

The Influence of Brand Element and Education Service Marketing Mix on Brand Momentum Of Higher Education Institution

P. D. Dirgantari, A. Rahayu, Disman, R. Hurriyati
Sekolah Pasca Sarjana, Universitas Pendidikan Indonesia
Bandung, INDONESIA
dewiez_thea@yahoo.co.id

Abstract— Every year universities in Indonesia continues to increase in number and its growth location dominated in the province of West Java and Banten. Nevertheless, the number of college students in West Java decreased. Similarly, the people's preference for universities in West Java as an excellence college that implicitly it can also identically as the best universities in Indonesia is still low. the existence of some of the problems mentioned above shows that there is a problem concerning not optimal brand momentum of colleges in West Java. This study uses a management science approach of marketing. The method used in this study is descriptif survey and explanatory survey. The data used are primary data and secondary data collected through questionnaires and documentation. To measure the influence of brand and marketing mix elements of education services for the brand value of higher education in West Java used SEM (Structural Equation Modelling) analysis technique. Results of the study revealed that the brand elements and the marketing mix of education services has positive influence on the brand momentum of higher education in West Java.

Keywords— *brand element; marketing mix of education services; brand momentum*

I. INTRODUCTION

Higher education is one of the important pillars of which is expected to bring changes to a nation, because higher education is to train people to sharpen and use his logic to solve the problems that it faces. Higher education comes as a reason to humanize the environment in accordance with the image of man (Drost, 1990: 124).

Higher Education is education after secondary education includes a diploma, undergraduate, master program, doctoral and professional programs, as well as specialist courses, organized by universities based on the culture of Indonesia (Act No. 12 of 2012 Article 1, paragraph 2)

Universities are educational unit that organizes Higher Education. Form Universities, among others: (1) University (2) Institute, (3) Sekolah Tinggi, (4) Polytechnic, (5) Academy, (6) Community Academy (Act No. 12 of 2012 Article 59 Paragraph 1)

There is intense competition among institutions of higher education. In the urban area alone there are about 10 to 15 higher education institutions. With so many options, the question is how prospective students choose the college? Many of these colleges would like to have the opportunity to choose for prospective students that match according to their institutions. However, with the decrease in the number of students it becomes impossible because all students who

register must be accepted so that the institution can survive. The reduced number of students in the United States due to the "booming" economy in the late 1960s led to many colleges worried about financial stability and their ability to survive. This is the first drop event in the history of education in the United States (Denis Rudd and Richard Mills, 2008).

Similarly, this also the case in Indonesia, especially in West Java, each year universities in Indonesia continues to increase in number. In 2005 amounted to 2,428 university and it rose to 3,216 in 2012. This increase impact the increased competition among the college itself.

TABLE I. NUMBER OF HIGHER EDUCATION IN INDONESIA, 2005 – 2012

Year	Number of Higher Education
2005	2.428
2006	2.581
2008	2.929
2010	3.098
2012	3.216

^a. (Source: <http://pdpt.dikti.go.id/>, Access at 01 June 2013, 10.00 WIB)

Location of universities in Indonesia to the local level is dominated in the province of West Java and Banten, with the proportion of 15.6% of universities throughout Indonesia with ownership status of State University (PTN) and Private Universities (PTS) (Source: Mind, 08 april 2010), but the number of students at universities in the West Java actually decreased.

In addition, people have their own preferences and perceptions in assessing a public or private university. In 2013 only 2 PTS and 3 state universities in West Java that considered most favorite universities chooses by the public and implicitly those universities is identified also as the best college in 2013. This is partly because the quality of most private universities in the country, especially the region IV turned out to be quite alarming. As expressed by the Coordinator of Private Universities (Kopertis) Region IV West Java (Java) and Banten, Hakim Abdul Halim said, most of the private universities in the region categorized as unhealthy. In the region IV is 466 PTS active and 16 inactive. The number of courses reached 1,266 units, i.e. 565 units are in the process of accreditation, and 196 units are not filed reaccreditation (Source: <http://www.kopertis12.or.id/2014/03/21/news-education-20-March-2014.html>, Accessed At Date 20 April 2014 At 08.30 pm). So prospective students should be really smart to choose private universities (PTS).

