

5th International Conference on Leadership, Technology, Innovation and Business Management

An Impact of Behavioral Segmentation to Increase Consumer Loyalty: Empirical Study In Higher Education Of Postgraduate Institutions At Jakarta

Wilhelmus Hary Susilo^{a*}

^a Faculty of Economics University of Persada Indonesia Y.A.I, Diponegoro 74, Central Jakarta, Indonesia

Abstract

A concept conducted from the role of marketing 3.0, behavioral segmentation and price on consumer value influenced for increase purchasing that impact to consumer loyalty in post graduate institutions of higher education at Jakarta. Research conducted by the quantitative confirmatory method, of structural equation hybrid modeling. Samples used 140 pertains postgraduate and doctoral students at three institutions in private universities at Jakarta. Research findings show confirmatory factors analysis (CFA) included variables; Communitization marketing 3.0, behavioral segmentation, price, consumer value, Purchasing and consumer loyalty have closed fit model and among variables have valid and reliable with Construct Reliability (CR) $\text{value} = .88, .86, .84, .93, .92$ and $.85$, furthermore value of goodness of fit hybrid model has indicated closed fit, with; $\chi^2 \text{value}/df = 1.54$, $P_{\text{value}} = .000$, $RMSEA = .058$, $GFI = .80$, $AGFI = .98$ and $CFI = .82$. The hypothesis result be analysis with t_{value} , H_2 , H_3 , H_6 and H_7 (2.01, 3.44, 2.36 and 3.75) were confirmed but H_1 , H_4 and H_5 (-.29, .51 and 1.32) not confirmed, from hybrid model of this research. Finally test between the dimensions' variable and has the most superior and significant correlated with covariance matrix value , the superior dimensions on consumer value variable on purchase. The dimensions that have superior covariance matrix value , PVK (dimensions' place of Consumer Value) with KPJ (dimensions' concept of Purchase Intention and Act) = 1.29, for practical implications in higher education for institutions its strategic management implementation.

© 2016 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the International Conference on Leadership, Technology, Innovation and Business Management

Keywords: Marketing 3.0, behavioral segmentation, price, consumer value, purchase and loyalty

*Corresponding author:

E-mail address: harry_susilo@hotmail.com

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. 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. Furthermore 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). Then the management institution of higher education should be aware of the benefits and costs of various orientation 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). In spite of the 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 for the long run.

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. Thus so many cases competitiveness higher education institutions the weak at the size of competitiveness organization cover an aspect: (1). Work environment less conducive, (2). Jobs design not with 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 emphasized Curtis *et al.*, (2011), 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 instutusi of post graduated program, then do identification and evaluation an alternative program and finally decided one program. The basis line from the description the hence to do research regarding: model hybrid an influenced marketing 3.0 of the purchasing on institution post graduate program in Jakarta (Susilo *et al.*, 2015).

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). Furthermore an 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. 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 could constructs development strategy institutions, by doing identification barriers exist, so that

the formal chain superior could be very crucial for increasingly 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, and cooperation with similar institutions.

Finally the customer gap, according to Zeithaml *et al.*, (2013) that customer expectation and perception should be identical: customer needed perceived that received what customer thought, such as pricing, communitization within consumer and advertising on segmenting market. The formulation of problems in study it consists of a model hybrids: (1). Is there the role of communitization marketing 3.0, behavioral segmentation and price on consumer value influenced to increase purchasing that impact to consumer loyalty in higher education postgraduate Institutions at Jakarta?

The 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. 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 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. Also the research finding with models equation structurally from Meyer *et al.*, (2013) showed orientation purchase influential is varied on perceptual loyalty consumers. Furthermore connect with consumers instant and can communicate be an extraordinary valuable to the institution.(Scott, 2011). Thus the research result conducted from Goebel *et al.*, (2013) founded that indicated a role for back-and-forth communications and a cooperative relational history to enhance the purchasing's reputation. The human characteristics 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 that are developed to consider interaction between emotion and cognition and its environment.

2. Literature Review And Hypotheses

This section looks at the various definitions of role of model of communitization marketing 3.0, segmentation and price on consumer value that influenced to increase purchasing and loyalty in Higher Education of Postgraduate Institutions at Jakarta.

