

Marketing Mix Factors Influencing Students' Decisions When Choosing Private Universities

Retnaning Tyas^{1*}, M. Huda. A Y², Imron Arifin³
and Achmad Supriyanto⁴

¹ Dr. Retnaning Tyas, S.E., M.M is working on Departement Economic Education, University/Institusi, STKIP PGRI Jombang, City Jombang, Province East Java, Country Indonesia.
Email: retnaningtyas.eko.stkip.jb@gmail.com

² Prof. Dr. M. Huda. A.Y. M. Pd is working on Education Management, Faculty of Education, State University of Malang, Malang, East Java, Indonesia.

³ Prof. Dr. Imron Arifin. M. Pd is working on Education Management, Faculty of Education, State University of Malang, Malang, East Java, Indonesia.

⁴ Prof. Dr. Drs. H. Achmad Supriyanto, M.Pd., M.Si is working on Education Management, Faculty of Education, State University of Malang, Malang, East Java, Indonesia.

Abstract

Paradigm changes in the world of education encourage tertiary institutions to make adjustments, this is no exception for university educational institutions. Especially for private universities, understanding the needs of potential customers is important. This study aims to look for factors that can encourage prospective students to decide on choosing the college they enter. This research was conducted by distributing questionnaires that had been entered at private universities in Malang City. The number of samples in this is 398 respondents. The analytical tool used in this research is exploratory factor analysis. The results of the study show that marketing is a factor that shapes the decision to select a private university in the city of Malang. In this marketing mix there are seven factors consisting of, product, price, promotion, place, physical evidence, process and people. Of the 7P factors, six of them become factors that shape university selection decisions, namely product, price, promotion, place, physical evidence, and people. Meanwhile, in the process factor, the factor analysis cannot be a factor forming a university selection decision, this can be seen from the KMO value which is

less than 0.5 Keywords: factor of choosing a private university, marketing mix

Keywords: private university selection factor, marketing mix.

1. INTRODUCTION

Higher Education Public Relations is a higher education communication agent to the community with the aim of building good relations with stakeholders. Good relations with all stakeholders have a positive impact on the reputation of the university. In an effort to build relationships with public relations stakeholders, higher education requires proper planning so that the strategies pursued are also right on target. Large publications do not guarantee that they will attract potential customers effectively. The initial stage required in planning is to conduct a need assessment. Banghart and Trull in Sa'ud (2007) there are several stages that must be passed in the preparation of educational planning, including: need assessment, formulation of goals and objectives, policy and priority setting, program and project formulation, feasibility testing, plan implementation, and evaluation and revision for future plans. Need assessment is the process of identifying and prioritizing needs that support organizational performance (Kaufman: 1992).

Organizational managers will identify needs, then compare the needs that have been identified to find out which needs must be prioritized or which have an impact on organizational performance. In an effort to build relationships with prospective students, university public relations require a completeness assessment. This integrity assessment is seen from two aspects, namely the needs of higher education institutions and the needs of students. Higher education as a provider of educational services, requires knowledge of what educational needs must be provided to users of its services, namely students. For this reason, a two-way assessment of needs is needed from the perspective of universities and students. This needs assessment is closely related to the decision-making process.

The needs that have been prioritized must continue with the organizational decision to make the right program. (Sonhadji and Huda, 2015: 3) For this reason, university public relations needs to understand the behavior patterns of college election decision-making by prospective customers. The

decision-making process for consumers is a series of complex decisions, moreover the decision to enter higher education. In the early stages before making a decision, someone will identify, they are faced with so many considerations and influences both from within and from outside. So a big and intense stimulus is needed to be able to influence someone to choose which college to enter. It's a big mistake for universities to think that if potential customers will definitely buy their products, in other words, they are waiting without trying to be proactive in convincing and inviting consumers to buy their products. Developments and competition in the world of education, require higher education institutions to realize that marketing is important for their institutions.

