



## International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournal.com>

© Serials Publications Pvt. Ltd.

Volume 15 • Number 15 • 2017

### Determinant Factors of Education Marketing that Encourage Students' Interest in Choosing University

**Bambang Budi Wiyono\*, Ach. Rasyad, Ibrahim Bafadal and Sultoni**

*Universitas Negeri Malang (State University of Malang), Jl. Semarang 5 Malang, Indonesia*

*E-mail: bambang.budi.fjp@um.ac.id*

**Abstract:** This research aimed at finding the determinant factors of educational marketing that encourage students' interest to choose universities. This research was conducted in Malang City, East Java, Indonesia. The sample of the research is 150 students of a state university and a private university in Malang were selected by using cluster random sampling technique. Data collection techniques used questionnaires and documentation, while data analysis techniques used descriptive statistics and factor analysis. Based on the results of the data analysis showed that there are seven factors that encourage students' interest to choose universities, namely the quality of lectures, instruction, and administrative service, educational facilities, image of institution, quality of publication, location of institution, graduates qualification, tuition fee, programs suitability, and persons' invitation.

**Keywords:** education marketing, determinant factors, interest, university students

#### INTRODUCTION

Nowadays, university rivalry has come to a tight end. It can be seen from the diversity of creative efforts of each university have to promote its excellence in getting education customer. Hence, education marketing is badly needed. The upcoming university offering a wide variety of facilities and cheap tuition fee, shown rivalry development in education world.

Education marketing should be managed well. Failure in marketing process usually occurred due to lack of well planning or direct implementation without preliminary planning. Thus, marketing activity in education should be conducted well. Education institution effort to attract new students has become a demand to conduct and develop a qualified educational process. Throughout education marketing, community's support and acknowledgment on education implementation will be elevated.

Education marketing is an activity of education institution to deliver its purpose, process, and product to students, parents, as well as community in general. Marketing is essential in educational field, since it has

a purpose to gain students' interest in choosing well suited education institution. Marketing is a complex activity. The program activity include introduction of educational institution, profile, achievements, facilities, or other aspects on educational field. By utilizing marketing, education institution will gain a thorough acknowledgement so that it can be used as a tool to enhance and develop education institution's potential.

The main reason of education service marketing is to achieve level of education implementation success, customer's satisfaction, excellence of program, and institution effectiveness and efficiency. The educational institution needs marketing. Due to its condition as a non-profit institution, it needs community's assurance, especially on behalf of students' parents, or community in general of its existence and development. In addition, the education marketing to convince the community that the given educational product fits the needs of customer. By facilitating education marketing, the type of educational product will get a wider appreciation from the community. Moreover, education institution won't be left behind by its customers, it will get an optimum support especially by its potential customers. Marketing activity of education institution is not merely based upon business assumption to get new students, but also an education responsibility toward the community in general.

## **LITERATURE REVIEW**

In education management, education marketing is prominent part that should be well cared, that it's included in public school relation. The public school relation is a communication process between schools and community to implement community understanding on implementation and needs of education in school. The relationship is supposed to enhance schools' cooperation with community, specially parents to assure educational success within schools' corridor. The public school relation is a proof of sharing responsibility between schools and community toward educational conduct.

The optimum result of educational process at school will be gained, if it is fully supported by all involving figures, starting from schools' human resources, parents, or community. Schools will not be able to conduct maximal educational process without parents and community support. The following forms of participation, namely physic, moral and spiritual from parents and community are important to achieve success in schools' education. Moreover, it serves as a based the necessity of creating a solid relationship between schools and community.

Based on the previous premises, it can be concluded that marketing education has to be taken into account into an action. Davies and Ellison (1997) state that marketing is an attempt of education institution to communicate and promote purpose, values, as well as its products to students, parents, educational staffs, and people in general. Alongside with those definition, American Marketing Association declare that marketing is a one of institution management functions. Marketing is a process to create, communicate, and deliver values towards customers; andalso, to manage customers' relationship so that it may bring benefit for institution (Yudhya, 2016). It can be underlined that education marketing is a process to give the education institution values toward society particularly its customers in developing education institution.

There are principal elements of marketing, namely product, price, promotion, people, physical evidence, and process. According to educational service nature, universities are recommended to use, in integrated manner, a set of seven marketing-mix tools in planningn their market relationship, that are programme, price, place, promotion, processes, physical facilities, and people (Filip, 2012).

