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[Completely Unique Post Graduate- Faculty of Economics and Business, University of Persada Indonesia Y.](#) [Completely Unique Post Graduate- Faculty of Economics and Business, University of Persada Indonesia Y.](#) [Unique The private universities in a flexible system for faced the industrial 4.](#) [Unique Odecade of being always changing in Jakarta.](#) [Unique The marketing research has built from confirmed the model of Analysis on pursuit of a](#) [Unique The research was conducted with confirmatory strategic research design, of structural equation hybrid modeling.](#) [Unique great interaction each other and price perception influences to superior and energizer value of consumer.](#) [Unique The value of consumer affects to decide.](#) [Unique Furthermore loyalty and character building lead to pursuit of a sustainable competitive advantage.](#) [Unique Great process, Future exchange and long lasting](#) [Unique The universities on this decade of globalization many faced problems of pertaining to the support](#) [Unique of the government and problems independence of institutions in general.](#) [Unique Furthermore the perspective from \(Alzyoud and Hani, 2015\), the universities having many issue have to](#) [Unique expansion widely , the decline in spending the cost of the government budget which supports to](#) [Completely Unique the institutions, diversify a source of financial that would be difficult and commercialization , toward international](#) [Unique](#)

competition , and improve entrepreneur character of an institution, a change by information and communication technology **Unique** and ability and accommodating adaptation curriculum against market requirement. **Unique** Thus on the digital era modern on a network social relations have an important role **Unique** and capacity for organization that conducted form a new in social communication in every day **Unique** and looking for an increase in productivity and competitiveness on institutions (Mendoza and Heredero, 2015). **Unique** The characteristics of emerging phenomena in this decade by Yadav (2018), in marketing may include **Unique** of substantive contexts with newest innovation in technology, new methods of selling and how firms **Unique** The marketing research about the competitive advantage were have many different field and having some **Unique** heterogeneously that could be an aim for many institutions to pursuit the financial performance (Della **Unique** Finally the customer gap, that the customer expectation and perception should be identical that the **Unique** private universities could pursuit for the competitive advantage in market position. **Unique** (Hunt, 2015) This research would fulfill the gap with the hybrid model in marketing research **Completely Unique** that it could increased the strong competitiveness for among private universities. **Unique** This section looks at the various definitions role of model of segmentation behavioral and price **Unique** perceptions on consumer value, also marketing 3. **Unique** 0that influence to increase purchasing and loyalty and supporting pursuit of a sustainable competitive **Unique** advantage from institutions in private universities at Jakarta. **Unique** Furthermore, the structure and foundation of R-A Theory, that describes the process of competitions would **Unique** Specifically, the categorized of the resources as; **Unique** financial, physical, legal, human, organizational and informational. **Unique** The Role of Behavioral Segmentation and perceptions on Price, Character Building and the Connection in **Unique** Higher Education for Increase Consumer Value and implication on Purchase **Unique** The behavioral segmentation divide consumer into groups on the basis pertains: **Unique** The good knowledge, An attitude and the consumer respond (Kotler and Keller, 2013) The dimensions **Unique** of knowledge from behavioral segmentation from research result according to Trivedi, et al (2008) show **Completely Unique** a long term relationship with the consumer that pursuit great consumer value. **Unique** Thus, the competitive price would attract the consumers that It could be contribute the margin **Unique** for the institutions (Griffin and Ebert, 2007). **Unique** The perception of the price list could decide to pertains 2 main dimensions i. **Unique** The quality of consumer perception tended to prefer products and to purchase expensive. **Unique** Consumer perceptions on the quality of products affected by their perception against the name, brand, **Unique** the name of a shop, warranty is given the state that produces of these products. **Unique** Perceived monetary sacrifice, perception of the price in general consumers considers that the price is **Unique** money spent on get a product Rangkuti (2009). **Unique** Thus, the consumers were connected could be conduct with the social media on an even **Unique** that they were promote to other consumer in a joint together (Susilo and Yulius, 2013). **Unique** This, the “dna” of the institutions would be reflect about the identity brands in social **Unique** Brand with dna unique will continue to build the institutions’ characters. **Completely Unique** The marketers were must understand about the consumer value that reflected and be evaluated by **Unique** their image, that it have the four aspects that divided; **Unique** Form, Place, Time and Ownership (Bennett, 2010). **Unique** The competitive marketing strategic focus from entire institutions for increase the customer value that the **Unique** dimensions into focus of marketers to the wishes of consumers in performing an action the **Unique** The concept products, situation, the purchase by the consumer and an act by the consumer **Unique** Thus, the consumers were be a loyalty have some indicators that it could be included; **Unique** the repeat purchase, the purchase across product line, would refers others, and could immunity from **Unique** Character Building Authentic and The Role of the Connection to Create Consumer Value **Unique** The consumer ways to earn back

