

Analysis of Factors Influencing the Decision of Students and Alumni in Choosing Akademi Komunitas Negeri Sidoarjo

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Abstract: Education is increasingly growing along with the development of information technology, especially in higher education. These have an impact on the increasing number of universities in Indonesia. One form of higher education in Indonesia is Akademi Komunitas Negeri Sidoarjo. The conditions of competition between universities encourage Akademi Komunitas Negeri Sidoarjo to be able to maintain and get new students every year. The decision of students in determining their choice is crucial for the sustainability of Akademi Komunitas Negeri Sidoarjo. What factors they consider in their decisions are information that must be known by Akademi Komunitas Negeri Sidoarjo to survive or even win the competition in the education services industry. Information about these factors will help Akademi Komunitas Negeri Sidoarjo in determining the policies that will be taken later for increasing the competitiveness and the number of students of Akademi Komunitas Negeri Sidoarjo for the upcoming years. This research is quantitative research where the questionnaire used as main instruments for collecting data. Respondents chosen in this research are students and alumni of Akademi Komunitas Negeri Sidoarjo. As many as 100 questionnaires are handed out to respondents. Data will be processed using exploratory factor analysis. Based on the result, eight factors influence students and alumni decision on choosing Akademi Komunitas Negeri Sidoarjo. Those eight factors are the reduction result from factor analytic process. They are quality of education and human resources, promotion and reference, study program, personal factors and alumni success, time and a scholarship offer, location, university status and job prospects, and cost factor.

1 INTRODUCTION

Education is a significant factor for the survival of the nation's life and supporting factors that carry out a crucial role in all sectors of life. Education is believed to be a strategic tool to improve human life and investment that provides social and personal benefits that make the nation dignified and individuals become a human who has degrees (Engkoswara and Komariah, 2010).

Education is increasingly growing along with the development of information technology, especially in higher education. These have an impact on the increasing number of universities in Indonesia. One form of higher education in Indonesia is Akademi Komunitas Negeri Sidoarjo. According to data obtained from the Ministry of

Research and Higher Education of the Republic of Indonesia, the number of universities registered in Indonesia reached 4,504 units. One form of higher education in Indonesia is Akademi Komunitas Negeri Sidoarjo.

At present, the paradigm in seeing education begins to shift, which initially education is view and studied as a social aspect, now people see education as a corporate (Mundir, 2016). Intensive competition demands in education encourage universities to be more oriented to the concept of marketing and develop it as a strategy (Ming, 2010).

Students are one of the significant resources in higher education institutions. The increasing number of students of the higher education institution usually goes hand in hand with quality improvement and trust of the public toward the institution. The existence of students is very influential in the

financials of the higher education institution and influence the learning process to produce good quality output.

Based on data, the number of students entering Akademi Komunitas Negeri Sidoarjo experienced ups and downs. In 2015, the number of students who study at Akademi Komunitas Negeri Sidoarjo experienced a decline from previous years. Although in 2016 the number of students has increased, in 2017 Akademi Komunitas Negeri Sidoarjo has decreased again.

The conditions of competition between universities encourage Akademi Komunitas Negeri Sidoarjo to be able to maintain and get new students every year. The decision of students in determining their choice is crucial for the sustainability of Akademi Komunitas Negeri Sidoarjo. If a university wants to achieve success in dealing with how to get the number of students high enrollment in the future must practice integrated marketing practices (Alipour *et al.*, 2012). What factors they consider in their decisions are information that must be known by Akademi Komunitas Negeri Sidoarjo to survive or even win the competition in the education services industry. Information about these factors will help Akademi Komunitas Negeri Sidoarjo in determining the policies that will be taken later for increasing the competitiveness and the number of students of Akademi Komunitas Negeri Sidoarjo for the upcoming years.

2 LITERATURE REVIEW

Decision making is the act of choosing an alternative from several alternatives (Griffin, 2012). Syamsi (2007) state that decisions are the result of the thought process that can be used to solve the problems faced. According to Terry (2008), decision making is the choice of behavioral alternatives from several alternatives. In making decisions, people who act as decision makers make comparisons and evaluate the benefits. Kotler and Keller (2016) explained that consumer decision making includes all processes that consumers go through in identifying problems, finding solutions, evaluating alternatives and choosing between their purchasing choices. Kotler, (2016) stated that consumer decisions are influenced by a cultural, social, personal and psychological of a consumer.

