BIBLIOGRAPHY

Achyar, A., & Oktora, K. (2014). The Effect of Post- Purchased Perceived-Value towards the Relationship Quality of Hajj and Umrah Travel Agencies in Indonesia. *The South East Asian Journal of Management*, *8*(1), 29–46.

Ahmadi, K., & Hasan, S. S. (2017). Implementing professionalism by deprofessionalized strategies: A moral quandary. *Currents in Pharmacy Teaching and Learning*, *9*(1), 9–11. https://doi.org/10.1016/j.cptl.2016.08.032

Arslanagic-Kalajdzic, M., & Zabkar, V. (2017). Is perceived value more than value for money in professional business services? *Industrial Marketing Management*, *65*(November 2015), 47–58. https://doi.org/10.1016/j.indmarman.2017.05.005

Article, M. O. (2015). European Journal of Marketing, 4–6. https://doi.org/10.1108/EJM-06-2011-0338

Aydin, S., & Özer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, *39*(7/8), 910–925. https://doi.org/10.1108/03090560510601833

Bitner, M. J. (1990). Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses. *Journal of Marketing*, *54*(2), 69. https://doi.org/10.2307/1251871

Bo, Z., Huan, Z., Meizi, L., Qin, Z., & Jifeng, H. (2017). Trust Traversal: A trust link detection scheme in social network. *Computer Networks*, *120*, 105–125. https://doi.org/10.1016/j.comnet.2017.04.016

Challen, V., Laanelaid, Z., & Kukkes, T. (2017). A qualitative study of perceptions of professionalism amongst radiography students. *Radiography*, *23*, S23–S29. https://doi.org/10.1016/j.radi.2016.10.010

Chinomona, R., & Sandada, M. (2014). The Influence of E-Service Quality on Customer Perceived Value, Customer Satisfaction and Loyalty in South Africa. *Mediterranean Journal of Social Sciences*, *5*(9), 331–341. https://doi.org/10.5901/mjss.2014.v5n9p331

da Rosa Borges, G., Carvalho de Souza Domingues, M. J., & da Silva Cordeiro, R. de C. (2016). Student's trust in the university: analyzing differences between public and private higher education institutions in Brazil. *International Review on Public and Nonprofit Marketing*, *13*(2), 119–135. https://doi.org/10.1007/s12208-016-0156-9

de la Torre, R., Lusa, A., & Mateo, M. (2016). A MILP model for the long term academic staff size and composition planning in public universities. *Omega (United Kingdom)*, *63*, 1–11. https://doi.org/10.1016/j.omega.2015.09.008

Dumitrescu, L., Ţichindelean, M., & Vinerean, S. (2013). Using Factor Analysis in Relationship Marketing. *Procedia Economics and Finance*, *6*(13), 466–475. https://doi.org/10.1016/S2212-5671(13)00164-0

Erdoğmuş, İ., & Ergun, S. (2016). Understanding University Brand Loyalty: The Mediating Role of Attitudes towards the Department and University. *Procedia - Social and Behavioral Sciences*, *229*, 141–150. https://doi.org/10.1016/j.sbspro.2016.07.123

Giner, G. R., & Peralt Rillo, A. (2016). Structural equation modeling of co-creation and its influence on the student's satisfaction and loyalty towards university. *Journal of Computational and Applied Mathematics*, *291*, 257–263. https://doi.org/10.1016/j.cam.2015.02.044

Hänninen, N., & Karjaluoto, H. (2017). Environmental values and customer-perceived value in industrial supplier relationships. *Journal of Cleaner Production*, *156*, 604–613. https://doi.org/10.1016/j.jclepro.2017.04.081

Hasan, H. (2014). Effects of Perceived Value and Trust on Customer Loyalty towards Foreign Banks in Sabah , Malaysia, (2), 137–153.

