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Nandan Limakrisna and Adriza



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## Research Article

# MODEL OF STUDENTS DECISION TO CHOOSE COLLEGE: AN EMPIRICAL STUDIY AT THE FIRST SEMESTER OF PRIVATE HIGHER EDUCATION IN INDONESIA)

Nandan Limakrisna<sup>1</sup> and Adriza<sup>2</sup>

<sup>1</sup>Management Science Doctoral of UPI-YAI, Jakarta Indonesia

<sup>2</sup>President Director of LP3I, Jakarta, Indonesia

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### ABSTRACT

Private colleges (PTS) Institution has sought to enhance its quality by following the norms of the national accreditation through the BAN-PT, this is done considering the rivalry between colleges in West Java is very tight, so that the private colleges (PTS) and government universities (PTN) already can be synchronised through the valuation of such accreditation.

The purpose of this research is to examine, analyze, and interpret the results of the study on the description of the reference group, perceived value, the image of the institution, and the decision of the College student select private institution. To analyze review, and interpret the results of the study on the relationship of reference group with perceived value. To analyze review, and interpret the results of the research on the influence of partially, in particular: the influence of groups of references to the image of students in private higher education institutions. The influence of perceived value to the image of students in private higher education institutions. The reference group influences of students choose private college students. The influence of perceived value of college students choose private college students. The influence of the image of the institution against the decision of the students choose private college students. Obtained results of study on the influence of simultaneous reference group and the perceived value of students against the decision of the student through the image of the institution.

The methods used in this research is a descriptive survey method and explanatory survey method. The type of investigation in this research is the causality, by finding causal relations as a result of an event that examined. While the unit of analysis in this study is institution in West Java (Data PTS and Prodi with the accreditation of A, B, and C of annex 13), as well as his observation unit is a first-level students, with a sample size of 600 people.

The findings from this research result is apparently the image of students in higher education institutions will be perceived positively when the student perceives the value felt by them. But the students will decide to select college students when there is a reference group that encourages them. Whereas when viewed indirectly, then the student's decision to select college students more dominant are determined by students' perceived value through the image of the institution.

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## INTRODUCTION

### Background

Private colleges (PTS) Commissioner has sought to enhance its quality by following the norms of the national accreditation through the BAN-PT, this is done considering the rivalry between colleges in West Java is very tight, so that the private colleges (PTS) and government universities (PTN) already can be synchronised through the valuation of such accreditation.

Existence of generalized between PTS and PTN through accreditation, is apparently not directly equalizes the position of both the mind of community. Position of the PTS were still

under the PTN, where society still more prioritizing themselves for admission to higher education institutions of the country, although the institution of the UNIVERSITIES and the PUBLIC and on the same level of accreditation.

Along with the development of industries in Indonesia are on the rise is certainly in dire need of skilled personnel to fill the needs of the industry in a variety of areas, but the type of college students in institutions as institutions that produce the skilled workforce, less popular in the community, so that people prefer this type of academic and education or profession than type education Commissioner. A student's decision to

\*Corresponding author: **Nandan Limakrisna**  
Management Science Doctoral of UPI-YAI, Jakarta Indonesia

choose the College allegedly caused by the institutional image of the College which became the alternative choices.

*The image of a certain College, institutions tend to be influenced by the perceived value by the student, but based on the preliminary survey has been done against 100 students turned out to be the perceived value of the respondents regarding the institution of higher education where not completely perceived in categories is good.*

The image of the institution can also be influenced by the existence of a reference group, referring to the same preliminary survey, it was not completely the image of institutions of higher education that exists in the minds of respondents, they got from someone or a group of people and as a reference group. Thus, it is important to perform a study regarding the decision of the student in choosing College over the institution's image as the impact group reference and perceived value.

### **The study of literature**

Frouzan Far at all. (2012:187) hat, the theory of implied reference groups share the common experience that is owned by a group of people, if the experience of an individual have been evaluating behaviour, norms and values that felt right for them.