Higher education institutions begin competing, so it is necessary to anticipate consumer behavior in choosing. According to Kotler and Keller (2016),

consumer behavior is a study of how the behavior people in the process of fulfilling the needs of goods, services, ideas, or experiences to provide satisfaction with the needs and desires of people in a society. Schiffman and Kanuk (2010) stated that consumer behavior influenced by several factors, namely psychological, environmental, individual, and marketing mix when buying goods/services. Rafiq and Ahmed (in Goi, 2009) said that the marketing mix for educational services is a product, price, promotion, people, physical evidence, and process. Things that are considered by someone in buying goods/services will influence the behavior of the consumer in deciding the purchase of goods/services.

Bawantara (2007) stated that the things that are considered by students in continuing their studies at a college are family income, reference groups, their own will, and family. Manoku (2015) stated that most studies tried to understand the process of selecting higher education included in the category of economic models, sociological models, and the incorporation of the two models. Marketing services are another model which able to explain the process of selecting higher education institutions which can be influenced by internal and external factors included in the communication effort.

3 RESEARCH METHODS

This research is quantitative research where the questionnaire used as main instruments for collecting data. Respondents chosen in this research are students and alumni of Akademi Komunitas Negeri Sidoarjo. As many as 100 questionnaires are handed out to respondents. Data will be processed using exploratory factor analysis. For this research, respondents will be asked to list questions related to the factors that influence them in choosing Akademi Komunitas Negeri Sidoarjo. The questionnaire divided into two main parts. The first part is the demographics of the respondents, such as year of generation, gender, majors, age, school origin, regional origin, parent's occupation, the source of funds and average monthly expenditure. The second part will discuss factors that influence the decision to choose Akademi Komunitas Negeri Sidoarjo. The questionnaire was designed using a Likert scale where each answer is given a weight of 1 to 5, then the values processed and used to be a measure of these variables.

The data analysis technique uses exploratory factor analysis which is a multivariate statistical technique used to reduce and summarize all dependent and interdependent variables. This research tries to discover the relationship (interrelationship) of several independent indicators that make independent indicators less than initial and easy to control.

4 ANALYSIS

Profile of Respondents

In this section, related matters presented with the description of the respondent. The description provided the characteristics of respondents who become objects to research. About 80% of respondents are in the class of 2016 and 2017, and the rest are alumni from Akademi Komunitas Negeri Sidoarjo. About 55% of the respondents are male students, while the rest are female. 75% of respondents came from Sidoarjo, 8% from Surabaya and Madura, while others came from various cities in Indonesia. Furthermore, 74% of respondents came from SMK, 21% of respondents came from SMA and the rest of respondents from MA. For the source of educations funding, 56% of respondents come from their own, 38% of respondents come from parents and the rest of respondent from others.

Descriptive Analysis

There are thirty-two indicators (variables) submitted in the questionnaire. From this number, it was evident that respondents' perceptions in assessing the factors that influenced the decision to choose Akademi Komunitas Negeri Sidoarjo were very diverse. Table 5 shows the mean of factors that evaluated by respondents.

Table 1: Description of respondents based on survey results

No.	Indicators	Mean
1	The curriculum is as desired	3.94
2	The curriculum fits between theory and practice	4:00
3	Desired department	3.86
4	Fast completion period	4:07
5	Flexible time to study	4:40
6	Scholarships offer	3.80

7	Tuition fees are relatively affordable	4.54
8	Tuition fees paid out in installments.	4.38
9	Tuition fees according to services and facilities	4.06
10	Locations not far from home/office	3.93
11	Location in the middle of the city	4.32
12	Ease of transportation	3.99
13	Facilities are adequate	3.48
14	Quality of service	3.80
15	Quality of education / teaching	3.79
16	Quality of teachers / HR	3.95
17	The teaching method applies a balance between theory and practice	4.00
18	Status as State Universities	4.20
19	Job opportunity prospects	3.72
20	Programs offered according to needs	4.03
21	Programs are in accordance with my current work/business	3.73
22	Information from banners	3.02
23	Information from brochure	3.48
24	Information from the exhibition/training	3.18
25	Information from broadcast	3.23
26	Recommendations from old students/alumni	3.13
27	Recommendations from friends or family	3.52
28	Own willingness	4.07
29	Parental advice	2.76
30	There is no age limit	4.07
31	Alumni success	3.45
32	Direct interaction with prospective students and the community.	3.65

The results show that the indicator has the highest mean score is on the seventh indicator with 4.54, which is tuition fees are relatively affordable. While the indicator that has the lowest mean score with 2.76 is in the twenty-ninth indicator parental advice.

Factor Analysis

Factor analysis is one of the multivariate statistics and used to analyze variables that are thought to have links with each other so that the linkages

explained and mapped or grouped into the right factors. Factor analysis in this research used with the aim of exploring new indicators that produce a factor. Model or factor analysis technique using Principal Component Analysis (PCA).

