

# Role of Communitization Marketing 3.0 on Purchasing in Higher Education of Postgraduate Institutions in Jakarta

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**Submission date:** 17-May-2019 03:04PM (UTC+0700)

**Submission ID:** 1131933018

**File name:** us\_jurnal\_index-IJEFI-ISSN\_2146-4138-6Agustus2015-New-Dr\_WHS.pdf (819.23K)

**Word count:** 4949

**Character count:** 28263



## Analysis Hybrid Model: An Influencing Marketing 3.0 to Purchasing on Post Graduate Program Institutions in Jakarta

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### **2** ABSTRACT

A concept developed from the influence of marketing 3.0 of the purchase in post graduate institutions of higher education in Jakarta. Research used the quantitative confirmatory method, of structural equation hybrid modeling. Samples used 105 post graduate students at three institutions. Research finding shows confirmatory factors analysis included; building character, communitization, and purchasing, had  $\chi^2$  (1.94, 222.6 and 546.5), goodness of fit index (GFI) (0.37, 0.59 and 0.62) and comparative fit index (CFI) (0.83, 0.88 and 0.89). Furthermore, construct reliability (CR= 0.93, 0.95 and 0.95), had reliable construct variables. Marginal fitting hybrid model with,  $\chi^2 = 82.92$ ,  $P_{value} = 0.00012$ , RMSEA = 0.099, GFI = 0.87, AGFI = 0.80 and CFI = 0.98. The hypothesis; influence communitization marketing 3.0 to the purchasing decision with  $t_{value} = 3.74$ , successfully confirmed then the influence of building character with purchasing decisions with  $t_{value} = 1.04$ , in confirmed, furthermore the influence of communitization and building character marketing 3.0 to purchase decisions simultaneously,  $R^2 = 0.81$  had a good influence. Finally test between the dimensions' variable and has the most superior and significant correlation was connection between the consumer and the dimensions of the situation with a value of  $r(er) = 0.99$ .

**Keywords:** Purchasing, Marketing 3.0, Superior Dimension

**JEL Classifications:** M000

### 1. INTRODUCTION

The role of higher education on post graduate program strategic and having value customers for students in build communities intellectual in Indonesia in the future so institutions post graduate programs have an important role in the efforts to build competitiveness institutions and competitive advantage (Yusoff et al., 2013). Furthermore according to Kotler and Keller (2013) to reach success in the future must marketing to be holistic, build brand stronger through performance than via a promotion and leading electronically as well as through building a system of information and superior communication. Philosophy concept of marketing (Limakrisna and Susilo 2012) aimed at giving satisfaction to needs and consumers so can be a philosophy business stating that consumer needs is a requirement economic and social for competitiveness institutions, in order to get profit in the long run. Futhermore institution prioritize to focus on

customers, and performance institution defined by considering the external factor, namely from target customers which are thruster purchase (Wang and Lo, 2004).

The future marketing success have to be holistic and having department that slender (Kotler and Keller, 2013). Role marketing not just rely on promotion and advertising assorted and in great numbers, but performance marketing a mainstay superior. Then according to research findings Viacava and Pedrozo (2010) to the management in higher education complex perspective required human characteristics and the potential which develops upon human thinking as processor automatic data logically to logic that are developed to consider interaction between emotion and cognition and its environment. An orientation marketing higher education institutions according to Wright (2012), literature marketing delineates marketing - four types of orientation colleges and universities should be fully aware of the potential

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benefits and costs any part of orientation. In orientation marketing a college or university could have a significant impact on all aspects of marketing strategies. So management institution of higher education should be aware of the benefits and costs of various orientations marketing, before deciding. The marketing selected orientation will also have a big impact on the allocation of resources, and interested, college segments and the quality of students after graduation. After higher education institutions of a market structure determine offered, post graduated institutions will be useful to the development program profile to consumers can determine market and generic type of post graduated program (Cravens and Piercy, 2006).

