

The Image Influence, Service Quality and Opinion Leadership on Students ' Decision of Choosing Study Programs through Word of Mouth and Customer Value

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Abstract

The purpose of this study is to analyze the effect image, service quality and opinion leadership on students' decision of choosing study programs through word of mouth (WOM) and customer value. The population in 13 undergraduate students in the Management Study Program with a "B" accreditation in Surabaya, with sample is 192 respondents. The model used in this study was tested with a research instrument using the Structural Equation Model. Based on the results of testing using SEM analysis, the following conclusions can be drawn: The image has a significant effect on student decisions in choosing a management study program through Word of Mouth. The image has significant effect on student decisions in choosing a management study program through customer value. Service quality has a significant effect on student decisions in choosing a management study program through Word of Mouth. Service quality has a significant effect on student decisions in choosing management study programs through customer value. Opinion leadership has a significant effect on student decisions in choosing management study programs through Word of Mouth. Opinion leadership affects student decisions in choosing management study programs through customer value. Opinion leadership affects student decisions in choosing management study programs through customer value.

Keywords: Image • Service quality • Opinion leadership • Word of mouth • Student decisions

Introduction

The study program is required to pay more attention to the quality of services that are better than the services provided, be able to increase the name or brand image and make opinion leadership both through the Word of mouth and the costumer value given to students as university users after taking their attitude and emotional decision. One of the higher education options that serve as a brand image. A several study programs at private tertiary institutions in Surabaya that have not received students in recent student recruitment; indicate that these universities are not able to compete in the broader higher education market both public and private. Competition is getting tighter again with the change in the shape of several public universities from institutes to universities or changes in legal status. The impact of these changes is very pronounced for the existence of private universities, namely the decline in the interest of prospective students to enroll in private universities. This is due to the increasing number of prospective student seats provided by state universities. The additional seats on the pretext of regular, non-regular, extension classes and so on are needed to extract funding sources for education for state universities that must operate

autonomously. The image that exists in the community assumes that private tertiary institutions are second-class universities, also a negative image that affects the lack of interest in prospective students to study at private universities.

Lecture in a management study program, prospective students have the reason that the field of economics plays a vital role in everyday life in society, graduates of management study programs have a strategic role in later work, it is hoped that students will not be unemployed before getting a job. But economics graduates can work immediately after graduating from college. Most prospective students choose Management study programs that are in great demand and according to their abilities. Management science is the science of management which has many job opportunities that can be obtained if you study in a management study program, and can create your own job field. This is very important, considering that every year; Indonesia continues to have the problem of increasing the number of unemployed. Most of the new graduates always occupy a portion of the unemployed in Indonesia before they actually get a job.

Linkage to the phenomena mentioned above, that the decisions of prospective students to choose one of the study program management in Private Universities of the best is a perception in the

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Received: March 29, 2021; **Accepted:** April 12, 2021; **Published:** April 19, 2021

process of alternative choices, whereas the universities in a sense less responsive to the perceptions of prospective students at the time of the decision process in choosing a college high. This is of course related to the services and facilities that are not available which are deemed incapable of influencing the interest of prospective students to choose existing universities. In other words, prospective students have understood and the future promise of a management study program that has service quality as well as an image and brand in a management study program at a private university is the decision of a prospective student who has chosen a brand.

The study program is required to pay more attention to the quality of services that are better than the services provided, be able to increase the name or brand image and make opinion leadership both through Word of Mouth and the customer value given to students as university users after taking their attitude and emotional in deciding wrong a choice of higher education institutions that become its brand image.

The existence of several study programs at private universities in Surabaya that have not received students in the recent recruitment of new students, indicates that these universities are not able to compete in the broader higher education market both public and private. Competition is getting tighter again with the change in the shape of a number of state universities from institute to university or changes in legal status. The impact of these changes is very pronounced for the exhibition of the tendency of private universities, namely the decreasing interest of prospective students to enroll in private universities. This is due to the increasing number of prospective student seats provided by state universities. The additional seats on the pretext of regular, non-regular, extension classes and so on are needed to extract funding sources for education for state universities that must operate autonomously. The image that exists in the community assumes that private universities are second-class universities, also a negative image that affects the lack of interest in prospective students to study at private universities [1].

