to certain educational institutions, one of the most prominent reasons is the quality factor regarding the learning process and its results.

Including certainty after their children finish their education from a higher education institution currently the gross enrollment rate of higher education is still low in the range of 37% this condition is reversed by developed countries in Singapore, Korea, Japan which have higher education APKs in the range of 90%. On the other hand, the community assesses that the absorption of students in quality schools and campuses is still minimal related to the capacity and the ratio of teachers and lecturers is still low. Commercialization of education is not appropriate, but professional management is increasingly urgent to do in higher education management, unless the institution just wants to survive without motivation to develop, The tendency to succumb to surrender in today's increasingly fierce competition will backfire on college managers and this will further create a dilemma for the government. Competition among higher education institutions is an evolutionary process. The point is the evolution in the sense of healthy competition between higher education institutions that have shifted from the context, substance, strategy, and pattern so that there are consequences to the tendency of competition in the business of Education.Competition is no longer

concerned with the efficiency of higher education alone, but in a structured manner has become a common understanding if the chosen higher education institution is one that has advantages in almost all aspects (inputs, processes, and outputs). Through the above understanding, a business market share of higher education institutions must be observed very carefully. Customer demand specifications are described in detail and given the attributes of competence, which will be expected to create a work performance output (both output, outcome, and impact) that is close to perfect.

Competition between higher education institutions is an undeniable reality and increasingly fierce. Such conditions should be addressed higher education institutions with a variety of anticipatory measures if they want the existence and development of sustainable. The middle class market share, relatively has little flexibility in obtaining funding sources. An alternative that can be done is through cross-subsidies and extracting funds from other sources. Higher education institutions with a market share of the mampu group do not experience funding problems, they have the flexibility so that they can develop optimally due to high trust support. The second step is the differentiation strategy, this step can be done by maximizing the potential of educational institutions. Higher education institutions are successful because they have advantages compared to other institutions. Higher education with adaptive and persuasive management develops the advantages possessed, among others, in terms of: Curriculum and education program, with the issuance of the Indonesian National Qualification Framework (KKNI) as Presidential Regulation No. 8 of 2012, it encourages all universities to adjust to the provisions therein. KKNI is a statement of the quality of Indonesian human resources, where the qualification benchmark is determined based on the learning outcomes it has. The qualification level is a national agreement, especially for higher education, that is, graduates of each lowest study program must be equivalent to a description of certain learning achievements according to their level, for example, Bachelor's equivalent to Level 6 KKNI, Master's equivalent to Level 8. The higher education curriculum is a program to produce graduates, so the program should ensure that graduates have quality equivalent to the qualifications agreed in KKNI. The concept developed by DIKTI so far in preparing the curriculum begins with setting the profile of graduates who then formulated their abilities/competencies. With the KKNI formulation of' competence " graduates need to be assessed against the description and level of qualification set out in the KKNI.

The second thing is related to the problem of infrastructure facilities, definitively the facilities include furniture and equipment needed as the completeness of each building or room in carrying out its functions to improve the quality and relevance of academic and services, while infrastructure includes the main supporting devices of an academic process or business so that academic goals are achieved. Management and development of infrastructure and facilities refers to the strategic plan and Operational Plan of a university, so that the mission, objectives and academic atmosphere are expected to be achieved.The third relates to the issue of ease of access, the Central Statistics Agency recorded the Gross Enrollment Rate of Higher Education (APK-PT), which describes the number of people who can pursue higher education in 2020 only around 30.85%. Compared to Malaysia which reached 50% and Singapore which is more than 70%. the ease of access to higher education in today's digital era is related to online learning schemes. The Open University also played a role in facilitating the establishment of the Indonesia Cyber Education Institute (ICE Institute). ICE Institute is a place for educational institutions to provide various online courses for students. Chaired by The Open University, the ICE Institute is made up of 14 educational institutions, both public and private.The process of developing the competitiveness of higher education in the academic side in the implementation of Higher Education, carried out by the study program. The study Program is a guideline for the implementation of academic and/or Professional Education held on the basis of a curriculum and is intended so that students can master the knowledge, skills, and attitudes that are in accordance with the curriculum targets. The curriculum used in the study program is prepared in accordance with the objectives of the study program and is guided by the nationally applicable curriculum regulated by the Minister of Education and culture. The curriculum that applies nationally is a signpost to ensure the quality and ability in accordance with the course pursued and is a benchmark proportion to the category of subject groups.