Customer satisfaction positively connected with an intention repurchase, desire to recommend goods and services, loyalty and also the benefits. In relation to customer loyalty, that if the customers satisfied on goods or quality of service, as well as superior value given to consumers, it will improve loyalty consumers. The consumer loyalty or allegiance will do the purchase of products reexamined the same, as well as institutions notify to consumers that other potential, from the words of mouth. As an research result of Curtis et al. (2011) discussing overall loyalty of consumers pertaining to significantly to the act of purchasing repeated and level customer satisfaction, when customer satisfaction correlated on purchase. Next so many cases competitiveness higher education institutions the weak at the size competitiveness organization (organizational competitiveness) covers an aspects: (1) Work environment less conducive, (2) design jobs not scheduling well, (3) innovation program development magister and learning processes, (4) management technology applied still not integrated, (5) management quality of being is still less reliable (6) indicators a quality that standard. Competitiveness superior institutions could supported by loyalty, according to research Curtis et al. (2011) and Nazir et al. (2014), stating that loyalty and purchase had strong impact and positive.

Consumers normally attend a decision purchase, start of the stage understand the need for education, seek for information about Institute of Post Graduated Program, then do identification and evaluation an alternative program and finally decided one program. According to Cravens and Piercy (2006), when experience and consumer information from higher education insufficient in consumer determines any decision purchase, then study indispensable for identification and describe consumers and prospects. From the description the hence to do research regarding: model hybrid an influence marketing 3.0 of the purchasing on institution post graduate program in Jakarta. The formulation of problems in study it consists of a model hybrids: (1) Is there the influence of building character and communitization marketing 3.0 on the purchase of consumers? (2) whether there was an association between the dimensions of variable that is significant influential? research purposes under study it consists of a model hybrids: (1) To knowing there's the influence of building character and communitization marketing 3.0 of the decision of the purchase of consumers institution post graduate program in Jakarta, (2) to know is correlation between the dimensions of variable that is significant influential. Benefit research it contributes the empirical and information as strategic decision-making to the post graduate

institutions with regard to institutional models hybrids that fit and information being valid and significant of dimensions between variables research.

## 2. LITERATURE REVIEW

### 2.1. Marketing 3.0: Role Building Character Institution and Communitization to Correlation on the Consumer

The consumers' trust according to Kotler and Kartajaya (2010), means reclaim consumer confidence is by embracing the so-called with the new belief system consumers, who are horizontal. Consumers currently collect community itself will create products and experience them alone and seeks only character who admires outside their community. But after they find it, they would become vassals of the faithful. Consumers getting appreciate co-creation, communitization, and characters. An important elements keep it in character building was: (1) Respect, (2) attention, (3) full responsibility, (4) knowledge. To keep credibility institution do promotion with advertising, then institution must satisfy a condition reality that is right at between ad with fact the original. In the world of consumer horizontally, lost its credibility mean the loss the grid potential customers, so that will affect the institution forward and sustainable. Next the future marketing is horizontally, not vertical. The future marketing will partly formed by development currently and partly by force the long run. To brand can connecting to human, brand need to develop a DNA authentic at the heart of differentiation them. This DNA reflect identity brands in social network consumers. Brand with DNA unique will continue to build the character (Kotler and Kartajaya, 2010).

Consumers having the nature of a base as creatures social always interact among consumer products, with the same brands for the sake of some advantage hoped. Consumers with lifestyles on certain brands always connected with their communities to create a mutual social into a consumer brands group based on the same. The way that they connected can use the social media as well as direct contact on an even was aimed to promote a joint together (Susilo and Yulius, 2013). Furthermore according to Kotler and Kartajaya (2010), consumers interact and will always connected with the media social who can be against bonds derived from relation of one to one among its members and create a base that was stronger between a fan that loyalty. With an increasing the frequent occurrence of a group of community customers do the joint activity and widely, involving circles of society will be many potential information that can be absorbed widely and idea new idea can be created. His impact of the situation of the use of absorptions phenomenon that actual, institutions will be a service business increasingly tough in the face of competition (Susilo and Yulius, 2013).

### 2.2. Encourage Consumer in an Act of Purchasing

Consumers had the plan will buy very subjective and full of the uncertainty and have an alternative options on goods and services. Based on research and influence internal and external, marketers often questioned to consumers about intention buy from consumers to could predict sales. Dimensions into focus of



marketers to the wishes of consumers in performing an action the purchase includes: (1) The concept products or services delivered on consumers, (2) situation that could affect the purchase by the consumer, (3) encouragement purchase by the consumer, (4) an act of purchase by the consumer (Bennett, 2010).