The marketing paradigm in education has demanded a shift, where marketing in education is not only interpreted as the sale of educational products or just promotions from educational institutions. The definition of marketing according to Kotler and Armstrong (2012:28) is "the process by which companies create value for customers and build strong relationships with customers in order to capture value from customers in return". Marketing management requires a series of effective activities including planning in line with the vision and mission of the organization, strategy formulation that is integrated in all parts of the tertiary institution.

The implementation of marketing management in tertiary institutions can be seen from the relationship between tertiary institutions and their market, in which tertiary institutions can influence the level, reach, timing and composition of higher education market demand in an effort to achieve organizational goals. Marketing for educational organizations is a series of processes to create, communicate and shape value for consumers in an effort to build relationships that can benefit universities and other interested parties. Marketing aims to select target markets, ensure the survival of institutions, service effectively and designed to meet consumer needs and wants, and involves program planning, pricing, communication and distribution activities.

2. LITERATURE REVIEW

Grove & Kraft (2006) show that in educational marketing, the marketing mix is the most important determinant of marketing success. In higher education, the marketing mix helps organizations achieve a predetermined target market. The marketing mix requirements for organizations are increasing

along with the development of the higher education market. The 4P marketing mix is deemed insufficient to meet the needs of the organization, so a more complete marketing mix is developed. Marshall & Jhonston (2010: 13) explained that the traditional marketing mix concept consisting of 4P, namely product, price, place and promotion already requires expansion, it is felt that 4P alone cannot meet marketing needs, for this it is necessary to add 3 other elements, namely people, physical evidence and process, so that it becomes the seven elements of 7P.

The Elements That Influence Students' University Selection

The marketing mix of educational services are elements of educational organizations that can be controlled by organizations in communicating with students and will be used to satisfy students (Hurriyati, 2009: 154). The basic task of a higher education marketing manager is to combine the seven elements into a marketing program to support exchanges with consumers. However, good marketing mix management does not just happen. Marketing managers must know the various issues and options involved in each element of the marketing mix. Marketers need to be aware of how these elements can be combined in order to obtain an effective marketing program. The market must be analyzed through consumer research and research results must be used to develop marketing strategies. Universities are marketers for services where the products offered by companies are a mixture of tangible and intangible goods. In the application of marketing management practices and the 7 P approach, it can influence consumer attitudes and behavior.

However, in applying the 7P marketing strategy, it is not limited to how many consumers buy the service. But also on how close the relationship between universities and their consumers is. In service products, there is a crucial relationship between the customer and the service provider. The complexity of this University is related to how to form a magnet that is an attraction for consumers to buy services at this college. With so many faculties and departments owned, it is an advantage in meeting the greater needs of buyers of higher education services, but on the other hand it is a big task to convince prospective students that the services provided by the University are able to meet their needs. In an effort to give confidence to potential customers, namely students, the University needs to formulate an appropriate marketing strategy, so that the funds and efforts made by the University

are effective and on target. In developing the University's marketing strategy, a database of consumers who have chosen the University is needed, the perceptions of the selected University are needed as the basis for the strategy to meet consumer needs.

3. RESEARCH METHODS

This research was conducted at all active private universities in the city of Malang. The research was carried out in the university area which was the object of this study, namely Muhammadiyah Malang University, Malang Islamic University, Gajayana University, Kanjuruhan University Malang, Widya Karya Catholic University, Widya Gama University, Tribuana Tungga Dewi University, Merdeka University, Wisnu Wardhana University and Ma University Chung.

The population is a collection of individuals with predetermined qualities and characteristics (Nazir, 2005: 272). The population in this study were all active undergraduate students at private universities in Malang City To obtain respondents who are in accordance with the objectives expected by the researcher, the researcher determines the criteria for sampling. The criteria include: 1. Respondents are active undergraduate students 2. Respondents can make their own decisions in determining their choice to enter college. The number of samples taken in this study amounted to 398 respondents. The basis for determining the number of samples is based on the Slovin sample calculation formula with an error level of 0.05, where with a population of 62787, the number of samples is 398 respondents The data used in this research is primary data. Primary data is data that is directly obtained from the source, namely respondents who have been determined, collected specifically and directly related to the problem under study. Most of the research instruments used in obtaining information were collected in a list of questionnaires.

