

Swot Analysis of Human Resource Squeezing Graduates from the Indonesian Aviation High School (STPI) Curug in Meeting Customer Needs

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Abstract:- Higher Education (PT) plays a vital role in developing and improving the quality of human resources. A university must have a strategic intent. To realize this it is necessary to carry out a more complex institutional transformation. This research is a quantitative descriptive research data analyzed using Spearman Rho Correlation analysis using the Statistical Package for the Solution Sciences (SPSS) program. The common thread that can be drawn from the analysis results is that : The relationship between the image of STPI - PPI Curug and OUT PUT ie Graduates' quality is the greatest compared to the others, namely the Selection of Cadet Acceptance, Lecturer Ability, Field Practice, Facilities and Infrastructure, Supporting Facilities and Cooperation Cross Sector ". To improve the Human Resources Management of Indonesian Aviation High School Graduates (STPI) Curug In Meeting the Needs of Customers, the STPI must be able to improve the Corporate Image (Corporate Image) from time to time by utilizing the various strengths that are available and opportunities.

Keywords:- Swot, Analysis, Human Resource, Customer Needs.

I. INTRODUCTION

A. Background

The long-term education development plan in 2005-2025 has been translated into four themes of educational development, namely capacity building and modernization, strengthening services, strengthening regional competitiveness, and strengthening international competitiveness. This development plan has implications for educational stakeholders, so that in the development of national education aims to improve the quality of education services that have an impact on increasing academic satisfaction of every user of educational services.

Education is a conscious and planned effort to create an atmosphere of learning and learning process so that students actively develop their potential to have spiritual strength, self-control, personality, intelligence, noble character, and the skills needed by themselves, society, nation, and country, (Law No. 12 of 2012,).

Higher Education (PT) plays a vital role in developing and improving the quality of human resources. The success of higher education is determined in providing quality services to users of higher education services, namely students and the community. So that universities are required to develop responsive education to meet the needs of skilled labor in accordance with the industrial world.

Higher education in accordance with its vision and mission is an institution of cultivating and producing superior human resources as a bridge in producing quality products to be able to compete in the global market. Where students are vital and central elements in a college. Higher education has an interest in fulfilling various dimensions of satisfaction, especially for students in order to realize quality output in order to make the best contribution in their service to society.

Indonesian Aviation College - Curug (STPI Curug) is one of the official tertiary institutions under the Indonesian Ministry of Transportation. Curug STPI is located in Curug District, Tangerang, Banten Province. STPI Curug has the task and function of educating the best sons and daughters of the Indonesian nation to become skilled and skilled human resources in the field of aviation, which are recognized nationally and internationally.

Improving the quality of higher education is a necessity that must be carried out by providers of higher education, both higher education organized by the government and the community. The quality of education achieved so far has not been enough to provide provision to college graduates. This can be proven from the weak competitiveness of Indonesian tertiary graduates in the international arena. Students as the main stakeholders of higher education should be able to get what they want.

In order for students to get what is expected, the university must be able to synergize the expectations of students with the vision, mission and goals of the organization. The synergy of student expectations and the interests of tertiary institutions will be achieved if the academic services carried out promote quality, adequate facilities, and professional management.

University managers are no exception need to also have an obsession to build a high commitment to improving quality in accordance with the costs incurred by students. This commitment is evidenced by teachers or lecturers who meet the qualifications, and learning facilities that meet the standards become the main prerequisites to provide satisfaction to students.

Scientifically and academically, "Human Resource Capability" plays a very large role in development at the International, National and Local or Regional levels in various aspects and fields. In connection with this, in the synergistic process between institutions, the role of universities in preparing the nation's competitiveness in the era of global competition is very urgent. In general, tertiary institutions in this country have been left behind, even alienated from the needs and social, economic and cultural realities of their communities. Higher education requires autonomy and independence to be able to restore its role out of the ivory tower and directly involved as an agent of change in changing society.

