

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

The Effect of Study Program Image, Service Quality and Opinion Leadership on Students' Decision to Choose Study Program through Word of Mouth and Customer Value

Gogi Kurniawan

Lecturer, Department Management, Stie Yapan Surabaya, Indonesia

Ujjanto

Professor, Department of Economic, Universitas 17 Agustus 1945 Surabaya, Indonesia

Suwitho

Lecturer, Department of Management, Sekolah Tinggi Ilmu Ekonomi Indonesia, Indonesia

Abstract:

The purpose of this study is to examine and analyze the effect of the image of the study program on student decisions in choosing a management study program at a private university in Surabaya through WOM, the image of the study program on student decisions in choosing a management study program at a private university in Surabaya through customer value, service quality on student decisions in choosing a management study program at a private university in Surabaya through WOM, service quality towards student decisions in choosing a management study program at a private university in Surabaya through customer value, opinion leadership on student decisions in choosing a management study program at a private university in Surabaya through WOM, opinion leadership on student decisions in choosing management study programs at private universities in Surabaya through customer value, customer value towards student decisions in choosing management study programs at the university private sector in Surabaya through WOM.

This study emphasizes theory testing, using numbers and analyzing data with statistical procedures. The population in this study were students of the Undergraduate Program (S1) in the Management Study Program with a B accreditation rating at private universities in the city of Surabaya as many as 13 universities. In taking the sample, the researcher used the stratified random sampling technique. The model used in this study was tested using the Structural Equation Model.

Based on the results of testing using SEM analysis, the following conclusions can be drawn: The image of the study program has a significant effect on student decisions in choosing a management study program at a private university in Surabaya through WOM. The image of the study program has a significant effect on student decisions in choosing a management study program at a private university in Surabaya through customer value. Service quality has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through WOM. Service quality has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value. Opinion leadership has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through WOM. Opinion leadership affects student decisions in choosing management study programs at private universities in Surabaya through customer value. Opinion leadership affects student decisions in choosing management study programs at private universities in Surabaya through customer value.

Keywords: Study program image, service quality, opinion leadership, student decision to choose, word of mouth, customer value

1. Introduction

The quality of human resources supported by high abilities in the mastery and development of science and technology is an important factor that supports rapid development. Higher education graduates will be recruited by the world of work. The awareness of the importance of education places the role of education as an important factor in the competitive world of work. However, based on BPS data of SurabayaCity in 2017, there were 5,780 unemployed undergraduates. The unemployment rate for undergraduate graduates reaches 6.46 percent of the total 89 thousand workforce. The number of unemployed undergraduate graduates has increased compared to 2016 that reached 5,310 workers.

The student decision in choosing study program at a desired university is a decision that is tailored to the existing circumstances or conditions. If the circumstances or conditions seem not in accordance with the expectation, there will be doubts that can result in the decision not to choose, in this case the decision not to continue the study in the expected place. The reality is that making choices has many dimensions and impacts. Choosing is part of a solution as well as part of

the decision-making process. One of the things that also plays an important role in influencing a decision to be taken by consumers is the brand image of a university.

Image is a response or impression that arises in the minds of people towards an object. The image of a study program is a public response or impression of a study program. A good study program certainly has a good image. If a study program has a good / positive image in the eyes of the public, it will form a thought in the minds of prospective students that the study program has good quality. (Finch, et al, 2013)

A good brand image will form a positive Word of Mouth (WOM). In this communication, students will tell their experiences using faculty services from a certain university, or even to the point of recommending the faculty to others. Students have the opportunity to do WOM on the decision to choose about the use and experience that has been done. Babin et al., (2005) stated that services can affect WOM through satisfaction. In his research, he determined the WOM indicators as follows: Saying positive things to others, recommending people who need advice, inviting friends or family.

In addition to image and WOM, student decisions can also be influenced by the quality of services provided by a university (Esti, et al., 2013). The advantages of a service product depend on the uniqueness and quality provided by the service provider. Service quality is a measure of how far the difference between reality and customer expectations for the services received (Tjiptono, 2007: 56). In higher education institutions, generally the form of service that students accept can include services in academic, student and administrative activities.

Service quality must be able to provide high value to customers, this value is the expected benefit (Kotler, 2008). Thus, it is stated that the quality of service (service) has an effect on customer value. It is also supported by Chen's (2005) that service quality had a positive effect on customer value. The findings of Andreassen (1997) state that service quality had a positive effect on customer value.

The success of higher education in management, it depends on each Opinion leader, because opinion leaders have the highest leadership traits in higher education, these traits can influence and make students to say yes or not, it can even make students silent without movement and any rejection. This strong influence may cause many students to seek and get opinion leaders to deliver student success in achieving goals. Therefore, in identifying the existence of opinion leadership in students is very important for a university, considering that the process of disseminating information from universities to students has high effectiveness when it is done informally through WOM communication.

Based on the authors knowledge, there has been no research that combines image, service quality, opinion leadership on student decisions through customer value and WOM. It can be stated as novelty, this model has never been studied or found in previous studies. In addition, this study also uses Planned Behavior Theory as an umbrella theory in this study, this theory has a foundation for a belief perspective that is able to influence a person to carry out specific behavior. The belief perspective is implemented by combining various characteristics, qualities and attributes of certain information which then forms the will in behavior. Intention is a decision to behave in the desired way or a stimulus to carry out an action, whether consciously or not. This intention is the beginning of the formation of a person behavior. Planned behavior theory is suitable to be used to describe any behavior that requires planning (Seni, 2017: 40-45). If the image of the study program is good, the service quality of the study program is promising, opinion leadership, WOM and customer value of the study program is good, the consumer's decision to choose a management study program will be even higher.

Based on the related phenomena between the theory of image, service quality, opinion leadership, WOM and customer value and consumer decisions to choose a management study program with several research gaps, it shows something that must be reviewed to examine the image of the management study program, service quality and opinion leadership. on consumer decisions through WOM and customer value.

2. Theoretical Basis

2.1. Theory of Planned Behaviour

Theory of Planned Behaviour that is introduced by Ajzen (1991) explains that attitude towards behaviour is a basic view of an individual sense of agreement with what the response stimulus, both positive and negative. Attitude towards behaviour is a tendency to respond to things that are liked or disliked in an object, person, institution or event (Ajzen, 1991). The Theory of Planned Behaviour (TPB) explains that attitudes towards behaviour, subjective norms and perceptions of self-control will appear to an intention to perform behaviour.