4. RESULTS

The results of the factor analysis of university selection decisions are the result of a combined analysis of factor scores formed based on the marketing mix theory, namely the 7Ps which are formed into observed variables, namely: Product, Price, Promotion, Place, Physical. evidence (physical evidence), People (HR), Process (process). In factor analysis, these variables will be analyzed further to determine the adequacy of the correlation between the initial variables.

Based on the results of the factor analysis in the KMO table and Bartlett's test above, it can be seen that the KMO Measure of Sampling Adequacy (MSA) is 0.771 because the value is 0.771 (> 0.5). This indicates the adequacy of the sample. The KMO and Bartlett's test scores (as shown in the chi-square value) are 253,988 with a significance value of 0,000. this states that the correlation between the factors forming variables can be explained by other variables and appropriate factor analysis is carried out. This shows that the process factor is indeed determined by Product (product), Price (price), Promotion (promotion), Place (place), Physical evidence (physical evidence), People (HR), Process (process).

Table 1. Matrix Component Table

	Component	
	1	2
Factor product	.655	-.433
Factor Price	.666	.178
Factor Promotion	.548	.100
Factor Place	.721	.229
Factor Phisichal evidence	.682	-.189
Factor People	.724	-.105
Factor Process	.168	.891

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

In the Rotated Component matrix the value that needs to be considered is the factor loading of each variable. Loading factor is the magnitude of the correlation between the factors that are formed with these variables. In the product variable, the correlation between teacher qualifications and factor 1 (0.655) while in factor 2 (-0.433), the product is included in factor 1, because its value is greater than factor 2. Furthermore, the teaching variable which is Price (price), has a correlation value to factor 1 of 0.666 while the correlation with factor 2 is 0.178, so the price variable enters factor 1. In the Promotion variable, the correlation value with factor 1 is 0.548 while the value correlation with factor 2 is 0.100, thus a good promotion variable can be categorized as factor 1. The Place variable has a correlation value with factor 1 of 0.721, while a correlation value with factor 2 of 0.229. Then the place variable

can be categorized in factor 1. In managing Physical Evidence, it correlates with factor 1 of 0.682, while the correlation with factor 2 of -0.189. Then the variable managing a good place is included in factor 1. In the People variable (HR) it can be seen that this variable is correlated with factor 1 of 0.724 while the correlation with factor 2 is 0.105, then the HR transparency variable is in factor 1. In the Process variable it can be seen that this variable is correlated with factor 1 of 0.168 while the correlation with factor 2 is 0.891, so the transparency variable of the management of the learning tertiary institution is included in factor 2. Based on the rotation results in this factor analysis, it can be concluded that factor one consists of the variables Product (product), Price (price), Promotion (promotion), Place (place), Physical evidence (physical evidence), People (HR). Meanwhile, Factor 2 is Process (process). From the University's point of view, the decision to select a University by prospective students is an important matter.

The decision to choose a university for university marketers is a short-term goal that must be achieved, after that university marketers can only determine their long-term goals in the form of loyalty from their consumers, namely students. In the University's efforts to achieve its short-term goals, the University needs to consider two factors, namely internal factors which are factors that can be controlled by the University and external factors which are beyond the control of the university.