The best tertiary institutions require fundamental changes so they can compete (better competitive situation). A university must have a strategic intent. To realize this, it is necessary to carry out an institutional transformation that is more complex than just organizational development. Higher education is an institution, built collegial academic community, and upholds "Academic Value" to educate the nation, this is what distinguishes it from other organizations. Curug Indonesian Aviation College (STPI) as a Higher Education that educates and fosters Youth has a great opportunity to become the leader of the world of air transportation in the future, but behind these opportunities there are also challenges.

B. Problem Formulation

Based on the description of the background which has been described above, the formulation of the problem of this research are :

"How is the SWOT Squeezing of Human Resources Graduates of Indonesian Aviation High School (STPI) Curug in Meeting Customer Needs" ?

II. LITERATURE REVIEW

Marketing is a science that has a broad reach, as stated that: "Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure ", (Aurellia, 2018).

This definition states that marketing refers to activities undertaken to promote products or services in a professional manner. So that the satisfaction of consumer needs is an economic and social condition for the survival of a company, business organization and even social.

In order to face increasingly competitive challenges, strategic study or strategic analysis is needed. "Strategy is interpreted as an integrated plan designed to ensure the achievement of organizational goals by allocating resources efficiently. An effective strategy can be achieved through environmental analysis because with environmental analysis can be known the strengths and weaknesses of the company and its threats and opportunities ", (Armstrong & Kotler. 2015).

Strategy management is a number of decisions and actions that lead to the preparation of a strategy or a number of effective strategies to help achieve the company's goals. The strategy management process is the way in which strategic planners set goals and make decisions. It is stated that: "Strategic management is management efforts in the form of decisions and actions that result in the formulation and implementation of plans designed to achieve corporate goals and control by emphasizing environmental observations to anticipate changes in an effort to determine the company's position in the industry in the future. future.

SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities and threats, the four factors that form the SWOT acronym. This process involves setting specific goals for business or project speculation and identifying internal and external factors that support and which do not achieve these goals. It was explained that :

"The SWOT analysis is a classic strategic planning instrument using a framework of strengths and weaknesses as well as external opportunities and threats. This instrument provides a simple way to estimate the best way to implement a strategy. This instrument helps planners what can be achieved, and what things need attention ", (David, Fred R., 1996).

The SWOT method was first used by Albert Humphrey who conducted research at Stamford University in 1960-1970 with a company analysis sourced from Fortune500. However, if drawn further back this analysis has existed since the 1920s as part of the Harvard Policy Model developed at Harvard Business School. However, when first used there are some major weaknesses including the analysis made is still descriptive and has not even connected with the strategies that might be developed from the analysis of strengths that have been done.

The results of the analysis are usually directions / recommendations for maintaining strength and increasing the benefits of the opportunities available, while reducing deficiencies and avoiding threats. If used correctly, a

SWOT analysis will help us to see sides that have been forgotten or not seen so far, (Muhammad, Suwarsono., 2002).

PERFORMANCE FACTORS	Enhancers	Inhibitors
Internal	STRENGTHS List of all the valuable resources that an organization can use to exploit the external environment	WEAKNESSES List of all the resources that an organization requires to perform in the external environment
External	OPPORTUNITIES List of all the possibilities that an organization can pursue or exploit to gain benefit	THREATS List of all the factors that have the potential to reduce an organization's performance

Fig 1:- SWOT Analysis Matrix
Sources: Yukl, Gary (2010)

This analysis is descriptive and will sometimes be very subjective, because it could be that two people analyzing an organization will view the four sections differently. This is natural, because a SWOT analysis is an analysis that will provide output in the form of direction and does not provide a "magic" solution to a problem. "The SWOT analysis can clearly illustrate how opportunities and threats are faced and adjusted to their strengths and weaknesses. Strengths and weaknesses are written in each cell at the top while opportunities and threats are written in each cell to the left. Furthermore, an appropriate strategy is implied between the top and left cells that contain the environmental analysis ", (Taufiqurokhman, 2016).