### 3. FRAMEWORK OF THEORETICAL RESEARCH

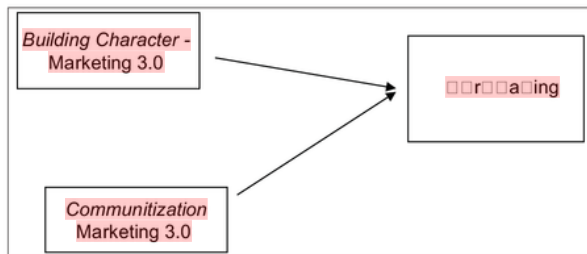
Theoretical framework to research on this model became the basis of the development of test hybrid to be assessed confirmatory the level of significance model hybrid that fit and superior in giving the outer covering as input and information for decision-making strategic marketing in the field of higher education institutions in Jakarta. The framework of theoretical research, which is developed to become a model hybrid, can be seen from Figure 1.

Based on the study above and the research hypotheses which developed can be seen on a Table 1.

### 4. RESEARCH DESIGN

This research conducted on quantitative methods research with an approach design marketing confirmatory research and structural model analysis from a structural equation modeling with analysis of Lisrel (Hair et al., 1998; Wijanto, 2007; Susilo

**Figure 1:** The framework theoretical research was developed to become a model hybrid an influence of building character and communitization marketing 3.0 on the act of purchasing on higher education institutions



**Table 1: Hypothesis of model hybrids research**

Hypothesis of model hybrids research	
H <sub>1</sub> :	There is an influence of building character marketing 3.0 on the act of purchasing in institutions post graduate program in Jakarta
H <sub>2</sub> :	There is an influence of communitization marketing 3.0 on the act of purchasing in institutions post graduate program in Jakarta

**Table 2: The distribution characteristic of respondents higher education institutions S2**

Respondents	Sex (%)	Work (%)	Income (%)	Average of age	SD
STIK SINT CAROLUS	F=60, M=40	1.(Dosen)=4.8 2.(Swasta)=60 3.(PNS)=11.4 4.(Others)=23.8	1 (≥5 Juta)=61.9 2 (<5 Juta)=38.1	32.86 Thn	7.32
UMB					
UPI YAI					

SD: Standard deviation

and Yulius, 2013). Thus the dimensions analysis of variable research, according to Ghozali (2006), Diposumarto (2012) and Diposumarto and Susilo (2013) of the test Pearson correlation conducted for exploring value of r (er) for strong and significant on dimensions of one variable were correlated with superior, through matrik test correlation dimensions of research variables. Sample data from population source that were set as sample in this research included of 3 institution of post graduate in Jakarta; Sint Carolus, UMB and UPI YAI, so as to be done generalization population source samples specified (Susilo and Julius, 2013). Technique samples to this research was total sampling of the class post graduate that were taught by researchers at three institutions in Jakarta that included 105 respondents.

### 5. RESULTS AND DISCUSSION

Test the validity and reliability instrument of research conduct the validity and reliabilities by approach once approved, by test of Pearson correlation, included of 30 respondents and results value Cronbach's alpha. 969, thus the results was very reliable. Analysis univariate and univariate statistic descriptive distribution data respondents successfully obtained covering; the distribution higher education institutions for S-2 degree, the number of respondents, sex, work, income, average age respondents and standard deviations age, can be seen Table 2.

The female is more dominant following higher education, by looking Table 2, as it for work on private sector have 60%, to level income (>5 juta Rp) = 61.9%. Level age participants higher education having value average 32.8 years with standard deviation (SD = 7.3). Marketing Department on institutions of higher education can do segments market more focus based on data in Table 2, thus that action plan on a marketing plan be more directed on target market proper. Describing profile consumers started from program magister market the generic, at the level of profile consumers can describe size and composition in general based on consumers on post graduate program (Cravens and Piercy, 2006). In composition in Table 2, above can show that the prospect consumers derived from among workers private of 60%, therefore segments market in the working private can continue to review to made superior marketing plan for higher education at large.