2.1. Role of Communitization Marketing 3.0 in Higher Education, Behavioral Segmentation and Price for Increase Consumer Value

The heart of every business was always creating loyal customers, and business succeed will be done with getting, keeping and growing customers. Institution in higher education needs some students and successful marketing institution in higher education that the top position must customers next in importance from frontline people (Kotler and Keller, 2013). Customers 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 institutions' group based on the same members. 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).

2.2. Behavioral Segmentation and Price

According to Kotler and Keller (2013) about behavioral segmentation divide consumer into groups on the basis pertains: (1). The knowledge, (2). An attitude toward and (3). An used or the consumer respond to a product. The major segmentation for consumer market include; geographic, demographic, psychografic and behavioral that have four mail level; mass, multiple segments, niche segment and individuals. Thus decision of price that should contribute margin for the institutions (Griffin and Ebert, 2007). Pricing decisions should be consistent pertains with (Kotler and Keller, 2013): marketing strategy, target markets and brand positioning. Price is the one element in program marketing than can produces revenue for good and service of firm and produces cost. Price the easiest element of the marketing program to adjust pertains: product features, communication for value positioning and channels.

2.3. Delivered Customer Value for Increase Purchasing

Customer value not just thinks about benefits that they received, according to Zeithaml *et al.*,(2013), but included the time, money and effort, as it the value that the quality as the price that consumer paid, as market segmentation and pricing. Furthermore customers got receive some value from good or services that provide satisfactions their needs or demand objektivies that basic for reason to make the purchase. Customer values must be understood by marketers pertains four aspects: (1). Form, (2). Place, (3). Time and (4). Ownership (Bennett, 2010). Thus buyer will buy good or services, according to Kotler and Keller (2013) that customer perceived the highest customer delivered value that offered from institutions or firm, that difined as the difference between costomer benefits and the total cost from them, furthermore to make increase the value of customer need the determine ways from customer base. Thus according to Griffin and Ebert (2007), buyer should buying good or services with the best consumer value that their received as customer need and wants, furthermore the value is compare the utility of good with price. The competitives marketing strategic of the firm focus for increase the customer value.

2.4. An action of the Purchasing From People at Large and Implication on Increasing Consumer Loyalty

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). According to Kotler and Keller (2013) that purchase decision in executing purchase intention pertains: (1) Brand, (2). Dealer, (3). Quantity, (4). Timing, and (5). Payment method.

Furthermore according to Kotler and Keller (2013), that satisfaction consumer will be leads to hight customer loyalty. Thus consumer loyalty that as non- random purchase and the four characteristic that loyalty consumer pertains: (1) Repeat purchase, (2). Purchase across product line, (3). Refers others, and (4). Immunity from other (Griffin, 2002). Thus the benefits of having loyalty customer pertains: reduce marketing cost, decrease transactional cost, and reduce over cost, increase cross selling, positively word of mouth and decrease failure cost. According to Oliver (1999), loyalty has four fase there are pertains: cognitive- utility loyalty, affective- satisfaction loyalty, conative- commitment loyalty and action loyalty. In the light of the literature, we argue that consumer behavioral will increase the loyalty through consumer value and purchase than propose the hypotheses as the following:

H₁: There is an influence of communitization marketing 3.0 on the consumer value in institutions post graduate program at Jakarta.

H₂: There is an influence of behavioral segmentation on the consumer value in institutions post graduate program at Jakarta.

H₃: There is an influence of price on the consumer value in institutions post graduate program at Jakarta.

H₄: There is an influence of communitization marketing 3.0 on the purchase in institutions post graduate program at Jakarta.

H₅: There is an influence of price on the purchase in institutions post graduate program at Jakarta.

H₆: There is an influence of consumer value on the purchase in institutions post graduate program at Jakarta.

H₇: There is an influence of the purchase on loyalty in institutions post graduate program at Jakarta.

3. Methodology

3.1. Research Goal

The specific aims for this research are: (1). To examine the influenced of communitization marketing 3.0 on best consumer value that impact to increase purchasing and consumer loyalty. (2). To examine the influenced of behavioral segmentation on best consumer value that impact to increase purchasing and consumer loyalty. (3). To examine the influenced of perceive price on best consumer value that impact to increase purchasing and consumer loyalty. (4). To examine the influenced of consumer value that impact to increase purchasing and consumer loyalty. (5). To examine the influenced of purchasing on increase consumer loyalty. This study will inquiry and confirmatory about the model of communitization Marketing 3.0, behavioral segmentation and price on consumer value influenced to increase purchasing that impact to loyalty in higher education of Postgraduate Institutions at Jakarta.

