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Motivation Role in Mediating the Effect of Brand Image and Facilities on Admission Decision to Public Universities at State Islamic University Maulana Malik Ibrahim Malang, Indonesia

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Abstract:

This study analyzes the influence of brand image and facilities of the admission decision mediated by motivation. This research was conducted at the State Islamic University Maulana Malik Ibrahim Malang. The samples in this research were 97 students with probability random sampling technique. Analytical technique used was path analysis. The result of this research were brand image have direct influence to motivation, facility have direct influence to motivation, brand image have not significant effect on admission decision to public university, facility have direct influence on admission decision to public university, and also motivation have direct influence on admission decision to public universities. Motivation mediated the influence of Brand Image to admission decision to public universities, and motivation mediated the influence of facilities to admission decision to public universities.

Keyword: Brand image, facilities, motivation, admission decision, Public universities

1. Introduction

Higher education is an inseparable part of the of national education implementation, as has been mandated in Article 31 paragraph (3) of the UUD 1945 which reads: The government undertake and organizes a national education system, which enhances faith and piety and noble character in order to educate the nation, which is regulated by law.

The purpose of conducting higher education is to prepare learners in entering the world of career and prepare learners to be able to interact and live well in society. The higher education system is expected to facilitate people to demand higher education according to his or her talents, interests and objectives, although by maintaining the requirements of the foundation of the study program concerned.

For understanding, "higher education" is the level of education that was opened in general after completing Senior High School. Another term from "Higher Education" is called campus, university world or academic world.

Each university has a Brand Image. That Brand Image expected to show a quality standard for the High school. Brand Image must be built strongly that every strength should be understood in order to be sustained despite the constantly changing market situation.

The existence of facilities in a university is a part that cannot be separated in running its operations. Good and worthy facilities support the success rate of learning process and the purpose of education. Instead facilities were less worthy can inhibit the level of educational success.

A strong brand image and decent facilities can provide encouragement for consumers to choose and decide to buy an item. Motivation can come from themselves and from others. Motivation can arise in a person because of their expectation and desire to attain the objectives to be achieved. Motivation can also arise because of the inherent belief in consumers of the marketed product.

The decision to choose a good can be influenced by several factors including Brand Image and facilities of a product offered, so that consumers are motivated to choose and decide to purchase the product. Purchase decisions are caused by consumers believing that the product can meet their desired needs.

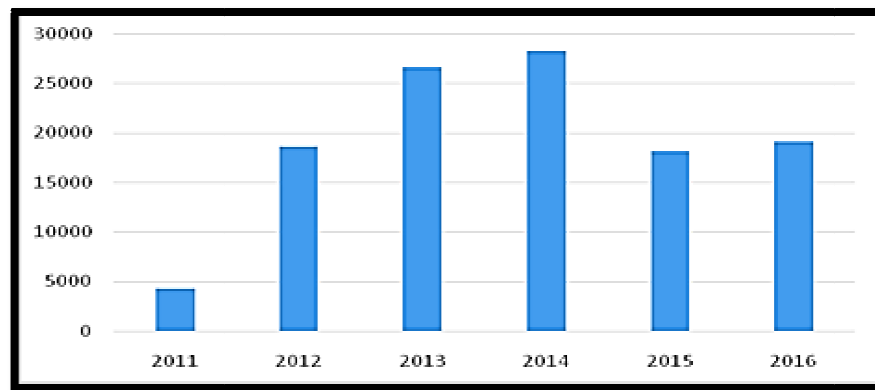


Figure 1: Number of Applicants from the 2011/2012 to 2016/2017 academic Year of State Islamic University of Maulana Malik Ibrahim
Source: Academic and Student Affairs Division UIN Maulana Malik Ibrahim Malang, Processed Researchers (2017)

In figure 1 it shows that there is an increase in the number of applicants, which is the 2011 academic year of 4291 registrants, 2012 totaling 18,565 registrants (333%), 2013, 26,567 registrants (43%), 2014 28.121 registrants (6%) but in 2015 a total of 18,121 registrants (-36%) were due to government policies on UKT (Single Tuition Education Fees), and in 2016 increased again although not significantly 19,081 registrants (5%).

The university set the student quota by 3500 for undergraduate students, because the lecture system for new students obligate them to stay in Ma'hador Student Boarding House. This is to maintain the Brand image that the State Islamic University (UIN) Maulana Malik Ibrahim Malang has different characteristics with other Public Universities located in Malang even those in Indonesia. With these advantages will lead to a strong motivation for students or their parents to choose the State Islamic University (UIN) Maulana Malik Ibrahim Malang.