TABLE II. MOST FAVOURITE UNIVERSITIES IN INDONESIA ON 2013

NO	Public Universities	Private University
1	Universitas Indonesia	Universitas Trisakti
2	Univesitas Gajah Mada	Universitas Gunadarma
3	Institut Teknologi Bandung	IT Telkom
4	Institut Pertanian Bogor	Universitas Parahyangan
5	Institut Teknologi Sepuluh November	Ubinus
6	Universitas Airlangga	Universitas Dian Nuswantoro
7	Universitas Brawijaya	Universitas Tarumanagara
8	Universitas Diponegoro	STIE Perbanas
9	Universitas Padjajaran	Universitas Islam Sultan Agung
10	Universitas Sumatera Utara	Universitas Islam Indonesia

^b. (Source: Pusat Data dan Analisa Tempo, 2013:81)

In 2013 hundreds of thousands of students of private universities (PTS) in West Java and Banten threatened to fail to pass due to hampered rules requiring PTS to be accredited. Approximately 70% PTS in the two provinces have not been accredited. Coordinator Coordination of Private Universities (Kopertis) Region IV West Java and Banten -Abdul Hakim Halim said, only about 30% PTS in the region of West Java and Banten accredited. Such conditions threaten the graduation of students, because based on the Law on National Education System (Education), if the predicate of accredited until June 2012 has not been owned by PTS, the PTS concerned are not allowed to pass students. There are hundreds of PTS in West Java and Banten, many still can not meet the standards in terms of educators (faculty), curriculum, to facilities such as laboratories (Source: <http://www.itenas.ac.id/in/page/400-000-student-threatened-not-in-graduation-1205290821>, Accessed Date 16 September 2013 At 11.30 pm).

Some of the reasons used by people when choosing a college, among others, quality graduates, teachers (lecturers) quality, many of it graduates work everywhere, complet campus facilities (physical), affordable tuition fees, the name of the college and so on. If you see the jobs employment now, the conditions are very limited to accommodate all college graduates. Competition is getting tougher to get a job. Therefore, many prospective students and parents expect after graduation will get a job easily. The first thing they consider about a college is looking for a college that it graduates can easy to get a job.

Further factors into consideration next is the lecturers. Qualified lecturers are expected to produce high quality graduates who can compete in getting a job. Outstanding campus facilities, affordable cost, and the graduates work everywhere. These three factors are assessed as having the same importance. Campus facilities are often used as a promotion by campus assessed can guarantee quality graduates. However, diverse socio-economic conditions in communities makes them think rationally in choosing a college, although in the initial consideration refers to the

quality of graduates. In addition, many alumni who work in various places expected to woke a networking that making it easier for graduates in finding jobs. The interesting thing in this survey is the influential factor of state universities. PTN status is still a consideration to the prospective students or parents (Center for Data and Analysis Tempo, 2013: 91)

Some of it shows the problem of not optimal brand momentum colleges in West Java. Brand momentum-a growth potential of the brand in the future (Nigel Hollis, 2008). Brand momentum can reveal how customers choose and stay loyal to your products and services. Brand momentum as a conceptual framework to capture the mind-set of customers, and as a marketing dashboard / control panel to manage your differentiation and loyalty in the context of people's expectations during the life cycle of the product (Ron Ricci and John Volkmann, 2003: 1). Consumers who are considering the purchase, scanning selection of products and / or services and develop a set of considerations, they developed a brand hierarchy based on their assessment of the price, product or service features, and brand name. Usually, they choose the brand at the top of their hierarchy, they will be loyal to the brand (Source: <http://www.sdr-consulting.com/branding3.html>, Accessed April 2, 2014, At 10.30WIB)

Therefore, a unique product can communicate the brand personality, set of values, and in many ways, a brand message speaks louder than can be done by print ads or TV ads whatsoever (Mike Moser, 2003: 96-97). Positive or negative of brand momentum on the market as an element which may be described as a carry-over (transfer) of the brand name, advertising or consumer's prior experience to the product (Philip R. Cateora and Lee Richardson, 1967: 362)