3.2. Participants, Instrument and Data Collection

Respondents were 140 students meeting to according Ghozali and Fuad (2012) that estimation use that conduct with maximum Likelihood estimated the sample used 100 until 200 respondents, at Jakarta for field research devide the gender to 60% females and 40% males, from 3 institution of postgraduate classes from STIK Sint Carolus, UMB and UPI Y.A.I at Jakarta were invited to participate in the study. The average age was 31.70 years old, that partipated in this inquires. The instrument used in this study was the questionnaire that conducted base from theoretical research pertains: Communitization Marketing 3.0, Behavioral Segmentation and Price on Consumer Value that Effect for

Increase Purchasing and Loyalty in Higher Education of Postgraduate Institutions at Jakarta. Furthermore the questionnaire that conducted base from theoretical research must be valid with r_{value} more than .30 and reliability for instrument was at value of cronchbach alpha more than .60. This research conducted on quantitative methods research with an approach design marketing confirmatory research and structural model analysis from a structural equation modeling (SEM) with analysis of LISREL (Hair *et al.*, 1998, Wijanto, 2007, Ghozali and Fuad, 2012, Susilo and Yulius, 2013), furthermore according to Munro (2001), SEM challenges how conducted the research multiple measure theoretical constructs between among latent variables, that SEM tests two models simultaneously pertains: a measurement model and theoretical hybrid model (structural model). Thus the dimensions analysis of variable research conduct with covariance matrix. Sample data from population source that were set as sample in this research included of 3 institution of post graduate in Jakarta; STIK Sint Carolus, UMB and UPI Y.A.I at Jakarta, so as to be done generalization population source samples specified (Susilo and Julius, 2013). Technique samples to this research was conducted total sampling of the class post graduate that were taught by researchers on three institutions at Jakarta that included 140 respondents that invited for participated in that study that meeting according to Ghozali and Fuad (2012). Estimation hybrid model with the method of limited information techniques with two stage least square (TSLs) used for gain starting value for maximum likelihood (ML) estimation method, furthermore this estimation will provide parameter estimation that valid, efficient and reliable, with multivariate normality data and robust.

3.3. Analyses and Results

Test the validity and reliability instrument of research conduct the validity and reliability by approach once approved, that conducted by of Pearson correlation, included of 30 respondents and results value cronbac's alpha .969, thus the results was very reliable. Distribution characteristic of 140 respondents that particated in this research analyses univariat and univariat statistic descriptive distribution data respondents successfully obtained covering; the distribution higher education institutions for postgraduate degree, the number of respondents, sex, job, income, average age respondents. The male is more dominant following higher education, by looking at table 1 above, as it for job on private sector have 60.00 %, to level income (>5 Mil IDR) = 61.40 %. Level age participants higher education having value average 31.70 years. Level of education 94.30% was from Master Program and 5.70% from Doctoral Program. The kind of job was as from education sectors 19.30%, Medical 8.60% , Bank 7.1% and Marketers 7.0%. Marketing department on institutions of higher education can do segments market more focus based on data, thus that action plan on a marketing plan be more conducted on target market proper. Describing profile consumers started from program of magister and doctoral of market for 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 can show that the prospect consumers derived from among workers private of 60 %, therefore conducted for segmented market in the working private can continue to review to made superior marketing plan for higher education at large. According the findings research from Harris and Bray (2007), segmentation by gender and age are very respond with price endings.

The multivariate outlier data for asumption SEM indicated the data not had the outlier, with Mahalanobis Distance_{value} (d^2)= 137.38 (for maximum observed data) less than 197.45 (from Chi-Square table_{value} or CHIINV (0.001, 140) from Excel). The results of the analysis of structural equation modeling included; the fitting model with CFA, validity and reliability observed among variables, test of hybrid research model, test of fittings model, and test of the hypothesis (Ghozali and Fuad, 2012). The CFA (confirmatory factor analysis; partial, United and Latent

Variable Score/ LVS) examined of confirmatory factors analysis among variables pertains: Communitization Marketing 3.0 (V₁), Behaviour Segmentation (V₂), Price (V₃), Customer Value (V₄), Purchase (V₅) and Customer Loyalty (V₆). The level of fitting model can be seen on a table 1 below, that indicated closed fit CFA research model:

Table 1. Goodness of fit Index of CFA

Goodness of fit Index	(Cut of Value)	V ₁	V ₂	V ₃	V ₄	V ₅	V ₆	United	LVS
Chi- square/Df	< 5	3.50	4.38	4.13	6.09	3.11	7.17	2.45	2.02
GFI (Goodness of Fit Index)	≥ .90	.87	.80	.87	.60	.74	.79	.56	.54
CFI (Comparative Fit Index)	≥ .90	.94	.91	.90	.87	.94	.68	.93	.94

The hybrid model was results an equations pertains (source: primer data):

- 1). CONVALUE = - 0.055*COMMUNITY + 0.22*BEHAVSEG + 0.84*PRICE (1)
- 2). PURCHASE = 2.20*CONVALUE + 0.20*COMMUNITY - 1.51*PRICE (2)
- 3). LOYALTY = 0.37*PURCHASE (3)

As regarding the full Hybrid model conducted with mean value of the data among dimensions entire constructs (Ghozali and Fuad, 2012) and data input with covarians matrixs for correlation among dimensions (Yamin, 2014) can be seen figure 1 below, for remark among the hypotheses research that t_{value} must more than 1,96, and can indicated with black colour (has significant influenced); there is significant an influence of behavioral segmentation on the consumer value, there is significant an influence of price on the consumer value, there is significant an influence of consumer value on the purchase and there is signifikan an influence of the purchase on loyalty in institutions post graduate program at Jakarta. Furthermore base on fig.1 below, for the red`colour that arrow has not significant influenced; there is not significant an influence of communitization marketing 3.0 on the consumer value, there is not significant an influence of communitization marketing 3.0 on the purchase and not significant an influence of price on the purchase in institutions post graduate program at Jakarta.

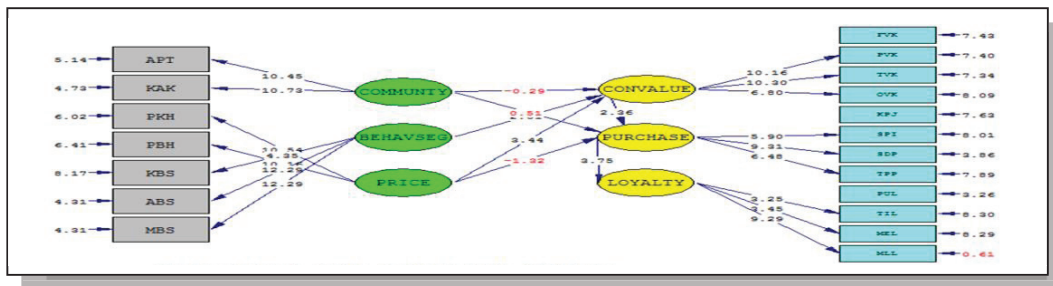


Fig. 1. Research Hybrid Model results of t_{value} of communitization marketing 3.0, behavioral segmentation and price on consumer value influenced for increase purchasing that impact to consumer loyalty in Higher Education of Postgraduate Institutions at Jakarta.

Thus the examine of the research hybrid model was the model fitted- Goodness of fit Indexs the Research Model can be seen at table 2, and the result hybrid research model has closed fit, below this:

Table 2. Goodness of fit Indexs the Research Model

<i>Goodness of fit Index</i>	<i>Cut of Value</i>	<i>Research Model</i>	<i>Remark</i>
χ^2 - Chi- square/Df	< 5.0	219.59/142= 1.54	Fit
P_{value}	>.05	.000	Not Fit
RMSEA (Root Mean Square Error of Aorroximation)	<.08	.058	Fit
GFI (Goodness of Fit Index)	\geq .90	.86	Not Fit
CFI (Comparative Fit Index)	\geq .90	.98	Fit
AGFI (Adjusted Goodness of Fit Index)	\geq .90	.82	Not Fit

(source: primer data)