Based on the arguments previously, this study has seven main purposes : (1) to investigate the influence of Brand image to motivation. (2) to examine the influence of facility to motivation. (3) To explore how does the Brand Image influence the admission decision to Public Universities. (4) to examine the influence of facility to the admission decision to Public Universities. (5) To investigate the influence of motivation to the admission decision to Public Universities. (6) To examine the mediating role of motivation in this relationship, (7) and examine the motivation mediated the influence of facility to admission decision to Public Universities.

2. Literature Review

2.1. Brand Image

According to Kotler and Keller (2009: 332) the American Marketing Association defines brands: as names, terms, signs, symbols or designs or combinations of them intended to identify the seller's goods or services or group of sellers and to distinguish them from competitor's goods or services.

According to Sangadji and Sopiah (2013: 323) the brand is a name or symbol that identifies a product and distinguishes it from other products so easily recognizable by consumers when they want to buy a product. Brand image according to Sangadji and Sopiah (2013: 327), can be considered as the kind of association that emerges in the minds of consumers when considering a particular brand. Such associations can simply appear in certain thoughts or images that are linked to a brand, just as when we think about others.

Sutisna and Pawitra (2001) explained there are some benefits if an institution displays a positive image, the first consumer, with a positive image of a product or service, it will lead to a trust. The second policy of family branding and leverage branding can be done if the image of the company has been positive. The indicator of Brand image include: Positive image, differentiation, trust and policy of family branding and leverage branding.

2.2. Facility

Subroto in Sam (2008) argues facility is anything that can ease and smooth the implementation of a business; it can be in goods and money. Arikunto (2002) said that facilities can be defined as everything that can ease and smooth the implementation of all business.

Tjiptono (2005), location of service facilities is still a crucial factor that influences the success of a service because the location is closely related to the potential market of service providers. The design and layout of the service facility is closely related to the formation of customer perceptions.

The facility in this research is the existence of Ma'had (Student Boarding House) is one place to realize the success of students who have an identity as someone who has: (1) Extensive knowledge (2) Sharp Visions (3) Smart brain (4) Gentle

heart (5) High spirit because Allah. And also, to provide resonance in realizing the Islamic Higher-Scientific educational institution. It was hoped to make reinforcement of graduates characteristic to be an intellectual-professionals who is Ulama' or Ulama' who is intellectual-professionals. So that all the programs aimed to empower the potential and the student's passion. The indicators of Facility are ease, comfort, security, and smooth.

2.3. Motivation

Sangadji and Sopiah (2013), there are five motivational theories:

- Maslow's hierarchy of needs theory; according to Maslow, human needs are gradually, means that someone just meets the second need after his first needs are met.
- McClelland's learning theory; needs learned through life in a culture, a person learns about the need by learn of it. McClelland proposed three needs learned through culture, namely the need for achievement, affiliation and power.
- The two-factor theory of Herzberg. Herzberg developed a theory of satisfaction called the two-factor theory of motivation, which consists of factors that make people feel dissatisfied and the factors that make people feel satisfied.
- The theory of motivation on average, this theory is more based on physiology, so more cognitive oriented. Thus, on the one hand of the unity of the process of resistance there is an attempt to explain the phenomenon. It can be understood why one feels good after doing something terrifying.

The indicator of motivation is driving force/encouragement, positive reaction, ability, hope and target.

2.4. Decision-Making

According Salusu (2006: 47), decision-making is the process of choosing an alternative way of acting with an efficient method according to the situation. Terry (2006) defines taking a decision is to choose alternatives from two or several alternatives that exist to determine the direction of the goal to be achieved. These alternatives can be either a physical condition, or a place to gather thoughts, feelings and knowledge to carry out an action.

According to Supranto (1998) taking or making a decision means choosing one of the many alternatives. There are four categories of decisions:

2.4.1. Decision in Certainty

If all the information needed to make a decision are completed. It means that we can accurately predict or exact the outcome of any action.

2.4.2. Decisions in Risk

The risk occurs if the decision-making result though cannot be known with certainty, but known probability value.

2.4.3. Decisions in Uncertainty

Uncertainty will we face decision makers if the result of the decision is completely unknown because things will be decided unprecedented.

2.4.4. Decisions in Conflict

Conflict situations occur when the interests of two decision makers or more conflict with each other in a competitive situation.

The indicators of decision-making are: choose the alternative, the objectives to be achieved, the problem-solving process and supportive alternatives.

