

## DAFTAR PUSTAKA

- Abdillah, W. & Jogiyanto. (2015) *Partial Least Square (PLS) Alternatif Structural*
- Ambolau, M. A. P. (2015). The Influence of Brand Awareness and Brand Image on Purchase Decision (Study on Aqua Consumers in Administrative Science Faculty Brawijaya University Class of 2013). *Jurnal Administrasi Bisnis*, 19(2).
- Amin, N. B. H. H. M., Rommy, S. N., & Nur, A. R. Y. N. (2018). Effect Of Brand Image And Price Perception On Purchase Decision.
- Amron, A. (2018). The Influence of Brand Image, Design, Feature, and Price on Purchasing Decision of Apple iOS Smartphone in Surakarta, Indonesia. *The International Journal of Social Sciences and Humanities Invention*, 5(12), 5187-5191.
- Andreti, J., Zhafira, N. H., Akmal, S. S., & Kumar, S. (2013). The analysis of product, price, place, promotion and service quality on customers' buying decision of convenience store: A survey of young adult in Bekasi, West Java, Indonesia. *International Journal of Advances in Management and Economics*, 2(6), 72-78.
- Andriyanto, N. E., Budiono, H., & Wiyanto, H. (2018). Pengaruh Brand Image dan Corporate Branding terhadap Keputusan Pembelian Konsumen Smartphone Samsung melalui Brand Equity sebagai Mediasi pada Mahasiswa/i S1 Manajemen Fakultas Ekonomi Universitas Tarumanagara.
- Arda, M. (2017). Analysis of effect of promotion and word of mouth on purchase decision: Case of student University of Muhammadiyah Sumatera Utara. *Proceedings of AICS-Social Sciences*, 7, 334-341.
- Astuti, R., Silalahi, R. L. R., & Wijaya, G. D. P. (2015). Marketing strategy based on marketing mix influence on purchasing decisions of Malang apples consumers at giant Olympic garden mall (MOG), Malang city, East Java province, Indonesia. *Agriculture and Agricultural Science Procedia*, 3, 67-71.
- Baskara, A., & Ernasari, N. (2018). PENGARUH WORD OF MOUTH (WOM) DAN BRAND IMAGE TERHADAP KEPUTUSAN CALON MAHASISWA MELANJUTKAN STUDI DI PERGURUAN TINGGI (Survei pada siswa kelas XII SMA Negeri Sekecamatan Tanah Putih). *PEKA*, 6(2), 171-178.

- Brata, B. H., Husani, S., & Ali, H. (2017). The influence of quality products, price, promotion, and location to product purchase decision on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4), 357-374.
- Djarmiko, T., & Pradana, R. (2016). Brand image and product price; Its impact for Samsung smartphone purchasing decision. *Procedia-Social and Behavioral Sciences*, 219, 221-227.
- Ekonomi Bisnis. 2019. *PENDIDIKAN TINGGI: Terlalu Banyak PTS di Indonesia, Berkah Atau Musibah?* <https://ekonomi.bisnis.com/read/20190808/12/1134160/pendidikan-tinggi-terlalu-banyak-pts-di-indonesia-berkah-atau-musibah> (di akses 16 Juni).
- Foster, B. (2016). Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis”(Case Study on Bintang Trading Company). *American Research Journal of Humanities and Social Sciences*, 2, 1-11.
- Ghozali, Imam. (2013) *Aplikasi Analisis Multivariate Dengan Program SPSS. Edisi 7*. Semarang: Universitas Diponegoro.
- Ghozali, Imam. 2014. *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS). Edisi 4*. Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali. I & Latan. H. 2015. *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Edisi 2 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro
- Greener, S. & Martelli, J. (2018). *An Introduction to Business Research Methods 3rd Edition*.
- Gulliando, D., & Shihab, M. S. (2019). The Effect of Product Quality, Price and Promotion on the Purchase Decision of Telkomsel Service Products. *International Journal of Innovative Science and Research Technology*, 4(9), 419-425.
- Hair.Jr., J. F., Black., W. C., Babin., B. J., Anderson., R. E., & L.Tatham., R. (2006). *Multivariate Data Analysis*. New Jersey: Pearson International Edition.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis (MVDA)*. In *Pharmaceutical Quality by Design: A Practical Approach* (7th ed.). Pearson Education Limited.

- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*.
- HENDRA, L. (2017). Impact of Brand Image, Product Quality and Self-Efficacy on Purchase Decisions on Private Label Rights Products. An Empirical Study. *Expert Journal of Business and Management*, 5(2).
- Hermiyenti, S., & Wardi, Y. (2019, April). A Literature Review on The Influence of Promotion, Price and Brand Image to Purchase Decision. In 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018). *Atlantis Press*.
- Hussein, A. S. (2015). *Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares (PLS) dengan smartPLS 3.0*
- Jaya, I. G. N. M. & Sumertajaya, I. M. (2008). Semnas Matematika dan Pendidikan Matematika. pp. 118-132
- Joshi, S. (2012). Impact of E-Advertising on Customer Purchase Decision. *International Journal of Management Prudence*, 4(2), 7.
- Katadata. 2017. *Berapa Jumlah Perguruan Tinggi di Indonesia?* <https://databoks.katadata.co.id/datapublish/2017/05/05/berapa-jumlah-perguruan-tinggi-di-indonesia> (di akses 16 Juni).
- Keller, K., L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity 4<sup>th</sup> edition*. Pearson: New Jersey
- Kotler, P. & Keller, Kevin L. (2012). *Marketing Management. 14th Edition*. New Jersey: Pearson Education, Inc., publishing as Prentice Hall.
- Kotler, P. & Keller, Kevin L. (2016). *Marketing Management. 15th Edition*. Harlow: Pearson Education, Inc.
- Kotler, P. (2002). *Marketing Management, Millenium Edition. 10th Edition*. New Jersey: Pearson Education Company.
- Lien, C., Wen, M., Huang, L., & Wu, K. (2015). Online Hotel Booking: The Effects of Brand Image, Price, Trust and Value on Purchase Intentions. *Asia Pacific Management Review*, 20(4), 210-218.

- Murti, T. K. (2019). Pengaruh Brand Image, Promosi dan Biaya Pendidikan Terhadap Keputusan Mahasiswa Melanjutkan Studi Pada Program Studi Pendidikan Ekonomi. *Edunomic: Jurnal Ilmiah Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan*, 7(2), 102-107.
- Neupane, R. (2015). The effects of brand image on customer satisfaction and loyalty intention in retail super market chain UK. *International Journal of Social Sciences and Management*, 2(1), 9-26.
- Novansa, H., & Ali, H. (2017). Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences*, ISSN, 2415-6256.
- Octaviani, R., & Wardi, Y. (2020, March). The Effect of Service Quality, Price, and Brand Image on the Decision of Using Go-Jek Online Transportation in Padang. In *4th Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2019)* (pp. 893-902). Atlantis Press.
- Putra, E. (2019). The Influence of Promotion and Brand Image toward Purchase Decision Of Honda Vario. *Jurnal Apresiasi Ekonomi*, 7(1), 121-130.
- Rachmawati, D., Shukri, S., Azam, S., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341-1348.
- Rares, A., & Jorie, R. J. (2015). The effect of the price, promotion, location, brand image and quality products towards the purchase decision of consumers at Bengkel Gaoel Store Manado Town Square. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(2).
- Ratnaningrum, H. (2016). Pengaruh Promosi, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Konsumen dalam Pembelian Bahan Bakar Minyak Jenis Peralite di Kota Yogyakarta. *Universitas Sanata Dharma Yogyakarta*.
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*.

- Samat, S., Marnisah, L., Hendro, O., & Jenahar, T. Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta di Kota Palembang. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 15(4), 221-229.
- Schiffman, Leon G & Wisenblit, Joseph L. (2015). *Consumer Behavior. 11th Edition*. Harlow: Pearson Education.
- Sekaran, U. & Bougie, R. (2013). *Research Methods for Business: A Skill-Building Approach. 6th Edition*, Wiley, New York.
- Shayib, M. A. (2013). *Applied Statistics 1st edition*.
- Sia, J. K. M. (2010). A model of higher education institutions choice in Malaysia-A conceptual approach (pp. 1-21). College of Law, Government and International Studies, Universiti Utara Malaysia.
- Sihombing, E. H., & Nasib, N. (2020). The Decision of Choosing Course in the Era of Covid 19 through the Telemarketing Program, Personal Selling and College Image. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 3(4), 2843-2850.
- Sirgy, J.M. (1982). Self-concept in Consumer Behavior: A Critical Review, *Journal of Consumer Research*, Vol. 9 No. 3, pp. 287-99.
- Suhaily, L., & Darmoyo, S. (2017). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japanese brand electronic product). *Jurnal Manajemen*, 21(2), 179-194.
- Susanto, Eko Harry. (2018). *Komunikasi Manusia*. Jakarta: Mitra Wacana Media.
- Wetzels, M., Odekerken-Schröder, G., & Van Oppen, C. (2009). *Using PLS path modeling for assessing hierarchical construct models: Guidelines and empirical illustration*. *MIS quarterly*, 177-195.
- Yuan, R., Liu, M.J., Luo, J. and Yen, D.A. (2016). Reciprocal Transfer of Brand Identity and Image Associations Arising From Higher Education Brand Extensions. *Journal of Business Research*, Vol. 69 No. 8, pp. 3069-3076.