Anwar and Gulzar (2011:48) explain the following things, when all the factors like service quality satisfaction, food, entertainment etc, raises the satisfaction of consumers or customers (Spreng, MacKenzie, dan Olshavsky, 1996). It is conceptualized as a result of the construction of the double (Yi, 1990). Different authors postulated that consumers are satisfied will be loyal customers or purchase service repeatedly or became an endorser of the service by saying positive things by word of mout (Taman 2004). According to Jordaan and prinsloo, 2001 one satisfied customers bring three other customers. Oh (1999) shows that the perception of quality, value, customer satisfaction, purchase intent, and Word of mouth support correlates positively with one another.

Alves (2010:76) reveal, some studies have found that the image and reputation of the University institutions greatly affect retention and loyalty (Nguyen dan Leblanc, 2001; Bloemer dan de Ruyter, 1998; Helgesen dan Nettet, 2007). According Eskildsen *et al.* (1999), this variable really is one that has the greatest influence on the loyalty of students in higher education. However, loyalty is a concept that has been poorly applied in higher education

Webb dan Jagun (1997), This concept of measuring students' willingness to recommend the institution to another student, wants to tell the positive things about the institution and the desire to come back later to continue his studies.

Bearden, Netemeyer and Teel (1989) in Pentina at all. (2008:119) expose, the consumer has a vulnerability to interpersonal influence defined as need for identifying or enhance one 'significant others' image through the acquisition and use of the products and the brands, a willingness to conform to other people's expectations about purchasing decisions, and/or inclination to learn about dengenmengamati products and services of others and/or seek information from

other people. Manski (1993) in Almadros at all. (2010: 622) says, the choice of consumer products can be the consequence of the choice groups see (endogenous social effects) or group characteristics (contextual effects). In addition, members of the group reference can behave in similar ways because factors General observations (the effect of correlated).

Alves (2010: 77) explain, the model proposed by's Clow *et al.* (1997) proposes that the image of the company formed by real things such as pricing, advertising and from Word of mouth and that this image affect the satisfaction of directly and indirectly through the perceived quality.

Perceived value is the antecedent of the decision variables of students, it can be seen on some of the following information. Rajaguru and Matanda (2011: 17) stated that a functional attribute is physical evidence that affects the purchase motivation and decision making by consumers.

George Evans (2002: 135) explains that the customer perceived value approach to try to identify how people evaluate the competing offer-with the assumption that when they make their purchasing decisions, they do so with the value as the main driver. Kuo-Ming Chu at all. (2009: 99) mentioned that research, Heskett *et al.* (1994) and Eisingerich & amp; Bell (2007) evaluating the relationship between customer value and loyalty. One model, called the 'service-profit chain puts to work' encapsulates the concept of providing value to customers, in turn, will affect customer satisfaction, and customer satisfaction will in turn affect customer loyalty, which will affect the company's growth and profits.

Brown and Mazarol (2008: 86) reveals, the use of size VALUE is deemed to be appropriate for different values of service quality and consumer satisfaction give strong influence on purchase intent than the quality of service

Ngu yen and Leblanc (2001: 305) stated that from the perspective of marketing, there is the influence of the institutional image and reputation on the behavior of customers, regardless of the lack of empirical evidence. Many authors assert that the image and reputation of good institutions help organizations increase sales, market share.

Fox and Kotler (1995) in Alves (2010: 74) explains, the image and reputation of the institution are often more important than the quality of the image because it really felt able to influence the choices made by prospective students. Alves (2010: 74) reveals, in their study of the image of universities, Shemwell and Yavas (1996), Landrum *et al.* (1998) and Parameswaran and Glowacka (1995) found that higher education institutions need to maintain or develop a different image to create a competitive advantage in an increasingly competitive market. These writers, reveals the image is one of the main influences on the willingness of students to apply for registration.

The image of the institution is the intervening variables of reference groups and influence the perceived value of college students based on the following explanation. Alves (2010: 76) reveals, some studies have found that the image and reputation of the University institutions greatly affect retention and loyalty (Nguyen and Leblanc, 2001; Bloemer and de Ruyter, 1998; Helgesen and Nettet, 2007). According to Eskildsen *et al.* (1999), this variable is actually one that has the greatest

influence on the loyalty of students in higher education. However, loyalty is a concept that has been poorly applied in higher education. Webb and Jagun (1997), this concept of measuring students' willingness to recommend the institution to another student, wants to tell the positive things about the institution and the desire to come back later to continue his studies. Alves (2010: 77) reveals, the model proposed by's Clow *et al.* (1997) proposes that the image of the company formed by real things such as pricing, advertising and from Word of mouth and that this image affect the satisfaction of directly and indirectly through the perceived quality.