2.5. Relationship between Brand Image and Motivation

Sangaji and Sopiah (2013) stated that the brand image provides benefits for producers to be well known by consumers. In other words, the consumer will decide the choice to buy a product that has a good image. On the contrary, when the brand image is negative, consumers tend to consider even more when they buy the product. This is reinforced by research Sawaji *et al.* (2011) brand image significantly influence student motivation to choose private universities.

2.6. Relationship between Facilities and Motivation

Tjiptono (2005), the design and layout of service facilities is closely related to the formation of customer perceptions. In some types of services, perceptions formed from the interaction between customers with service facilities, affect the quality of these services in customers perception. From the description above can be said that the service facility has an impact on the motivation customers in determining the choice. Strengthened by the results of Prihatmoko (2013) that the learning facilities have a positive effect on student learning motivation.

2.7. Relationship between Brand Image and Admission Decision

Schiffman and Kanuk (2008) argue that when consumers assess potential alternatives, they tend to use two kinds of information: (1) the "list" of brands they plan to select (a series of interested brands) and, (2) the criteria to be they use to

assess each brand. Making choices from all possible brands of examples is a human character that helps to simplify the decision-making process.

In result of research of Yulianti (2012), show that brand image have medium impact or less strong to decision making, another case with research of Putri and Ratnawati (2014), Desy (2016), show that brand image influence the decision making. Chen (2016) shows that brand image significantly and positively affects loyalty continue with recommendations to others.

2.8. Relationship between Facility and Admission Decision

The research of Putri and Ratnawati (2014) showed that educational facilities had a positive impact on the decision to continue the study, while in Desy (2016), the facility has a significant effect on the decision to choose Pancabudi University.

Lovelock, Wright (2007) stated that companies which run business in a marketplace need a physical environment where customers can meet with suppliers to check the goods. We cannot eliminate the market place for people processing services because it requires customers to enter the physical environment of a service factory. In some cases, customers will not want to eliminate the market place, because the physical and social environment was what fascinates them.

2.9. Relationship between Motivation and Admission Decision

Damanik (2016) showed that motivation and brand image variables simultaneously have a significant effect on the decision of students from outside Java to continue their study in UNY.

2.10. Relationship between Facility and Motivation Mediation and Admission Decision

Rizqi (2015) show that indirectly, learning facilities through motivation to learn as the mediation variables affect the economic learning outcome.

2.11. Research Framework Model

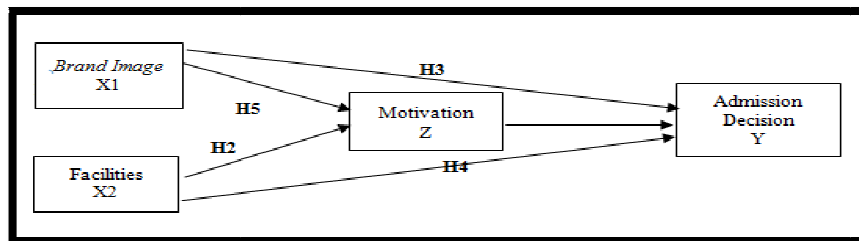


Figure 2: Conceptual Framework

2.11.1. Hypothesis

- H1: Brand image has significant effect on the motivation to enter Public Universities.
- H2: Facility has a significant effect on the motivation to enter Public Universities.
- H3: Brand image has a significant effect on the admission decision.
- H4: Facility has a significant effect on admission decision
- H5: Motivation have a significant effect on the admission decision.
- H6: Motivation mediated the influence of Brand image to admission decision.
- H7: Motivation mediated the influence of facility on admission decision.

3. Research Methods

3.1. Research Design

Based on the research objectives that have been specified, this research used explanatory research. Explanatory research is a research to test the hypothesis between variables (Sani and Maharani, 2013). Population of this study were 3.296 students. The sampling technique used probability sampling, so the sample used 97 students.

3.2. Measurement

Brand Image is consisting of: positive image, differentiation, trust and policies of family branding and leverage branding. The indicator of facility include of easiness, comfort, security, and smoothness. Motivation indicators include of driving force, positive reaction, ability, hope, target. And decision-making indicators include choosing alternatives, objectives to be achieved, problem-solving processes and supporting alternatives.

3.3. Data Analysis Techniques

To answer the problem formulation, it is adjusted with the hypothetical model used. Where to test this research, hypothesis used path analysis technique. Path analysis is used to estimate the amount of causal relationship among number of variables and position of each variable in a series of causal links, either directly or indirectly (Sani and Maharani, 2013).