Bartlett's test of sphericity is used to examine interdependence between items that are indicators of a variable or factor. Olkin's Keizer-Meyer (KMO) measure of sampling adequacy is an index number to compare the magnitude of the correlation coefficient of observation with the partial ones.

Table 2: Bartlett's test of sphericity and Keizer-Meyer Olkin (KMO)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin's Measure of Sampling Adequacy.		.782
Bartlett's Test of Sphericity	Approx. Chi-Square	1568,871
	df	496
	Sig.	.000

Because the KMO MSA value is greater than 0.5, factor, analysis continued. The next process is to look at the anti-image correlation table to determine which variables are eligible for factor analysis.

In the anti-image correlations, If the correlation value (anti-image) has more than 0.5, can be analyzed. If the indicator value's below 0.5, must be eliminated. Based on the calculation results of the anti-image correlations, in the parental advice indicator (X_{29}) are worth less than 0.5 so necessary to recalculate without the parental advice indicator. After recalculation, the KMO value is 0.791. Because the KMO MSA value is greater than 0.5, factor, analysis continued. Based on the results of the calculation anti image correlations, all indicators are worth more than 0.5 so that they can proceed to the next analysis.

Table 3: Bartlett's test of sphericity and Keizer-Meyer Olkin (KMO)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin's Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	1529,355
	df	465
	Sig.	.000

After the indicator value's below 0.5 are not found, the next step is to do the variable extraction process with the Principal Component Analysis

method and produce the number of factors formed as shown in Table 4.

Table 4: Value Eigenvalue and variance explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.576	30.890	30.890	9.576	30.890	30.890	3.273	10.557	10.557
2	2.450	7.904	38.794	2.450	7.904	38.794	3.247	10.474	21.031
3	2.014	6.499	45.292	2.014	6.499	45.292	2.683	8.653	29.684
4	1.604	5.173	50.465	1.604	5.173	50.465	2.610	8.419	38.103
5	1.351	4.358	54.823	1.351	4.358	54.823	2.458	7.929	46.033
6	1.225	3.852	58.775	1.225	3.852	58.775	2.318	7.477	53.509
7	1.169	3.771	62.546	1.169	3.771	62.546	1.979	6.385	59.895
8	1.052	3.393	65.939	1.052	3.393	65.939	1.874	6.045	65.939
9	.993	3.204	69.143						
10	.892	2.879	72.022						
11	.828	2.671	74.693						
12	.814	2.626	77.319						
13	.784	2.464	79.783						
14	.768	2.394	82.088						
15	.692	1.909	83.976						
16	.570	1.840	85.816						
17	.535	1.725	87.541						
18	.502	1.619	89.160						
19	.458	1.478	90.638						
20	.423	1.364	92.002						
21	.383	1.171	93.173						
22	.330	1.064	94.237						
23	.294	.949	95.186						
24	.277	.892	96.078						
25	.246	.795	96.873						
26	.222	.716	97.589						
27	.193	.621	98.210						
28	.173	.557	98.767						
29	.155	.501	99.269						
30	.152	.489	99.758						
31	.075	.242	100.000						

Extraction Method: Principal Component Analysis.

Total Variance Explained shows the value of each variable analyzed. The eigenvalue is a value that indicates the number of variants associated with each factor. Factors that have an eigenvalue's one are factors that included in the model. If the eigenvalue is greater than one, the more representative of these factors represents the indicator. Table 4. shows that the factor components formed in this study are eight. In this research, there are eight Eigenvalue's more than 1, which are 9.576, 2.450, 2.014, 1.604, 1.351, 1.225, 1.169 and 1.052, respectively.

Furthermore, to clarify the position of each variable in each of the factors formed, a rotation process is produced. The rotation technique used is varimax. Varimax method is an orthogonal rotation method to minimize the number of indicators that have a large loading factor value on each factor.

The results of the rotation process are rotation matrix components as can be seen in Table 5. The component matrix can be interpreted if it has a factor loading value's more than 0.5. The larger the loading value, the more influence of the observation variable on the factor.