2.2. Organizational Image

Every company has an image that is consciously attached or not attached to the company. Many goods or services that are produced by the company have a strong image in the minds of their consumers. Image is described as subjective knowledge (Boulding, 1956), as a behaviour (Hirschman et al., 1978) and as a combination of product characteristics that are different from the physical product but indicated as part of the product (Erickson et al., 1984). Image is also defined as an overall impression on the consumer mind (Zimmer and Golden, 1988) and as an idiosyncratic cognitive configuration (Mazursky and Jakoby, 1986). In addition, image can be said to be a public perception of the existence of experiences, beliefs, feelings, and knowledge of the community itself about the company, the aspects of the facilities owned by the company, and services delivered by employees to consumers can affect consumer perceptions of the image.

Good service is one of the requirements for the success of the company. Service quality is often interpreted as a comparison between the expected service and the actual service received. According to Lewis and Booms (1983) in Tjiptono (2007) state that service quality is a measure of level of service provided in accordance with customer expectations.

2.3. Opinion Leadership

In a word-of-mouth marketing product will experience a conversation centered on the product. The product will be on the communication line specified by the consumer. According to Shimp (2004: 286-289), oral communication is influenced by opinion leaders. An opinion leader is someone who often influences attitudes or behaviours that are visible to other individuals.

2.4. Word of Mouth (WOM)

Word of Mouth is communication from a person to another person about views or assessments of a product or service, either individually or in groups with the aim of providing personal information. WOM is a very effective strategy to influence consumer decisions in using products or services and WOM can build a sense of trust among customers. WOM marketing is one of the strategies in the promotional mix which is included in the marketing communication mix. When a consumer has used a product, the consumer will make an assessment of the product and if the product is able to give satisfaction and impression to the consumer, it is likely that WOM will occur.

2.5. Customer Value

Customer Value is a concept that is currently the most widely used by business people. Customer value can be defined as all benefits or qualities obtained by consumers relative to their sacrifices. Customer value can also be defined as the total benefit or quality divided by the price. Woodruff, 1997, states that Customer Value provides an overview of a company customers considers that they want and believes that they get benefit from a product.

2.6. Student Decision

The purchase decision is an important thing to pay attention because it will certainly be a consideration of how a marketing strategy will be carried out by the next company. In marketing its products, companies need a communication with consumers or society in general, because with communication, consumers can find out the products offered by the company (college).

3. Research Methods

This study discussed the image of the study program, service quality, opinion leadership on student decisions to choose management study programs at private universities in Surabaya through word of mouth and customer value. Hypothesis testing was carried out based on the data analyzed by distributing questionnaires using Structural Equation Model Analysis. The population in this study were students of the Undergraduate Program (S1) in the Management Study Program with a rank of Accreditation B for Private Universities in the city of Surabaya as many as 13 universities consisted of 10,510 active students based on Forlap Dikti (2016), a sample of 192 respondents with techniques sampling is accidental sampling.

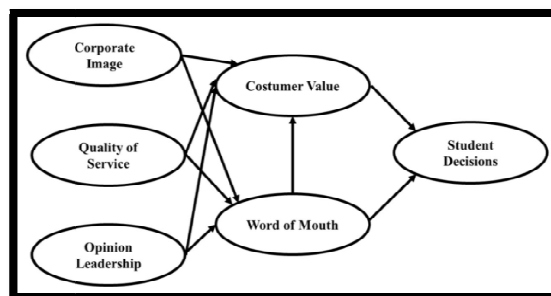


Figure 1: Conceptual Framework

The hypotheses are:

- The image of the study program has a significant effect on student decisions in choosing a management study program at a private university in Surabaya through customer value.
- The image of the study program has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth.
- Service quality has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value.
- Service quality has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth.
- Opinion leadership has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value
- Opinion leadership has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth
- Customer value has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth

4. Results and Discussion

4.1. Results

After the model modification experiment based on the modification index issued by the AMOS program, the model produced a better evaluation than before. Here are the results of the model that has been modified:

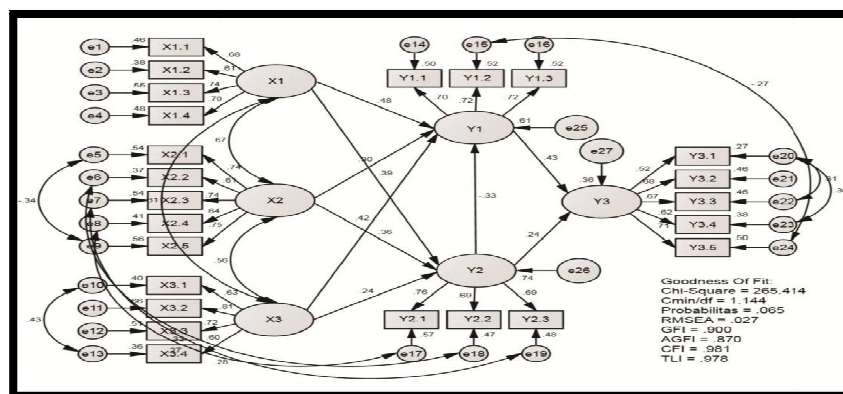


Figure 2: Modified Structural Model

The next step is to check the modified goodness of fit model. A model that is modified through an indicator modification will produce a better index of goodness of fit. The research hypothesis testing is carried out based on the results of the analysis of the causality relationship between the research constructs. The results are hypothesized to be significant.

4.2. Discussion

4.2.1. Study Program Image Had Significant Effect on Student Decisions through Customer Value

The results of the analysis of hypothesis testing showed that the image of the study program had a significant effect on student decisions in choosing a management study program at a private university in Surabaya through customer value. It indicates that the higher the image of the study program the higher the level of social value for students or society to choose the study program as the best choice.

The results of this study had indicated that the study program chosen by students has a good image. Even the study program is able to generate a sense of pride with the value of the reputation of the study program to bring about better changes and the value of the study program for all students to know. The trust and identity of the study program has a complete range of superior education programs so that the university value becomes the choice of students to get recognition for an image that can convince all people or students.

The results of this study showed that the image of the study program had a significant effect on customer value, the results had a significant effect on the student decision to choose the university as the first choice, management study program had a positive effect. The better the student has a value about the image of the study program, the higher the student in choosing a study program. Thus, the significant influence of the image of a classy study program is able to influence the better customer value so that the relationship between these variables can affect the customer value in choosing the best study program including the management study program as the interest.