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### **The Purposes of Research**

The purpose of doing this research is to:

1. Describe the results of research on group references, perceived value, the image of the institution and the student's decision choosing private college students.
  2. Examine, analyse and interpret the results of the study on the relationship of reference groups and student voters perceived value of private college students.
  3. Examine, analyse and interpret the results of the research on the influence of partially, in particular:
    - a. The influence group references to the image of students in private higher education institutions.
    - b. The influence of perceived value to the image of students in private higher education institutions.
    - c. The effect of the reference groups of students choose private college students.
    - d. Influence the perceived value of college students choose private college students the influence of the image of the institution against the decision of the students choose private college students.
1. Examine, analyse and interpret the results of the research on the influence of the reference group and the perceived value of the institution's image simultaneously.
  2. Examine, analyse and interpret the results of the research on the influence of the reference group and the perceived value of college students choose private college students through the institution's image simultaneously.
  3. Examine, analyse and interpret the results of the research on the influence of the reference group and the perceived

value of college students choose private college students through the institution's image simultaneously.

### **METHOD**

In accordance with the objectives achieved in this research, the research method used is descriptive survey method used to describe the variables ditelit and eksplanatori/survey research methods Verifikatif used to test the relationships between variables.

#### **Resources and determining the way data / information**

As explained in the method of research, this research is the study of perception/opinions from the research object, which in this case is a one-semester student, therefore this type of data in this study is a data object (self-report data), thus the research data obtained directly from the source that is one semester student at college students. While the source of the data, namely (1) the secondary data source is from a variety of sources, among others, through the study of library literature journal and online media (emerald library, proquest), Region IV Kopertis (PTS and Commissioner Data, mapping the shape of the colleges in the region IV Kopertis), HIGHER EDUCATION (number of Distribution INSTITUTION Per Region Kopertis) and PTS Students (one Semester student Data). (2) the primary data Source that did the dissemination of questionnaires to a large number of respondents.

This research will disseminate a list of questions in the form of questionnaire to the respondents in order to obtain a response to the question posed. Questionnaire contains most of the questions covered, but for most questions will include open questions to unearth the reasons respondents selected the answer. Questionnaire aims to accommodate data according to the needs that need to be setup carefully. Subject research conducted by researchers with the help of individuals who have knowledge of the Ordinance of observer. Researchers are responsible for the quality of the material and how to observed, by way of giving direction and guidance with respect to the objectives of the questions in questionnaire. The identity of respondents will be verified with the unit's criteria analyses.

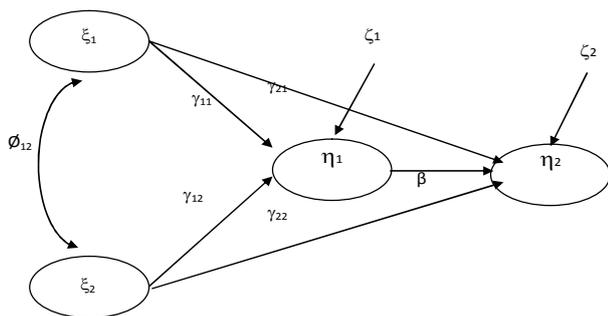
#### **The Research Variables**

The independent variables, the reference group is a person or group of people that can provide encouragement or recommendation to prospective students in selecting and determining the College as a place to continue his education. The independent variables, the perceived value of customers as a personal feelings a customers on the benefits they receive as compared to the sacrifices issue. Intervening Variable or variable is the variable that the intermediary position between two causal path variable (causal path) (Aaker, day, and Leone, 2011: 681), in this image, because of the intervening variable as a existing between the variable reference group and perceived value (as an independent variable) with the decision of the student (as the dependent variable). The image is a depiction of the institution or the views and the impression created in the mind of many people as a whole and of the existence of one agency. The dependent Variable, namely the decision to select college students is the process of solving the problems faced by students in choosing a College were faced

with many alternative options to satisfy everyone's needs and desires.