The hypotheses results examine can be seen by acceptance hypothesis if t_{value} result the outer covering listrel having value > 2 from predictor variables (Wijanto, 2007, Susilo and Julius, 2013), that H_2, H_3, H_6 and H_7 were confirmed with $t_{value} = 2.01, 3.44, 2.36$ and 3.75 and than H_1, H_4 and H_5 not confirmed with $t_{value} .29, .51,$ and 1.32 . The finding of hybrid model above confirmed according obtained by the result of Wang *et al.*, (2014) prior empirical attempts consumer segmentation and channel values in many shopping stages, also perceived channel costs and price level become conceptual model. In spite of trust variable would different in effect to base segmentation its considered for marketing decisions, from the findings results at real bank consumer (Dimitiadis *et al.*, 2011). Thus the findings confirmed with that obtained by the result of Arminda and Raposos (2009), that the results pertains identification three market segments and segments of demonstrated demographic variables are significant for differentiating the value of greener segment product. According to Segev *et al.*, (2014) ethnic consumer segments has associated with consumer loyalty patterns, than could develop new hybrid model. The study’s effort to conducted behavioral segmentations would increase consumer value at large, that in line according with Svein *et al.*, (2009) that three consumer segments pertains; evaluation of quality, value ambivalence and perceived moral toward convenience. Regarding the finding of hybrid model, also in line according with Sanchez and Angels (2006), obtained by the results of that conceptual complexity of consumer value are determined and conceptual price effects to consumer value. This out put also confirmed the finding research from Ogde *et al.*,(2004) that the value of microculture perspective impact on consumer purchase decisions and marketers more effectively reach target markets.

An examination of dimensions between variables dimensions among variables research that influential positively and significat that conducted with covariance matrixs, the superior dimensions on consumer value variable on purchase. The dimensions that have superior covariance matrix $_{value}$, PVK (dimensions’ place of Consumer Value) with KPJ (dimensions’ concept of Purchase Intention and Act) = 1.29, TVK (dimensions’ time of Consumer Value) with SPI (dimensions’ situation of Purchase Intention and Act) = 1.22, TVK (dimensions’ time of Consumer Value) with SDP (dimensions’ stimulate of Purchase Intention and Act) = 1.20, and TVK (dimensions’ time of Consumer Value) with KPJ (dimensions’ concept of Purchase Intention and Act)= 1.16.

The human characteristics according to research findings that obtained by the result of Viacava and Pedrozo (2010) to the management in higher education complex perspective required human characteristics and the potential which develop upon human thinking as processor automatic data logically to logic that are developed to consider interaction between emotion and cognition and its environment. Thus the research result conducted from Goebel *et al.*, (2013) founded that, indicated a role for back-and-forth communications and a cooperative relational history to enhance the purchasing's reputation. Idea thought of Bennett (2010) that marketers must understand the process that

consumers buy goods or services in relation use marketing mix strategy that work. However similarly 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. 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.

4. Conclusion

Based on the result analysis and discussions on the conclusion in research were: 1). Distribution of respondents in research is composed of the male is more dominant following higher education, by looking table 5 , as it for job on private sector have 60.00 %, to level income (>5 Mil IDR) = 61.40 %. Level age participants higher education having value average 31.70 years. Level of education 94.30% was from S2 and 5.70% from S3. The kind of job was as from education sectors 19.30%, Medical 8.60% , Bank 7.1% and Marketers 7.0% 2). The Results of Hypotheses Examine by t_{value} were; H_2 , H_3 , H_6 and H_7 were confirmed but H_1 , H_4 and H_5 not confirmed. The dimensions that have superior covariance matrix $_{value}$, PVK (dimensions' place of Consumer Value) with KPJ (dimensions' concept of Purchase Intention and Act) = 1.29, TVK (dimensions' time of Consumer Value) with SPI (dimensions' situation of Purchase Intention and Act) = 1.22, TVK (dimensions' time of Consumer Value) with SDP (dimensions' stimulate of Purchase Intention and Act) = 1.20, and TVK (dimensions' time of Consumer Value) with KPJ (dimensions' concept of Purchase Intention and Act)= 1.16. Finally the hybrid model become new hybrid, Behavioral Segmentation and Price on Consumer Value that influenced to increase Purchasing impact to Consumer Loyalty in Higher Education of Postgraduate Institutions at Jakarta. Finally consumer loyalty variable with dimensions MEL (dimensions' recommendation to other, giving informations and telling other) with purchasing intention and act and dimensions KPJ (dimensions' introduction and socialization and public report concept of Purchase Intention and Act in higher education), has covariance matrix $_{value} = 1.32$.