The decline in the number of new student admissions in several years can indicate that the image of private universities has decreased, so that prospective students do not believe in studying at private universities, especially quality issues. Efforts to improve the service quality system can be much more effective for the sustainability of the higher education business if the college understands the perceptions and desires of students. Theoretically, the process can provide a reference for this research, where service quality affects the decision to choose either directly or indirectly influences loyalty through Word of Mouth and customer value from students who choose one of the study programs and the indications show that there are great opportunities for growth a college. Therefore, this study uses Word of Mouth and customer value as a mediating variable to determine student decisions in choosing a management study program. Service quality and positive image will generate positive words as well. Therefore, companies must have a strong brand image, services and products that satisfy consumers, so as to create a Word of Mouth as effective marketing. Word of Mouth is also more quickly accepted as a reference.

Based on the aforementioned phenomena which are related to the theory of image, service quality, opinion leadership, word of mouth and customer value and consumer decisions to choose a

management study program with several research gaps, it shows something that must be reexamined to examine the image of the management study program, quality. Service and opinion leadership on consumer decisions through word of mouth and customer value.

Materials and Methods

Operational definition of variables

The operational efficiencies of the variables used in this study are as follows:

The image of the study program is a view or description of a university with various activities in the eyes of the community with a good image of students on an object based on the knowledge, responses and experiences it has received. With Indi k ator, namely: personality, reputation, value, and identity [2].

Quality l ayanan is an attempt by a given college in a different way than its competitors on a real service to the expectations of students can receive benefits. With Indi k ator, reliability, responsiveness assurance, Empathy, and Tangible [3].

Opinion leadership is someone from a university or student who actively filters, and shares information with close colleagues and others about the knowledge he has about higher education through interpersonal interactions. With Indi k ator, namely: the self-designing method, the stoichiometric method, the key informant method, and the Objective Method [4].

Customer value is a student's perception of the description of the study program after considering what he wants, and believes that the study program can provide benefits. With Indi k ator, namely consumption in value terms of quality, social values, emotional value.

Word of mouth is the delivery of information from the university and student personal recommendations to colleagues and people closest to the goodness of the university. With indicator of research namely: Saying positive things to others about the quality of the product; recommending a product to others who need advice or information on the desired product, encouraging friends or family to transact a product somewhere [5].

The student's decision to choose is a student's decision on the study program which includes determining what the choice will be and the student's decision to choose is obtained from previous activities. With Indi k ator of namely: recognition of the need, information search, and evaluation of alternatives, purchasing decisions, and behavior post purchase. [6-8].

Sampling technique

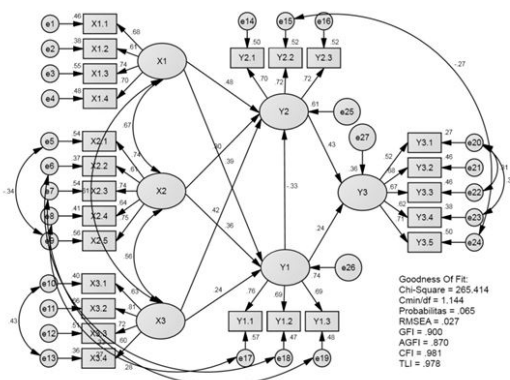
Population: Population is the whole or the number that is in the subject being studied but includes all the characteristics possessed by that subject, and is of interest to the researcher for research. The population in this study were students Tier One Program in Management Studies Program Accreditation rated "B" at the Private University that is in the city of Surabaya as much as 13 University, as many as 10.510 students active by For lap Higher Education in No. v ember 2015, students who are active in the management study program in semesters I, II, III, V, VII, even semester IX who have not graduated.

Sample: The sample is part of the number and characteristics possessed by the population used as research subjects. Suggest that the best sample size for size multivariate is multiplied between 5-10 observations for each indicator to be estimated. Whereas in this study there were 24 indicators from 6 research variables, so the number of samples was determined using 8 observations of each indicator, so that the total to be used as the research sample was=24 x 8=192 respondents.