Brand element is the visual tools and sometimes physical shape that serves to identify and distinguish the company's products or services (Kotler and Waldemar Pfoertsch, 2006: 92). The different components of the brand that identifies and distinguishes is the brand elements. Brand elements come in various forms (Keller, 2013: 30). Brand and interpretation of the brand is so important for business people in the competition. The unique characteristics of modern marketing relying on brand creation discriminatory. Marketing research conducted to help identify and develop the foundations for a brand differentiator. Unique brand Interpretation has strengthened the use of various product attributes, name, packaging, distribution strategies, and advertising. The idea has shifted from commodities towards branded products, thus reducing the importance of price in purchasing decisions by distinguishing the basic feature (AB Susanto, 2004: 8)

Aida O 'Curry (2006) also argues that the brand can solve the problem (Aaker, 1996), and for a sustained period of time, they can begin to develop a "brand momentum" (Benson and Kinsella, 2004). Momentum can help provide a high value of brand awareness among target customers. It can also bring positive publicity that support the financing of the marketing efforts. Brand momentum cannot be dictated as it happened in the minds of consumers that can only be managed. This is done by careful measurement of the effectiveness and responsiveness of consumers to marketing communications and how the brand continues to show it to the competitors.

While Thomas R. Duncann and Sandra Moriarty (1997) found strong brand relationship is a plus and a way to sustain growth.

The marketing mix is a set of tactical marketing tools that combined by the company to produce the desired response in the target market. The marketing mix consists of all the actions that can be done to influence demand for their products (Kotler and Armstrong, 2012: 51). Marketing mix education services consist of: (1) Product Services, (2) Tariff, (3) Place / Location Services, (4) Promotion, (5) Person / Participant, (6) Physical Infrastructure, and (7) Process (Buchari Alma and Ratih Hurriyati, 2008: 154)

Here are some of the marketing mix programs conducted by universities in West Java such as ITB cooperates with dozens of universities, both in Asia and Europe. This strategy is also a form of promotion of ITB to be more known in many countries. All the steps that need to be done, considering the "marketability" ITB compared with a number of other universities in Indonesia is weak. Especially among colleges that have the faculty of medicine, agriculture or fisheries. Faculty of Medicine, for example, are seen as having its own allure as likely to be developed through a variety of studies on the treatment of typical diseases frequently encountered in tropical areas. Or appeal in the fields of agriculture and fisheries. In the eyes of the world, Indonesia is well-known by the richness of exclusive natural resources. All that is certainly interesting to learn. In contrast to ITB, as a university that examines issues of technology, of course, will not compete with other well-known universities, especially those in developed countries, because learning about machine, anywhere is the same. (Source: [http:// www. Majalahtrust.com/bisnis/strategi/1532.php](http://www.Majalahtrust.com/bisnis/strategi/1532.php), Accessed At Date January 1st 2011, At 14:44 pm).

After conducting several meetings with faculty leaders, finally UNPAD not require free disabilities in SNMPTN 2014. That is, those that have a physical disability may apply to the all study program offered by UNPAD. Vice dean of Learning and Student Affairs, Prof. Dr. H. Engkus Kuswarno, MS said that originally the entire study program (45 Prodi) still requires disabilities free (free of disability or physical disability candidates can not register). In the letter dated March 10, 2014, leaving 21 UNPAD Prodi (number Prodi on Saintek group) still provide free color-blind condition for registration SNMPTN 2014. (Source: [http://www.kopertis12.or.id/ 2014/03/21 / news-education-20-March-2014.html](http://www.kopertis12.or.id/2014/03/21/news-education-20-March-2014.html)7, Accessed At Date July 10th, 2014 At 13:41 pm)

Private Universities (PTS) in West Java will be allocated the development of the New Lecture Room (RKB) from the Government of West Java Province. For the year 2013, the Governor of West Java plans to allocate Rp 300 million for each PTS in West Java that amounted to 350 institutions. In total approximately US \$ 100 billion. Each got about three new lecture rooms. The program is a continuation of improving the quality of education in West Java, especially the construction of the New lecture rooms (Source: http://jabarprov.go.id/index.php/news/5447/Heryawan_Siapka

n_100_Miliar_Bangun_RKB_PTS, Accessed date of March 19, 2014 At 15:00 pm).