Product is the most important component in marketing. It deals with any physical and non-physical things that can be offered to consumers to fulfill their needs and desires. Product in education can be meant as a process of education implementation and achieved results. There are five levels of product, namely core benefit, basic product, expected product, augmented product, and potential product. Core benefit is a basic benefit of a product that actually bought by consumers which is education. Basic product or basic version of a product is in this case are knowledge and skills that have particular characteristics. Meanwhile, expected product is a number of attributes that accompanies a product, for example curriculum, syllabus, education staffs, etc. Augmented product is added product with a special commitment to be different with competitors' products, such as outputs from a particular university are able to speak in english. Potential product is any additional and changes that possibly attained by a specific product in the future, it may be a form of acknowledgement of its graduates in working field. In short, it can be further stated that educational product relies more on education process quality, given educational experience, and eligible graduates.

Price is also one of visible education marketing components. Price is an amount of money that should be paid by customers to get a product or service. In addition, price is a particular sum of money that is required to get a particular mix of product and service. Furthermore, in educational field, price is a tuition fee that is given by customers to join in educational process. It's better for the given tuition fee to follow an accordance of education quality process. The main purpose of education price selection are as follows: (1) it is a survival tool of inter-education institution competition (2) it is as a means to get fund, (3) it functions as a payback of previous investments, and (4) it may also serve as a education development tool.

Place is the address of a building where educational process takes place. Education institution place plays a significant role. It may have a relation with: (1) an access, which is the place's accessibility,(2) visibility, whether the education institution is highly visible physically,(3) traffic, the high level of traffic jam might be affect customer's appeal on its service availability, (4) spacious parking lots,(5) expansion which is the space availability to enlarge the business,(6) competition, in considering the competitor's place,(7) government policy, government rules about space usage in accordance with minimum service standard that should be obeyed by each institution education. Those are in deeply needed by education institution to attract as many as possible students' attention.

Promotion is a form of marketing communication that seeks to disseminate information, influence, and remind customers of products offered by an institution. Promotion is an activity that aims to influence consumers to buy the products that it's offered. Thus, promotion in education is an activity to introduce, convey information about education, and influence the community to use education services. The purpose of promotion is to inform, influence, persuade, and remind customers, specially for prospective students about educational products, and interested to follow the educational programs. Promotions can be nailed through words, posts, and actions. Some promotional techniques that can be done include people, prospectus, brochures and pamphlets, other writing materials, such as school logos, correspondence, newspapers, and special reports for parents, electronic media, advertising, activities, and promotion video.

People are related with human resources in providing educational services, include the role of leaders, staff, and educators in improving the agency's image. The more qualified of leadership, staff, and educators and all academic components to do educational services, it will increase the number of customers, specially the students.

Physical evidence is facilities and infrastructure that support the process of providing tangible services so that it will facilitate the organization performance or communication process. Physical evidence in education can be infrastructure and all facilities used in the implementation of education. Physical evidence is a tangible form that can influence an educational customer's decision to overturn the service product offered. Physical evidence strongly affects the decision of the education customer that is the students and the parents to follow the educational program offered by educational institution.

The process shows educational services and how to manage them. Process is a procedure, mechanism, activity from producers to consumers in delivering services. The process will takes place, if it's supported by employees and the management team who manage all processes to conduct smoothly. The process of delivering quality education services can increase customer interest, image and satisfaction. The process involves procedures, tasks, mechanisms, and activities. Process in education means the process of organizing education, which includes administrative services and learning services. In order to attract prospective students, parents, and society, the learning process and administrative services need to be implemented professionally.

## **METHODS**

This research aimed at finding determinant factors of educational marketing that encourage to choose educational institution. Therefore, the research methodology applied in this research was exploration design. Research sample was 150 freshmen from two universities in Malang: one state university (State University of Malang) and one private university (Economy College of Indocakti). Regarding to sampling technique, this study used cluster random sampling.

In terms of collecting the data, questionnaire and documentation were employed in this study. The research instrument used in this study was developed based on research variables. Type of instrument which was developed in this study was questionnaire: type of summated rating (Likert scale). Five alternative answers were available on each item of the instrument: strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1. As a result, there were 52 items in the instrument.

Steps taken in developing the instrument were: studying the basic concept of research variables, determining conceptual definition, elaborating operational definition, explaining indicators, composing statements, arranging instrument, and assembling a comprehensive instrument. To reach the instrument's validity, try out instrument analysis were done on a basis of empirical data in the field. The try out were done towards the same population, which were 40 respondents were not taken as samples. Instrument validity level was analysed by using item analysis, while the instrument reliability level was estimated by using Alpha Cronbach formula.