4.2.2. Study Program Image Had Significant Effect on Student Decisions through WOM

The results of the analysis of hypothesis testing proved that the image of the study program had a significant effect on student decisions in choosing a management study program at a private university in Surabaya through WOM. A positive image will make consumers like a product with the relevant brand in the future, while for producers a good image will help company activities in the marketing sector. To make the image to be formed as expected by the university, the company as a producer must be able to understand and exploit the elements that make up a brand it has a good image.

This image is expected to produce something high quality perceived by consumers; the latter is known as service received. This must be supported by reality and not just a statement as something that is communicated without any evidence. Williams et al., (2012: 3) state that word of mouth marketing affects the image of a company or organization. The better the student or community who achieve WOM about the image of the study program, the higher the student or community can choose the study program of their choice. Thus, the significant effect of the image of the study program on WOM, the better the relationship between these variables is able to influence the student's decision to choose the best study program, including the management study program that is of interest.

4.2.3. Service Quality Had a Significant Effect on Student Decisions through Customer Value

The results of the analysis of hypothesis testing showed that service quality had a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value. It indicates that the higher the quality of service to students, the higher the value of customers or students towards the sense of belonging to the university as their first choice, so that excellent service quality is evident through responsiveness to

students or the community that is crucial in increasing students entering their chosen study program. Because students consume things that have quality values in the study program is the main goal, so that they can attend lectures in the study program as their pride. Good service quality and the presence of customer value in a product or service will make consumers satisfied using the services offered so that it can provide benefits for the company. Therefore, improving service quality can be very important for companies to provide value (customer value).

4.2.4. Service Quality Had a Significant Effect on Student Decisions through WOM

The results of the analysis of hypothesis testing showed that service quality had a significant effect on student decisions in choosing management study programs at private universities in Surabaya through WOM. It shows that the higher the quality of service to students or society, the higher the level of responsiveness of the study program to students or the wider community. In addition, the role of study program in providing services to students or the community that can be carried out properly, the services provided by the study program to students or the community always get a high response so that they are able to maintain the name of the study program and the excellence chosen.

4.2.5. Opinion Leadership Had Significant Effect on Student Decisions through Customer Value

The results of the analysis of hypothesis testing prove that service quality had a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value. This indicates that the higher the opinion leadership conducted by the study program to students or the community, the higher the value of customers or students in deciding to have a study program as the main choice, so that opinion leadership actions provide information in interesting ways about the study program. Therefore, opinion leaders are able to create interest in students to like the study program of their choice. Those way students consume that more value offered by the study program will certainly be superior as a study program and has good quality values.

The results of this study showed the opinion leadership created by the study program had values as pride after students make the decision to choose their study program as the main choice. It is because the opinion leadership received is able to satisfy students or the public with a high sense of acceptance and have a management study program as a superior study program that can support students' needs for services that have the recognition and quality received.

4.2.6. Opinion Leadership Had Significant Influence on Student Decisions through WOM

The results of the hypothesis testing analysis showed that opinion leadership had a significant effect on student decisions in choosing management study programs at private universities in Surabaya through WOM. It indicates that the higher the opinion leadership towards students or society, the higher the level of the self-designing method study program because part of the opinion leadership variable indicator is a source of information that is accepted by students or the wider community. In addition, the role of study program personnel who have the task of conveying information about the description of the study program is very helpful, it can be conveyed to students or the community, the expectation is that students believe in the study program so that the services provided by the study program to students or the community always get a high response about the picture, the profile and several categories that the study program has as the excellence study program chosen.

The results of this study showed that the opinion leadership carried out by study program personnel was able to bring confidence to students or the wider community in the decision to choose a study program to be proud of, it is also supported by WOM as a means of information to students or the community. The results of this study state that opinion leadership had a significant effect on WOM, the results of a significant effect on WOM on students in choosing this study program are very helpful because they can find out the description and profile of the study program. The willingness of students or the community to attend lectures has full confidence in the services provided by study program. The significant influence of opinion leadership on WOM can be better and has a relationship between variables that may influence student decisions to choose the best study program as their pride.

4.2.7. Customer Value Had a Significant Effect on Student Decisions through WOM

The results of the analysis of hypothesis testing showed that customer value had a significant effect on student decisions in choosing management study programs at private universities in Surabaya through WOM. It showed that the higher the customer value of the management study program, it will be very supportive in helping to provide information that can be trusted by students or the public through WOM so that students in choosing the management study program of choice can be reality as previously desired. It is expected that with high customer value, the prospective students as communicators can discuss the goodness of the management study program with others. Moreover, prospective students who become can suggest to other individuals as receivers to choose a management study program at a private university in Surabaya.

Therefore, the study program must be aware of the value perceived by customers, namely what customers feel they provide for what they think they receive. The positive word of word of mouth (WOM) is a very important issue because it works directly and indirectly through values. It is important for managers to make customers, in this case prospective students, spread the word about good service received by them in the company that will be a positive greeting from word of mouth (WOM). It is certainly supported by WOM that is good as a means of conveying information accepted by students or other people who like the condition of the academic community.

5. Conclusion

Based on the results of the analysis and discussion, its study can be concluded:

- The variable of study program image had an effect on student decisions in choosing a management study program at a private university in Surabaya through WOM. It means that the hypothesis 'The image of the study program affects student decisions in choosing a management study program at a private university in Surabaya through WOM' was accepted. It can be said that if the image of the study program is better it will bring positive things to the study program, the better the choice of study program
- The variable of study program image had an effect on student decisions in choosing a management study program at a private university in Surabaya through customer value. It means the hypothesis 'The image of the study program affects student decisions in choosing a management study program at a private university in Surabaya through customer value' was accepted. It can be said that if the image of the study program is higher, the social values shown by the study program are accepted, the higher the value of students' pride in having the study program.
- Service quality variables had a contribution on student decisions in choosing management study programs at private universities in Surabaya through WOM. It means that the hypothesis 'Service quality contributes to student decisions in choosing management study programs at private universities in Surabaya through WOM' was accepted. It can be said that the better the service quality gets responsiveness from the study program components, the better. also information received by students for the services provided by the study program
- Service quality variables had a contribution to student decisions in choosing management study programs at private universities in Surabaya through customer value. This means that the hypothesis 'Service quality contributes to student decisions in choosing a management study program at a private university in Surabaya through customer value', was accepted, so it can be said that if the quality of service is getting better supported by the value of quality that brings a honor of study program, the better the services provided by the study program to students
- Opinion leadership variables had a contribution to student decisions in choosing management study programs at private universities in Surabaya through WOM. The hypothesis 'Opinion leadership has a contribution to student decisions in choosing management study programs at private universities in Surabaya through WOM' was accepted, if opinion leadership gets better responses from students in obtaining the information offered by the study program, the students will have better attitude in deciding which course of choice is a priority.
- Opinion leadership variables had a contribution to student decisions in choosing management study programs at private universities in Surabaya through customer value. It means that the hypothesis 'Opinion leadership has a contribution to student decisions in choosing a management study program at a private university in Surabaya through customer value', was accepted, it can be said that if opinion leadership has been maximized in supporting the needs of the academic community, it can improve student decisions in choosing a management study program at a private university
- The opinion leadership variable had a contribution to student decisions in choosing management study programs at private universities in Surabaya through WOM. The hypothesis 'Opinion leadership has a contribution to student decisions in choosing a management study program at a private university in Surabaya through WOM' was accepted, it can be said that if the customer value is higher, it is supported by the value of quality that provides various needs for community activities. academics, the higher the students value on the civitas of their study program.