Structural Equation Modeling (SEM): This study was analyzed by SEM which is based on the evaluation of the interdependence relationship between variables. In practice, SEM can confirm a hypothetical model through empirical data, so it is often called confirmatory technique as opposed to exploratory factor analysis. The stages when conducting the analysis were also carried out direct tests of the validity and reliability of each construct or indicator [9]. This study aims to prove and analyze the effect of exogenous constructs on endogenous constructs. This construct is a latent variable formed by several indicators (observed variable). Therefore, to analyze the data in this study, SEM analysis techniques using the AMOS program were used in Table 1 and Figure 1.

Results and Discussion

Hypothesis testing results



Source: processed data

Figure 1. Path diagram of modified hypothesis testing results.

				Sobel statisti c test	Sig	Inform ation	
Student decisio n	←	WOM	←	Study progra m image	1.98	0.023	Signific ant
Student decisio n	←	Custom er Value	←	Study progra m image	2.11	0.017	Signific ance
Student decisio n	←	WOM	←	Quality of Service	1.98	0.024	Signific ant
Student decisio n	←	Custom er Value	←	Quality of Service	2.51	0.005	Signific ant

Student decisio n	←	WOM	←	Opinion Leaders hip	1.98	0.023	Signific ant
Student decisio n	←	Custom er Value	←	Opinion Leaders hip	2.24	0.012	Signific ant
Student decisio n	←	WOM	←	Custom er Value	1.98	0.024	Signific ant

Table 1. Measurements in the structural model.

Based on the data in Table 1: It can be found that the results of the test for the largest and smallest indirect effects are:

1. The value of the sobel test statistic on the effect of the image of the study program on student decisions in choosing a management study program at a private university in Surabaya through word of mouth is 1.98, greater than the z-table value of 1.96 with a probability of 0.023. This means that the image variable of the study program has a positive effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth [10-13].

2. The value of the statistical sobel test coefficient of the influence of the image of the study program on student decisions in choosing a management study program at a private university in Surabaya through the customer value is 2.11 greater than the z-table value of 1.96 with a probability of 0.017. This means that the image variable of the study program has a positive effect on student decisions in choosing management study programs at private universities in Surabaya through customer value [14].

3. The coefficient of Sobel test statistic influence the quality of I ayanan on student's decision in choosing management courses at university private in Surabaya through word of mouth amounted to 1.98 greater than the z-table is 1.96 with a probability of 0.024. This means that the variable quality of I ayanan positive effect on student's decision in choosing management courses at university private in Surabaya through word of mouth [15-18].

4. The value of the statistical sobel test coefficient of the effect of service quality on student decisions in choosing management study programs at private universities in Surabaya through customer value is 2.51 greater than the z-table value of 1.96 with a probability of 0.005. This means that the service quality variable has a positive effect on student decisions in choosing management study programs at private universities in Surabaya through customer value [19].

5. The statistical sobel test coefficient value of the influence of opinion leadership on student decisions in choosing management study programs at private universities in Surabaya through word of mouth is 1.98, greater than the z-table value of 1.96 with a probability of 0.023. This means that the opinion leadership variable has a positive effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth [20,21].

6. The value of the statistical sobel test coefficient of the influence of opinion leadership on student decisions in choosing management study programs at private universities in Surabaya through the customer value is 2.24, which is greater than the z-table value of 1.96 with a probability of 0.012. This means that the opinion leadership

variable has no effect on student decisions in choosing management study programs at private universities in Surabaya through customer value [22].

7. The value of the statistical sobel test coefficient of the influence of customer value on student decisions in choosing management study programs at private universities in Surabaya through word of mouth is 1.98, greater than the z-table value of 1.96 with a probability of 0.024. This means that the opinion leadership variable influences student decisions in choosing management study programs at private universities in Surabaya through customer value [23].

Discussion of hypothesis testing results

Untuk analyze test hypotheses do. Based on the results of data processing, it can be seen that all the constructs used to form a research model, in the confirmatory factor analysis process, have met the predetermined goodness of fit criteria.