4. Result and Discussion

4.1. Path Analysis

4.1.1. First Model

The result of analysis test of path analysis shown by the result of direct relationship data between variable X1 (Brand Image) and X2 (Facility) toward variable Z (motivation), for more detail can be understood from table as follow:

Model	Standardized Coefficients (Beta)	Sig. Value	Information
(Constant)			
Brand Image (X1)	0,279	0,001	Significant
Facility (X2)	0,530	0,000	Significant

Table 1: Regression Analysis of Model 1
Source: Primary Data Processed, 2017

From the direct influence test shown the result of equation model 1as follows:

$$Z = 0.279X1 + 0,530X2$$

From the equation can be explained that:

- There is a positive and significant relationship between X1 (brand image) with Z (motivation).
- There is a positive and significant relationship between X2 (facility) and Z (motivation).

4.1.2. Second Model

The result of analysis test in path analysis is shown by data analysis of indirect relationship between X1 (brand image) and X2 (facility) variables Y (Admission Decision) with Z (motivation) as mediation variable shown in Table 2 as follows:

Model	Standardized Coefficients (Beta)	Sig. Value	Information
(Constant)			
Brand Image (X1)	0,130	0,102	Not Significant
Facility (X2)	0,260	0,004	Significant
Motivation (Z)	0,511	0,000	Significant

Table 2: Regression Analysis of Model 2
Source: Primary Data Processed, 2017

From the indirect effect test shows the result of equation of model 2 as follows:

$$Y = 0.130X1 + 0.260X2 + 0.511Z$$

From the equation can be explained that:

- There is not significant relationship between X1 (brand image) with Y (admission decision).
- There is a significant relationship between X2 (facility) and Y (admission decision).
- There is a significant relationship between Z (motivation) with Y (admission decisions).

From equation of model 1 and model 2 equation shown in path analysis image as follows:

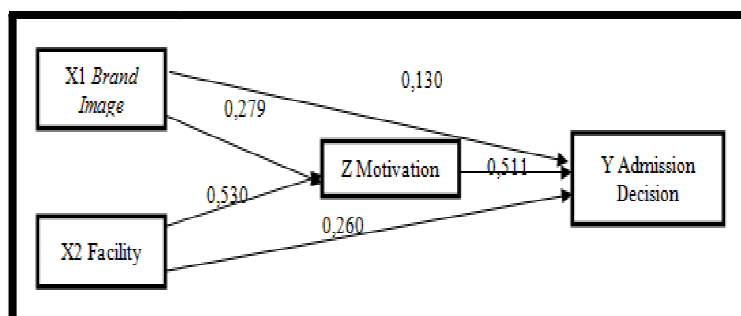


Figure 4: Path Analysis

For more details, there is a direct and indirect relationship can be shown in the following table:

Variables	Direct Effect	Indirect Effect	Total Effect	Significant Value	Hypothesis Result
X1 - Z	0,279		0,279	0,001	Significant
X2 - Z	0,530		0,530	0,000	Significant
X1 - Y	0,130		0,130	0,102	Not significant
X2 - Y	0,260		0,260	0,004	Significant
Z - Y	0,511		0,511	0,000	Significant
X1-Z-Y		$0,279 \times 0,511 = 0,143$	$0,130 + 0,143 = 0,273$	$0,102 + 0,000 = 0,102$	Not significant
X2-Z-Y		$0,530 \times 0,511 = 0,271$	$0,260 + 0,271 = 0,531$	$0,004 + 0,000 = 0,004$	Significant

Table 3: Analysis Data Result
Source: Primary data processed, 2017

5. Discussion

5.1. Brand Image Directly Affect the Motivation

Brand image that includes positive image, differentiation, trust, family branding policy and leverage branding provide motivation that is the driving force, positive reaction, ability, hope, and target for consumer to decide for admission in state university. In the research result of Sawaji *et al.* (2011), the brand image has significant effect to student's motivation variable to choose university although in this research the brand image and motivation are the endogenous intervening variables processed by analysis SEM but showed the same result that the brand image significantly affect the motivation of university admission decision.

5.2. Facilities Directly Affect the Motivation

From hypothesis test of this research indicate that facility directly have a significant and positive effect on motivation of admission decision to public University. In table 3, column of the total influence showed second row was 0.530 which means that the facility has a strong directly effect on motivation. This is strengthened by the results of Prihatmoko (2014) in entitled "Influence of Learning Habits and Learning Facilities on Student Learning Motivation Class X and XI SMK Taman Siswa Jetis Yogyakarta.