According to Angipora (2002: 50) the internal environment is the influence that comes from within the company, which directly affects consumer decisions in buying a service product. The form of the internal environment is often referred to as the service marketing mix, namely product, price, place, promotion, people, physical evidence and process. The external environment is an environmental influence that comes from outside the company which indirectly influences consumer decisions in buying service products such as family, buyer tastes, friends and lifestyle. In an effort to achieve short-term goals, universities need to develop internal factors that suit the needs of potential customers. To be able to understand consumer needs, university marketers need to conduct research to find out the basis for university selection decisions by students. The marketing mix model has been developed for quite a long time by marketers, both service and goods marketers. In developing the factors that influence university selection decisions, researchers use two stages of analysis. The

first stage is the stage of determining student needs assessment using factors from the marketing mix, which consist of: product, price, promotion, place, physical evidence, people and process. The next stage is to determine the factors of the marketing mix in forming university selection decisions.

5. DISCUSSIONS

Based on the results of the research that has been done, the results of the Product factor analysis are one of the factors that shape the decision to choose a university. Product is a major factor in influencing university selection decisions. This is in accordance with research from Fattal (2010) where the product or program offered by the university has been identified as the most influential factor in pressing prospective students to decide to enter a university. In this study, the product was built on several factors, namely available majors, variety of majors, curriculum that supports job search after graduation, curriculum suitability, department accreditation, institutional accreditation, quality of academic services, ease of obtaining academic services.

The quality of academic services in this study also has a significant influence. In accordance with the opinion of Kotler and Armstrong (2012) that when entering the field of education, the first thing to pay attention to is service and curriculum. Second, this type of product is intangible, inseparable and easily damaged. Services can only be understood by respondents when they are involved. According to Stark and Zadeh (2013) in most service industries (educational institutions,) the essence of a service is basic, but not special characteristics or requirements and in terms of differentiation, additional services or other marketing instruments are used. Based on the data above, it can be concluded that process factors do not influence the decision factors for choosing a university. The process is part of higher education that has been experienced by students, where in the process the researcher looks at learning methods, learning opportunities and learning evaluation. The three indicators developed by the researcher are things that are understood by students when they are directly involved in the University. Meanwhile, the university selection decision is a process carried out before carrying out the learning process at the university. This is in accordance with the research of Mainu and Mainu (2014) which states that in their research all marketing mix variables have an influence on university selection except for process variables. On the other factors, namely product,

price, promotion, place, physical evidence, and people, each has the ability to form university selection decisions, namely on the communal value, namely the Product (product) value of 0.617; Price is 0.475, Promotion is 0.310, Place is 0.573, Physical Evidence is 0.501, People (HR) is 0.535. The smaller the value of communalities means the weaker the relationship with the factors formed. Thus it can be concluded that the most important thing for students in making decisions to enter private universities in the city of Malang is the product factor. Furthermore, on the location factor of the university, the private university studied in Malang has a special attraction for students. The geographical environment of the city of Malang has a high enough attractiveness for prospective students. The next factor is the people (HR) in the university, the quality of the university's human resources consisting of teachers, educational staff and university managers is an important factor for students to make their choices at the university. Physical evidence owned by the University is one of the factors to convince prospective students to enter the University, the exterior and interior of lecture buildings, libraries, laboratories and all types of supporting facilities provide an illustration of confidence that the selected University is able to meet the expected higher education needs. Price in this study is not the main factor in influencing university selection decision making, this means that the level of sensitivity of respondents to the cost of education is relatively low. The last factor is promotion, promotional activities carried out by universities can influence university selection decisions, introducing universities is an important factor for universities, especially private universities. Providing an overview of the education provided which includes products, human resources, physical evidence and prices is one way to convince potential customers from the university.

In this study most of the respondents self-financed with sources of funds originating from their parents. As for the source of funds coming from the student's own fees or scholarships, the amount is very small. Financial aid (Merit-Based Scholarships, Need-Based Scholarships and Education Loans) also plays an important role in attracting the attention of students who wish to enter college. Alma (2009: 383) states that prices for higher education services are strongly influenced by the quality of the products offered. If product quality is high, then potential customers are willing to pay more, as long as it is within their affordability. In making decisions on choosing a private university in the city of Malang,

the majority of respondents chose of their own free will, while the percentage of parents or other factors was very low.