SWOT analysis can be applied by analyzing and sorting out the various factors that affect the four factors, then applying it in the SWOT matrix drawing, where the application is how strengths are able to take advantage of the opportunities that exist, how to overcome weaknesses (weaknesses) that prevent the advantages (advantages) of the opportunities (opportunities) that exist, then how strengths are able to deal with existing threats, and finally how to overcome weaknesses that can make threats become real or create a new threat.

The contribution of "human resources" is very large and significant impact on various aspects of life. As said that the progress of a country will also depend on the ability of its human resources. Morison's thought (2001: 42) sees that:

"Capacity building can best be seen as a process to induce, or set in motion, multi-level change in individuals, groups, organisations and systems. Ideally, capacity building seeks to strengthen the self-adaptive capabilities of people

and organisations, in order that they can respond to a changing environment, on an on-going basis".

Capacity building is a process and not a product. In particular, capacity building is a multi-level learning process, which links ideas to action. Capacity building, in this view, can be defined as actionable learning.

Thus, the role of tertiary institutions especially the Indonesian Aviation College (STPI) Curug becomes important as the basis for the production, dissemination, and application of science and innovation in the context of capacity building and enhancing expertise, professional competence, and technical applicative skills. "Quality academic services will lead to student academic satisfaction as a primary customer.6 Student academic satisfaction will produce many advantages, including the ability of students to be guaranteed well and universities will be well known and become contested. Conversely, student dissatisfaction will cause harm. Another opinion expressed student academic satisfaction with academic services is the existence of a match between expectations and the performance of the service it receives ", (Wadwa, Raja., 2006).

A nation that has a lot of educated, knowledgeable, and technological masters must have strong competitiveness in global economic competition. National competitiveness is largely determined by the ability of the nation concerned in developing science, innovating and encouraging research and development programs to give birth to "Capacity Building in Professional Human Resources". As stated that :

"College graduates are partial products. If you are satisfied with the service, then the number of customers will continue to grow and profits in various forms will increase. This addition implies that customers experience and enjoy the services produced by these service business entities. In other words, the services that occur in a service industry affect customer feelings positively. Conversely, if the service is not satisfactory, of course the customer is disappointed and will not return again, (Tampubolon, 2001).

III. METHODOLOGY

This research is a quantitative research that aims to analyze the Squeeze of Human Resources of Indonesian Aviation High School (STPI) Curug Graduates in Meeting Customer Needs. As stated that: "Quantitative Deskriptif methods involve the processes of collecting, analyzing, interpreting, and writing the results of a study".

Specific methods exist in both survey and experimental research that relate to identifying a sample and population, specifying the strategy of inquiry. collecting and analyzing data, presenting the results, making an interpretation, and writing the research in a manner consistent with a survey or experimental study ", (Creswell, 2015).

The variables of this study are Input (X) consisting of: 1. Cadet Acceptance Selection, 2. Lecturer Ability, 3. Field Practice, 4. Facilities and Infrastructure, 5. Supporting Facilities, 6. Cross-Sector Cooperation, 7. Image of STPI - PPI Curug and Out Put (Y) variables, namely Graduates' Quality.

The amount of respondents in this study were 20 people consisting of students or cadets, STPI-Curug institutions and Customers. Primary data was collected using a questionnaire and supported by documentation data. The next step was analyzed using Spearman Rho Correlation analysis using the Statistical Package for the Solution Sciences (SPSS) program.

IV. RESULTS

The Indonesian Aviation College abbreviated as STPI was established in Jakarta, precisely in the Gempol-Kemayoran area in 1952, this educational institution was originally named the Indonesian Aviation Academy (API). In 1954 the API was moved from Jakarta to its new campus, in the Legok district, Tangerang (better known by the aviation community with the Curug campus).