**The Research Model**

Structural equation models can be used on models of causal relations (causal) two directions (reciprocally) and recursive. Prediction of parameters is done at once to create a structural model. Data that has been processed no need for Standardization standard normal, so it can be directly analyzed from the raw data. Structural equation model Output in the form of a determinant factor, so it can be used to test the relationships and influence. Structural equation Model for keseluruhan is as follows:



Picture 1 Structural Equation Model

Statistical analysis is used to test the hypothesis in this study is the analysis of a structural equation model. Hypothesis testing is done on a model that already have good suitability index (goodness of fit index).

**RESULT AND DISSCUTION**

Based on the results of analysis and hypothesis testing on top, then it can auto summary test results hipotesisnya in table 1, as well as found a model as shown in Figure 2.

Table 1 Hypotetical Test Result

No.	Descriptive Hypoteses	t-value	t-table ( $\alpha=5\%$ , $dk=n-1$ )	Sign.	Conclusion
A	The Description of a group of college students in private references are on a score above average	3.822	1.833	Significant	<b>The 1<sup>st</sup> Hypoteses Accepted</b>
B	The Description of students' perceived value of private college students are on a score above average	4.435	1.812	Significant	
C	The Description of image students in private higher education institutions are on a score above average	5.577	1.812	Significant	
D	The Description of decision choosing student private university students are on a score above average	11.801	1.761	Significant	

Source : Descriptive Analysis Result, 2013.

Hipo-tesis	Verifikative Hypoteses	Cofisien (Standar-dized)	t-Value or F-value	Conclusion
2	Reference group <-> Perceived Value	0,36	4,85	Significant
3a	Reference group → Institution Image	0,14	<b>1,60</b>	No Significant
3b	Perceived Value → Institution Image	0,70	4,43	Significant
3c	Reference group → Student Decision	0,65	4,28	Significant
3d	Perceived Value → Student Decision	0,30	3,16	Significant
3e	Institution Image → Student Decision	0,56	2,63	Significant
4	Reference group and Perceived Value → Institution Image as a simultaneous	$R^2=0.42$	5,27	Significant
5	Reference group and Perceived Value → Student Decision although Institution Image as a Simultaneous	$R^2=0.54$	3,83	Significant
6	Reference group and value are perceived → The decisions of Students through the Institution's image simultaneously	$R^2=0.54$	3,83	Significant

Source: LISREL 8.30 Data Analysis, 2014.

Based on Figure 2 above, apparently the image of students in higher education institutions will be perceived positively when

the student perceives the value felt by them. But the students will decide to select college students when there is a reference group that encourages them. Whereas when viewed indirectly, then the student's decision to select college students more dominant are determined by students' perceived value through the image of the institution.

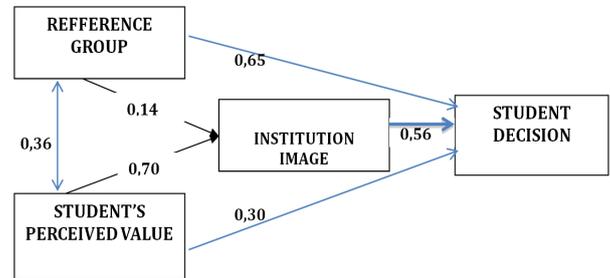


Figure 2 The decisions Students in choosing a College As the top group of Institutions Image Impact reference and perceived value

Perceived value students who appreciated the value of relational point is strong commitment on collegiate institutions can build the image of an institution that puts a focus on the bottom line is learning environment collegiate institutions capable of creating focus for learning activities for students, as well as the student's decision implies that focuses on desire (desire) that point is the desire to seek information on focus courses as part of the process of selection of collegiate institutions.

There is a significant influence in the group reference and perceived value of college students choose private college students through the institution's image simultaneously.

The image of students in higher education institutions will be perceived positively when the student perceives the value felt

by them. But the students will decide to select college students when there is a reference group that encourages them.