According to Alma (2009: 383), "Strategic location and easily accessible by public transportation, will be an attraction for prospective students. The location of universities can also be reached virtually, namely via the internet with the availability of a university website. According to Hurriyati (2009: 165) "in higher education services, promotions that can be carried out are advertising (such as TV, radio, spot and billboard advertisements), sales promotions (such as exhibitions and invitations), making direct contact with prospective students, and conduct community relations activities. This category consists of four sources of information: newspaper ads, street billboards, University brochures and flyers and websites. It is these sources that Universities use to promote and advertise themselves, as well as communicate and deliver certain messages to the general public and to potential students in particular. Newspaper advertising was rated low and came ninth on the list of sources of information.

The physical evidence factor is indeed determined by the availability of buildings for learning activities (X5.1); learning support facilities (X5.2); availability of learning facilities (X5.3); completeness of library collections (X5.4), reading facilities in the library (X5.5), availability of learning support laboratory facilities (X5.6), completeness of learning support laboratory facilities (X5.7). The amount of variance that can be explained by the new factors formed is 62.697% while the remaining 37.303% is explained by other factors not examined. In their activities, higher education institutions need well-prepared personnel, namely academic staff and related academic staff, who are able to carry out their work to high quality standards. Academic success is linked to personnel because consumers continually evaluate the quality of employees based on interactions with them. (Soedijati, Pratminingsih, 2011, p. 2126) at the same time, academic success depends heavily on the quality of personnel and especially on their research performance, which is reflected in the relevance of different articles, books and special studies, as well as by participation in scientific conferences with the aim of disseminate information. A successful school must be based on teaching principles. All teaching systems, methods, forms and all working instruments/tools depend on them. Without teaching principles, in other words, every system, method, form and every means of work will be incomplete. Teacher skills in preparing systems, methods, forms and ways of working with

teaching principles will be productive and students will learn with quality.

Based on the results of the research that has been done, it can be seen that the needs of students in choosing a tertiary institution as a whole can be described in the marketing mix. Marketing Mix is a combination of factors that can encourage prospective students to be more confident in the university selection process. In this study the intended marketing mix is 7P which consists of Product, Price, Promotion, Place, Physical Evidence, People and Process. Theoretically, the seven factors of the 7P marketing mix can influence the decision to select a university. However, based on the factor analysis carried out by the researchers, it shows that only Product, Price, Promotion, Place, Physical Evidence, People influence the decision to select a university. Whereas the Process does not affect the decision to select a tertiary institution, it can be concluded that in the needs assessment from the aspect of student needs, respondents consider that the process at the university is not important in selecting a tertiary institution.

6. LIMITATION AND FUTURE STUDIES

According to the report, colleges are requesting that students be recruited using the marketing mix tactics on which this study is based. To prospective students, the university is marketing programs and courses (Product). While non-EU students must pay tuition (Price), this program/courses are free for students from Sweden and the EU. The university sees tuition fees as a different way to generate cash for Swedish higher education institutions. Due to the intangible nature of service qualities, HE institutions confront challenges while marketing their programs and courses, such as 'marketing pressures' from competing universities and a method of physically presenting the service to the students.

The cities in which the universities are located are also promoted by the institutions as wonderful places to live, work, and study. There are two ways that services are delivered or channels for HE institutions: online or on-campus. These techniques are employed for the comfort of prospective pupils.

The three components of the promotional mix are all being used by HE institutions to reach potential students. They do this utilizing a variety of advertising mediums (TV, social media, billboard advertisements, etc.), public relations (visits to high schools), and sales promotion in the form of scholarships for overseas students.

The programs and courses that colleges provide are needed by the students. This suggests that students will be drawn to strong programs that are appropriate for the present employment market.