Based on the result of instrument analysis, it could be concluded that the instrument's items possessed a fine validity. A significant positive correlation could be seen on both items and its total scores. In addition, the result of Alpha reliability analysis showed a good result. The value of reliability was above 0.7 presenting that the good level of reliability (Johnson and Christensen, 2004).

In accordance with research's purpose and considering the available data, therefore this research employed two data analysis techniques, namely descriptive and factor analysis. The technique of factor

analysis was applied to find determinant factors of educational marketing that encourage students to choose educational institution. Descriptive statistics was used to describe each determinant factor of educational marketing. The computation was done by using SPSS.

## RESULTS AND DISCUSSION

This research is designed to find determinant factors of educational marketing that interest and motivate students to choose university. This purpose is achieved through analysing factor of question items revealing students' motivation on choosing a program in university.

The first stage in data analysis is by examining the inter-correlation between indicators' items elaborated on educational marketing. The second stage is analysing factors comprehensively on 52 items. Based on the result of the analysis, 8 new factors are found having eigenvalue coefficient  $> 1$ . KMO (kaiser-Meyer-Olkin Measure of Sampling Adequacy) value of this study reaches 0.767. The percentage of the 9<sup>th</sup> variance factor towards variables is 61.266%. Communalities value of each item is quite high with minimal coefficient  $> 0.3$ . The identification of the founded factors is presented on Table 1.

**Table 1**  
**The Result of Founded Marketing Factors that Encourage Students' Interest in Choosing University**

<i>Component</i>	<i>Name of Factor</i>	<i>% Variace</i>	<i>Eigenvalue</i>
1	The Quality of Lectures, Learning and Administrative Service	10.328	12.322
2	Educational Facilities	10,257	3.629
3	The Image of the Institution	7.833	3.455
4	Quality of Publication	6.992	2.845
5	Location of the institution	6.833	2.223
6	Graduates Qualification	5.803	1.925
7	Tuition Fee	4.749	1.797
8	Programs Suitability	4.572	1.593
9	Persons' Invitation	3.794	1.456

Based on the Table 1, it can be concluded that there are nine factors as the factors encouraging students to choose a program in university. Those nine are as follows: (1) The Quality of Lectures, Instruction and Administrative Service, (2) Educational Facilities, (3) The Image of Institution (4) Quality of Publication, (5) Location of Institution, (6) Graduates' Qualification, (7) Tuition Fee, (8) Programs' Suitability, and (9) Persons' Invitation. The indicators from each factor are presented on Table 2 up to 10.

Based on Table 2, it can be noted that the first factor, the quality of lectures, learning and administrative service, is shown in 9 indicators. There are 9 factors presenting the component of factor the quality of lectures, learning and administrative service. Each indicator possesses a good communalities value. The second factor is educational facilities. Generally, the indicators of the second factor are shown in Table 3.

**Table 2**  
**The Quality of Lectures, Instruction, and Administrative Service**

<i>Item's Code</i>	<i>Indicators</i>	<i>Communalities</i>
X38	I choose this university since the lectures care and concern to students	0.768
X37	I choose this university since the lectures are discipline in performing duties	0.641
X35	I choose this university since the lectures are good in personality	0.760
X36	I choose this university since the lectures innovate learning activities	0.652
X34	I choose this university since the lectures have a good teaching competence	0.701
X52	I choose this university since it has a good system or leaning process	0.593
X49	I choose this university since it has a good administrative office	0.588
X51	I choose this university since it provides a professional administrative service	0.581
X39	I choose this university since the staffs are friendly and professional in giving administrative service	0.613

**Table 3**  
**Educational Facilities**

<i>Item's Code</i>	<i>Indicators</i>	<i>Communalities</i>
X44	I choose this university since it is supported with adequate technological facilities	0.731
X41	I choose this university since it has comfortable buildings	0.565
X43	I choose this university since it has adequate means of learning facilities	0.664
X46	I choose this university since it has a library with a full of book collections	0.551
X42	I choose this university since it has comfortable classrooms	0.627
X47	I choose this university since it has adequate laboratories to conduct practices	0.595
X45	I choose this university since it has large parking lots	0.529
X40	I choose this university since it has well-managed facilities	0.571
X48	I choose this university since it is supported with an order procedure of accepting students	0.519

Based on Table 2, it can be seen that the second factor that is educational facilities is presented through nine indicators. There are nine indicators regarding educational facilities. Those nine indicators refer to the quality of educational facilities and its management. Each of them has a good communalities value. Moreover, the third factor is about the image of the institution. The indicators of the third factor generally are presented on the following Table 4.