consumer confidence is to embrace what are called new **Unique** system consumer confidence that is horizontal character. **Unique** Furthermore, the consumers were could be appreciated about; **Unique** the co-creation, the community, and the characters. **Unique** An important elements that should appear in character building was to: **Unique** the respect, care, responsibility, and knowledge institutions should strive to the brand real and give **Unique** experience in accordance with their condition that has been launched in the process of an **Unique** introduction to consumers, not just in the advertise Kotler and Keller (2013). **Unique** Thus, the brand could be connecting to the people, brand need to develop a “dna” **Unique** authentic and it would be reflect this identity owns the in social network consumers. **Unique** So, the way that they were connected may take social media and contact directly to **Unique** a even performance was aimed to promote together (Susilo and Yulius , 2013). **Unique** Than dimensions of loyalty consumers that an asset companies is important, this can be seen **Unique** of the characteristics of present, according to the Griffin (2003), and the dimensions of loyalty **Unique** Repeat purchase of products and services, (2). **Unique** Purchase another product line and services, and (3). **Unique** Recommended products and services on the other potential consumer. **Completely Unique** Furthermore, according to in Mas’ud (2004), stated that the organizational competitiveness could be measured with **Unique** The perception of price as a conceptual variables has been defined to include pertains such **Unique** as time, effort, and search that define the cost or sacrifice in the consumption experience **Unique** Meanwhile the research conducted by, Trivedi (2008) that the behavioral segmentation variable from the institutions **Unique** as well as the consumer pursuit consumer value for the institutions. **Unique** According to Kovalev (2014), that the value information on segmentation in an effort to create **Unique** the market of a niche by well database could be helped for the institutions as **Unique** The research finding with Meyer et al. **Unique** (2013), that the purchase confirmed on perceptual loyalty consumers in the institutions. **Unique** (2013) states that the act of purchasing by the consumers were into focus institutions could **Unique** The reliable purchase would be the centered of this research cause the many consumers were **Unique** doing some process for buying, at the beginning by understanding about their need, the sources **Unique** of information, doing some evaluation and than purchasing also making evaluating that they did. **Completely Unique** The hybrid model for research analysis about the evaluation superior and the unique consumers value **Unique** Hypothesis for inquiry hybrid model of provided base from research result Aima, Surip and Susilo **Unique** (2015) conducted with strategic confirmatory hybrid model research found that communitization marketing 3. **Unique** 0and behavior segmentations consumer confirmed increasing the consumer value on the institutions. **Unique** Furthermore, the connected with consumers would be the well communicated impact on valuable to the **Unique** Thus, the result from Goebel et al. **Unique** (2013), the founded would be to indicated tha a role of communications to enhance the **Unique** The network social relations were be increase in productivity and competitiveness due institutions (Mendoza and **Unique** The deductive learning conducted from among result research above, provided the hypotheses that inquiry in **Unique** this study pertains (There is an influence of): **Unique** the segmentation on the superior and the unique consumer value. **Unique** the rational perception of price on the superior and the unique consumer value. **Unique** the superior character of building the institutions on pursuit of the sustainable competitive advantage. **Completely Unique** the strict intensity of comunitization on the superior and the unique consumer. **Unique** the strict intensity of comunitization on the reliable purchase. **Unique** the strict intensity of comunitization on pursuit of a sustainable competitive advantage. **Unique** the superior and the unique consumer value on the reliable purchase. **Unique** the reliable purchase on the sustainable of loyalty in institutions. **Unique** the sustainable on loyalty in institutions on pursuit of a sustainable competitive advantage. **Unique** Research Goal, Participants,

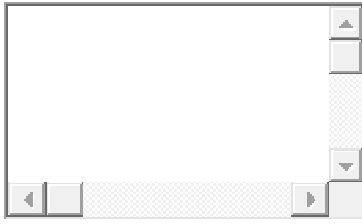
Instrument, Data Collection and Research design **Unique** The specific aims on pursuit of a sustainable competitive advantage from private universities at Jakarta **Unique** that conducted with the respondents were 145 students that it was met to according Ghozali **Unique** and Fuad (2012) and Ferdinand (2014) that estimation use that conduct with structural model equations. **Unique** The instrument was used in this study conducted with the questionnaire with the technique of **Unique** agree-disagree scale- bipolar adjective that have interval scale data (Ferdinand, 2014), and that conducted base **Unique** This research was conducted for the marketing research with an approach design marketing with the **Unique** strategy of confirmatory and structural modeling- full model hybrid analysis from the structural equation modeling. **Unique** The two-step was procedure that it was followed here to reduces the number of interpretational **Unique** that conducted for the concepts of variables with their dimensions that it was used 2nd **Unique** The syntax was used to generate the input matrix and conducted for among dimensions correlated **Unique** test (Grewal, at al,1998, Hair et al. **Unique** 1998, Wijanto, 2007, Ghozali and Fuad, 2012, Susilo and Yulius, 2013, Munro (2001). **Unique** An estimation hybrid model was done with the method of limited information techniques with two **Unique** stage least square used for gain starting of the value for maximum likelihood estimation method. **Unique** The type of data required according to Ghozali and Fuad (2012) and Munro (2001), SEM **Unique** requires statistical assumptions in SEM, there are three types pertains: **Unique** the first assumptions of normal distribution, although the unstandardized residual test conducted with the Kolmogorov-Smirnov **Unique** 05, but the 145 data were very robust and if that data were needed could **Unique** be transformed by rank cases normal score, regarding the error terms, that data should have **Completely Unique** multivariate normal in SEM, thus although these assumptions was violated, the data was still robust **Unique** when the sample size is too large. **Unique** Second, the test of multivariate outlier by Mahalanobis Distance (d2). **Unique** Third, the homoscedasticity and should have linear relationships, r value must less than 0. **Unique** 80 and the condition Number < 30 and the scatter plot had no certain pattern **Unique** The structural equation hybrid model in this research an equations 1 until 4 below that