6. References

- i. Ahmed, N. dan V. Jolita. 2014. Impact of Word of Mouth on Consumer Buying Decision, *European Journal of Business and Management*. 6 (31):10-33
- ii. Alexandri, K., N. Dimitriadis dan D. Markata, 2006. Can perceptions of service quality predict behavioral intentions? An exploratory study in the hotel sector in Greece, *Managing Service Quality: An International Journal*, 12(4): 224-231
- iii. Ali, F., Y. Zhou, dan N. Ragavan. 2016. Does higher education service quality effect student satisfaction, image and loyalty? *Quality Assurance in Education*, 24 (1) pp. 70 - 94. DOI 10.1108/QAE-02-2014-0008
- iv. Allen, J. W. 2011. Private Information and Spin-off Performance. *The Journal of Business*, 7 (2):281-306.
- v. Amalia, Z. N. dan N.A. Suyono. 2017. Faktor Minat Perilaku Bertransaksi Menggunakan E-Commerce. *Jurnal Sains*, 12 (1):1-12
- vi. Anderson, E., F. Claes dan R.L. Donald. 1994. Customer Satisfaction, Market Share And Profitability: Findings From Sweden, *Journal of Marketing*, 58 (3):53-66
- vii. Andreassen, W. dan L., Bodil. 1997. The Impact of Corporate Image on Quality, Customer Satisfaction, and Loyalty for Customer with Varying Degrees of Service Expertise. *The International Journal of Service Industry Management*, 8(4) : 14-15
- viii. Anggoro, M. L. 2000. *Teori dan Profesi Kehumasan Serta Aplikasinya di Indonesia*. , Cetakan Pertama, Jakarta: PT Bukmi Aksara
- ix. Arasli H., S. M. Smadi, dan S.T. Katircioglu. 2005. Customer Service Quality in the Greek Cypriot Banking Industry. *Managing Service Quality*. 15 (1):122-135.

- x. Ardianto, E. dan S. Soemirat. 2004. *Dasar-Dasar Public Relations*, Cetakan Pertama, Bandung: PT Remaja Rosdakarya.
- xi. Arifin, dan Fouratama, F., 2018. Pengaruh Citra Merek (*Brand Image*) terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis*, 56(1), 207-215
- xii. Ashanti, Weny. 2010. Pengaruh Citra Perusahaan Dan Kualitas yang dirasakan terhadap had ap nilai yang dirasa, kepuasan, dan loyalitas nasabah pada industri jasa asuransi di Surabaya. *Journal of Business and Banking STIE Perbanas Surabaya* 4 (1): 21-36
- xiii. Astuti, S.R.T. 2013. Studi Tentang Keputusan Pembelian Smartphone Pada Kelas Konsumen Baru Di Kota Semarang. *Fokus Ekonomi* 8 (1):1-16
- xiv. Atkinson, A. 1988. Answering the eternal question: what does the customer want? *The Cornell Hotel and Restaurant Administration Quarterly*. 29(2):12-14.
- xv. Atmosudirdjo, P. 1982. *Administrasi dan Manajemen Umum*. Cetakan Pertama, Jakarta: Ghalia Indonesia.
- xvi. Augusty, F. 2006. *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- xvii. Babin, B.J., E.K. Y.K. Lee dan M. Griffin. 2005. Modeling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea. *The Journal of Services Marketing*. 19 (3):15-24
- xviii. Bandura, A. dan F.J. Jourden. 1991. Self-regulatory mechanisms governing the impact of social comparison on complex decision making. *Journal of Personality and Social Psychology*. 60 (6):941-951.
- xix. Barber, P. dan L. Wallace. 2009. *Building a Buzz and Word of Mouth. Marketing*. 1st edition. USA: American Library Association.
- xx. Baron, R. A. D.B. Byrne dan R. Nyla. 2006. *Social Psychology*, 11th ed. USA: Pearson Education. Inc.
- xxi. Baron, R. M. dan D.A. Kenny, D. A. 1986. The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6):1173-1182
- xxii. Bergkvist, L. dan T.B. Larsen. 2009. Two studies of consequences and actionable Antecedents of Brand Love. *Journal of Brand Management*. 7 (2):504-518.
- xxiii. Berman, G.L. dan B.L. Cutler. 1996. Effects of inconsistencies in eyewitness testimony on mock-juror decision making. *Journal of Applied Psychology*, 81(2):170-177.
- xxiv. Bertrandias. L. dan G. Ronald. 2006. Some psychological motivations for fesyen opinion leadership and fesyen opinion seeking. *Journal of Fesyen Marketing and Management*, 10 (1): pp.25-40.
- xxv. Blascovich, J. dan J. Tomaka. 1993. Measures of self-esteem. *Measures of Personality and Social Psychological Attitudes. Academic Press*, 1(2), 115-160.
- xxvi. Bolton, R.N., K.N. Lemon, dan P.C. Verhoef, 2004. The Theoretical Underpinnings of Customer Asset Management: A Framework and Propositions for Future Research. *Journal of the Academy of Marketing Science*, 32(3):271-92.
- xxvii. Boonlertvanic, K. 2009. Consumer Buying and Decision-Making Behaviour of a Digital Camera in Thailand. *International Journal Institute of International Studies, Ramkhamhaeng University*. 3 (1): 32-44.
- xxviii. Boulding, W., K. Ajay., S. Richard., dan Z. Valerie. 1956. A Dynamic Process Model of Service Quality: From Expectations to Behaviour Intentions. *Journal of Marketing Research*. 30 (2): 7-27.
- xxix. Brady, M. K., dan C. Joseph. 2001. Some new thoughts on conceptualizing perceived service quality and value. *Journal of Consumer Research*, 17(4): 375-384.
- xxx. Brown, T. J., Barry, T. E., Dacin, P. A., dan R. F. Gunst. 2005. Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviours in a retailing context. *Journal the Academy of Marketing Science*; 33 (2): 123-138.
- xxxii. Buchari, A. 2002. *Manajemen Pemasaran dan Pemasaran Jasa*. edisi ke 5, Bandung: CV. Alfabeta
- xxxiii. Buttle, F. 2007. *Customer Relationship Management (Manajemen Hubungan Pelanggan): Concept and Tools*. 1st edition. Bayumedia Publishing, Malang.
- xxxiiii. Butz, H.E., dan Goodstein. 1996. Measuring Customer Value: Gaining the Strategic Advantage, *Organizational Dynamic*, 2(4): 63-77.
- xxxv. Caison, Amy L. 2005. Determinants of Systemic Retention: Implications for Improving Retention Practice in Higher Education. *Journal of College Student Retention*; vol 6(4), 2004/2005; pp. 425 - 441.
- xxxvi. Caruana, A. 2002. Service loyalty: the effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811-828.
- xxxvii. Cervone, D., J. Nizardan W. Robert. 1991. Goal-setting and the differential influence of self-regulatory processes on complex decision-making performance. *Journal of Personality and Social Psychology*, 6(1): 257-266.
- xxxviii. Chakravarthy, Sunithadan G.V. Bhavani. 2011. The Impact of Opinion Leader on Consumer Decision Making Process. *International Journal of Management and Business Studies IJMBS*. 1 (3) 20-31.
- xxxix. Chaney, I.M. 2001. Opinion Leaders As A Segment For Marketing Communications. *Marketing Intelligence and Planning*, 19 (5): 302-308.
- xl. Chang, Lung-Yu, Yu-Je Lee dan Ching-Lin Huang. 2010. The Influence of E-Word-of-Mouth on the Consumers' Purchase Decision: a Case of Body Care Products. *The Journal of Global Business Management*. 6(2)
- xli. Chaudhry, A. Shahid dan W. Irshad. 2013. Opinion leadership and its role in buyer decision making. *Academy of Contemporary Research Journal*, 2 (1): 16-23