**Table 4**  
**The Image of the Institution**

<i>Item's Code</i>	<i>Indicators</i>	<i>Communalities</i>
X28	I choose this university knowing from television or other electronic media	0.592
X4	I choose this university since it provides a wide variety of interesting extracurricular activities	0.627
X30	I choose this university knowing from my previous school	0.718
X27	I choose this university knowing it from university's web or blog	0.580
X5	I choose this university since it has a good reputation or image	0.551
X50	I choose this university since it has a good selection system	0.672
X33	I choose this university since my previous school has visited this institution	0.525
X6	I choose this university since learning in university has a high prestige	0.322

Based on Table 4, it can be concluded that the third factor is shown through eight indicators referring to the image of the institution. It includes the people knowledge about the institution. There are eight indicators of the factor, and each item shows a good value of communalities. The fourth factor is about the institutional publication. The fourth factor generally is presented on Table 5.

**Table 5**  
**Quality of Publication**

<i>Item's Code</i>	<i>Indikator</i>	<i>Communalities</i>
X25	I choose this university from the information I obtained through banners on public places	0.809
X26	I choose this university from the information I obtain through advertisement boards	0.728
X24	I choose this university from the information I obtained through printed media as leaflet/brochure	0.704
X23	I choose this university from the information I obtained through printed media as newspaper	0.726

Based on Table 5, it can be seen that there are four indicators presenting the factor of the quality of institutional publication. The fifth factor is the location of the institution. Generally the indicators of this factor are shown in Table 6.

**Table 6**  
**Location of the Institution**

<i>Item code</i>	<i>Indicator</i>	<i>Communalities</i>
X16	I chose this college because its location is near the shopping centre.	0.660
X15	I chose this college because its location is in the downtown.	0.662
X18	I chose this college because its location is adjacent to other universities.	0.672
X19	I chose this college because its location is adjacent to the offices complex.	0.538
X21	I chose this college because its location is easy to get by transportation.	0.583
X22	I chose this college because its location is near from the highway.	0.460

Based on the Table 6, it can be concluded that the factors of location are the factors that can encourage students' interest to choose universities. Those six factors refer to the factors of location of the institution, either the strategic place or easy to get by the transportation. There are six indicators, and those six indicators have the high value of communality. Then, the sixth factor is about the quality of graduates. The indicators are generally presented in the following Table 7.

**Table 7**  
**Graduates Qualification**

<i>Item code</i>	<i>Indicator</i>	<i>Communalities</i>
X8	I chose this college because it produces a reliable graduates.	0.711
X9	I chose this college because many graduates are successful in joining the world of work.	0.625
X7	I chose this college because this college produces graduates who are ready to compete in the world of work.	0.672
X10	I chose this college because many graduates are successful in entrepreneurship	0.570

Based on the Table 7, can be concluded that the factors of quality of the graduates can trigger the prospective students to choose the university. Graduates who have the competence and success in social working can trigger the prospective students' interest to choose the university. There are four indicators of factors of graduate quality. Those four shows the high value of communality, and then the seventh factor is the tuition fee. Indicators of those factors are generally presented in the Table 8.

**Table 8**  
**Tuition Fee**

<i>Item code</i>	<i>Indicator</i>	<i>Communalities</i>
X12	I chose this college, because it gives relief to underprivileged students.	0.689
X11	I chose this college because the tuition fee is cheap / affordable for each social community	0.708
X13	I chose this college because it does not require additional cost beyond the set fee	0.528
X14	I choose this college because it provides many scholarships to the students	0.520

Based on the Table 8, it can be concluded that the factors of tuition fee can trigger the prospective students to choose the university, such as affordable cost, cheap, and appropriate with the service, and provides scholarship to the students. The four indicators refer to the factor of tuition fee. There are four factors of tuition fee, and those four have the high value of communality. The ninth factor is suitability of study program. The indicators are presented in the Table 9.