A total of 30 universities in West Java and West Java provincial government signed the MoU of Thematic Field Work Experience program (KKN). The signing was done by West Java Governor Ahmad Heryawan and university leaders. Thematic KKN is KKN that it orientation activities program addressed to the chronic problem that needs problem solving through 40 thematic activities (Source: Accessed At Date July 18, 2014 at 12.30 pm)

Based on this background, it is necessary to research on: The Influence of Brand Element and Education Services Marketing Mix to the Brand Momentum of Higher Education in West Java

II. LITERATURE AND HYPOTHESES

A. Brand Elements

Based on Law Trademark No. 15 of 2001 Article 1 Paragraph 1 in Fandy Tjiptono (2008, p. 347) states that "the brand is a sign in the form of images, names, words, letters, numbers, color composition or combination of these elements having distinguishing features and used in the trading of goods or services ". Brand is often determined by its unique design, symbol, word, or combination, which is used to make expressions, identify and differentiate products from competitors (Nancy L Zimpher, 2013, p. 5).

The key to creating a brand is to be able to choose a name, logo, symbol, design packaging, or other characteristics that identify the product and distinguish it from the others. The different components of the brand that identifies and distinguishes is the brand elements. Branding elements come in various forms (Keller, 2013, p. 30)

Brand Element is the visual devices and sometimes physical shape that serves to identify and distinguish the company's products or services (Kotler and Waldemar Pfoertsch, 2006, p. 92). Element (brand element) is a means of giving trade names that identify and differentiate the brand (Kotler and Keller 2009, p. 269). "Brand element, sometimes called brand identities, are those trademarkable devices that serve to identify and differentiate the brand" (Keller, 2013, p. 142).

Kotler and Keller (2009, p. 269) and Keller (2013, p. 142) describes in general there are six criteria of brand elements, among others: (1) Memorability, (2) meaningfulness, (3) likability, (4) transferability, (5) Adaptability, (6) Protectability. While this type of brand elements consist of: (1) Brand Names, (2) URLs (Uniform Resource Locators), (3) Logos and Symbols, (4) Characters (5) slogans, (6) Jingles, (7) Packaging.

B. Education Services Marketing Mix

The marketing mix is a combination of products, distribution systems, pricing structure and promotional activities (Ashok Jain, 2009, p.77). "Marketing mix is the set of tactical marketing tools-product, price, place, and promotion-that the firm blends to produce the response it

wants in the target market" (Kotler and Armstrong, 2014, p. 76). The marketing mix is a set of marketing tools used controlled institutions to manufacture / produce the desired response from the various target markets (Jonathan Ivy, 2008, p. 289). While the marketing mix elements of education are educational organizations that can be controlled by the organization in communicating with learners and will be used to satisfy learners. (Buchari Alma and Ruth Hurriyati, 2008, p. 154)

The marketing mix consists of all the things that can be done to influence the demand for its products. According to Kotler and Armstrong (2014, pp. 76-77) all of these various possibilities can be grouped into four groups of variables called "four P's": (1) product means the combination of goods and services offered to the target market. (2) Price is the amount of money that must be paid by the customers to obtain the product. (3) Place includes company activities that make the product available for targeted customers. (4) Promotion means activities that deliver the benefits of the product and persuade customers to buy it.

Marketing mix of education according Buchari Alma and Ruth Hurriyati (2008, p. 154) consists of: (1) Product Service (The Service Product), (2) Tariff (Price), (3) Place / Location Services (Place / Service Location), (4) Promotion (Promotion), (5) Person / Participant (People), (6) Physical Infrastructure (Physical Evidence), (7) Process (Process). While Jonathan Ivy (2008, pp. 292-295) stated that the Business School 7P Marketing Mix consists of: (1) Premiums, (2) Prominence, (3) Promotion, (4) Prospectus, (5) Price, (6) Programme, (7) People

C. Brand Momentum

Classical definition of momentum is a push by the movement (Concise Oxford Dictionary). In the world of science and statistics, momentum is a physical property that is measured by how long it takes the substance / substance movement and rest. In the world of branding, momentum has significance / meaning unique. Our intuition leads us to create a brand with the potential for tremendous momentum. which gathers speed as when they operate, which never completely come to a halt. Until now, we just feel how important this kind of energy to be able to build a brand. Finally, through careful study and analysis, we have found that "the brands we define as" elite "brands really do have the greatest momentum" (James R. Gregory, 1998, p. 3)

