FACTORS AFFECTING THE DECISION OF STUDENTS CHOOSE TO STUDY PROGRAM MANAGEMENT AT FACULTY OF ECONOMICS AND BUSINESS UNIVERSITY OF MUHAMMADIYAH JAKARTA

Nazifah Husainah & Zulfikar Ramadhan

Study Program Management, University of Muhammadiyah Jakarta
Jl. KH. Ahmad Dahlan, Cirendeu, Ciputat.

Abstract

This study Examined Several factors that students choose courses Affect Decision Management. Individual reviews Reviews These factors are the internal factors, external environmental factors, and communication strategies. Samples were students of class 2013-2015 Management at the Faculty of Economics and Business, University of Muhammadiyah Jakarta. The sample was selected by simple random sampling method making slovin formula Tus Obtained 92 samples. Data Obtained by distributing 92 questionnaires Directly to the respondent. Validity and Reliability Test is used to test the quality of the data. Classical Assumption Test is used to test the bias of the data storage. Multiple Linear Regression Analysis Test, Test The coefficient of determination (R2), the test Significant test Significant Individual Simultaneous and used to test the hypothesis.
Based on this study, it can be proven that the individual internal factors and external environmental factors individually proved positive and significant influence on decision making. While individual communication strategy proved to be positively and Significantly to the decision-making, Factor individual internal, external environmental factors, and communication strategies simultaneously Significantly influence decision making.

Keywords: individual internal factors, external environmental factors, communication strategy, and decision-making.

INTRODUCTION

University of Muhammadiyah Jakarta (UMJ) is one of Private Universities (PTS), the reviews Reviews largest in the Jakarta area. Until now UMJ already has 9 (nine) Faculty with 43 courses. Faculty of Economics and Business is the reviews Reviews largest faculty of the University of Muhammadiyah Jakarta environment. With three courses of the Faculty of Economics and Business with the highest number of students, from 3 courses, management courses is one of the courses that have many students. Management courses are courses that most interest in within the last 3 years that Began in academic year 2013/2014 until 2015/2016 Academic Year. Shifting electoral interest of students to choose courses of management to be interesting, Because in the previous period, program management study had fewer number of students of accounting courses, whereas in the history of management studies Previously program had existed.

Selection of courses by students does not just happen, but through consideration - specific considerations and each student would have considerations - considerations roomates are different from each other. Consideration - consideration is a decision-making process selecting a course. Based on the models of Kotler and Armstrong (2008) by the consumer buying decision process consists of five stages. The fifth stage consists of recognizing the needs, information search, evaluation of alternatives, purchase decision and post-purchase behavior. In Choosing education services, consumers are influenced by many factors. The views of consumers or prospective students of different universities against both physical and psychological causes inequities in the number of applicants each program of study in each faculty. Some have argued that the factors underlying consumer consideration in Determining the choice of the shape and type of education is the expertise

offered, the quality of its graduates, the study period as well as other factors inherent in the consumer, environmental influences and marketing strategies. Based on the above Researchers wanted to assess the individual internal factors, external and communication strategy in Choosing management studies program at the Faculty of Economics and Business, University of Muhammadiyah Jakarta.

Literature review
Decision Making Process

Each consumers of the make decisions about a wide range of search, purchase, use a variety of products and brands in any given period. Consumers of the make decisions every day or every period without Realizing that they have made a decision. Discipline the behavior of consumers seeking to learn how consumers make-decisionsand understandthe factors that influence and are Involved in the decision.

In studying consumer behavior, one of the approaches is the decision-making process. Decision-making can be defined as a process of assessment and selection of the various alternatives According to specific interests by setting an option deemed mostprofitable. According Sciffman and Kanuk (2010: 437) "process that in principle the decision is to choose one of the alternatives from the various alternatives".

In the context of consumer behavior, then the decision can be concluded a process by the which consumers of the make an assessment of the various alternative options and choose one or more alternatives are needed based on the Certain considerations. Definitionthis confirms that a decision does not have to choose one of a number of alternatives, but the decision must be based on the relevance of the issues and objectives.