Before attempting to pick or make a decision on a university, the student goes through the decision-making process. In the beginning, they have a need or motivation for a certain program, whether it be for a future employment or for additional education. Second, students do informational searches. The information is obtained via the university website, magazines, friends, family members, and the HE contact person.

Additionally, the students selected an institution that wasn't too far from their home area or city.

7. IMPLICATIONS

The purpose of the study was to ascertain whether or not traditional marketing mix components have an impact on students' decisions about universities. Numerous scholars have looked into the marketing mix for universities as well as the decision-making process of students. Previous research, however, did not link the components of the marketing mix to the students' preferences. There are variations from past research as a result. It has been demonstrated that the marketing mix affects the motivational elements that lead people to pick HE. However, there is a vacuum in the research that needs to be filled in order to explore how the marketing mix influences students' decisions about which Swedish university to attend.

The marketing mix techniques that were provided were the first attempt to fill this vacuum in the literature. Furthermore, the empirical results are supported by interviews with first-year students at the Swedish universities of Lund and Malmö. Thus, by highlighting components of the marketing mix that affect students' decisions about universities, new research in this field has added to the body of literature. As a result, it is thought that the study is founded on accurate and dependable findings, opening up new avenues for investigation and scholarly contribution.

Implication for the authority over universities given that universities are serving as the degree program's providers to meet the demands and goals of the students. Universities must continually research the demands of the present and future labor markets.

If the aforementioned actions are taken into account, they will have a positive feedback impact on universities' ability to provide programs that are necessary in the job market today and in the future while also meeting student demand.

And implications for students that it should broaden their quest for knowledge to include what other colleges have to offer. In light of the fact that students are the university's main consumers of services, in addition to the present and foreseeable future employment markets. When choosing a university program, people can make better decisions if they are well-informed. The program's worth as well as the financial burden of moving should be considered by the students.

REFERENCE

- Absher, K. & Crawford, G. (1996). Marketing the community college starts with understanding students' perspectives. *Community College Review*, 23(4), 59-67.
<https://doi.org/10.1177/00915521960230040>
- Agasisti, T. & Catalano, G. (2006). Governance models of university system – towards quasi- markets? Tendencies and perspectives: a European comparison, *Journal of Higher Education Policy and Management*, 28(3), 245-262.
DOI:10.1080/13600800600980056
- Alves, H. & Raposo, M. (2009). The measurement of the construct satisfaction in higher education, *The Service Industries Journal*, 29(2), 203-318.
DOI:10.1080/02642060802294995
- Amaral, A. & Magalhaes, A. (2007) Market competition, public good and institutional governance: analysis Portugal's experience, *Higher Education Management and Policy*, 19(1), 51-65.
DOI:10.1787/hemp-v19-art4-en
- Armstrong, M, 1998. *Performance Management*. Clays, Ltd. St. Ives ple, England.
DOI: 10.12691/jbms-4-2-1
- Barnes, C. (1993). *Practical marketing for schools*. Oxford: Blackwell Publishers
https://books.google.co.id/books/about/Practical_Marketing_for_Schools.html?id=T5FTEAAAQBAJ&redir_esc=y
- Barr, N. (2012). The Higher Education White Paper: The good, the bad, the unspeakable—and the next White Paper. *Social Policy & Administration*, 46(5), 483-508.
DOI:10.1111/j.1467-9515.2012.00852.x
- Bartlett, L., Frederick, M., Gulbrandsen, T. & Murillo, E. (2002). The marketization of education: public schools for private ends, *Anthropology and Education Quarterly*, 33(1), 1- 25.
DOI:10.1525/aeq.2002.33.1.5