Huang, M. H. (2015). The influence of relationship marketing investments on customer gratitude in retailing. *Journal of Business Research*, *68*(6), 1318–1323. https://doi.org/10.1016/j.jbusres.2014.12.001

Kaynak, R., & Avci, S. B. (2014). Logistics Service Accountabilities and their Effects on Service Buyer's Trust. *Procedia - Social and Behavioral Sciences*, *111*, 731–740. https://doi.org/10.1016/j.sbspro.2014.01.107

Kelly, A. M., Mullan, P. B., & Gruppen, L. D. (2016). The Evolution of Professionalism in Medicine and Radiology. *Academic Radiology*, *23*(5), 531–536. https://doi.org/10.1016/j.acra.2016.01.009

Khasawneh, M. (2015). Factors Influence e-Learning Utilization in Jordanian Universities - Academic Staff Perspectives. *Procedia - Social and Behavioral Sciences*, *210*, 170–180. https://doi.org/10.1016/j.sbspro.2015.11.356

Kim, M., & Thapa, B. (2017). Perceived value and flow experience: Application in a nature-based tourism context. *Journal of Destination Marketing and Management*, (March), 1–12. https://doi.org/10.1016/j.jdmm.2017.08.002

Kőmíves, P. M. (2014). Staff Mobility as an Aspect of the Quality Assurance in Hungarian Universities. *Procedia - Social and Behavioral Sciences*, *152*, 1189–1193. https://doi.org/10.1016/j.sbspro.2014.09.297

Li, T., Liu, X., Pan, J., & Zhou, G. (2017). The interactive effect of facial appearance and behavior statement on trust belief and trust behavior. *Personality and Individual Differences*, *117*, 60–65. https://doi.org/10.1016/j.paid.2017.05.038

Marakanon, L., & Panjakajornsak, V. (2017). Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, *38*(1), 24–30. https://doi.org/10.1016/j.kjss.2016.08.012

Meerah, T. S. M. (2011). Inculcation of action research among university lecturers. *Procedia - Social and Behavioral Sciences*, *15*, 3620–3624. https://doi.org/10.1016/j.sbspro.2011.04.345

Nevzat, R., Amca, Y., Tanova, C., & Amca, H. (2016). Role of social media community in strengthening trust and loyalty for a university. *Computers in Human Behavior*, *65*, 550–559. https://doi.org/10.1016/j.chb.2016.09.018

Rasheed, F. A., & Abadi, M. F. (2014). Impact of Service Quality, Trust and Perceived Value on Customer Loyalty in Malaysia Services Industries. *Procedia - Social and Behavioral Sciences*, *164*(August), 298–304. https://doi.org/10.1016/j.sbspro.2014.11.080

Şahin, A., Zehir, C., & Kitapçi, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, *24*, 1288–1301. https://doi.org/10.1016/j.sbspro.2011.09.143

Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: a systematic review of the research. *Marketing Theory*, *7*(4), 427–451. https://doi.org/10.1177/1470593107083165

Schäfer, K., & Kummer, T. F. (2013). Determining the performance of website-based relationship marketing. *Expert Systems with Applications*, *40*(18), 7571–7578. https://doi.org/10.1016/j.eswa.2013.07.051

Yoganathan, D., Jebarajakirthy, C., & Thaichon, P. (2015). The influence of relationship marketing orientation on brand equity in banks. *Journal of Retailing and Consumer Services*, *26*, 14–22. https://doi.org/10.1016/j.jretconser.2015.05.006

Yousif, M. K., & Shaout, A. (2018). Fuzzy logic computational model for performance evaluation of Sudanese Universities and academic staff. *Journal of King Saud University - Computer and Information Sciences*, *30*(1), 80–119. https://doi.org/10.1016/j.jksuci.2016.08.002

Zheng, S., Hui, S. F., & Yang, Z. (2017). Hospital trust or doctor trust? A fuzzy analysis of trust in the health care setting. *Journal of Business Research*, *78*, 217–225. https://doi.org/10.1016/j.jbusres.2016.12.017