The results of the analysis of structural equation modeling included; the confirmatory factors analysis (CFA), test of hybrids, test of fittings model, and test of the hypothesis. An equation mathematical model hybrid:

$$\eta_1 = \gamma_{11} \cdot \xi_1 + \gamma_{12} \cdot \xi_2 + \zeta_1 \quad (1)$$

1 The CFA examined of CFA includes of variable the study: Building character ( $V_1$ ), communitization marketing 3.0 ( $V_2$ ), purchasing ( $V_3$ ) the decision of the purchase included; level fitting model can be seen on a Table 3, and test the validity of and reliability construct can be seen in the description.

The output of CFA variable test included; building character, communitization marketing 3.0 and purchasing can see from Figure 2.

Results of examine for validity and reliability construct include: (1) Indicator that not valid included:  $S_1$ ,  $SP_1$ ,  $SP_2$ , and  $TP_3$  (purchasing variable) and indicators invalid not included

Table 3: GFI of CFA

4	FI (Cut of value)	$V_1$	$V_2$	$V_3$
Chi-square	<3	1.942	222.6	546.5
GFI	≥0.90	0.37	0.59	0.62
CFI	≥0.90	0.83	0.88	0.89

CFI: Comparative fit index, CFA: Confirmatory factors analysis, GFI: Goodness of fit index

partly on the model hybrid, (2) value of reliability variable should have >0.7 (Wijanto, 2007; Susilo and Julius, 2013), and (4) the value (construct reliability) was building character ( $V_1$ ) = 0.93, communitization marketing 3.0 ( $V_2$ ) = 0.95, purchasing ( $V_3$ ) = 0.95, so the entire variable were reliable. The hybrid model fittings examine was results an equation:  $PURCH = 0.19 * BUILD + 0.73 * COMM$ , errorvar = 0.19,  $R^2 = 0.81$ . Regarding the hybrid model in influence of building character ( $V_1$ ) and communitization marketing 3.0 ( $V_2$ ) on purchasing ( $V_3$ ), can be seen Figure 3.

Thus the examine of the model has the marginal model fit can look at Table 4.

The hypotheses research results test can be seen by acceptance hypothesis if  $t_{value}$  result the outer covering lisrel having value >2 and value of determination  $R^2$  to see level contribution influence simultaneously from all predictor variables (Wijanto, 2007; Susilo and Julius, 2013), that can be seen on a Table 5.

Figure 2: (a-c) Model confirmatory factors analysis of building character ( $V_1$ ), communitization marketing 3.0 ( $V_2$ ) and purchasing ( $V_3$ )

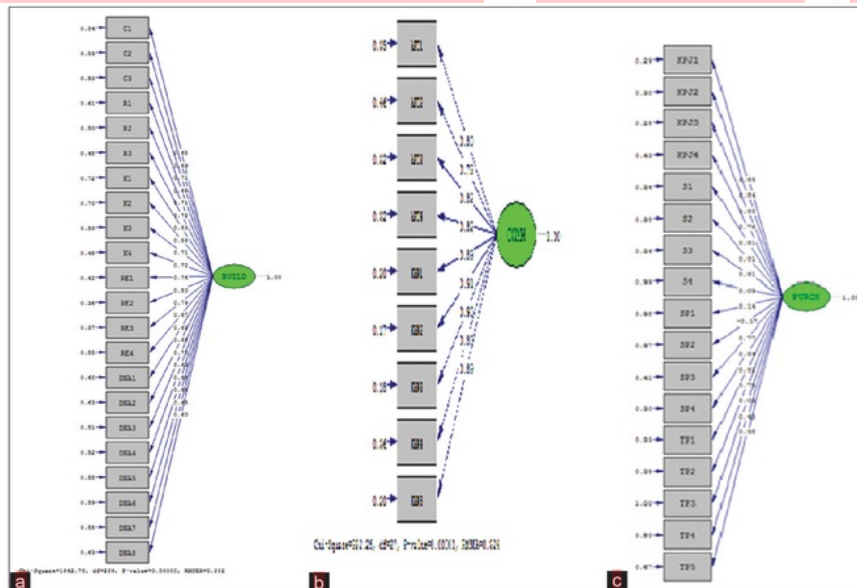
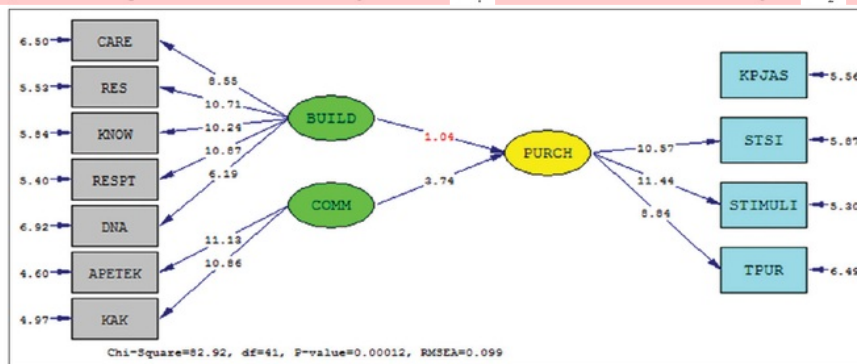