- xli. Chen, T.Y., C. Paolong., C.S. Hong. 2005. Price, brand cues and banking customer value, *International Journal of Bank Marketing*. 23 (3): 273-289.
- xlvi. Chien, Y.C. 2013. The Influences of Brand Innovation on Customer Value: Using Double-Distal Mediators of Brand Perception and Brand Equity. *The Journal of Global Business Management*. 9. (2): Special Edition, 115-124
- xlvi. Chinomona, R., O. Loury., dan P. David. 2014. The Impact of Product Quality on Perceived Value, Trust and Students' Intention to Purchase Electronic Gadgets. *Mediterranean Journal of Social Sciences*, 41(4): 463-472.
- xlvi. Cornelissem, J. 2000. Corporate Image : An Audience Centred Model, *Corporate Communication International Journal*, Vol.5, No.2, 45-55
- xlvi. Craven, D.W. 2000. *PemasaranStrategis*. 6 th edition. Jakarta: Penerbit Erlangga.
- xlvi. Dharmmesta, B. S. 1999. RisetKonsumendalamPengembanganTeoriPerilakuKonsumendan Masa Depan. *JurnalEkonomidanBisnis Indonesia*. 14 (1): 60-70.
- xlvi. Djati, S. P. dan D. Darmawan. 2004. PengaruhKesanKualitasLayanan, HargadanKeputusanMahasiswa PTS TerhadapMinatMereferensikanKampusnya. *JurnalWidyaManajemendanAkuntansi*. 4 (2): 190-204.
- xlvi. Dowling, G. 2001. *Creating Corporate Reputation, Identify, Image and Performance*. 1st Edition, New York: Oxford University Press
- xlvi. Effendy, A.Y. dan Y.S. Kunto. 2011. Pengaruh Customer Value Proposition TerhadapMinatBeliKonsumenpadaProduk Costumer Pack Premium BaruBogasari. *JurnalManajemenPemasaran*, 1 (2): 1-8
- l. Engel, J. F., B. Rogredan M. Paul. 1994, *PerilakuKonsumen*. Jilid I, Jakarta: BinaputraAksara.
- li. Erickson, G.M., J. Johny, dan C. Paul . 1984. Image Variables in Multi-Attribute Product Evaluations: Country of Origin Effects, *Journal of Consumer Research*, 11 (2): 694-699.
- lii. Fianto, Y.A.A., H. Djumilah, A. Siti, Solimun. 2014. The Influence of Brand Image on Purchase Behaviour through Brand Trust. *Journal of Business Management and Strategy*. 5(2): 15-28
- liii. Finch, D.J., Hamilton, L.K., Baldwin, R., Zehner, M.(2013), An exploratory study of factors affecting undergraduate employability, *Education and Training* 55(7), pp. 681-704
- liv. Forgas, J. P., B. Gordon, dan M. Stephanie. 1990. Praise or blame? Affective influences on attributions for achievement. *Journal of Personality and Social Psychology*, 5(9): 809-819.
- lv. Ghozali, I. 2012. *AplikasiAnalisis Multivariate Dengan Program SPSS*. Cetakankeempat, Semarang: Badan Penerbit UniversitasDiponegoro.
- lvi. Gibson, J. L. J.M. Ivancercichdan J.H. Donelly. 2008. *OrganisasidanManajemen*. Edisi 4, Jakarta: Erlangga.
- lvii. Gregory, J. R., dan W. Jack. 1991. *Marketing Corporate Image: The Company as Your Number One Product*. 1st Edition. McGraw-Hill, New York
- lviii. Griffin, R. W. Dan E. Ronald. 2006. *Bisnis*, ed 8 jilid 1. Jakarta: Erlangga.
- lix. Gronroos, C. 2000. *Service Management and Marketing*, Third Edition, England : Jhon Wiley and Sons Ltd
- lx. Gwinner, K.P., D. Gremler, dan M. Bitner. 1998. Relational Benefits in Services Industries: The Customer's Perspective. *Journal of the Academy of Marketing Science*. 26(2): 101-114
- lxi. Hackley, C. 2005. *Advertising and Promotion_ Communicating Brands*. First published, Sage. Publications Ltd.
- lxii. Haemmoon, O.1999. Service quality, customer satisfaction, and customer value: a holistic perspective. *International Journal of Hospitality Management*. 18(2): 67-82.
- lxiii. Hair, J.F., B. C. William, R. Babindan E. Anderson. 1998. *Multivariate Data Analysis*, 7th Edition, Prentice Hall, New Jersey
- lxiv. Hanafiah, Ali. 2015. AnalisisDampakKualitasAkademikTerhadapLoyalitasMahasiswaDenganKepuasanMahasiswaSebagaiVariabel Intervening (Studipada Program Pascasarjana Magister ManajemenUniversitasMercuBuanaJakarta). *JurnalIlmiahManajemendanBisnis*, 1 (3).
- lxv. HandayanidanKanaidi, 2009, Pengaruh Customer Value terhadap. KeputusanPembelianPelangganJasa EMS di Wilayah Pos Bandung. Raya, *Competitive*, 5 (2): 49-57
- lxvi. Hasan, A. 2010. *Marketing dariMulutkeMulut Word Of Mouth Marketing*. CetakanPertama, Yogyakarta: Media Pressindo.
- lxvii. Hawkins, D.I, Mothersbaugh, D.L. dan R.J. Best. 2007. *Consumer Behavior:Mulding Marketing Strategy*, 10 ed, Mc Graw Hill: USA
- lxviii. Hermansyah, Lutfi. 2010. Pengaruh Word of Mouth Marketing Terhadap Proses KeputusanPembelianKonsumen CV Jaya Mandiri Interior Malang. *Tesis Program S2 UniversitasNegeri Malang*:
- lxix. Heskett, E.W. Sasser, dan L. A. Schlesinger. 1997. *The Service Profit Chain*. Published online, New York: Free Press.
- lxx. Hidayani, S.D. dan Syafrizal, 2008. Analisis Segmentasi, Targeting dan Positioning Program Pendidikan Magister Studipada Institusii Penyelenggara MM di Kota Padang. *Jurnal LIPI, Padang: Universitas Andalas*,13 (2): 298-305
- lxxi. Hirschman, E.C. dan M.B. Holbrook. 1978, Hedonic consumption: emerging concepts, methods and propositions, *Journal of Marketing*, 46 (3): 92-101.
- lxxii. Hsieh, A. dan C. Li, 2008. The Moderating Effect of Brand Image on Public Relations Perception And Customer Loyalty, *Marketing Intelligence and Planning*, 26 (1): 26-42
- lxxiii. Hunt, S. D. 1990. Truth in Marketing Theory and Research. *Journal of Marketing*,5(4): 1-15.