Consumer behavior will Determine the decision-making process in purchasing. The process According to Basu & Hani (1997: 106) is a problem-solving approach that consists of five stages: 1) analyzes or recognition of the need and desire, 2) search informationand votes sources, 3) assessment and selection of the alternative purchase, 4) the decision to buy and 5) behavior afterpurchase. Othersuch processes are not always Carried out by consumers in the purchase. No implementation of Several stages of the process are possible only on the purchase of an emotional nature. So the whole process is usually Carried out in exceptional circumstances, for example on the first purchase, or the purchase of goods that have a high price.

a. Analyze the needs and desires

Analysis of needs and wants is intended primarily to Determine reviews Reviews their needs and desires are not fulfilled or satisfied. If reviews Reviews These requirements are known, then the consumer will understand Immediately reviews Reviews their needs have not been met Immediately or can be delayed fulfillment, as well as the needs alike must be met. So at this stage of the buying process starts.

b. Information search and assessment resources.

The second stage of the buying process is related to the search of information about the sources and vote, to meet the perceived needs and desires. A search for information that is active may include visits to the desired services or products, while the passive search may only be Obtained from the faculty guide books. Searches internal information about the sources of purchase can be derived from individual communication and influence individuals, mainly from the pioneer opinions. External information can be derived from the mass media.

c. Assessment and selection of the alternate purchase

This stage includes two stages items items, namely: setting goals and assessing purchase and hold the selection of alternative purchase unfounded. Purpose of purchase for each consumer is not selalusama, Depending on the product type and needs. Once the goal is set purchase, consumers should identify alternatives purchase. Alternative identifiers purchases can not be separated from the influence of sources owned (time, money and information) as well as the risk mistaken in the election.

d. The decision to buy

The decision to buy is a process in the purchase of real ones. So after the steps above do, consumers should take the decision Whether to buy or not. If consumers Decide

untukmembeli, consumers will see a series of decisions that mustdecisions regarding product type, brand, seller, quantity, time of purchase and ways of payment.

e. Behavior after the purchase.

For companies, feelings and behavior after the purchase IS ALSO very important. Their behavior can Affect the re-sale and Also Affects the utterances buyers to other parties about the company's products. There is a possibility that the buyer has made a purchase because of a mismatch after Considered maybe the price was too expensive, or perhaps Because it is not in accordance with his wishes or previous picture. To Achieve harmony and minimizethe buyer mustreduce mismatch of desires after the purchase, such as avoiding ads for other products not purchased. In addition, buyers Also have to spend more time to the Make an evaluation before buying.

Factors That Affect Consumer Decision.

Internal factors Individual.

Psychological factors are derived from the internal processes of individual influence on consumer purchasing behavior. Reviews Reviews These factors include: motivation and needs, perceptions, and attitudes.

1) Motivation and Needs

Someone is always trying to meet the needs felt and effort or encouragement to meet reviews Reviews These needs is called motivation. Motivation According to Schiffman and Kanuk (2000: 63) is a "boost of dalamindividu the roomates the the caused him to act". That is the motivation Arise from the need perceived by consumers. Own needs Arise Because consumers feel discomfort (state of tension) between the perceived and actual should be felt

2) Perception

Schifmaan and Kanuk (2000: 51) states that the perception is the way people see the world. From this general definition it can be seen that a person's perception would be different from others. Looking at the world is definitely influenced by something on the inside and the man.

3) Attitude

Consumer attitudes are important factors that will influence the decision of consumers. The concept of attitude is related to the concept of trust and behavior. Mowen and Minor (1998: 75) "mentions that the term establishment of consumer attitudes Often describe the relationship between trust, attitudes and behavior".

External Environmental factors.

Consumers are created by the environment and Also, operate in the environment. Consumer behavior is influenced various levels of the society in the which he was born and raised. This means that consumers who come from different environments will have ratings, needs, opinions, attitudes and tastes different. External environmental factors that influence consumer behavior is the family and the reference group.