**Table 9**  
**Suitability of Study Program**

<i>Item code</i>	<i>Indicator</i>	<i>Communalities</i>
X2	I chose this college, because the provided programs of education is suitable to my interests / talents / needs.	0.685
X1	I chose this college, because the provided programs of education fit my educational background.	0.710
X3	I chose this college, because provided programs of education is appropriate with the needs of employment.	0.450

Based on Table 9 can be concluded that the factors of suitability of study program can trigger the prospective students to choose the universitylike provided programs of study that are suitable with their interest, competence, and needs. There are three indicators of suitability of study program, and all indicators have high value of communality. The next factor is others support/invitation. The indicators are generally presented in the following Table 10.

**Table 10**  
**Persons' Invitation**

<i>Item code</i>	<i>Indicator</i>	<i>Communalities</i>
X31	I chose this college, because I was encouraged or invited by my friends or acquaintances.	0.516
X17	I chose this college, because it is close to the industrial centre	0.530
X29	I chose this college, because the invitation of the officers who promote it to my school.	0.592
X32	I chose this college, because my parents, relatives, or family advised me.	0.366



Based on the Table 10 can be concluded that the students choose the university. Provided programs of the study also supports others support/invitation like parents, friends, or school officers. There are four indicators of others support/invitation. One of the items, second item, tends to refer to the location, but when it is seen further, the factor from person who works can influence the prospective students. The four indicators of the factor have the high value of communality. Those factors encourage students to choose the university.

Based on the results of the research indicate that there are nine marketing factors that encourage students to choose college or university, namely the quality of lectures, instruction, and administrative service, educational facilities, image of institution, quality of publication, location of institution, graduates qualification, tuition fee, programs suitability, and persons' invitation. When it is reviewed, the nine factors are related to components of product, prices, and promotion. The quality of the graduates refers to the product, the tuition fee refers to the price, and the quality of the publication refers to the promotion. The results of this study is in line with the results of research Mas (2015) that factors of product, price, and promotion have significant positive correlation with the students' satisfaction.

The research finding is also in line with the study of Septyanto and Dewanto (2016) which indicated that one of marketing strategies is online advertising. The quality of publication and image of institution in this research use technology support. Therefore, the educational institution will succeed in delivering the education information to the community, if it is supported by online system.

The research finding is also in line with the study of Santoso (2016) which showed that teaching performance of teachers, management of teaching, and learning facilities have positive and significant influence on the teaching and learning process. Therefore, one of the factors that encourage the students' interest in choosing the university is quality of teachers, instruction, and administrative services. In addition, the teaching and learning process have strong positive influence on the competence of graduates. The quality of graduates is one factor that encourage the students' interest in choosing the university or college as well.

The study result also support to study of Sula and Banyar (2014) that founded innovative marketing as a tool for building a positive image of an institution of higher education and increasing the competitiveness of its graduates. The study result is also in line with the study of Stefko, Fedorko, and Bacik (2014) which indicated that there is a significant correlation between the perception of the overall image of the faculty and the evaluation of individual elements of the faculty websites. In addition, there is a significant correlation between the students' attitude towards the necessity to use new e-marketing tools. Therefore, the marketing tool is one factor that influence the students' interest in selecting the university.

The study result also support to study of Agrey and Lampadan (2014) that founded there are five factors as determinants for students in decision making on which institution of higher learning to attend. These include support system, both physical (e.g. bookstore, guidance and counselling office) and non-physical (scholarship, credit transferability, spirirual programming), learning environment (facilities, campus, library, computer, etc), job prospect of graduates, strong students life program, and a safe and friendly environment. The finding of the research also support to the study result of Manuko (2015) that founded there are nine factors which influence students in selecting university, namely cost study and living, quality of teaching and supporting staff, reputation of the institution, faculty facilities, accreditation, individual preferences and talents, perspective after graduation, and high school scores.

The finding of the research also support the Ming study (2010) which showed that there are eight factors influencing students' college choice decision, namely location, academic programme, college reputation, educational facilities, cost, availability of financial aid, employment opportunities, and advertising. The findings is also in line with the study of Roga, Lapina, and Muursepp (2015) which indicated that parking availability, family, friend, and relative suggestions, location and logistics, scholarship availability, tuition fees, variety, academic reputation, academic quality, international students and staff, focus on students, support, availability and access, marketing, and internationalization are the factors influencing foreign students' choice of higher education institution.

On the other view, the study of Glava and Glava (2014) showed that there are some factors of parents' consideration in school selection. The factors include school's reputation, teachers' reputation, school location, position of school against the city centre, risk factors, school heritate, school promotion, extra curricular activities, school architecture, and sport program. Some of the factors is in line with the results of this research. The school should aware of the fact that its positive image belongs among key factors influencing interest of parents in its activities (Sramova, 2013).