- lxxiv. Husein, Umar. 2011. *Metode Penelitian Untuk Skripsidan Tesis Bisnis* Edisi 11. Jakarta: PT Raja Grafindo Persada
- lxxv. Iskandar. 2008. *Metodologi Penelitian Pendidikan dan Sosial Kuantitatif dan Kualitatif*. Cetakan Pertama, Jakarta: GP Press.
- lxxvi. Ismail, A.R. dan G. Spinelli. 2012. Effect Of Brand Love, Personality And Image On Word Of Mouth. *Journal of marketing and management*. 16 (4): 386.
- lxxvii. Janasz S. C., S. Beth dan D. Karen. 2002. *Interpersonal skill in organizations*. 2nd Edition Singapore: Mc Graw Hill.
- lxxviii. Jefkins, F. 2004. *Public Relations*. Edisikelima, Jakarta: Erlangga.
- lxxix. Jin B, dan Y.G. Suh. 2005. Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*. 22(2): 62-71.
- lxxx. Karaca, Y. dan U. Ahmet. 2014. Influence of Opinion Leaders on the Diffusion of Innovative Product: a Study on SMARTPHONE Users. *Journal of Business, Economics and Finance*. 3(2): 15-28
- lxxxi. Kartajaya. H. 2006. *Hermawan Kartajaya on Marketing Mix Seri 9 Elemen Marketing*. Ceakan Keempat, Bandung: PT. Mizan Pustaka.
- lxxxii. Khalid, S., M. A. Ahmed, dan Z. Ahmad. 2013. Word of Mouth Communications: A Powerful contributor to Consumers Decision in Healthcare Market. *International Journal of Business and Management Invention*. 2(5) : 50-59.
- lxxxiii. Koeshariadi. 2007. Faktor yang memengaruhi Loyalitas Pelanggan pada industri jasa perbankan di Jawa Timur. *Disertasi*. Universitas Brawijaya Malang.
- lxxxiv. Kolb, D. A., 1984, *Experiential learning—Experience as the source of learning and development*, London: Prentice-Hall.
- lxxxv. Keller, K.L. 2003. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 4th Edition, New Jersey: Prentice Hall.
- lxxxvi. Klein, G. A. 1993. *A Recognition-Primed Decision RPD Model of Rapid Decision making*. In *Decision Making in Action: Models and Methods*, Ablex Publishing.
- lxxxvii. Kotler, P., 2000. *Manajemen Pemasaran. Edisi Mileinium*. Jilid 1, Jakarta : PT. Indeks Kelompok Gramedia.
- lxxxviii. _____, dan Armstrong. 2008. *Prinsip-prinsip Pemasaran*. Jilid 1 dan 2. Edisi 12. Jakarta: Erlangga.
- lxxxix. _____, dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13. Jakarta: Erlangga
- xc. _____, 2007, *Manajemen Pemasaran*, Jilid I, Edisi Keduabelas, PT. Indeks, Jakarta.
- xc. Kurniawan, F. dan Z. Arifin. 2018. Pengaruh citra merek terhadap keputusan pembelian. *Jurnal Administrasi Bisnis* (56) 1 Maret 2018
- xcii. Kwon, Y.S. dan H.R. Song. 2015. The Role of Opinion Leaders in Influencing Consumer Behaviors with a Focus on Market Mavens: A Meta-analysis. *Athens Journal of Mass Media and Communications*. 1(1): 115-129.
- xciii. Lam, S.Y., V. Shankar, M. K. Erramilli, dan B. Murthy. 2004. Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration from a Business-to-Business Service Context. *Journal of the Academy of Marketing Science*. 32 (3): 293-311.
- xciv. Lam, S. S. K. dan K. S. Woo. 1997. Measuring Service Quality: A Test-Retest Reliability Investigation of SERVQUAL, *Journal of the Market Research Society*, 39 (2): 381-396.
- xcv. LeBlanc, G. dan N. Nha, 1996. Ceus Use by Customer Evaluating Corporate Image in Service Firm. *International Journal of Service Industry Management*, 7(2): 44-57
- xcvi. Lopez, C., M. Gotsi, dan C. Andriopoulos. 2015. Conceptualising the influence of corporate image on country image. *European Journal of Marketing*, 45 (12): 1601-1641.
- xcvii. Lovelock, C.H. dan Wright, Laurin K, 2005, *Service Marketing in Asia*. 2nd ed. Singapore: Pearson Education South Asia Ltd.
- xcviii. _____, Jochen. 2011. *Marketing Management; Customer behavior* 7th Edition. Pearson Education; Boston.
- xcix. Lupiyoadi, R. dan Hamdani. 2006. *Manajemen Pemasaran Jasa*. Edisi. Kedua. Jakarta: Salemba Empat.
- c. Malhotra. 2005. *Riset Pemasaran*. Jilid I. Edisi 4. Jakarta: Indeks Kelompok Gramedia.
- ci. Marvin D. Dunnette, H.C. Triandis. 1998. *Handbook of Industrial and Organization Psychology*, 2nd Edition, Chicago: Rand McNally College Publishing Company
- cii. Matzler, K., H.H. Hinterhuber, C. Daxer, dan M. Huber. 2003, The relationship between customer satisfaction and shareholder value, *Total Quality Management and Business Excellence*, 16 (5): 1-10.
- ciiii. Mazursky and J. Jacoby, 1986, Exploring the development of store images. *Journal of Retailing*, 62(2), 145-165
- civ. McCole, P. 2004. Dealing with complaints in services. *International Journal of Contemporary Hospitality Management*, 16 (6): 345-354.
- cv. Miner, J.B. 1992. *Industrial Organizational Psychology*. 3rd edition, Singapore: Mc Graw Hill Book Co.
- cvi. Molinari, K. L., R. Abralt, dan P. Dion. 2008. Satisfaction, quality, and value and effects on repurchase and positive WOM behavioural intension in a B2B context. *Journal of services Marketing*. Pennsylvania, USA. 22(5): 363-373.
- cvi. Muhibbin, S. 2002. *Psikologi Pendidikan dengan Pendekatan Baru*. Cetakan Pertama, PT. Remaja Rosda Karya: Bandung.
- cvi. Musay, Fransisca Paramitasari. 2013. Pengaruh Brand Image Terhadap Keputusan Pembelian. *Jurnal Fakultas Ilmu Administrasi Universitas Brawijaya*. 3(1): 15-29