1) Family.

The family is the micro environment, ie environment closest to the consumer. The family is the environment where most consumers live and interact with other family members. Family members Affect each other in making the purchase of products and services.

2) The reference group.

The group is very meaningful to a person's life, so that in our daily lives as social beings, they always turn on his companions in everything they do. In buying a product or service, consumers are Also oriented to the group. Groups like inisering Referred to as the reference group.

Factors Communication Strategy.

Communication is a basic human activity. With human communication can be interconnected with one another invarious life, According to Hovland, Janis & Kelley in Arni Muhammad (2007: 2) Communication is the process by the which individuals send stimulus usually in verbal form to change the behavior of others. Meanwhile, According to Schiffman and Kanuk (2000) communication is the transmission of a message from the sender to the receiver using a form of signal that is sent through a particular medium. Forms of marketing communication is as follows

1) Lecture,
   Lecture is one method of communication. Lectures are usually done to Convey information to the public with the purpose of notification of a thing and the Influencing public opinion.
2) Exhibition.
   Pameran is an activity of production of goods and services that support the advancement and improvement of the economic development of the company.
3) *Display* photo.
   Display The photo is structuring atan installation activities photos in a special place with the purpose of providing any information that has been Carried out by an organization or company.

Framework of Tthinking
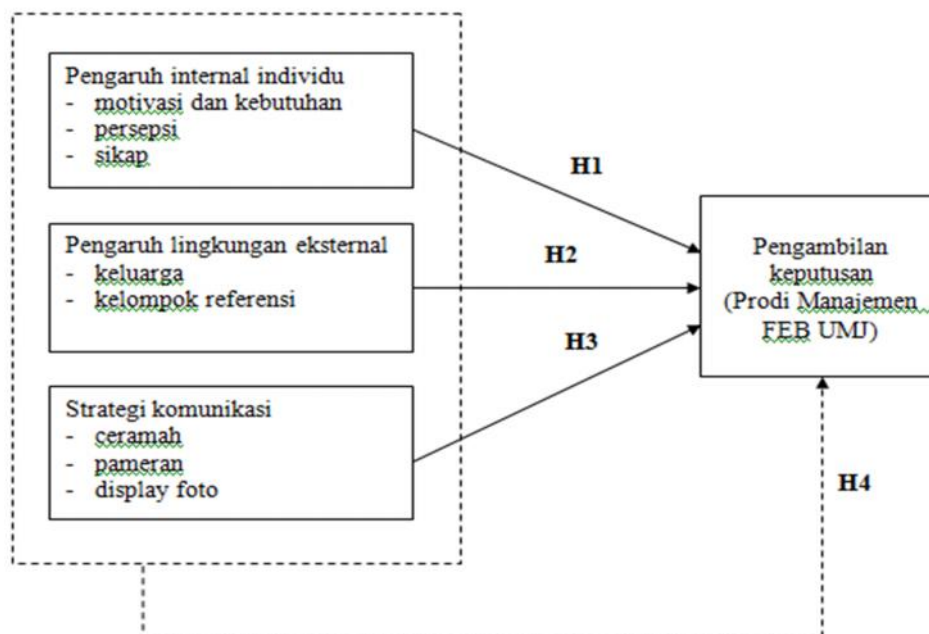
Hypothesis

Based on the results of previous studies and a framework, then sets out some research hypothesis, Among others:

H1:   Individual internal factors positive and significant impact on student's decision to take coursesStudy Program Managementat Faculty of Economicand Business UMJ.

H2:   external environment factors and significant positive impact on student's decision to take courseStudyProgramManagementat Faculty ofEconomicand Business UMJ.

H3:   Communication Strategy positive and significant impact on student's decision to take courses StudyProgramManagementat Faculty of Economic and Business UMJ.

H4:individual internal factors, external environment factors, communication strategiesbboth positive and significant impact on student's decision to take courses StudyProgramManagementat Faculty of Economic and Business UMJ.