Student learning activities and progress are assessed periodically. The form of assessment can be in the form of exams, assignments, and observations by lecturers. So, in addition to paying attention to the results of the exam, the assessment of student learning success can also be based on the assessment of the implementation of tasks and participation in seminars, paper writing, practicum, report making, drafting or other tasks and observation results. Exams can be held through semester exams, final exams of study programs, thesis exams, thesis exams, and dissertation exams. For certain fields, assessment of undergraduate learning outcomes can be carried out without a thesis exam.Educational Services successful educational institutions will produce graduates who are able to build a career that continues to develop well, the more aspects of excellence possessed will certainly strengthen the structure of educational institutions in the development of Higher Education competitiveness to the maximum in competing with other higher education. the absorption of college graduates in the world of work is still low. The percentage of absorption of college graduates is only 10.18 percent. Minister of Education Culture Research and Technology (Mendikbudristek), Nadiem Makarim February 2021.On the other hand, the government should encourage regulatory independence related to the management of higher education so as not to cause unfair competition between existing universities. If left unchecked then the position of the community at a disadvantage in an effort to get a higher education institution in accordance with his choice. People have no bargaining power so they will be forced to follow their choices emotionally instead of rationally. A healthy organization of higher education institutions can be seen from the dynamic and integrity of an institution so that they have a unified step in the development of Higher Education competitiveness to progress and be able to compete with other competitors. It should be realized that currently the number of private educational institutions at all levels if taken on average about 68% managed by the community so that competition is complex and open.

A healthy organization in a higher education institution is determined, among other things, by good leadership in the development of Higher Education competitiveness. One form of leadership that is right for an educational organization 7 to face the competition is strategic leadership. Hitt, et al (2002: 193) suggest an effective form of strategic leadership by emphasizing three approaches to producing and managing innovation namely: Strategic leadership is the ability of leaders to visualize, plan, lead, and make the best of the resources at their disposal to execute strategies efficiently and successfully. Strategic leaders combine their strategic plans with strategic management. Their organization respects their leadership role and overall vision while working to realize that vision. Productivity and management mindset play a major role-how leaders think equals how they lead. The strategic mindset reflects something we call strategic agility: the ability to see how the big picture relates to the here and now.The second is the strategic alliance scheme, which is an act of exploiting opportunities to overcome company limitations by conducting cooperative relationships built by two or more companies to contribute resources to each other in achieving common goals and achieving competitive advantages. Cooperation can be carried out in terms of joint financial responsibility, joining in the contribution of resources and capabilities, shared risks and controls, and interdependence (Afifah, 2018). Strategic alliances are used to strengthen the company's position in the face of increasingly fierce business competition (Mustafa & al Musadieq, 2017). And the last is the acquisition, either directly or indirect investment. acquisition strategy is one of the strategies that can be chosen for the development of Higher Education competitiveness. The growth of acquisitions immediately increases the income of the corporation and since high compensation to top management is tied to the size of the corporation, top managers can be well encouraged to acquire other corporations. Acquisition often concerns the significance of a number of financial obligations of the purchase, usually in a few years the profit will not be encouraging.