- Baum, S. & Payea, K. (2004). *Education pays: The benefits of higher education for individuals and society*. Washington, DC: College Board.
https://www.immagic.com/eLibrary/ARCHIVES/GENERAL/CO_LBRDUS/C040907B.pdf
- Baxter, P. & Jack, S. (2008). Qualitative case study methodology: Study design and implementation for novice researchers. *The Qualitative Report*, 13(4), 544-559.
DOI:10.46743/2160-3715/2008.1573
- Bean, J.P. & Bradley, R.K. (1986), Untangling the satisfaction-performance relationship for college students, *Journal of Higher Education*, 57(4), 393-412.
<https://doi.org/10.2307/1980994>
- Binsardi, A. & Ekwulugo, F. (2003). International marketing of British education: research on the students' perception and the UK market penetration, *Marketing Intelligence & Planning*, 21(5), 318-327.
DOI:10.1108/02634500310490265
- Blumenstyk, G. (2006). Marketing: the for-profit way, *Chronicle of Higher Education*, 53(15), 43-53.
https://www.researchgate.net/publication/234710199_Marketing_the_For-Profit_Way
- Bonnema, J. & Van der Walddt, D.L.R. (2008), "Information and source preferences of student market in higher education", *International Journal of Education Management*, 22(4), pp. 314- 27.
DOI:10.1108/09513540810875653
- Bonoma, T.V. (1985). Case research in marketing: opportunities, problems, and a process. *Journal of Marketing Research*, 22(2), 199-208.
<https://doi.org/10.1177/002224378502200209>
- Bourke, A. (2000). A model of the determinants of international trade in higher education, *The Service Industries Journal*, 20(1), 110-138.
<https://doi.org/10.1080/02642060000000007>
- Brassington, F. (2006). *Principles of Marketing*, 4th Ed., Harlow, UK: FT Prentice Hall.
https://books.google.co.id/books/about/Principles_of_Marketing.html?id=dBurtHQ-hiEC&redir_esc=y
- Brown, P. & Scase, R. (1994). *Higher Education and Corporate Realities: Class, Culture and the Decline of Graduate Career*, London: University College London.
<https://doi.org/10.4324/9780203980262>
- Bruscaglioni, L. (2016). Theorizing in Grounded Theory and creative abduction. *Quality & Quantity*, 50(5), 2009-2024.
DOI:10.1007/s11135-015-0248-3
- Bryman, A. & Bell, E. (2007). *Business Research Methods*. Oxford, UK: Oxford University Press.
<https://doi.org/10.1177/1350507608039005080>

- Carey, K., Cambiano, R.L. & De Vore, J.B. (2002). Student to faculty satisfaction at a Midwestern university in the United States. HERDSA, 93-97, Texas, 2002.
DOI: 10.12691/education-5-5-9
- Carlson, P.M. & Fleisher, M.S. (2002). Shifting realities in higher education: today's business model threatens our academic excellence. *International Journal of Public Administration*, 25(9- 10), 1097-1111.
DOI:10.1081/PAD-120006127
- Carpenter, P.G. & Fleishman, J.A. 1987. Linking intentions and behavior: Australian students' college plans and college attendance. *American Educational Research Journal*, 24(1): 70-105
<https://doi.org/10.2307/1162853>
- Cawla ,M. 2013. Customers' (Students') Perceptions About 7ps Of Higher Education Marketing Mix. *Asian Journal of Multidisciplinary Studies*. Volume1, Issue 5, December 2013
ISSN: 2321-8819
<https://core.ac.uk/download/pdf/229675328.pdf>
- Chapman, D.W. (1981). A model of student college choice, *Journal of Higher Education*, 52(5), 490-505.
<http://www.sciepub.com/reference/151290>
- Chen, L.H. (2008), Internationalization or international marketing? Two frameworks for understanding international students' choice of Canadian universities, *Journal of Marketing for Higher Education*, 18(1), 1-33.
<https://doi.org/10.1080/08841240802100113>
- Cloete, N. & Bunting, I. (2000). Higher education transformation: Assessing performance in South Africa. Pretoria: Centre for Higher Education Transformation.
DOI: 10.1007/1-4020-4006-7_7
- Collins, R. (1979), *The Credential Society: An Historical Sociology of Education and Stratification*, New York, NY: Academic Press.
DOI:10.1076/edre.9.3.239.15573
- Cooper, H.M. (1988). *The Integrative Research Review: A Systematic Approach*. Applied Social Research Methods Series, Vol. 2, Beverly Hills, CA: Sage
<https://searchworks.stanford.edu/view/1562193>
- Cubillo, J., Sanchez, J. & Cervino, J. (2006), International students' decision-making process, *International Journal of Educational Management*, 20(2), 101-115.
DOI:10.1108/09513540610646091
- Cutlip, S.M.,Center,A.H. & Broom, G.M. 1994. *Effective Public Relations*. New Jersey: Prentice Hall.
https://books.google.co.id/books/about/Effective_Public_Relations.html?id=gqsbAQAAMAAJ&redir_esc=y
- Fatah, A. A. 2010. *Understanding Student Choice of University and Marketing Strategies in Syrian Private Higher Education*. Dissertation. University of Leeds School of Education