RESEARCH METHODOLOGY

Place and Time Research
This research was conducted at the Faculty of Economics and Business, University of Muhammadiyah Jakarta is located in Jl. KH. Ahmad Dahlan, Ciputat, South Jakarta. This study was conducted for 6 months (March 2016 until August 2016) of the collection of the data, analysis and draw Conclusions.

Types of Research
Based on the objectives to be Achieved, this research is Categorized into types explanasi research with quantitative approach. According Sanapiah Faisal (2005: 21) "explanatory research is to test the hypothesized relationship between the variables".

Data Source
Primary Data Obtained from the respondents to provide the data by filling out a questionnaire (questionnaire) related to variable variables studied. Secondary data in this study are the Data Obtained from two or secondary sources to the source of the data is needed.

Sampling Technique
In this study, selected the study population are students of Management Faculty of Economics and Business, University of Muhammadiyah Jakarta. The method used in this study is simple random sampling. According Sugiyono (2013: 120), is said to be simple (simple) for taking the sample of members of the population was randomly without regard to strata that exist in this population.

According to Husein (2004: 75) To Determine how many samples to be studied, the Researchers used a formula to calculate the sample size Slovin. By using a precision of 10% then Obtained sanpel many as 92 students.

Data Collection Technique
Data collection technique used questionnaire is a technique of collecting the data is by using a list of questions to be answered the the by the respondent. Respondents in this study were students of Management Faculty of Economics and Business, University of Muhammadiyah Jakarta

Operational Definition of Individual Internal Factors
Individual internal factors are the psychological factors are derived from the individual internal processes that influence consumer behavior. Reviews Reviews These factors include: motivation, perception, attitude, and demographic conditions.

Operational Definition External Environmental Factors
External environmental factors are factors beyond the individual or from the external environment that influence consumer behavior. Reviews Reviews These factors include: family and reference groups.

Factors Operational Definition Communication Strategy
Factors communication strategy is a way, the effort and steps - steps to Convey information through the symbols that Appear in the action by using a specific media so that consumers Obtain a comprehensive, information and are affected by it. Reviews Reviews These factors include: lectures, exhibitions, and display photos.

Operational Definition Decision Making
Consumer decision-making is a process of integration that combines the knowledge to Evaluate the behavior of two or more alternatives, and select one of them. The process includes analyzing needs

and desires, information retrieval and resource assessment, assessment and selection of the alternatives, the decision to choose, and behavior after the election.

Data Analysis Technique

Methods of data analysis is used in this study is analisis multiple linear regression. Analisis multiple linear regressionstudying the relations between two or more variables / independent variable (X) with one dependent variable (Y). While the dependent variable (Y) in the research is a response to the measured result of the treatment / free variable (X).

Validity and Reliability Test is used to test the quality of the data. Classical Assumption Test is used to test the bias of the data storage. Multiple Linear Regression Analysis Test, Test The coefficient of determination (R2), the test Significant test Significant Individual Simultaneous and used to test the hypothesis. Statistical analysis was performed using SPSS (Statistical Product and Service Solution) version 23.

Testing the validity of the questions done by using Pearson Product Moment Correlation test to verify that the correlation is significant or not, the test results can be Compared with the count rr table with a significance level of 5% (Ghozali, 2006).

Reliability test in this study was conducted to test the reliability of the questionnaire to measure the variables to generate a consistent measurement. The technique used is the test of Cronbach's Alpha. Items statement in the questionnaire

otherwise reliable if the Cronbach's Alpha values> 0.6 (Ghozali, 2006).

Normality test aims to test Whether the regression models, residual confounding variables have above normal distribution, Normality test using test*Kolmogorov-Smirnov.*Elementary analysistest *Kolmogorov-Smirnov* is that if the significance below the 0:05 means that the data is to be tested have significant differences with the normal standard of data, meaning that the the data is not normal. Conversely, if the significance above the 0:05 means that the data is to be tested do not have significant differences with the normal standard of data, meaning that the data is is normal(Ghozali, 2011),

Test heterodeksitas aims to Determine Whether the variance of the residuals of the data is one observation to the other observation is different or is still Elementary analysis is if there are Certain patterns that regularly as dots are there to form a specific pattern that regularly (wavy, widened , then narrowed), it has Heteroskedastisitas.Jika occur no clear pattern as well as the points spread above and below the number 0 on the Y axis, then it does not happen Heteroskidastity (Ghozali, 2011).