Table 5: Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
X ₁	.255	.190	.644	.250	.211	-.140	.067	.050
X ₂	.414	.064	.647	.159	.061	.080	.119	-.090
X ₃	.128	.014	.762	.061	.143	.139	.147	.160
X ₄	.183	.254	.110	-.003	.765	.070	.114	-.006
X ₅	.231	.030	.080	.257	.606	.256	.252	.040
X ₆	.105	-.039	.259	.119	.671	.034	-.016	.234
X ₇	-.116	.033	.231	.333	.435	.112	-.180	.636
X ₈	.041	-.060	-.005	.407	.293	.153	.169	.616
X ₉	.281	.239	.089	-.071	-.074	.153	.085	.725
X ₁₀	.040	.091	.134	.054	-.021	.800	-.049	.033

X ₁₁	.063	.086	.000	.272	.234	.718	.042	.044
X ₁₂	.146	.155	-.035	-.035	.104	.725	.210	.303
X ₁₃	.478	.082	.299	-.096	.036	.310	.169	.332
X ₁₄	.645	.212	.395	.162	.193	.117	.079	.164
X ₁₅	.789	.146	.155	.103	.112	-.017	.124	.012
X ₁₆	.771	.063	.216	.226	.156	.168	-.101	.071
X ₁₇	.529	-.010	.315	.223	.181	.200	.472	.040
X ₁₈	.232	.089	.129	.064	.469	.094	.601	-.046
X ₁₉	.277	.187	.265	.177	.153	.211	.570	.198
X ₂₀	.110	.083	.516	.486	.265	.074	.219	.185
X ₂₁	.258	.282	.176	.387	.120	.276	.337	-.058
X ₂₂	.092	.779	-.029	.007	.188	.176	-.008	.075
X ₂₃	-.046	.629	.273	.083	-.015	.228	.164	.093
X ₂₄	.059	.774	.061	.073	.179	.085	.137	.070
X ₂₅	.166	.675	-.008	.077	-.095	-.044	.076	.131
X ₂₆	.157	.661	.045	.300	.047	.016	.062	-.203
X ₂₇	-.125	.401	.101	.130	-.078	-.070	.543	.047
X ₂₈	.204	.183	.320	.670	.190	.150	-.035	-.066

In Table 5 shows that factor rotations that interpreted are those that have a value of more than 0.5, namely:

1. The first factor that shows having a value of more than 0.5 is the indicators X₁₄, X₁₅, X₁₆, X₁₇, and X₃₂.
2. The second factor which shows having a value of more than 0.5 is the indicators X₂₂, X₂₃, X₂₄, X₂₅, and X₂₆.
3. The third factor that shows having a value of more than 0.5 is the indicators X₁, X₂, X₃, and X₂₀.
4. The fourth factor that shows having a value of more than 0.5 is the indicators X₂₈, X₃₀, and X₃₁.
5. The fifth factor which shows having a value of more than 0.5 is the indicators X₄, X₅, and X₆.
6. The sixth factor which shows that it has a value of more than 0.5 is the indicators X₁₀, X₁₁, and X₁₂.
7. The seventh factor which indicates having a value of more than 0.5 is the indicator X₁₈, X₁₉, and X₂₇.
8. The eighth factor which shows a value of more than 0.5 is the indicators X₇, X₈ and X₉.

The 13th (X₃) and 21st (X₂₁) indicators have a factor loading value of less than 0.5 for all factors from the first to the eighth factor. Therefore, the 13th (X₃) and 21st (X₂₁) indicators eliminated.

After the stage of factor rotation, the next step taken is the interpretation of factors. This step aims to determine which indicators can be included in a factor and which cannot be included in a factor. After the stage of factor rotation, the following step taken is the interpretation of factors. This step aims to determine which indicators included or not. The naming factors apply the surrogate method, based on the highest factor loading value (Simamora, 2008). There are eight factors formed in factor rotation. The

naming factor is according to the larger loading factor value. The following are the naming factor:

Table 6: Naming Factors

Factor	Naming Factor	Indicator	Factor Loading
1	Quality of Education and Human Resources	Quality of education / teaching (X ₁₅)	0789
		Quality of teachers / HR (X ₁₆)	0771
		Quality of service (X ₁₄)	0.645
		The teaching method applies a balance between theory and practice (X ₁₇)	0.529
		Direct interactions with prospective students and community (X ₃₂)	0.515
2	Promotions and References	Information from banners (X ₂₂)	0.779
		Information from exhibitions /training (X ₂₄)	0.774
		Information from broadcast (X ₂₅)	0.675
		Recommendations from old students/alumni (X ₂₆)	0.661
		Information from brochures (X ₂₃)	0.629
3	Departement Programs	Desired dpartements (X ₃)	0.762
		The curriculum fits between theory and practice (X ₂)	0.647
		The curriculum is as desired (X ₁)	0.644
		Programs offered according to needs (X ₂₀)	0.516
4	Personal and alumni success	There is no age limit (X ₃₀)	0.730
		Own willingness (X ₂₈)	0.670
		alumni success (X ₃₁)	0.523
5	Time and Scholarship Offer	Fast completion period (X ₄)	0.765
		Scholarships offer (X ₆)	0.671
		Flexible time to study (X ₅)	0.606
6	Location	Location not far from home/office (X ₁₀)	0800
		Ease of transportation (X ₁₂)	0.725
		Location in the middle of the city (X ₁₁)	0.718
7	Status of Higher Education and Prospects for Job Opportunities	Status as State Universities (X ₁₈)	0.601
		Job opportunity prospects (X ₁₉)	0.570
		Recommendations from friends or family (X ₂₇)	0.543
8	Tuition	Tuition fees according to services and facilities (X ₉)	0.725
		Tuition fees are relatively affordable (X ₇)	0.636
		Tuition fees paid out in installments. (X ₈)	0.616