Motivated strategic behavior is two processes of the internal effort of the institution. Autonomous strategic behavior is a bottom-up process used to facilitate innovative services. Motivated strategic behavior is a top-down behavior through which, the strategy and structure of the institution facilitate processes or innovations related to the development of Higher Education competitiveness. In an effort to build innovation in higher education institutions, it is very important that the academic community and alumni are included as well. The rapid slow acceptance of innovation by the wider community is influenced by the characteristics of innovation itself. Everett M. Rogers (1993: 14-16) proposed the characteristics of innovation that can affect

the fast or slow acceptance of innovation as follows: relative advantage is the extent to which innovation is considered beneficial to the recipient.The level of profit or utilization of an innovation can be measured based on its economic value, or perhaps from the factor of social status (prestige), pleasure, satisfaction, or because it has a very important component.The more profitable for the recipient the faster the spread of innovation.The second is compatible is the level of conformity of innovation with the values, past experience, and needs of the recipient. Innovations that do not conform to the values or norms believed by the recipient will not be accepted as quickly as innovations that conform to existing norms. For example, the spread of the use of contraceptives in communities whose religious beliefs prohibit the use of these tools, then of course the spread of innovation is increasingly hampered. The third is complexity is the degree of difficulty to understand and use the innovation for the recipient. An innovation that is easy to understand and easy to use by the recipient will be quickly spread, while innovations that are difficult to understand or difficult to use by the recipient will be slow in the process of spreading. For example, rural people who do not know about the theory of the spread of disease through germs, were told by health extension workers to get used to cooking water to be drunk, because water that is not cooked if drunk can cause stomach upset. Of course, the invitation was difficult to accept. The more easily understood an innovation will be more quickly accepted by the community.

Furthermore, Trialability is whether or not an innovation can be tried by the recipient. An innovation that is tried will be quickly accepted by the community than an innovation that cannot be tried first. For example, the dissemination of the use of superior seeds of gogo rice will be quickly accepted by the community if the community can try first to plant and can see the results. The fifth is observable, is easy or not observed an innovation. A successful innovation will be able to improve and develop the competitiveness of universities. The easier the higher education product is observed, the faster it will be accepted by the community, and conversely innovations that are difficult to observe the results, will long be accepted by the community.In order to anticipate market competition in higher education, diversification measures are needed, the purpose of this step is an action to develop the competitiveness of higher education institutions with a service expansion strategy and continuous improvement efforts. Diversification that can be done by higher education institutions, include: increase the types of services provided to the community. new product if no one has previously created or already exists but perfected. Generally, this strategy aims to meet the needs of each prospective customer. Not only that, but as a method to strengthen the reputation and competitiveness of a product. The forms of this strategy are: products that previously existed but were modified or enhanced, products that are imitations, products that are completely new, have not existed before.

The second in the development of Higher Education competitiveness is also related to the strategy of expanding market share, for example by opening educational institutions in other places but through efforts to increase the type of Service and adjustment to the local culture. The company increases market share by selling more than competitors. To do so, they must acquire more new customers, which may be customers who have not purchased the product or customers of competitors. Alternatively, they can also increase sales by encouraging existing customers to buy more. Marketing effectiveness. Looking at market share trends over time is the most effective way to measure the success of a company's marketing strategy relative to competitors. If the percentage increases, then Product Marketing is relatively more successful than competitors. Market share describes how strong a company's position in the market is. It measures a company's relative performance against competitors. When a company has the highest market share, we call it the market leader. Market leaders strive to maintain their market share through new product innovations and distribution channels and significant promotional spending. They do this to protect against attacks by market challengers who seek to improve their market position.The most obvious diversification effort lies in expanding market share by prioritizing the types of services that satisfy the community and are sustainable. Another strategy that can be done in universities is to manage innovation, in this step it is done to keep the competition to the maximum. Innovation must be done continuously, innovation in educational institutions, among others, in terms of: The first is educational programs, educational innovations in the form of top-down examples are not always able to be successfully used properly. This is caused by the rejection of the implementers such as teachers who are not fully involved both in planning and implementation. innovation

in educational change cannot stand alone, but must involve all related elements in it, for example innovators, organizers of inventions such as teachers and students.