Multicolinearity test is used to test Whether the regression models found a correlation between the independent variables, In general, the values used to indicate the presence of multicollinearity is Tolerance value   0:10, or equal to the value if VIF   10. The good regression models is not happening multikolinearitas issue, (Ghozali, 2011).

This analysis to Predict the value of the dependent variable when the independent variables Increase or Decrease and to Determine the direction of influence between independent variables and the dependent variable Whether each independent variable influence positively or negatively (Prayitno, 2010: 61). Regression model analysis using SPSS version 23. The mathematical models in this study is $1X1 \ Y = \ + \ + \ 2X2 + 3X3$

Coefficient determination test is used to Determine the contribution or influence of independent variables on the dependent variable is the correlation coefficient mengkuadrankan. According Ghozali (2011: 97) fundamental flaws using the coefficient of determination is biased against the number of independent variables were entered into the models. Each additional one independent variable, then R2 would rise no matter Whether Significantly reviews Reviews These variables influence the dependent variable. Therefore, many Researchers advocate for using Adjusted R2 value when evaluating where best regression models. Unlike R2, Adjusted R2 value can go up or down if the independent variable is added to the models.

The method used to test the hypothesis in this study is the simultaneous significance test (F test) and a significant test of individual parameters (statistical test t). Test F basically indicates Whether all the independent variables included in the models have influence together on the dependent variable or

bonded while t test basically shows how far the influence of the explanatory variables individually in explaining the variation of the dependent variable or dependent (Ghozali 2011)

RESULTS AND DISCUSSION

Faculty of Economics and Business, University of Muhammadiyah Jakarta established on June 18, 1963 along with Several other Faculties of the roomates the Faculty of Law and Faculty of Engineering, and for the first time appointed Mr. Suroto Kartosudarmo as dean and Drs Muchri Sjahid, as Secretary. Program Management is the first study there Because it coincided with the founding of FEB UMJ. It currently has three concentrations and accredited A.

Described in this study the results of a questionnaire validity and reliability of research to Ensure that the research questionnaire that was distributed was valid and reliable, so that the data is is produced is accurate.

Quality Test Data

table 1
Validity test

No.	r Calculate X1	r Table	Information
1	0,592	0,205	Valid
2	0,320	0,205	Valid
3	0,514	0,205	Valid
4	0,811	0,205	Valid
5	0,788	0,205	Valid
6	0,564	0,205	Valid
7	0,534	0,205	Valid
8	0,623	0,205	Valid
9	0,412	0,205	Valid
10	0,606	0,205	Valid
11	0,811	0,205	Valid
12	0,778	0,205	Valid
No.	r Calculate X2	r Table	Infonrmatio
1	0,351	0,205	Valid
2	0,693	0,205	Valid
3	0,735	0,205	Valid
4	0,778	0,205	Valid
5	0,698	0,205	Valid
6	0,732	0,205	Valid
7	0,768	0,205	Valid
8	0,772	0,205	Valid
No.	r Calculate X3	r Table	Infonrmatio
1	0,628	0,205	Valid

No.	r Calculate	r Table	Information
2	0,635	0,205	Valid
3	0,820	0,205	Valid
4	0,530	0,205	Valid
5	0,387	0,205	Valid
6	0,343	0,205	Valid
7	0,345	0,205	Valid
8	0,794	0,205	Valid
9	0,820	0,205	Valid