5 RESULTS

The factors that influence the decisions of students and alumni in choosing Akademi Komunitas Negeri Sidoarjo based on the results of the reduction in

factor analysis are eight factors. The results of the 31 items that have been rotated form eight factors called the education and HR quality promotions and references, departement programs, personal and success alumni, scholarship time and offer, location, college status and job prospects, and cost factors.

5.1 The Quality of Education and Human Resource

The quality of education and human resources, as well as the teaching methods taught, are a benchmark of assessment in a college in the view of a prospective student. Before registering, prospective students try to find information about the quality of education and human resources in higher education. If qualified, prospective students will be confident in the decision to choose a university.

The better and more appropriate education services offered by higher education institutions with the desire of prospective students, the prospective students will tend to be more willing to continue their studies in higher education institutions that offer such education services (Widikusyanto and Satria, 2015)

5.2 Promotional and Reference

The purpose of promotion is to inform, influence, persuade and remind target customers about the company. Wijaya (2012) explained that promotion on education services, the ability to communicate the benefits acquired by universities to potential customers of a university.

Information from alumni will be more reliable instead of information obtained from advertisements because they can first see and observe what they get if they choose to study at Akademi Komunitas Negeri Sidoarjo.

5.3 Departemen Factor

Programs offered by a university will influence decision making in choosing a university. This fit with Ford in Mehboob, Shah and Bhutto (2012) research that various study programs, the flexibility of critical changes and varying degree's choice were the most important factors for students to choose higher education institutions. The more available faculties or favorite department owned by universities, the more considerate prospective students to choose.

5.4 Personal Factors and Success of Alumni

By students choosing the Akademi Komunitas Negeri Sidoarjo on their own and without coercion from other parties, they will encourage students to

learn new things and to develop skills that students have had before.

The success of alumni is also a factor that influences student decisions to choose Akademi Komunitas Negeri Sidoarjo. If most college alumni have successful careers, it shows that entering the university will provide students with a higher chance of getting a better-paid job (Kusumawati, Yanamandram and Perera, 2010).

5.5 Time and Scholarship Offer

Flexible schedule holds a critical role in the student's decision to choose Akademi Komunitas Negeri Sidoarjo. Students can increase their knowledge in the afternoon after they go to work. One of the reasons choose Akademi Komunitas Negeri Sidoarjo is time to complete a study fast.

The availability of financial assistance provides motivation selecting a university and help underprivileged and accomplished students with tuition fee. Yusof in Ming (2010) analyzed that financial assistance offered by universities is one of the four critical attributes expected from certain higher education institutions.

5.6 Location Factor

Akademi Komunitas Negeri Sidoarjo located in the city, easily accessible to public vehicles and location not far from house or office is quite a consideration for prospective students to choosing Akademi Komunitas Negeri Sidoarjo. Those are in line with the opinion of Mehboob, Shah and Bhutto, (2012), the location of tertiary institutions is a predictor in influencing interest in continuing to college.

5.7 Status of Higher Education and Prospects for Job Opportunities

Institutional reputation is a crucial factor that considered when choosing higher education institutions. Those are in line with previous research which also found that the image of institutions is the most critical factor in the decision of prospective students to choose a university. It believed that the more reputable the university, the higher the chance to find work easily after graduation or the higher the guarantee for students to get a good salary job after graduation (Kusumawati, Yanamandram and Perera, 2010).

5.8 Cost Factor

The cost factor will be a consideration. The cost of education is one of the crucial instrumental components in the implementation of education (Supriadi, 2010). Without adequate support for education costs, the education process will not run well.

6 CONCLUSION

There are eight factors formed which influence the decisions of students and alumni in choosing Akademi Komunitas Negeri Sidoarjo. These eight factors are the result of a reduction in the processing of factor analysis called educational quality factors and human resources, promotion and reference factors, study program factors, personal factors and alumni success, time factors and scholarship offers, location factors, college status factors and prospects job opportunities, as well as cost factors.

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