As a conclusions have limitations of this research should be emphasized; the data were collected not proportional random sampling for 3 institutions and the research focused only on private institutions and different accredited. Future research should be replicated into defferent universities for entire big cities in Indonesia. Model hybrid should be added among dimensions on marketing 3.0 cause 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 pertains: (1). Respect, (2). Attention, (3). Full responsibility, (4). Knowledge, (Kotler and Kartajaya, 2010). An future investigating should be seek with the

mediating effect of customer satisfaction in service quality in higher education for increase customer loyalty at large (Donio *et al.*, 2006, Srivastava and Rai, 2013). Furthermore an inquiry about brand service quality, satisfaction, trust and preference as predictor of increase brand loyalty were interesting to seek antecedent of consumer loyalty (Chinomona *et al.*, 2013). The concept variable that making a conceptual framework that propose as a basis for future research, (Sanchez and Angeles (2006), presents from a reviewer of the existing literatute, that considered the relationship between perceive quality and consumer value, constructs consumer value effect on satisfaction.

Such an implications of the research can be the policy institution for direction priority development and marketing strategies to be implemented pertains: 1). Increase encouragement decision on the consumer value and impact to purchase, through behavior segmentation and price within the institutions of the higher education competitive to consumers who were a believed in a place by great consumers value on institutions in Jakarta, like as: dimensions of PVK (best campuss location, exist in some strategic or prime location, the campuss location become easy to reach and the location very cozy and convenience), with KPJ (dimensions' introduction and socialization and public report concept of Purchase Intention and Act in higher education). 2) Increase consumer loyalty with dimensions MEL (dimensions' recommendation to other, giving informations and telling other) with KPJ (dimensions' introduction and socialization and public report concept of Purchase Intention and Act in higher education). 3). As in many research conducted that according identification many segments might making possible to implement for institutions a complexs segmentation strategies to the target market (Arminda and Raposos (2009). 4). Product on Service policy should differ within behavioral segmentation divide consumer into groups on the basis between: the knowledge, an attitude toward and an used or the consumer respond to a product. The major segmentation for consumer market include; geographic, demographic, psychografic and behavioral (Sudbury and Simcock, 2009). 5) According to Bennet emphasized about customer values, must be understood by marketers pertains four aspects included: form, place, time and ownership (Bennett, 2010), as regard functionality is key driver of consumer value as well and can increasing by segmentation behavior and price of products. Therefore customer values should also vary by target market and products acceptance with customer purchasing at large (Gabay *et al.*,2009).

References

- Arminda do Poco and Raposos, Mario. 2009. "Green" Segmentation: an Application to the Portuguese Consumer Market. *Marketing Intellegence & Planning*. 27.3 : 364- 379.
- Anuwichanont, Jirawat, PhD. 2011. "The Impact Of Price Perception On Customer Loyalty In The Airline Context ". *Journal of Business & Economics Research* . Vol.9. Issue 9 p.: 37-49. <http://search.proquest.com/docview/892713889?accountid=34643>.
- Bennett, Anthony G. 2010. *The Big Book of Marketing, Lessons and Best practices from the World's Greatest Companies*. New York, The McGraw –Hill Companies.
- Chinomona, Richard et al. 2013. Brand Service Quality, Satisfaction, Trust and Preference as Predictors of Consumer Brand Loyalty in the Retailing Industry. *Mediterranean Journal of Social Science*. 4.14: 181-190.
- Cravens, David W and Piercy, Nigel F. 2006. *Strategic Marketing*. Eight Edition, New York, The McGraw –Hill Companies.