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Completely Unique The hybrid model was have the results on the four equations number 5 until 8 **Completely Plagiarized** Hence, the acceptance hypothesis if t value result the outer covering lisrel having t value > **Plagiarized** 96 from predictor variables (Wijanto, 2007, Susilo and Julius, 2013) or t value > 1. **Plagiarized** 96 (Ferdinand, 2014) , that the hypotheses pertains: **Plagiarized** H2, H3, H4 , H6, H7 and H9 were confirmed with t value = 5. **Completely Unique** 57 and then H1, H5 and H8 were not confirmed with t value = -0. **Unique** The significant of the finding of hybrid model would be comparative with other reluts, Wang **Unique** 2011), Arminda and Raposos (2009), Segev et al. **Unique** (2009), Sanchez and Angeles (2006), Ogden et al. **Completely Plagiarized** Furthermore, the theoretical implications from our finding have an important for body of knowledge the **Plagiarized** Resource- Advantage Theory of Competition, as the resources catogorized Finacial (e. **Plagiarized** acces to financial consumer, price perception), Human (e.g. **Plagiarized** ,behaviour segmentation and consumer purchase and consumer loyalty), Organizational (e. **Completely Unique** character building institutions the higher education) and informational (e. **Unique** building connection each other with newest technology). **Unique** Furher, the human characteristics were comaparation with the result from; **Unique** of Viacava and Pedrozo (2010), Goebel et al. **Unique** (2013), Kingsley and Malecki (2004), Stimac and Simic (2012). **Unique** The model was have to indicated the good fit model among variables and hybrid Model, **Unique** An among hypotheses were have the results i. **Unique** H2, H3, H4 , H6, H7 and H9 were confirmed with t value = 5. **Completely Unique** 57 and then H1, H5 and H8 were not confirmed with t value = -0. **Unique** On average, an institutions in the universities would be expect for increase on pursuit of **Unique** a sustainable competitive advantage, that it was could conducted with the unique consumer value and **Unique** more the consumer loyalties also doing well communicate with many consumers at large by newest **Completely Unique** The results was also provide the clear guidelines for the market engagement that it would **Unique** be create the marketing plan for higher education. **Unique** Furthermore, the results were suggest that the superior and the unique consumer lead the value **Unique** on the reliable purchase on the universities. **Unique** Also, the consumers with loyalty were in increase on pursuit of a sustainable competitive advantage. **Unique** Lastly, the results also indicate how a create customer value determine by the competitive price **Unique** Hence, the superior institutions marketing would to lead on pursuit of a sustainable competitive advantage. **Unique** Moreover, the strict intensity of connection each other would be impact on the superior and **Completely Unique** Also, the strict intensity of communicated would increase on pursuit of a sustainable competitive advantage, **Unique** that they were indicated the newest inovation technology should be conducted to make the communicated **Unique** each other between consumers and the higher education. **Unique** The study has have several limitations, which provide for the future reseach on the new **Completely Unique** First, the even study methodology only deductive

argumentation, that could be conducted with mix methods **Unique** Second, we used raw data only in one big City in Indonesia, that could be **Unique** The future research should inquiries into different private universities for entire big cities in Indonesia. **Unique** Furthermore, an inquiry more largely about the brand and image of the institutions (Chinomona et **Unique** The concept variable was more important from Sanchez and Angeles (2006), the target market was **Unique** an interesting for inquiry (Armindia and Raposos (2009). **Unique** The statement of the stimulating customers were be good ideas, Beckers, Doorn and Verhoef (2018), **Unique** and the customers purchasing were more over prediction at large (Gabay et al. **Completely Plagiarized** Finally, the consumers could be well possibility easy to reaching the resources from institutions and **Plagiarized** making the strongly influences to gain the well performance and delivering energizer learning value that