No.	r Calculate Y	r Table	Infonrmatio
1	0,575	0,205	Valid
2	0,484	0,205	Valid
3	0,572	0,205	Valid
4	0,516	0,205	Valid
5	0,573	0,205	Valid
6	0,514	0,205	Valid
7	0,406	0,205	Valid
8	0,386	0,205	Valid
9	0,370	0,205	Valid
10	0,379	0,205	Valid
11	0,281	0,205	Valid
12	0,601	0,205	Valid
13	0,376	0,205	Valid
14	0,498	0,205	Valid
15	0,375	0,205	Valid
16	0,399	0,205	Valid
17	0,525	0,205	Valid

From table 1 above, the roomates states that all the data is valid statement, Because The value of the correlation (r count) above the value of r table. r table of 0205 Obtained from r product moment with a level of significant 5% and df n n-2 with as many as 92 respondents. Correlation values ranged from 0281 up to 0.820 greater than the value of r table is 0.205, so the entire statement can be Considered the the data is valid and can be used in this study.

table 2
test Reliability

Variable	*Cronbach's Alpha*	Restriction	Information
X1	0,851	0,600	Reliable
X2	0,830	0,600	Reliable
X3	0,780	0,600	Reliable
Y	0,759	0,600	Reliable

Table 2 above shows the Cronbach's Alpha each worth 0,851; 0,830; 0,780; 0759. This indicates that the value of Cronbach's Alpha greater than 0,600 the roomates means that all statements related to the individual's internal factors, the external environment, communication strategies, anddecision-making otherwise good and reliable.

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Classic assumption test

table 3
normality test

Variablel	Unstandarized residual
Kolgomorov-Smirnov	0,660
Asymp. Sig. (2-tailed)	0,777

Based on Table 3 above shows the value Asymp.Sig. (2-tailed) of 0.777. This indicates that the values Asymp. Sig. (2-tailed) is greater than 12:05. It can be concluded, that the the data is in this study had a regression models that is normally distributed.

figure 1
testHeteroskidastity
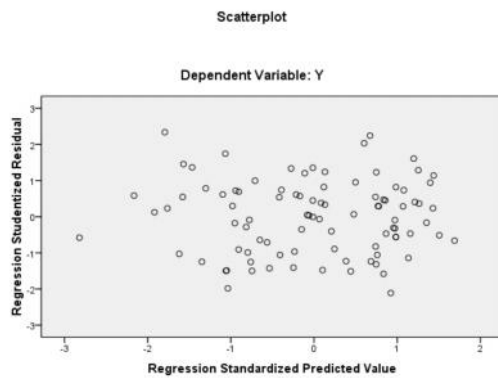
Based on Figure 1 above shows that the points contained in the chart completely dispersed, and does not form a specific pattern Cleary and spread both above and below the number 0 on the Y axis This shows that, the variables included in the study has no trouble heteroscedasticity.

table 4
test multicollinearity

Variable	Tolerance	VIF
X1	0,957	1,034
X2	0,968	1,033
X3	0,999	1,001

Based on Table 4 above, Showed that VIF (Variance Inflation Factor) of 1034; 1.0343; 1.001; is less than 10 and a tolerance value of 0967; 0968; 0999; is above 0.1 in all the variables used in the study. It shows that, no linear relationship was perfect or near perfect between the independent variables. So the regression models in this study did not find any problems and have met the Prerequisites multicolinearity good regression models.

Multiple Linear Regression Analysis

table 5
Results of Multiple Linear Regression Analysis

Variable	B	t	Sig.	Adj. R Square	F count	Sig.
constants	22,002	2,788	6	-	-	-
X1	0,632	6.436	0,000	-	-	-
X2	0,267	2.338	0,022	-	-	-
X3	0,065	0.452	0,652	-	-	-
X1, X2, X3	-	-	-	0,359	18,014	0,000