- Curtis, Tamilla; Abratt, Russell, Rhoades, Dawna, Dion, Paul. 2011. CUSTOMER LOYALTY, REPURCHASE AND SATISFACTION: A META-ANALYTICAL REVIEW. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* . Vol. 24 .Pp: 1-26. <http://search.proquest.com/docview/923772312?accountid=34643>.
- Dimintriadis, Sergio et al. 2011. Trust-based Segmentations. *The International Journal of Bank Marketing*. 29.1: 5-31.
- Diposumarto, Ngadino Surip. 2012. *METODOLOGI PENELITIAN: Teori dan Terapan*, Jakarta: Mitra Wacana Media.
- Diposumarto, Ngadino S dan Susilo, Wilhelmus H. 2013. *Riset Pemasaran: Aplikasi Dengan SPSS, LISREL & AMOS Pada Penelitian Peamasaran Jasa*, Jakarta: IN Media.
- Donio, Jean et al. 2006. Customer Satisfaction and Loyalty in a Digital Environment: an Empirical Test. *Journal of Consumer Marketing*. Volume 23. Number 7. pp. 445-457.
- Gabay et al. 2009. Consumer Centered brand value of foods: Drivers and Segmentation, *The Journal of Product and Brand Management*. 18.1 : 4-16.
- Ghozali, Imam. 2006. *APLIKASI ANALISIS MULTIVARIAT DENGAN PROGRAM SPSS*, Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam and Fuad. 2012. *STRUCTURAL EQUATION MODELING, TEORI, KONSEP DAN APLIKASI DENGAN PROGRAM LISREL 8.80*, EDISI III, Semarang: Badan Penerbit Universitas Diponegoro
- Goebel, Daniel J; Marshall, Greg W; Locander, William B. 2013. Enhancing purchasing's strategic reputation: Evidence and recommendations for future research. *Journal of Supply Chain Management* . 39.2 : 4-14.
- Griffin, Ricky W dan Ebert, Ronald J. 2007. *BISNIS*, Edisi Kedelapan, Jilid 1, Jakarta: Penerbit Erlangga.
- Griffin, J. 2002. *Customer Loyalty: How to Earn It, How to Keep It*. New and Revised Edition. Kentucky. McGraw-Hill.
- _____. 2003. *Customer loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*, Alih bahasa: Dr Dwi Kartini Yahya, Jakarta, Penerbit Erlangga.
- Hair, Joseph, F., Anderson, Rolpp E., Tatham Ronald, L, Black, William, C. 1998. *Multivariate Data Analysis*, Prentice Hall, Third Edition, 1998.
- Harris, Chirstine and Bray, Jeffery. 2007. Price Endings and Consumer Segmentation, *The Journal of Product and Brand Management*. 16.3 : 200-205.
- Kingsley, Gordon dan Malecki, Edward J. 2004. "Networking for Competitiveness". *Small Business Economics* . 23.1 : 71-84.
- Kotler, Philip and Keller Kevin L. 2013. *MARKETING MANAGEMENT*, Fourteenth Edition, Horizon Edition, England PEARSON Education Linited.
- Kotler, Philip and Kartajaya, Hermawan. 2010. *Marketing 3.0*, Jakarta. Penerbit Erlangga.
- Limakrisna, Nandan dan Susilo, Wilhelmus Hary. 2012. *MANAJEMEN PEMASARAN*. Teori dan Aplikasi dalam Bisnis, Jakarta: Penerbit Mitra Wacana Media.
- Lovelock, Christopher et al. 2012. *Pemasaran Jasa, Manusia, Teknologi, Strategi, Perspektif Indonesia*, Jilid2, Edisi Ketujuh. Jakarta. Penerbit ERLANGGA
- Meyer-Waarden, Lars. 2008. "The influence of loyalty programme membership on customer purchase behavior", *European Journal of Marketing*. Volume . 42, Issue . 1/2, Pages . 87-114, <http://dx.doi.org/10.1108/03090560810840925>.
- Meyer-Waarden, Lars; Benavent, Christophe; Castéran, Herbert. 2013. "The effects of purchase orientations on perceived loyalty programmes' benefits and loyalty". *International Journal of Retail & Distribution Management* , Vol.41.Issue.3 : 201-225. <http://search.proquest.com/docview/1315333092?accountid=34643>.

