

Daftar Pustaka

- Ambarwati, M., Sunarti, & Mawardi, M. K. (2015). Pengaruh Citra Merek Terhadap Minat Beli (Survei Pada Mahasiswa Universitas Brawijaya Yang Menggunakan Pasta Gigi Pepsodent). *Jurnal Administrasi Bisnis (JAB)*, 25(1), 1-7.
- Arikunto Suharsimi, 2006, *Prosedur Penelitian Suatu Pendekatan Praktik*, Jakarta : Rineka Cipta
- Aydin, O. T. (2015). University Choice Process: A Literature Review on Models and Factors Affecting the Process. *Journal of Higher Education*, 5(2), 103–111. doi:10.2399/yod.15.008
- Chen, C.-H., & Zimitat, C. (2006). Understanding Taiwanese students' decision-making factors regarding Australian international higher education. *International Journal of Educational Management*, 20(2), 91-100. doi:10.1108/09513540610646082
- Diktilitbang. (2018). 2 Universitas Baru Muhammadiyah, Kini Hadir di Kudus dan Lamongan. Retrieved from <http://diktilitbangmuhammadiyah.org/id/2-universitas-baru-muhammadiyah-kini-hadir-di-kudus-dan-lamongan/>
- Fahriansyah, & Zubir, E. (2015). Analisis Pengaruh biaya dan Lokasi Terhadap keputusan Mahasiswa Memilih Universitas Terbuka (Studi Pada mahasiswa UPBJJ-UT Pontianak). *Integra*, 5(1), 32-50.
- Fakhri, M., Gilang, A., & Ratnayu, N. (2017). Analisis Faktor Pembentuk Keputusan Pemilihan Perguruan Tinggi Swasta Universitas Telkom (Studi Pada Mahasiswa Prodi S1 Administrasi Bisnis Fakultas Komunikasi dan Bisnis Universitas Telkom Angkatan 2016). *Jurnal Ekonomi, Bisnis & Entrepreneurship*, 11(1), 1-12.
- Ghozali, 2006, *Aplikasi Analisis Multivariate dengan Program SPSS*, Edisi I, Semarang : Badan Penerbit Universitas Diponegoro
- Khairani, A. Z. b., & Razak, N. b. A. (2013). Assessing Factors Influencing Students' Choice of Malaysian Public University : A Rasch Model Analysis. *International Journal of Applied Psychology*, 3(1), 19-24. doi:10.5923/j.ijap.20130301.04
- Ming, J. S. K. (2010). Institutional Factors Influencing Students' College Choice Decision in Malaysia: A Conceptual Framework. *International Journal of Business and Social Science*, 1(3), 53-58.
- Mulyatini, S., Suharyati, Handayani, T., 2012, Faktor – Faktor yang berprngaruh terhadap Keputusan Memilih Program Studi, Fakultas Ekonomi UPN Veteran Jakarta
- Murdopo Langgeng, 2013, Analisis Preferensi Siswa dalam memilih Sekolah Madrasah Aliyah di Pulang Pisau, *JSM (Jurnal Sains Manajemen)*, ISSN : 2302-1411, Program Magister Sains Manajemen UNPAR, Volume I, Nomor I, April 2013
- Pimpa N, Suwannapirom, 2008, The relationship between Thai students' choices of international education and their families. *International Education Journal*, Thailand, 5(3), 352–359

Ruslan, R. B. I., Ariffin, K. H. K., Islam, M. A., & Zaidi, N. I. B. M. (2014). Determinants Students' Selection of Higher Education Institutions in Malaysia. *Advances in Environmental Biology*, 8(9), 406-416.

Sekaran, U. 2017, *Research methods for business*, USA : John Wiley & Sons, Inc

Sugiyono, 2017, *Metodologi Penelitian Kuantitatif dan Kualitatif*, Bandung : Alfabeta

Zain, O. M., Jan , M. T., & Ibrahim, A. B. (2013). Factors Influencing Students' Decisions In Choosing Private Institutions Of Higher Education In Malaysia: A Structural Equation Modelling Approach. *Asian Academy of Management Journal*, 18(1), 75–90.