- cix. Nasution, H.N dan F.T. Mavondo. 2005. *The Impact Of Service Quality On Customer Value In The Hotel Industry. International Journal of Hospitality Management*, 27(2): 204-213.
- cx. Natalia, A.S.P, dan M. Ina. 2013. Pengaruh customer loyalty melaluianalisis experiential marketing, service quality dan brand image dengan customer value sebagai variable intervening. *Journal of Business Strategy and Execution*, 6 (2). 40-63.
- cxii. Neelamegham, R. dan J. Dipak. 1999, Consumer Choice Process for Experience Goods: An Econometric Model and Analysis, *Journal of Marketing Research*, August, 35(2): 373-386
- cxiii. Nguyen, N. dan Leblanc, G. 2001. Corporate Image and Corporate Reputation in Customers' Retention Decision in Services. *Jurnal retail danjasa*, 8(2) 227 - 236
- cxiiii. Noorderhaven, N. G. 1995. *Strategic Decision Making*. 8th Edition, Singapore: Addison-Wesley
- cxv. Nurvidiana, R., K. Hidayatdan Y. Abdillah. 2015. Pengaruh *Word Of Mouth* terhadap Minat BelisertadampaknyapadaKeputusanPembelian. *JurnalAdministrasiBisnis JAB*. 22 (2). 20-35.
- cxvi. Parasuraman, A, Zeithaml, L.L. Berry. 2007, Reflection on gaining competitive advantage through customer value, *Journal of The Academy of Marketing Science*, 25 (2): 154-161.
- cxvii. _____, dan L.L Berry, 1998, A Multiple-Item Scale for Measuring Consumer Consumer Perceptions of Service Quality, *Journal of Retailing*, 6 (4): 12-40.
- cxviii. Permadi, P.C., K.Srikandi, dan K. Andriani. 2014. Pengaruh Citra Merekterhadap *Word Of Mouth*, mengetahui dan menjelaskan pengaruh *Word of Mouth* terhadap Keputusan Pembelian. *JurnalAdministrasiBisnis JAB*. 10 (1). 20-34.
- cxix. Petty, R. E., dan J. T. Cacioppo., 1986. The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19 (2): 123-205.
- cx. Pujihastuti, I. 2007, Customer Value Sebagai Sumberdaya Informasi Bagi Perusahaan, *Jurnal Optimal*, 1 (2): 20-37
- cxxi. Purwantoro, 2018, Penerapan Rasch Model Dalam Mengukur Sikap Konsumen Dan *Word Of Mouth* Terhadap Keputusan Mahasiswa Memilih Kuliah Di Perguruan Tinggi Swasta, *Jurnal Ilmiah Cano Ekonomis*, 4(2) : 24-33
- cxii. Peter, J. P. dan J.C. Olson. 2013. *Perilaku Konsumen dan Strategi Pemasaran*. Edisi Kesembilan. Diterjemahkan oleh: Diah Tantri Dwiandani. Penerbit Salemba Empat, Jakarta.
- cxiii. Purnama, N. 2006. *Manajemen Kualitas*. Edisi Pertama. Yogyakarta:
- cxiiii. Rahman, A.A. 2013. *Psikologi Sosial: Integrasi Pengetahuan Wahyudan Pengetahuan Empirik*. Cetakan Pertama, Jakarta: Rajawali Pers.
- cxv. Rangkuti, F. 2008, *The Power of Brands*, Cetakan Ketiga, Jakarta; Gramedia Pustaka
- cxvi. Rosen, H.S. 2002. *Public Finance*. Edisi Keenam. Mc-GrawHill Book. Co. New York.
- cxvii. Santoso, S. 2011, *Statistik Non Parametrik Konsep dan Aplikasi dengan SPSS*, Cetakan Pertama, Jakarta: Penerbit PT. Elex Media Komputindo.
- cxviii. Schiffman, G. Leon. dan L.L. Kanuk. 2007. *Perilaku Konsumen*. Edisi Ketujuh. Diterjemahkan oleh Zoelkifli Kasip. PT. Indeks, Jakarta.
- cxix. Sernovitz. 2009. *Word Of Mouth Marketing*. Edition, 3, Jakarta: Gramedia Pustaka Umum.
- cx. Setiadi, Nugroho J. 2013. *Perilaku Konsumen*. Edisi Revisi. Jakarta: Kencana Prenada Media. Group.
- cxxi. Sheth, J. N., B. Mittal, dan B. I. Newman. 2001. *Customer Behavior: Consumer Behavior and Beyond*. 1st Edition, The USA: The Dryden Press.
- cxii. Sallam, M.A. 2014. The Effect of Brand Image and Brand Identification on Brand Love and Purchase Decision Making : the Role of WOM. *Internasional Business Research*, 7(10): 201-221
- cxiii. Seni, N.A. dan Ratnadi, Made, 2017, Theory Of Planned Behaviour Untuk Memprediksi Niat Berinvestasi, *Jurnal Ekonomidan Bisnis Universitas Udayana* 6(2): 20-37
- cxiiii. Shah, S.S.H., A. Jabran, J. A. Raza, W. Sidra, E. Wasiq, F. Mairadan S. K. Sherazi. 2012. The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105-110.
- cxv. Shimp, T.A. 2003. *Periklanandan Promosi, Aspek Tambahan Komunikasi Pemasaran Terpadu*. Edisi ke-5. Jilid 1. Jakarta: Erlangga.
- cxvi. _____, 2013. *Periklanandan Promosi Aspek tambahan Komunikasi Pemasaran Terpadu*. Edisi ke-5. Jilid 2 Alih Bahasa oleh Revyani Sjahrial dan Dyan Anikasari. Jakarta; Erlangga.
- cxvii. Sheeraz, M., I. Nadeem, A. Naveed. 2012. Impact of Brand Credibility and Consumer Values on Consumer Purchase Intentions in Pakistan *International Journal of Academic Research in Business and Social Sciences*, 2(8): 1-10
- cxviii. Sondoh, S.L., Maznah, W.O., Nabsiah, A.W., dan H. Amran. 2007. The effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic. *Asian Academy of Management Journal*, 12(1): 83-107.
- cxix. Stoner, J.A.F, 1990, *Manajemen Tenaga Kerja*, 4 th. Edition. Erlangga, Jakarta.
- cx. Sugiyono. 2011. *Metode Penelitian Bisnis*. Cetakan Kesatu. Bandung: CV Alfabeta
- cxxi. Sultan, P., dan Wong, H. Y. 201). Service Quality in A Higher Education Context: An Integrated Model. *Asia Pacific Journal of Marketing and Logistics*, 24 (1), pp. 755-784.
- cxii. Sutisna. 2001. *Perilaku Konsumen dan Komunikasi Pemasaran*. Edisi kedua Bandung : PT. Remaja Rosda Karya
- cxiii. Suwantara, Pande Putu. 2012. Pengaruh Kualitas Layanan Terhadap Kepuasan Dan *Word Of Mouth* Mahasiswa Lembaga Pelatihan Pariwisata Bali, Tesis, Universitas Udayana Denpasar.