Whereas when viewed indirectly, then the student's decision to select college students more dominant are determined by students' perceived value through the image of the institution.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. Based on research, and test hypotheses found several things:  
The description of a reference group of college students in private references are on a score above average.  
The description of students' perceived value of private college students are on a score above average.  
The description of image of students in private higher education institutions are on a score above average.
2. The description of decision choosing student private university students are on a score above average.  
There is a significant relationship between the reference and the perceived value of students of private college students in voters.
3. Partially the decision of students to choose college students influenced by the image of the institution, the Group of reference, as well as the perceived value.
  - A. There is a significant influence of the Group's reference to the image of students in private higher education institutions.
  - B. There is a significant influence on the perceived value of the image of students in private higher education institutions.
  - C. There are significant effects against the decision of reference groups of students choose private college students.
  - D. There is a significant influence on the perceived value of college students choose private college students.
  - E. There is significant influence on the image of the institution against the decision of the students choose private college students.
4. There is a significant influence in the group reference and the perceived value of the institution's image simultaneously.
5. There is a significant influence in the group reference and perceived value of college students choose private college students through the institution's image simultaneously.
6. There is a significant influence in the group reference and perceived value of college students choose private college students through the institution's image simultaneously. The image of students in higher education institutions will be perceived positively when the student perceives the value felt by them. But the students will decide to select college students when there is a reference group that encourages them. Whereas when viewed indirectly, then the student's decision to select college students more dominant are determined by students' perceived value through the image of the institution.

### Recommendation

1. College students can take advantage of the reference Group are able to encourage students to choose the PT, that age bracket, associate fellow of ras, fellow sex, parents with encouragement in subtle and firmly to his son to choose a particular College. As for the reference group on indicators to be fixed are:
  - A. Parents give a boost to expressly in choosing a college.
  - B. Community leaders give recommendations although students/prospective students have full authority in the decision to choose a college.
  - C. Community leaders give recommendations in the form of information about the benefits of College.
  - D. Proximity with the communities that recommends college.

College students can improve its services, so that students' perceived value in accordance with the cost, which is about solving problems students, fitness activities with the promised schedule, specification of the needs of students, providing the right advice to students, assign costs according to the services they offer, sets out fees that are more or less the same as other similar institutions, and provide a flexible service to students, As for the elements of the perceived value to be fixed are:

- A. Interest in resolving the problem of college students
- B. Compliance activities with the promised schedule
- C. Specification of the needs of students
- D. Proper advice to students
- E. Set fees according to the services they offer
- F. Assign costs more or less the same with other similar institutions
- G. Provide a flexible service to students
- H. Communication between students and institutions of higher education

So that the image of the institution perceived well by College students, there are elements that should be repaired, yatiu PT Manager hospitality, flexibility in student enrollment and serving membukaan, have a strong orientation on the world of work, have experience that is high, and has a tradition of strong institutions. As for the image of the institutional elements that must be considered are:

- A. A college institution device has a level of hospitality
- B. Institution of higher education has flexibility in student enrollment and serve registration.
- C. Programs of study in institutions of higher education have a strong orientation on workforce Institution
- D. College experience high

E. Institution of higher education has a tradition of strong

In order that the students decided to select College Students, they must be rectified the following elements, namely an ad delivered, sales promotions, pay close attention to the activities of the relationship with the community, pay attention to direct marketing, personal sales, special attention to the needs of education, pemuas, and pemuas desire for education. As for the elements of the decision of students to be aware of are:

- A. Ads delivered by higher education institutions, as part of the process of selection of the College
- B. Insititusi sales promotions conducted by the higher education institutions, as part of the college selection process insititusi
- C. Direct marketing undertaken by establishments of colleges, as part of the college selection process insititusi
- D. Private sale conducted by institutions of higher education, as part of the selection process insititusi College
- E. Special events organized by institutions of higher education as part of the college selection process insititusi
- F. Decided to choose a candidate institution of higher education, as the final process of the gratification of needs for education
- G. Decided to choose a candidate institution of higher education, as the final process of gratification of lust will education

2 The perceived value of students is very important to be noticed by college students in order to increase the number of students.

3 Build the image of institutions so that students/prospective students still choose to college students as a means of education last for them.

The perceived value of students is very important to be noticed by college students in order to increase the number of students. Build the image of institutions so that students/prospective students still choose to college students as a means of education last for them.

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