- Munro, Barbara H. 2001. *Statistical Methods, for Helath Care Research*. FOURTH EDITION, Philadelphia, Lippincott Williams & Wilkins.
- Ogden, Denish et al. 2004. Exploring the Impact of Culture and Acculturation on Consumer Purchase Decisions: Toward a Microcultural Perspective, *Academy of Marketing Science Review* 2004: 1.
- Oliver, Richard L. 1999. When Consumer Loyalty? *Journal of Marketing*. Vol. 63. Pp. 33-34.
- Sanchez- Fernandez, Raquel and M Angeles Iniesta-Bonillo. 2006. Consumer Perception of Value: Literature review and a New Conceptual Framework. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. 19 : 40-58.
- Schiffman, Leon and Kanuk, Leslie Lazar. 2008. *PERILAKU KONSUMEN*, Edisi Ketujuh, Jakarta, PT INDEKS.
- Scott, David M. 2011. *The New Rules of Marketing & PR, New Jersey*, John Wiley & Sons, Inc.
- Segev, Sigal et al. 2014. Acculturation and Consumer Loyalty Among Immigrants: a Cross- National Study. *European Journal of Marketing*. 48.9/10 : 1579-1599.
- Srivastava, Medha; Rai, Alok Kumar. 2013. Investigating the Mediating Effect of Customer Satisfaction in The Service Quality- Customer Loyalty Relationship. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. 26 : 95-109.
- Stimac, Helena; Simic, Mirna Leko. 2012. "COMPETITIVENESS IN HIGHER EDUCATION: A NEED FOR MARKETING ORIENTATION AND SERVICE QUALITY". *Economics & Sociology* . 5.2 : 23-34,153. <http://search.proquest.com/docview/1268704687?accountid=34643>.
- Sudbury, Lynn and Simcock, Peter. 2009. A Multivariate Segmentation Model of Senior Consumer. *The Journal of Consumer Marketing*. 26.4 : 251-262.
- Susilo, Wilhelmus H et al. 2015. Role of Comminitization Marketing 3.0 on Purchasing in Higher Education of Postgraduate Institutions in Jakarta. *Mediterranean Journal of Social Sciences*. Vol.6 No.2, March. Pp. 125- 132.
- Susilo, Wilhelmus H dan Yulius, Yudi. 2013. *Marketing Bisnis Jasa, Peran Orientasi Pelanggan, Building Character Terhadap Tingkat Daya Saing Institusi: Teori dan Aplikasi SPSS & LISREL pada Riset Pemasaran*. Jakarta. IN Media.
- Svein, Ottar Olsen et al. 2009. Including Ambivalence as a basis for Benefit Segmentation: A Study of Convenience food in Norway. *European Journal of Marketing*, 43. 5/6 : 762-783.
- Viacava, Keitiline Ramos and Pedrozo, Eugenio Avila. 2010." Higher Education in management: reinventing the paradigm to gain the capacity to handle today's complexity". *On the Horizon*, Vol.18 Iss:1, pp.45- 52. <http://www.emeraldinsight.com/journal.htm?issn=1047-8121&volume=18&issue=1&articleid=1838391&show=abstract>.
- Wang, Quansheng et al. 2014. Consumer Segmentation Analysis of Multichannel and Multistage Consumption: A Latent Class MNL Aproach, *Journal of Electronic Commerce Research*. 14.4. 339- 358.
- Wang, Yonggui dan Lo, Hing-Po. 2004. "Customer-Focused Performance and Its Key Resources-Based Determinats: An Integrated Framework". *Competitiveness Review: An International Business Journal incorporating Journal of Global Competitiveness*, Vol.14 Iss:1/2, pp34-59, <http://www.emeraldinsight.com/journal.htm?issn=10595422&volume=14&issue=1/2&articleid=1669084&show=abstract>.
- White, D Steven, Griffith, David A. 1997. "Combining corporate and marketing strategy for global competitiveness". *Publication title , Marketing Intelligence & Planning*. Vol.15. Issue. 4 pp: 173. <http://search.proquest.com/docview/213124472?accountid=34643>.

- Wijanto, Setyo H. 2007. *Structural Equation Modeling dengan LISREL 8.8, KONSEP & TUTORIAL*. Jakarta, Penerbit Graha Ilmu.
- Wright, Robert E. 2012. "Marketing Orientations and Higher Education: Applications and Implications". *The Journal of Applied Business and Economics*, Volume .13 , Issue . 5, pp. 53-57. <http://search.proquest.com/docview/1315304178?accountid=34643>.
- Yamin, Sofyan. 2014. "*Rahasia*" *Olah Data Lisrel*. Jakarta. Penerbit: Mitra Wacana Media.
- Zeithaml *et al.* 2013. *Services Marketing, Integrating Customer Focus Across the Firm*, Sixth Edition, International Edition 2013. Business unit of The McGraw-Hill Company, Inc., 1221 Avenue of the Americas, New York, NY 10020. Published by McGraw-Hill,