- <https://core.ac.uk/reader/40033450>
- Gajić, J. 2013. Importance Of Marketing Mix In Higher Education Institutions. *Singidunum journal* 2012, 9 (1): 29-41 ISSN 2217-8090
DOI:10.5937/sjas1201029G
- Ferdinand, A. 2002. *Structural Equation Modeling in Management Research*. Semarang: Economy Faculty of Diponegoro University.
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=357589>
- James, Chris & Phillips, Peter. (1995). *The Practice of Educational Marketing in Schools*. *Educational Management Administration & Leadership*. 23. 75-88.
10.1177/174114329502300202.
- Kotler, P. & Armstrong, G. 2012. *Dasar-dasar Pemasaran, Jilid I*. Jakarta: Penerbit Prenhallindo.
<https://www.pearson.com/se/Nordics-Higher-Education/subject-catalogue/marketing/Principles-of-Marketing-Kotler-Armstrong.html>
- Kaufman, R., & English, F. W. (1976). *Needs Assessment A Guide for Educational Managers*. Arlington, VA: American Association of School Administrators.
<https://doi.org/10.1002/pfi.21606>
- Maniu, I dan Maniu, G. C. 2014. *Educational Marketing: Factors Influencing The Selection Of A University*. SEA- Practical Application of Science. Volume II, Issue 3 (5)
https://www.researchgate.net/publication/334697928_EDUCATIONAL_MARKETING_FACTORS_INFLUENCING_THE_SELECTION_OF_A_UNIVERSITY
- Soedijati & Pratminingsih 2011. The impacts of marketing mix on students' choice of University Study case of private university in bandung, Indonesia, *Proceedings of 2nd international conference on business and economic research (2nd ICBER 2011)*
https://www.academia.edu/3203083/THE_IMPACTS_OF_MARKETING_MIX_ON_STUDENTS_CHOICE_OF_UNIVERSITY_STUDY_CASE_OF_PRIVATE_UNIVERSITY_IN_BANDUNG_INDONESIA
- Soutar, G.N. and Turner, J.P. 2002. Students' preferences for university: a conjoint analysis. *Issues In International Journal Of Educational Management*, 16(1), 40-5.
DOI:10.1108/09513540210415523
- Veloutsou, C., Lewis, J. W., and Paton, R. A. 2004. University selection: information requirements and importance. *Issues in the International Journal of Educational Management*, 18 (3): 160-171.
DOI:10.1108/09513540410527158
- Yamamoto, G.T. 2006. University evaluation- selection: a Turkish case. *Issues in International Journal of Educational Management*, 20 (7): 559-569.

DOI:10.1108/09513540610704654

Zikmund, W. G. and Barry J. B. 2007. Exploring marketing research.
USA: Thomson South-Western.

https://books.google.co.id/books/about/Exploring_Marketing_Research.html?id=bdecPwAACAAJ&redir_esc=y

Poin 6 dan 7



Content Checked For Plagiarism

[Empty box for content checked for plagiarism]