The influence of the image of the study program on student decisions through word of mouth

The results of the analysis of hypothesis testing prove that the image of the study program has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth. The biggest indicator that affects the image of the study program is the value of the study program. This shows that the higher the value of the study program in front of students or the public, the higher the level of reputation of the study program is known to students or the wider community. In addition, the good name of the study program is better known by students or the community, so it needs to be maintained and maintained if possible to become a superior study program [24-29]. A positive image will make consumers like a product with the relevant brand in the future, while for producers a good image will help company activities in the marketing sector. In order for the image to be formed as expected by the university, the company as a producer must be able to understand and exploit the elements that make up a brand so that it has a good image.

This result is in accordance with the theory of the Hierarchy of *effect model* described by from viewing advertisements to deciding, consumers always follow a very orderly process flow. Making consumer decisions in deciding and consuming certain products or brands begins with awareness or introduction to these products. Then proceed with understanding which is followed up with a level of liking and a better rating compared to products from other competitors. After this phase, the preference for the product will be even stronger. Customers will tend to choose the products we offer over other products.

The influence of the image of the study program on student decisions through customer value

The results of the analysis of hypothesis testing prove that the image of the study program has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value. This indicates the higher image before the study program students have the grades for the course chosen, the higher the level social value to students or the public to choose a program of study into the best option. In addition, the good name of the chosen study

program has provided various needs for academic activities in demanding knowledge [30]. Because students consume things for quality values in the study program is the main goal, but it is the choice that has high value and is valued as an image so that the right student decision can choose a classy study program.

The results of this study have indicated that the study program chosen by students has a good image. Even the study program is able to generate a sense of pride with the value of the reputation of the study program to bring better change and the value of the study program that is submitted for all students to know. The trust and identity possessed by the study program by having a complete range of superior education programs so that university grades become the choice of students to get recognition for an image that can convince everyone or students.

The results of this study support the research results of obtained results that customer value influence on consumer purchasing decisions [31].

The influence of service quality on student decisions through word of mouth

The results of the analysis of hypothesis testing prove that service quality has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth. This indicates that the higher the quality of service to students or society, the higher the level of responsiveness of the study program known to students or the wider community, the better. In addition, the role of study program personnel in providing services to students or the community that can be carried out properly, the services provided by study programs to students or the community always get a high response so that they are able to maintain the name of the study program and the excellence chosen. The results of this study have indicated that the quality of service that has been carried out by the components in the study program is able to generate a sense of trust in students or the wider community in the decision to choose the study program which is quite good, this is also supported by word of mouth as a means of delivering information on students or the community with full confidence, so that what students want about the delivery of this information can be well received [31].

The results of this study state that service quality has a significant effect on WOM, the results of a significant influence on students in choosing this study program always get a high response both from the components in the study program and from students or the community to the response received from the study program. At the time of receiving service. Thus significantly influence the quality of service to the word of mouth is getting better and the relationship between variable *el* were able to influence the students in choosing courses that best version of the assessment including management courses are in great demand. The results of this study support the research results.

The influence of service quality on student decisions through customer value

The results of the analysis of hypothesis testing prove that service quality has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value. This indicates that the higher the

quality of service to students, the higher the value of customers or students towards the sense of belonging to the university as their first choice, so that the excellent quality of service is evident through responsiveness to students or society, which is crucial in increasing students entering their chosen study program. Because students consume things that have quality values in the study program is the main goal, so that they can attend lectures in the study program as their pride. Good service quality and the presence of customer value in a product or service will make consumers satisfied using the services offered so that it can provide benefits for the company. Therefore, improving service quality can be a very important thing for companies to provide customer value [27].

This result is in accordance with the theory of Customer Value-Based Theory which states that differences in company performance have forced companies to have a competitive advantage, among others, through customer value. Customer value will affect the purchase and use of a product. This influence appears when the positive attitude of consumers towards customer value is able to provide satisfaction. Thus it can be formulated that satisfaction moderates the relationship between customer value and purchasing decisions and product use. In this case, it is only observed specifically for long-term and short-term customers considering the other two types of customer groups, namely the first customer has not experienced the use of the product because he recently bought the product, and the missing customer is difficult to know.