Momentum / mo • men • tum // Momentum / n 1 the right time; 2 Fis magnitude related to the magnitude of objects equal to the product (multiplication) the mass of moving objects and their speed; quantity of motion; 3 chance: if - as large as it is not used, it is unfortunately (Source: <http://kbbi.web.id/momentum>, Accessed On September 1, 2014, 10:00 pm)

Ron Ricci and John Volkmann (2003, p. 1) states that in order to reveal how customers choose and remain loyal to the products and services, they introduced a brand momentum both as a conceptual framework to capture the mind-set of customers, and as a dashboard / control panel marketing to manage differentiation and loyalty in the context of people's

expectations during the life cycle of the product. While Nigel Hollis (2008) revealed that the risk of brand or discount rate and several related indexes expressed in what we call the brand momentum. Momentum brand is a relative index of short-term growth of the brand on the short-term growth rate of the average of the competing brands.

Momentum brand is a tangible force or coerce brand advantage by running a series of successful events (David C. Dunn, 2004, p. 62). Momentum brand is the ability to help grow the brand in both the strategic and tactical levels in existing and new markets (Source: <http://www.brandmomentum.ca/services/strategicandtacticalsales/>, Accessed Date May 25, 2014 At 12.00 am)

Ron Ricci and John Volkmann (2003, p. 42-57) states that the momentum is also located around digital products. Product seem never move in any direction in absolute terms for more than four out of five years. It is not only the pace of technological advances; speed evolution of value points - for example, chips, operating systems, software applications, networks, servers, printers, storage, video game platforms, and many others-which brings partner companies and venture capital to the market. Digital product model is intrinsically dynamic and momentum comes from the field of mechanics and the study of dynamic conditions. Best of existing, already has a formula momentum associated with it - Mass x Velocity. Velocity is divided into two discrete components, namely the direction (direction) and velocity (speed), we translate the formulas into the equation that better explain the dynamics of the digital mind-set that Momentum = Mass x Speed x Direction. Where (1) Mass is the value proposition of a product and its role in the industry value chain, (2) Speed is the company's ability to "get there" sooner or maintain the pace of technological change, (3) Direction is the process of customers to trust the ability of the brand to identify and articulate and market position in the future.

D. Hypothesis

The hypothesis can be interpreted as a temporary answer to the problems of the research until it is proven through the data collected (Sugiyono, 2003, p. 38).

$$H_0: \gamma_{1.1}, \gamma_{1.2} = 0$$

Brand elements and education service marketing mix does not affect the universities brand momentum either simultaneously or partially

$$H_1: \gamma_{1.1}, \gamma_{1.2} \neq 0$$

Brand elements and education service marketing mix affect the momentum of brand universities either simultaneously or partially

III. RESEARCH METHODS

This research is descriptive and verification with the research method used was survey method. The data used are

primary data and secondary data. The population in this study were college students active force in 2008-2012 at public and private universities in West Java as many as 540.087 college students with a sample size of 400 respondents. Hypothesis testing is done by using SEM (Structural Equation Modeling).

IV. RESULTS AND DISCUSSION

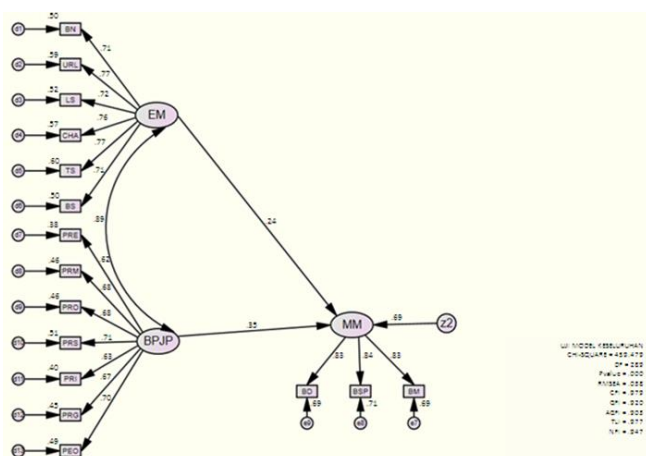


Fig. 1. HYPOTHESIS TEST RESULTS

Description:

EM = Brand Elements	BPJP = Marketing Mix Education Services	MM = Brand Momentum
BN = Brand Name	PRE = Premiums	BM = Brand Mass
URL = Uniform Resource Locator	PRM = prominence	BSP = Brand Speed
LS = Logos and Symbols	PRO = Promotion	BD = Brand Direction
CHA = Characters	PRS = Prospectus	
TS = tagline (or slogan)	PRI = Price	
BS = Brand Story	PRG = Programme	
	PEO = People	

The test results showed that the level of Brand Momentum (MM) is positively influenced by the high and low Brand Element (EM) and Educational Services Marketing Mix (BPJP), it can be seen from the path coefficient (SRW) > 0. The magnitude of the effect of Brand Elements (EM) and the Marketing Mix Education Services (BPJP) on Brand Momentum (MM) respectively 0.239 and 0.351 for 31% high and low variations that occur on Brand Momentum (MM) can be explained jointly by Brand Element (EM) and Marketing Mix Education Services (BPJP). The rest of 69% is the influence of other variables that are not described in the model.

Estimates for the structural equation model of MM are:

$$MM = 0.239 EM + 0.351 BPJP + 0.69 z2$$

The test results influence brand elements (EM) to the momentum of the brand (MM) shown by analyzing the value of regression (regression weights analysis of structural equation modeling) where CR and a P value of the results if

the data compared with the limits of statistically required is for the value of CR > 1.978 and for value P < 0.05. Influence of brand elements (EM) on Brand Momentum (MM) has standardized estimate (regression weight) of 0.239 or 23.9% with CR value 2.648 > 1.978 and P 0.008 < 0.05, which means that Brand Element (EM) significantly affects Brand Momentum (MM). A positive value indicates that the university has considered elements of the brand well in general tend to have a better brand momentum.

TABLE III. DIRECT EFFECT BRAND ELEMENT (EM) AND SERVICES MARKETING MIX OF EDUCATION (BPJP) ON BRAND MOMENTUM (MM)

	Direct Impact	Indirect Impact		Total
		EM	BPJP	
MM ← EM	0.239	-	-	0.239
MM ← BPJP	0.351	-	-	0.351

^c. (Source: The results of data processing)

Universities in West Java is expected that more consumers involved in the activities of the universities thereby increasing consumer preference of universities. As expressed by Philip R. Cateora and Lee Richardson (1967, p. 362) that "momentum" brand positive or negative on the market as an element which is described as a carry-over (transfer) of the brand name, advertising or consumer prior experience with the product. "Momentum" is the difference between the market share of products and the share of consumer preferences when they are measured simultaneously. This is clearly not under the direct control of the people who planned it, but they can note their existence, measure and plan that fits their spending.

Brands can solve the problem (Aaker, 1996), and for a sustained period of time, they can begin to develop a "brand momentum" (Benson and Kinsella, 2004). Momentum can help provide a high value of brand awareness among target customers (Aida O 'Curry, 2006). As for the other factors in addition to brand elements that could be expected to affect the momentum of the brand one variable among others brand attitude (Lei Ye, BBA, MBA, 2008)

While the test results influence the marketing mix education services (BPJP) to the momentum of the brand (MM) shown by analyzing the value of regression (regression weights analysis of structural equation modeling) where CR and a P value of the results if the data compared with the limits of statistically required is for the value of CR > 1.978 and for a value of P < 0.05. Influence Marketing Mix Education Services (BPJP) on Brand Momentum (MM) has standardized estimate (regression weight) of 0.351 or 35.1% with CR value 8.517 > 1.978 and P *** < 0.05 means the Education Services Marketing Mix (BPJP) significantly affects Brand Momentum (MM). A positive value indicates that the university has considered education service marketing mix well in general tend to have a better brand momentum.