Learning Media, the era of disruption 4.0 which accelerated with the pandemic, it became a necessity in all fields, including supporting student learning methods. Educational institutions must be willing and able to adapt to develop innovation and creativity to produce graduates in accordance with the needs and dynamic development of the Times. Educational institutions play an important role in increasing the availability of competent health workers. Learning methods, Student Involvement in the classroom is one of the biggest problems in the world of Education. Ordinary classrooms, it is quite difficult to make students stay focused with the material given. This is because the teacher does not know what exactly keeps students interested in the class. When a student is distracted, he cannot repeat the missed material. With innovation in the form of webinars, students can learn from anywhere connected to the internet. Multimodal learning can help students by combining writing, drawing, movement, sound, action, and so on. Learning resources, utilization of learning resources in universities, improving the knowledge and skills of participants in the use of ICT facilities and infrastructure to support the utilization of Learning Resources; and improving the knowledge and skills of participants in the application of learning models that utilize online and offline learning resource content.The management of innovation institutions is currently a necessity, educational institutions that are unable to do so will be left behind. The problem is that not all educational institutions at all levels of education are able to do so. Healthy educational institutions the percentage is not too much so that the competition that occurs will form three main clusters, namely: large educational institutions, have resources that meet the standards and criteria set by the government to support the quality of learning to the maximum. Large educational institutions are not only seen from their size, but, among other things, from cooperation between institutions and cross-subsidies between branches, which allegedly strengthen the structure of these institutions. Secondary education institutions, educational institutions that meet established standards or criteria but find it difficult to develop existing resources. Small educational institutions, educational institutions that do not have a license. In secondary and small educational institutions, they tend to have limitations, so they are not always ready to anticipate developments and increasingly open competition. The fifth step is to manage organizational culture, the organization of educational institutions largely determines the progress of an institution, including preformance this is a higher education institution. It is usually difficult to determine that a particular strategy in higher education, because people increasingly understand the growing digital media today.

IV. CONCLUSION

Competition between educational institutions is getting tougher and requires serious attention if they want to survive, compete, and excel. The advantages of each higher education institution are relatively specific so that they are able to develop well. If they are not able to follow and compete in the development of educational institutions in a complex way, they will be out of competition and out of business. Furthermore, because most educational institutions are managed by the community, it requires innovation that requires creativity and sensitivity to read the needs of the community in the midst of expectations and the ability of educational institutions in serving. The growing needs of society must inevitably be addressed as a challenge, not an obstacle. The growth of educational institutions must be addressed as an effort to improve quality through professional competition.The existence of universities has an important role in improving the competitiveness of the nation, in its development it needs to be understood also if the existence of universities is faced with competitive conditions as business entities in general. Some of the competition faced by universities is the growth of universities, attracting prospective students and doctors or professors as educators and fundraising.Indonesian universities will face a variety of major challenges that need to be responded carefully, economic globalization and the information technology revolution are two major forces that greatly affect the world of Indonesian higher education.

As a social institution traditionally in charge of developing science and technology, higher education is the institution that most feels the social demand for such global changes. The world of higher education, business, government and society that require new knowledge based on Information Technology,

Biotechnology and other multidisciplinary Sciences will demand universities to meet their needs for higher science and technology. to improve the quality in addition to accreditation, which is often an indicator in universities, the quality of private universities can also be measured from a number of variables. Among other things, the academic ability of graduates and their additional abilities after completing Higher Education which shows if graduates have competitiveness with those who complete education. Private universities such as Sekolah Tinggi Kesehatan Bhakti Pertiwi Indonesia certainly have a strategy that must be planned, formulated and implemented properly should be primarily focused on the core process, which includes teaching, research, and service. (Indrajit and Djokopranoto, 2006).

V.   ACKNOWLEDGMENTS

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