PROGRAM STUDY	ACADEMIC PERIOD	YEAR	AMOUNT	ABSORBED	NOT ABSORBED
PNB	65 A/B/C/D	2015	113	79	34
PNB	66 A/B/C/D/E	2016	132	79	53
PNB	67 A/B/C/D/E/F	2017	144	61	83
PNB	68 A/B	2018	59	15	44
TPU	11	2015	56	56	0
TPU	12	2016	54	54	0
TPU	13	2017	53	34	19
TNU	15	2015	29	29	0
TNU	31	2015	30	30	0
TNU	33	2016	43	43	0
TNU	21	2017	23	23	0
TNU	22	2018	23	20	3
TLB	23	2015	30	30	0
TLB	24	2016	23	21	2
TLB	26	2017	22	19	3
TMB	6	2016	22	22	0
TMB	7	2017	28	26	2
TMB	8	2018	14	14	0
TBL	6	2015	30	30	0
TBL	7	2017	17	17	0
TBL	8	2018	17	14	3
LLU	59	2015	84	84	0
LLU	60	2016	81	80	1
LLU	22	2018	46	43	3
KP	5	2015	29	29	0
KP	7	2016	25	25	0
KP	9	2017	22	19	3
KP	11	2018	22	22	0
PA	11	2016	25	24	1
PA	12	2017	23	19	4
PA	14	2018	16	16	0
PKP	9	2015	28	27	1
PKP	10	2016	15	13	2
PKP	11	2017	13	8	5
MTU	4	2016	14	8	6
OBU	10	2017	28	25	3
OBU	11	2018	21	21	0
TPU	11 A/B	2019	48	34	14
LLU	23 A/B	2019	37	31	6
TNU	25	2019	26	25	1
TLB	18	2019	19	9	10
TBL	9	2019	8	4	4
TMB	9	2019	7	3	4
PKP	12	2019	4	4	0
OBU	12	2019	13	8	5
PNB	68 A/B	2019	13	0	13

Table 1:- Data from STPI Graduates and Absorption of Graduates in 2015 – 2019
Source: data processed (2020)

In 1969, the Indonesian Aviation Academy (API) changed its name to the Air Transportation Institute (LPPU). In 1978, this educational institution changed its name to Aviation Education and Training (PLP) which is the Technical Implementation Unit of the Transportation Training Agency. In 2000 PLP changed its name to Indonesian Aviation High School (STPI), until now. STPI has a vision that is "Producing graduates who are recognized nationally and internationally to go to centers of excellence (Center of Excellence) with international standards".

And its mission "Organizing education and training and applied technology research in the field of aviation in the context of educating the nation by creating aviation human resources who have faith and piety, international quality, capable, competitive, independent and professional.

The Indonesian Institute of Aviation (STPI) has become a public service agency (BLU). STPI must be demanded to manage flight personnel training and at the same time be able to finance itself.

Graduates of the Study Program at STPI have competence in the field of commercial aviation. Among the users of the graduates of the human resources sunba are the Public Company (Perum) Indonesian Air Navigation Service Provider (LPPNPI), PT. Angkasa Pura I (Persero) or AP I, PT Angkasa Pura II (Persero) and the Directorate General of Civil Aviation.

The validity and reliability test results of the research instruments as presented (table 2) prove that all are valid and reliable. Validity test gets the value of $r_{count} > r_{table}$ so that the validity test in this study states "the instrument" is proven valid. Then the value of Cronbach's Alpha $>$ Alpha so that the Reliability test in this study states "the instrument" is proven to be Reliable.

Variable or Indicator	R hitung
IN-PUT	
1. Taruna Acceptance Selection	0.655
2. Lecturer Ability	0.663
3. Field Practice	0.598
4. Facilities and Infrastructure	0.602
5. Supporting Facilities	0.703
6. Cross-Sectoral Cooperation	0.714
7. Image of STPI - PPI Curug	0.722
OUT PUT	
8. Graduation Quality	0.740

Table 2. Validity and Reliability Test Results
Source : data processed (2020)
** Sig. Level 0,05'

The results of the statistical analysis of the study (table 3) prove that the value of p value or sig. (2-tailed) of $0,000 < 0.05$ so that there is a significant relationship between IN-PUT consisting of: 1. Selection of Cadet Acceptance, 2. Lecturer Ability, 3. Field Practice, 4. Facilities and Infrastructure, 5. Supporting Facilities , 6. Cross-Sector Cooperation, 7. Citra STPI - PPI Curug with OUT PUT, namely the Quality of Graduates on.