Figure 3: Research model output of an influence building character ( $V_1$ ) and communitization marketing 3.0 ( $V_2$ ) on purchasing ( $V_3$ )





Examination of dimensions between variables dimensions between variables research influential significantly covering; variable of communitization on variable of purchase, using test bivariat Pearson correlation could be see on a Table 6 matrik test.

The dimensions relate to Table 6, with very closely and significant of variable purchase, with links to so closely and significant having value  $r$  (er) largest = 0.997 to relations dimension connection between consumers/KAK (of variable communitization) on dimensions situation/Selective timber stand improvement (of variable purchase) the significantly on this research result between variables: Communitization marketing 3.0 of the act make the purchase on institution of post graduate program in Jakarta, it was in line with the thought of Bennett (2010) that marketers must understand the process that consumers buy goods or services in relation use marketing mix strategy that work. Similarly according to Schiffman and Kanuk (2008), certifying an act of decision making consumers consists of three stages included: the introduction of necessity, research before the purchase and judgment various an alternative then marketing mix being up to date covering; people, process, program and performance institutions, that according to Kotler and Keller (2013), thus that marketing will work well if people in organization have strong commitment and also reflected marketers can understand consumers with good and broader, not only function as purchase of goods and services.

According to Stimac and Simic (2012) strategy of being marketing applicability to institution of higher education; forming the department marketing - tools marketing should be used to promote institution: publicity, marketing, a web public relations, direct marketing aimed at potential students in current and former student to improve the image and reputation institution of higher education. The performance marketing can be measured from program and performance of holistic marketing, according to Kotler and Keller (2013) on renewal function 4Ps. On work programs institutions could reflect its consumers with activity

Table 4: GFI the research model

GFI	Cut of value	Research model
$\chi^2$	<3	82.92
P value	>0.05	0.00012
RMSEA	<0.08	0.099
GFI	≥0.90	0.87
CFI	≥0.90	0.98
AGFI	≥0.90	0.80

CFI: Comparative fit index, GFI: Goodness of fit index

Table 5: The results of hypotheses examine

The hypotheses research	Value of t and R <sup>2</sup>	Description
H <sub>1</sub>	t=1.04	Not confirmed
H <sub>2</sub>	t=3.74	Confirmed

Table 6: An examine of dimensions between variables of communalization and purchase

Variables	KPJAS	STSI	STIMUL	TPUR
APETEK	0.979	0.979	0.990	0.994
KAK	0.979	0.997	0.990	0.994

STSI: Selective timber stand improvement

direct benefits can be perceived by consumers. The performance of marketing institutions in marketing in an integrated in order to obtain an implication on financial aspects as profit produced the best brand and equity consumers.