5.3. Brand Image Directly Affects the Admission Decision to State Universities

Brand Image does not significantly affect the decision making directly in public universities. The result support the research of Putri and Ratnawati (2014) showed brand image have positive and significant effect to consumer decision in continuing study to DIII program. Research by Desy (2016), shows that brand image is significant and positive towards decision making with indicators: good quality, trustworthiness, benefits, service, risk, affordable cost, and high popularity. The results of Chen (2016) show that brand image significantly and positively affect loyalty and loyalty affects recommendations to others. Dennis *et al.* (2016), also shows that brand attachment has the power to effect graduates. Another case in the research Yulianti (2012), shows that the brand image has a moderate or less strong impact on decision making. Yulianti (2012) used several indicators: attributes, benefits, attitudes, support associations, association strength and uniqueness of the association. Brand image of a product is needed and important because it can show the identity and characteristics of a product. Brand image should always be kept, developed and socialized to be better known by people.

5.4. Facilities Directly Affect the Decision Making Admission of State Universities

Facilities in this case are Ma'had (Students boarding House) with indicator: ease, comfort, security, and smooth. It means that Facilities make easy for students to achieve their goals with the curriculum applied in Ma'had, help to smooth the students learning process, provide comfortable learning process for students and security that supports the creation of comfortable learning. This research support Putri and Karina's research that educational facilities have a positive impact on the decision to continue the study. This result also supports Desy (2016), that the facility has a significant effect on the decision to choose Pancabudi University. Although there are differences indicators but can be said that the facility has significant influence on the decision of admission to public university.

5.5. Motivation Directly Affects the Decision of Admission to State Universities

In result of motivation hypothesis with indicator; driving force, positive reaction, ability, expectation, and target, show strong influence on 3rd number with total influence value = 0,511 can be seen in table 3 column of total influence. Hafid (2010), showed that the motivation significant effect on decision making. Sawaji *et al.* (2011) showed that motivation significant and positive influence to decision making. Juwita *et al.* (2013) showed that motivation variable with indicator of future aspiration, encouragement of parents, has a strong impact to continue to under graduate education. Damanik (2016)

showed that motivation have a positive effect on students from outside Java to continue their education at UNY. The result shows that the motivation directly has a positive and significant effect on the decision of admission to university.

5.6. Motivation Mediates the Effect of Brand Image on Admission Decision to Public Universities

Testing the effect of brand image on admission decision in initial model involves mediation variables of motivation. It can be seen that brand image does not directly affect the admission decision and motivation directly has significant effect on admission decision. The strongly brand image provides a positive image in the minds of people; different brand image also encourages consumers making the decision of admission to public university at Maulana Malik Ibrahim Islamic State University of Malang. Positive Brand Image also gives family trust and policy on the decision of admission to the state university Islamic State University Maulana Malik Ibrahim Malang. The result consist with research of Damanik (2016), showed that motivation and brand image variables simultaneously have a significant effect on the decision of students from outside Java to continue in UNY.

5.7. Motivation Mediates the Effect of Facilities on Admission Decision to Public Universities

Testing the effect of facilities on admission decision in initial model involves mediation variables of motivation. It can be seen that facilities have directly affected the admission decision and motivation directly has significant effect on admission decision. Result of hypothesis in table 3 column total influence = 0,531 highest result, this indicates that facility with motivation mediation have significant influence to admission decision to entering public university. With the existence of Ma'had facilities indirectly provide motivation that can encourage, lead to positive reactions, giving ability, hope, and target for consumers to choose and decide to enter the State Islamic University Maulana Malik Ibrahim Malang. Therefore, the existence of Ma'had facility must be maintained and developed in order to give a positive and significant impact with motivation to enter public university. Rizqi (2015) showed that indirectly learning facilities through learning motivation as a variable mediation affects the economic learning outcome.

6. Conclusion

Based on the results of data analysis and discussion that has been described then the conclusions of this study as follows: (1) Brand image variables directly have a significant effect on the motivation to enter public universities at the State Islamic University Maulana Malik Ibrahim; (2) Facility have a significant effect on the motivation to enter public university at Maulana Malik Ibrahim State Islamic University With the second strongest influence level; (3) Brand image has not significant effect to decision admission in Islamic State University of Maulana Malik Ibrahim Malang (4) Facility have significant effect to admission decision (5) Motivation has significant effect to admission decision (6) Motivation mediates the effect of brand image to admission decision (7) Motivation mediates the effect of facility to admission decision.

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