- cxliii. Tabachnick B.G. dan L.S. Fidel. 1996, *Using Multivariate Statistics*, Third Edition, Harper Collins College Publisher, New York.
- cxliv. Tjiptono, F. 2007, *PemasaranJasa*, Edisi Pertama: Cetakan Ketiga. Malang: Banyumedia Publishing.
- cxlv. _____. 2010, *Strategi Pemasaran*, Edisi 2, Andi Offset, Yogyakarta. Purnama 2006
- cxlvi. Torlak, O., B.Y. Ozkara, M.A. Tiltay, H. Cengiz, danM.F. Dulger. 2014. The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey. *Journal of Marketing Development and Competitiveness*. vol. 8(2): 111-128.
- cxlvii. Triyaningsih, S., dan Triastity, R. (2016). Pengaruh Citra Perguruan Tinggi Terhadap Keputusan Mahasiswa MemilihPerguruan TinggiDengan Word Of Mouth SebagaiVariabel Intervening (Survei Pada Mahasiswa Fakultas Ekonomi Unisri Surakarta). *Eksplorasi*, XXIX(1), 63-75.
- cxlviii. Walke, L. J.H. 2001. The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents. *Journal of Service Research*, 4(1): 60-75.
- cxlix. Wang, H., Y. Meng, dan W. Wang. 2004, The Effect of Inconsistent Word-of-Mouth during the Service Encounter, *Journal of Service Marketing*, 25(4): 252-259
- cl. Wang, Y. dan H.P. Lo. 2002. Service quality, customer satisfaction and behaviour intention evidence from china's telecommunication industry, *Jurnal Emerald*: 4(2):50-60.
- cli. Werdiningsih, Ratri, 2015, Pengaruh Word Of Mouth Terhadap Proses KeputusanPembelianProduk House Of Adity, *Tesis*, Universitas Telkom
- clii. Williams, M., danButtle, F. 2012. Relating Word-of Mouth to Corporate Reputation. *Public Communication Review*. 2(2).3-16
- cliii. Woodruff, R.B., 1997. Customer value: The next source of competitive advantage, *Journal of the academy of marketing science*, 25 (2): 139-153.
- cliv. Wuestefeld, T., N. Hennigs, S. Schmidt dan K.P. Wiedmann. 2012. The impact of brand heritage on customer perceived value. *International Journal of Marketing. Special Issue: Value To The Customer*. 24(3): 112-129.
- clv. Wyckoff, D.D., W.E. Sasser, dan R.P. Olsen. 1990. *Management of Service Operations*, 1st edition, Allyn and Bacon, Boston, MA.
- clvi. Yuliana. 2004. Pengaruh Sikappada PindahKerja, Norma Subjektif, Perceived Behavioral Control padaIntensi PindahKerjapada Pekerja Teknologi Informasi. *Phronesis: Jurnalllmiah Psikologi Terapan* 6, 1-18.
- clvii. Yu T.T., C.M. Wangdan H.C. Chang. 2012. Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. *Journal of Social and Development Sciences*. 3, (1): 24-32.
- clviii. Zeithaml, V.V., L.L. Berry, danA. Parasuraman. 1996. The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(4): 31-46.
- clix. Zinkhan, G.M., dan R. Hirschheim. 1992. Truth in Marketing Theory and Research: An Alternative Perspective. *Journal of Marketing*. 56(4): 80-88.