		OUT – PUT (Kualitas Lulusan)		
		Correlation Coefficient	Sig. (2-tailed)	N
Spearman's rho	IN-PUT			
	1. Taruna Acceptance Selection	0.672**	0.000	20
	2. Lecturer Ability	0.679**	0.000	20
	3. Field Practice	0.668**	0.000	20
	4. Facilities and Infrastructure	0.658**	0.000	20
	5. Supporting Facilities	0.627**	0.000	20
	6. Cross-Sectoral Cooperation	0.663**	0.000	20
	7. Image of STPI - PPI Curug	0.685**	0.000	20
OUT PUT :				
GraduationQuality				

Table 3. Statistical Analysis of Relationships Between Research Variables (Nonparametric Correlations)
Source: data processed (2020)
** Sig. Level 0,05

The relationship between Admissions Selection with the quality of graduates is 0.672 or 67.2%, for the relationship between Lecturer Ability and graduate quality is 0.679 or 67.9%, then the relationship between Field Practice and graduate quality is 0.668 or 66.8%. The results of this study prove that the relationship between Facilities and Infrastructure and the quality of graduates is 0.658 or 65.8%, then the relationship between Supporting Facilities and the quality of graduates is 0.627 or 62.7%, then the relationship between Cross Sector Cooperation and the quality of graduates is 0.663 or 63.3%, and the last relationship between the STPI-PPI Curug Image and OUT PUT is the quality of graduates of 0.685 or 68.5%.

INTERNAL	<p>Strength</p> <p>A. General</p> <ol style="list-style-type: none"> 1) The institution which educates the oldest flight personnel was established in 1952 and the largest in Indonesia and its name has been known for quite a long time in the country and abroad 2) Recognition of curriculum and training programs by the Directorate General of Higher Education Recognition by ICAO and other aviation communities on the quality of STPI graduates 3) Have airports, airplanes and other training facilities that meet the requirements 4) BLU status gives STPI will be more flexible in developing education and training programs and can attract other sources of funds outside the DIPA APBN <p>B. Variables</p> <ol style="list-style-type: none"> 1) Taruna's acceptance is expanded by being more selective 2) Improving the Capability of Lecturers and Human Resources of STPI 3) Improve Field Practice in various places 4) Completing the facilities and infrastructure that are still needed 5) Completing Support Facilities to support various activities 6) Increasing Cross-Sector Cooperation with competent parties 7) Continuing to improve the image of STPI - PPI Curug 	<p>Weaknesses</p> <p>A. General</p> <ol style="list-style-type: none"> 1) The marketing division is not optimal, especially in the field of promotion from STPI to users of STPI graduates, using 'pick up the ball' 2) As a government-owned agency, STPI is bound to bureaucratic issues, so it has not been able to be independent in the decision making process 3) Some STPI graduates have not been directly absorbed by users of the air transportation sub sector 4) The development of technology is very rapid, very large costs to mengupradge Laboratory / simulator and to meet the needs of training and education. 5) STPI graduates need time to adjust in carrying out their duties at work 6) Development of curriculum with users is also not optimal. <p>B. Variables</p> <ol style="list-style-type: none"> 1) Less innovative materials and methods 2) Organizational structuring does not support 3) The budget has not met the needs 4) Cooperation with related parties is still ineffective 5) 5. Lack of efforts to improve the image
EKSTERNAL	<p>Opportunities</p> <p>A. General</p> <ol style="list-style-type: none"> 1) The existence of companies and Airport UPTs that require personnel in the field of Air personnel 2) Globalization and the opening of a free market, open up opportunities to educate and train Flight personnel from other countries 3) In addition to international standard STPI is also prepared with sophisticated technology equipment that is directly on the practical activities and on the job training so that STPI graduates are immediately ready to use 4) With the status of BLU, STPI has more opportunities to cooperate with domestic and foreign companies, and plays a role in fulfilling global aviation human resources <p>B. Variables</p> <ol style="list-style-type: none"> 1) Capacity building of STPI Curug Lecturers and HR 2) Development of more resilient SOPs 3) Improvement of facilities and infrastructure 4) Technology and Information Innovation 5) Collaboration with more optimal domestic and international customers 	<p>Threats</p> <p>A. General</p> <ol style="list-style-type: none"> 1) The existence of similar training institutions both in BPSDM and from domestic and foreign universities. 2) Applicability of regional autonomy which results in recruitment, especially for maintenance and maintenance technicians in the IT field receiving from universities for airports managed by the Regional Government. Likewise, the airport is managed by Angkasa Pura 3) With STPI the status of BLU is comparatively lower education competition with tertiary institutions. 4) Increasingly more education and training in similar schools <p>B. Variables</p> <ol style="list-style-type: none"> 1) The quantity of graduates who are not absorbed can increase 2) Ready-to-use graduates have not yet been reached in a significant way 3) It is increasingly difficult to give trust to customers 4) Graduates can become weaker and less able to compete