Based on Table 5 above, the regression equation as follows:
Y = 22 002 + 0632 + 0267 + 0065 X1 X2 X3
The regression equation can be explained as follows:
a. constants for22 002 meaning that if the individual internal factors, external environmental factors, and communication strategy its value is 0, then taking decision value is 22 002%.
b. The regression coefficient of variable individual internal factors of 0,632; meaning that if another independent variable value is fixed and internal factors of individuals Increased by 1%, then the decision will be Increased by 0632%. The coefficient is positive means of individual internal factors positively Affectstakingdecisions, increasing the individual internal factors increasingtakingdecision.
c. The regression coefficient of variable external environmental factors amounted to 0.267; meaning that if another independent variable value is fixed and external environmental factors Increased by 1%, then the decision will be Increased by 0.267%. The coefficient is positive, meaning that external environmental factors has positive influence on decision-making, increasing the external environmental factors is increasingtakingdecision.
d. Variable regression coefficients communication strategy 0,065; meaning that if another independent variable value is fixed andcommunication strategy Increased by 1%, then the decision will be Increased by 0,065%. The coefficient is positive it meancommunication strategypositive influence on decision-making, increasing communication strategy then increasing taking decision.

Coefficient of Determination
Furthermore, based on table 5 Obtained figures Also the coefficient of determination (Adjusted R2) of 0359 or 35.9%. It shows that the decision can be explained by individual internal factors, external environmental factors, and the communication strategy of 0359 or 35.9%, while the remaining 64.1% is explained by other variables not included in this study.

Hypothesis testing
Based on Table 5 above, note the value of F 18 014 where the value of F larger than F table (DF1 = 3, DF2 = 88,   = 0,05), or 18 014 of 2.708> 2.708. In addition, the known value of sig. 0,000 where sig. less than 0:05 or 0.000> 0.05, then Ho is rejected and Ha accepted, meaning that individual means of internal factors, external environmental factors, and communication strategies together Significantly influence decision making.

Furthermore, it is known tcount for individual internal variable factors of 6436 where tcount greater than TTable (df = 90,   = 0.05) of 1987 or 6436> 1987 Also known sig. 0,000 where sig. less

than 0:05 or 0.000> 0.05 then Ho is rejected and Ha accepted, meaning the individual internal factors Significantly influence decision making.

Meanwhile, tcount to variable external environmental factors amounted to 2.338 where tcount greater than TTable (df = 90, = 0.05) of 1.987 or 2.338> 1.987, Also known sig. 0022 where sig. less than 0:05 or 0.022> 0.05 then Ho is rejected and Ha accepted, meaning that external environmental factors Significantly influence decision making.

In addition, it is known for variable tcount 0,452 communications strategy where tcount smaller than ttabel (df = 90, = 0.05) of 1987 or 0452 <1987. In addition, the known value of sig. amounting to 0652 where sig. greater than 0:05 or 0652> 0.05 then Ho is rejected and Ha accepted, meaning that the communication strategy not significant effect on decision-making.

CONCLUSION

Based on the results of research and discussion in the previous chapter, it can be concluded, as follows:

1. Individual internal factors are positive and significant impact on decision making students choose courses of Management at the Faculty of Economics and Business UMJ. It can be seen from the positive coefficient of 0632, and Also the results of hypothesis testing that shows the value of t = 6436 bigger than table = 1.987 and sig. = 0.000 less than = 0:05.
2. External environmental factors are positive and significant impact on decision making students choose courses of Management at the Faculty of Economics and Business UMJ. It can be seen from the positive coefficient of 0.267, and Also the results of hypothesis testing that shows the value of t = 2338 bigger than table = 1.987 and sig. = 0.022 less than = 0:05.
3. Communication strategy factors are positive and no significant impact on decision making students choose courses of Management at the Faculty of Economics and Business UMJ.. It can be seen from the positive coefficient of 0.065, and Also the results of hypothesis testing that shows the value of t = 0452 smaller than table = 1.987 and sig. = 0652 greater than = 0:05.
4. Individual internal factors, external environmental factors, and communication strategies together positive and significant impact on decision making students choose courses of Management at the Faculty of Economics and Business UMJ. It can be seen from the positive coefficient of 0359, and Also the results of hypothesis testing shows that the value of F = 18 014 larger Ftabel = 2.708 and sig. = 0.000 = 0:05.

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