Universities in West Java are expected to further improve program marketing mix education services as input / energy to increase the momentum of the brand because of the momentum of the brand can not be dictated and occur in the minds of consumers that can only be managed, as expressed by Alan Bright and Phil Parr (2008, p. 84) that the momentum

is continuous movement in one direction and rely heavily on the input of energy to maintain it. So consistency and continuous input is needed to maintain the momentum of the brand.

V. CONCLUSIONS

A. Conclusion

Based on the descriptions theory, the data processing and analysis of data that has been stated previously, the authors draw the following conclusion:

1) *Elements brand colleges* in West Java rated high in the level of ability to build the brand through the use and / or utilization of brand elements.

2) *The marketing mix college education services* in West Java highly rated, meaning that the use and / or implementation of the marketing mix in higher education in West Java can meet the needs and desires of students.

3) *Elements of the brand and the education service marketing mix* affect the momentum of the brand, which the education service marketing mix has a more dominant influence compared to the influence of the brand element in enhancing the brand momentum of the college. Dimensions prospectus, people, prominence, promotion giving dominant contribution.

B. Recommendations

1) *Universities in West Java are expected to continue to increase: the ability in solving (problem) studies of college students, creating and / or managing the transition education services market and make it as excellence of universities and the ratio / comparison of distinguishing the products and / or services universities in West Java with other universities.*

2) *In the future is expected to no longer interested in doing research with the traffic unit of analysis such as banking, manufacturing and so on. Or are interested in doing research other factors that affect the momentum of the brand.*