Table 4:- SWOT Analysis of Human Resources Squeezing of Indonesian Aviation High School (STPI) Curug graduates in meeting customer needs

Source : data processed (2020)

So the common thread that can be drawn from the analysis results is that: The relationship between the image of STPI - PPI Curug with OUT PUT ie Graduates' quality is the greatest compared to the others, namely the Selection of

Cadet Acceptance, Lecturer Ability, Field Practice, Facilities and Infrastructure, Supporting Facilities and Cross Sector Cooperation ".

Based on the results of the analysis that has been presented, the SWOT Analysis of Human Resources Management at Indonesian Aviation High School (STPI) Curug in meeting customer needs is as follows (table 4).

When examined in more depth from the results of the analysis for the SWOT Analysis of Human Resources Management Indonesian Air School Graduate (STPI) Curug in meeting customer needs, an equally important step is to increase the "Corporate Image or Image of the STPI".

"The company's image is depicted as an overall impression made in people's minds about an organization". Image is a perception that is relatively consistent in the long run (enduring perception). So it is not easy to form an image, so if it is formed it will be difficult to change it. The image formed must be clear and have excellence ", (Lih sien, Chien., 2019).

Some aspects contained in the Corporate Image (Corporate Image) are:

- Reputation: assessment of various aspects of the company both past and present
- Credibility: is a condition / condition that can be trusted and can be accounted for accordingly
- Electability: is someone's interest in choosing something
- Popularity: is the level of recognition of an object (goods, services, a figure, and institutions) in the eyes of the community
- Acceptability: the meaning is acceptance, compatibility and appropriateness. This word comes from "borrowing" the word accetability, (Robert S. Kaplan., 2011).

A good corporate image is intended so that the company can stay alive and the people in it continue to develop creativity and even provide more benefits for others. Therefore, to improve the recruitment of Human Resources graduates of the Indonesian Aviation High School (STPI) Curug In Meeting Customer Needs, the STPI must be able to improve the Corporate Image (Corporate Image) from time to time by utilizing the various strengths that are available and opportunities.

V. DISCUSSION

Given there is a significant relationship between; Selection of Cadet Acceptance, Lecturer Ability, Field Practice, Facilities and Infrastructure, Supporting Facilities, Cross-Sector Cooperation, and Image of STPI - PPI Curug with Graduates' Quality, the seven aspects must be well considered by STPI Curug. By paying attention to these seven aspects, in the future STPI can improve the quality of graduates, namely human resources in accordance with user needs. An important step that must not be ignored is to maintain and improve the STPI Curug's "Corporate Image" from time to time.

VI. SUGGESTION

The Indonesian Institute of Aviation College (STPI) Curug continuously conducts studies to achieve the vision, mission and objectives so that they can make a strategy by developing a SWOT. So that the STPI Curug can evaluate strengths, weaknesses, opportunities, and threats, the results of which can contribute to overcoming the problem: "Extortion of Human Resources Graduates of the Indonesian Aviation High School (STPI) Curug In Meeting Customer Needs".

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