Implication to the institution of social responsibility, legal, of conduct and relations of the community. Marketing for the future according to Kotler and Keller (2013) includes; marketing in an integrated (holistic marketing), roi marketing, rely on research automation and creativity marketing and marketing with well precision. However, to out - comes the performance marketing in holistic, marketers need ability and competence about: management relations consumers, management intercourse with a partner, data base marketing, central management contacts and telemarketing, marketing homework, brand, development experiential marketing, marketing communications integrated and analysis profit segmentation, based on consumers and channel. Next to the improvement of competitiveness institution necessary networking a formal, such as results examine by Kingsley and Malecki (2004); there is little evidence indicates that informal network used by institution relative was little or seek the development of these formal chains, to can construct development strategy institutions, by doing identification barriers exist, so that the formal chain superior can be very crucial for increasing competitiveness institution. On the research pertaining to competitiveness higher education institutions which analyses orientation marketing and quality service by Stimac and Simic (2012), declare that potential increase competitive position in the market higher education with concerning the aspect of imagery good and a reputation in the local environment and have identified force institution on quality lecture, sources studies, cooperation with similar institutions. Then also the research finding with models equation structurally from Meyer-Waarden, et.al. (2013) showed orientation purchase influential is varied on perceptual loyalty consumers.

Thus loyalty according to Kotler and Keller (2013) should be built through interaction with the consumers, and the importance of listening to opinions of consumers. Then loyalty to keep the focus of marketers to the wishes of consumers in performing an action the purchase includes: (1) Well concept on products or services delivered on consumers, (2) regard to a particular situation that can affect purchase by the consumer, (3) encouragement purchase by the consumer, (4) the act of regard for the purchase by the consumer (Bennett, 2010). This research result supported also with research conducted by Meyer-Waarden et al., (2013) found that the act of purchasing by the consumer into focus institutions could perceived level benefits and loyalty that varies according to the orientation purchase done by consumers. Then research findings pertaining to loyalty consumers aircraft according to Anuwichanont (2011) brand trust decisively predict second attitudes and behavior loyalty significantly. A study in the retail sector against loyalty consumers in purchase, Meyer-Waarden (2008) the findings of research need confirmation in the retail sector another before they can be perceived fully generalisable. Retailers in an effort to segments market target, that allows expenditure their marketing more effectively. The study was contributes to knowledge rather generalisable by an investigate about loyalty purchase, competitive program and storage locations on the broader market.



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**Table 7: Implications of the research**

Implications of the Research
Increase encouragement decision on the consumer purchases through a program megister competitive to consumer who has a belief in a post graduate credible institution
Increase the purchase of encouragement decision on the consumer with institution that possesses ease system payments to consumers who had confidence in a graduate credible institution
The act of decision increase purchase through process that saves time, transactions simple and full of ease and tactics promotion are reliable about the potential consumers who interact and creates customer base that loyalty

Higher education institutions that administers programs graduate started to develop strategy to enter global market, to compete necessary marketing strategies, as on the outcome of thought White and Griffith (1997), development strategies to global competitiveness to an organization for global market in competitive, must choose and implementing a marketing strategies compatible with institutions strategy. To operate in global market had to develop a bond in which synergistic between marketing strategies and institutions. Through a strategy a viable combination, could maximize competitive advantage, allowing to compete effectively and efficiently into the world. Subsequently to can connect with consumers, then institutions could conducted with application internet can reach consumers quickly and build consumers chains as fast as possible with program marketing of institutions, because consumers using devices mobile internet to seek service institution of higher education. Thus connect with consumers instant and can communicate be an extraordinary valuable to the institution (Scott, 2011). A threat most dangerous on an institution is market position is competition, especially of an institution of private higher education more flexible and oriented market. Understand value and importance marketing unique on the application in education high is a prerequisite for performance marketing which succeeds, dynamic because of a change in value of all stakeholders, requirements and needs.

## 6. CONCLUSION AND SUGGESTIONS

Based on the result analysis and discussions on the conclusion in research were: (1) Distribution of respondents in research is composed of some male = 40%, female = 60%. Income levels (61.9%, >5 million Rp) and it (<5 million Rp, 38.1%) and average age of respondents 32,8 years with SD = 7.32, could be basic for made marketing action plan on higher education institutions, (2) no influence character building marketing 3.0 on purchasing in institution in Jakarta, (3) any influence communitization marketing 3.0 on an act of purchasing in institutions of post graduate in Jakarta, (4) the character building and marketing communitization 3.0 were impact on the act of purchasing in institutions in Jakarta. Implications of the research can be the policy institution for direction priority development and marketing strategies to be implemented, can see on a Table 7.

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