References

- [1] Aaker, D A. (1996). "Building Strong Brands". New York: The Free Press. Alih Bahasa Oleh Aris Ananda. (1997). Manajemen Ekuities Merek. Jakarta: Spektrum
- [2] A.B. Susanto, Himawan Wijarnako. (2004). Power Branding: Membangun Merek Unggul dan Organisasi Pendukungnya. Jakarta: Quantum Bisnis & Manajemen. PT Mizan Publika.
- [3] Aidan O'Curry. (2006). A Study Into Developing Strategies For Internationally Competitive Irish-Owned Consumer Brands. (Thesis). Dublin Institute of Technology. Follow this and additional works at: <http://arrow.dit.ie/busmas>. Part of the Advertising and Promotion Management Commons. Dublin Institute of Technology. ARROW@DIT.
- [4] Alan Bright and Phil Parr. (2008). Step Away From The Crayons: Building A Strong B2B Brand. UK: Troubador Publishing Ltd.
- [5] Ashok Jain. (2009). Principles of Marketing. India. V.K. New Delhi: Enterprises
- [6] Buchari Alma dan Ratih Hurriyati. (2008). Manajemen Corporate dan Strategi Pemasaran Jasa Pendidikan. Bandung: Alfabeta.
- [7] Bret Kinsella and Joseph Benson. (2005). Brand. Momentum. Speed. VOL. 21 NO. 7 2005, pp. 3-4, Q Emerald Group Publishing Limited, ISSN 0258-0543 j STRATEGIC DIRECTION j PAGE 3-4.
- [8] Dave C. Dunn (Ceo e-agency). (2004). Branding: The 6 Easy Steps. Cameron Street Press
- [9] Denis Rudd & Richard Mills. (2008). *Expanding Marketing Principles For The Sale Of Higher Education*, Contemporary Issues In Education Research, Third Quarter 2008, Volume 1, Number 3.
- [10] Drost, J. (1990). Untuk Apa Perguruan Tinggi Didirikan, dalam Prisma No. 1 Tahun 1990, Jakarta: LP3ES
- [11] Fandy Tjiptono. (2008). Strategi Pemasaran. Yogyakarta: Andi.
- [12] _____,Gregorius Chandra, Dedi Adriana. (2008). Pemasaran Strategik. Yogyakarta: Andi.
- [13] James R. Gregory. (1998). *The Impact of Advertising on Brand Momentum*. Corporate Branding, LLC. Stamford, CT 06902.
- [14] Jonathan Ivy. (2008). *A New Higher Education Marketing Mix: The 7Ps For MBA Marketing*. Birmingham City University. Birmingham. UK. International Journal of Educational Management Vol. 22 No. 4, 2008 pp. 288-289 © Emerald Group Publishing Limited.
- [15] Kevin Lane Keller. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. England: Perason Education Limited.
- [16] Lei Ye, B.B.A., M.B.A. (2008). The Impact Of Gender Effects On Consumers' Perceptions Of Brand Equity: A Cross-Cultural Investigation. Dissertation. University Of North Texas.
- [17] Mike Moser. (2008). United We Brand: Menciptakan Merek Kohesif yang Dilihat, Didengar, dan Diingat. Jakarta: Erlangga. (Indonesian Translation).
- [18] Nancy L Zimpher. (2013). Brand Guidelines. The State University of New York
- [19] Nigel Hollis. (2008). The Global Brand: How to Create and Develop Lasting Brand Value in the World Market. New York: Millward Brown.
- [20] Philip Kotler & Kevin Lane Keller. (2009). Manajemen Pemasaran Edisi Ketiga Belas. Jakarta: Erlangga.
- [21] _____, and Kevin Lane Keller. (2009). Marketing Management 13th Edition. New Jersey-America: Pearson International Edition.
- [22] _____, and Amstrong. (2012). Principles Of Marketing 14ed. USA: Pearson Education.
- [23] _____, Waldemar. (2006). B2B Brand Management. Jerman: Springer.
- [24] Pangkalan Data Pendidikan Tinggi. Direktorat Jenderal Pendidikan Tinggi. <http://forlap.dikti.go.id/> dan <http://pdpt.dikti.go.id/>
- [25] Pikiran Rakyat Tanggal 08 April 2010
- [26] Philip R. Cateora and Lee Richardson. (1967). Readings In Marketing: The Qualitative And Quantitative Areas. New York: Meredith Publishing Company.
- [27] Pusat Data dan Analisa Tempo. (2013). Panduan Memilih Perguruan Tinggi 2013. Jakarta: Pusat Data dan Analisa Tempo
- [28] Ron Ricci and John Volkmann. (2003). Momentum: How Companies Become Unstoppable Market Forces. US: Harvard Business School Press.
- [29] Sugiyono. (2012). Metode Penelitian Kualitatif Kuantitatif dan R&D. Bandung: Alfabeta.
- [30] _____. (2008). Metode Penelitian Bisnis. Bandung: Alfabeta.
- [31] Thomas R. Duncan, Sandra Ernst Moriarty. (1997). Driving Brand Value: Using Integrated Marketing To Manage Profitable Stakeholder Relationships. USA: McGraw-Hill.
- [32] Undang-Undang Nomor 12 Tahun 2012 Tentang Pendidikan Tinggi
- [33] <http://www.majalahtrust.com/bisnis/strategi/1532.phpm>, diakses 01/01/2011, jam 15:04WIB
- [34] <http://www.kopertis12.or.id/2014/03/21/berita-edukasi-20-maret-2014.html>, Diakses Pada Tanggal 20 April 2014 Pukul 08.30 WIB.

- [35] <http://www.kopertis12.or.id/2014/03/21/berita-edukasi-20-maret-2014.html>, Diakses Pada Tanggal 10 Juli 2014 Pukul 13:41 WIB
- [36] <http://www.itenas.ac.id/in/page/400-000-mahasiswa-terancam-tidak-di-wisuda-1205290821>, Diakses Tanggal 16 September 2013 Pukul 11.30 WIB
- [37] <http://www.sdr-consulting.com/branding3.html>, Diakses Tanggal 2 April 2014, Pukul 10.30 WIB.
- [38] http://jabarprov.go.id/index.php/news/5447/Heryawan_Siapkan_100_Miliar_Bangun_RKBPTS, Diakses tanggal 19 Maret 2014 Pukul 15.00 WIB
- [39] <http://tes.telkomuniversity.ac.id/article/pemerintah-jawa-barat-dan-perguruan-tinggi-tandatangani-mou-program-kuliah>, Diakses Pada Tanggal 18 Juli 2014 Pukul 12.30 WIB
- [40] <http://kbbi.web.id/momentum>, Diakses Pada Tanggal 1 September 2014, Pukul 10.00 WIB
- [41] <http://www.brandmomentum.ca/services/strategicandtacticalsales/>, Diakses Tanggal 25 Mei 2014 Pukul 12.00 WIB