## CONCLUSION

Education marketing is a very important activity in the implementation of education. In order to conduct education and develop educational institutions including universities, education marketing needs to be done well. Based on the theory, there are principal elements of marketing, namely product, price, promotion, people, physical facilities, and process. Referring to the theory, then in the education marketing which conducted by universities also need to consider these components. Through good marketing, it will be able to encourage students to choose the college or the university.

There are a number factors that motivate or attract students to choose a college or a university. Some previous research show different results. This is due to the characteristics of different community. The results of this study indicate that there are nine factors that encourage students to choose a college or university. Respectively, these factors are the quality of lectures, instruction and administrative service, educational facilities, image of institution, quality of publication, location of institution, graduates' qualification, tuition fee, programs' suitability, and persons' invitation. To encourage students in choosing the college or the university, it is necessary to improve the nine factors.

## REFERENCES

- Agrey, L., and Lampadan, N. (2014), "Determinant Factors Contributing to Student Choice in Selecting a University." *Journal of Education and Human Development*, 3, 2, pp. 391-404.
- Davies, B. and Ellison, L. (1997), "Strategis Marketing for Schools- How to Harmonise Marketing and Strategis Development for an Effective School." *Finantial Times Pitman Publishing*, London, pp. 3.
- Filip, A. (2012), "Marketing Theory Applicability in Higher Eduaction." *Procedia, Social and Behavioral Sciences*, 46: 912-916.
- Glava, C.C., and Glava, A.E. (2014), "Moment of Truth in Educational Marketing, Factors that Contribute to Decision Making on the Educational Market in Romania." *Procedia, Social and Behavioral Sciences*, 180, pp. 170 – 175.
- Johnson, B. and Christensen, N. (2004), *Educational Research, Quantitative, Qualitative, and Mixed Approach*. Pearson Education, Inc, Boston.

- Manuko, E. (2015), "Factors that Influence University Choice of Albania Students." *European Scientific Journal*, 1, 11, pp. 253-270.
- Mas, S.R. (2015), "The relationship Between Product, Price, Promotion and Participants and Customer Satisfaction of Education Hotel SMK Negeri 3 Malang." *International Journal of Applied Business and Economic Research*, 5, No. 5, pp. 2925-2932.
- Ming, J.S.K. (2010), "Institutional Factors Influencing Students' College Choice Decision in Malaysia: A Conceptual Framework." *International Journal of Business and Social Science*, 1, 3, pp. 53-58.
- Roga, R., Lapina, I., and Muursepp (2015), "Internationalization of Higher Education: Analysis of Factors Influencing Foreign Students' Choice of Higher Education Institution." *Procedia, Social and Behavioral Sciences*, 213, pp. 925-930.
- Santoso, B. (2016), "Factors that Influence the Quality of Graduates of Vocational High Schools in the Field of Business and Management in Bandung, Indonesia." *International Journal of Applied Business and Economic Research*, 14, No. 15, pp. 10855-10868.
- Septyanto, D., and Dewanto, I.J. (2016), "E-Marketing Strategies MSMES in Indonesia." *International Journal of Applied Business and Economic Research*, 14, No.14, pp.10429-10437.
- Sramova, B. (2013), "School Culture as Part of Marketing-Oriented Approach." *Procedia Social and Behavioral Sciences*, 106, pp. 2316-2322.
- Sula, T., and Banyar, M. (2014), "Innovative Marketing as a Tool for Building a Positive Image of an Institution of Higher Education and Increasing the Competitiveness of Its Graduates-Analysis of Fuctional Use of Projects of the Department of Marketing Communications at the Faculty of Multimedia Communications of TBU in Zlin and their potential for integration into teaching process." *Procedia Social and Behavioral Sciences*, 175, pp. 146-153.
- Stefko, R., Fedorko, R., and Bacik, R. (2014), "The Role of E-Marketing Tools in Constructing the Image of a Higher Education Institution." *Procedia Social and Behavioral Sciences*, 175, pp. 431-438.
- Yudhya, T.B. (2016), "Analysis of Green Marketing Strategies on Consumer Purchase Intention Studies on: The Body Shop Bandung Indonesia." *International Journal of Applied Business and Economic Research*, 14, No. 2, pp. 1027-1027.