The influence of opinion leadership on student decisions through word of mouth

The results of the analysis of hypothesis testing prove that opinion leadership has a significant effect of student decision in choosing management study programs at private universities in Surabaya through word of mouth. This indicates the higher leadership of the student or the public opinion, the higher the level the method of self-designing courses for part of indicators variable opinion leadership is a source of information received by the students or the general public. In addition, the role of study program personnel who have the task of conveying information about the description of the study program is very helpful, it can be conveyed to students or the community, the hope is that students believe in the study program so that the services provided by the study program to students or the community always get a high response about the picture, the profile and several categories that the study program has as the excellence study program it chooses.

The results of this research have indicated that opinion leadership has done a study program personnel are able to bring confidence to the students or the general public against the decision of choosing the course of pride, it is also supported by word of mouth like means of information on the student or society. The results of this study state that opinion leadership has a significant effect on word of mouth, the results of a significant effect on word of mouth on students in choosing this study program are very helpful because they can find out the picture and profile of the study program so that the willingness of students or the community to attend lectures has believed. Full of services provided by the study program. Thus a significant influence on the opinion leadership of word of mouth can be better and have a relationship between variable were able to influence the decisions of students choose the best course as pride.

Influence variable opinions leadership against the decision of student through customer value

The results of the analysis of hypothesis testing prove that service quality has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value. This indicates that the higher the opinion leadership carried to by the study program to students or the community, the higher the value of customers or students in deciding to have a study program as the main choice, so that opinion leadership actions provide a lot of information in interesting ways about the study program.

The results of this study state that opinion leadership has a significant effect on customer value, the result of a significant influence on student scores in choosing a study program is an offer given to students or the wider community to have. The better the students have high scores in the study program, the higher the sense of belonging of the students in deciding their choice of the study program to be proud of. Thus a significant influence on the opinion leadership values the students select the courses featured, the better the relationship between variable so that it is able to influence the value of the student select courses of interest include management courses. The results of this study support the research results.

The influence of variable customer value with student decisions through word of mouth

The results of the analysis of hypothesis testing prove that customer value has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth. This indicates that the higher the customer value a student or society has about the study program, the higher the social value that the study program offers to students or the wider community. In addition, the role of study program personnel is very supportive in helping to provide information that can be trusted by students or the public by means of word of mouth so that students or the public in choosing the chosen management study program can become a reality as previously desired.

The results of this study have indicated that the customer value that has been carried out by the choice of study program is a suitable place to use in studying and is able to give individual satisfaction to students or the wider community so that the decision to choose in the study program is useful for the needs of the community. This is certainly supported by good word of mouth as a means of conveying information that is accepted by students or other people who like the condition of the academic community.

The results of the analysis of hypothesis testing prove that customer value has a significant influence on student decisions in choosing the study program that is considered the best. This indicates that the higher the customer value of the study program, the higher the decisions students make about the study program. So that high customer value has a more trusted social value offered by study programs to students or the wider community. In addition, the role of study program personnel is very supportive in helping to provide information that can be trusted by students or customer value so that it can have a positive impact on students and willingness. Customer value is the quality perceived by customers which is adjusted to the relative price of program courses in management, academic activities

and the facilities provided can produce student satisfaction in choosing a study program.

Conclusions

Based on the results of the analysis and discussion in chapter 5 and chapter 6 previously, the results of this study can be concluded as follows:

1. The image of the study program has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth. This means that the image variable of the study program has a significant effect on word of mouth. Thus, the influence on the relationship between variables for the image of the study program, the better it brings positive things to the study program, the better the study program is chosen.

2. The image of the study program has a significant effect on student decisions in choosing a management study program at a private university in Surabaya through customer value. Thus, the effect on the relationship between variables for the image of the study program, the higher the social values shown by the study program to students, the higher the value of the students' sense of pride in having their chosen study program.

3. Service Quality significant effect on student's decision in choosing management courses at university private in Surabaya through word of mouth. Thus the effect on the relationship between variables for service quality, the better the responsiveness of the study program components, the better the information received by students for the services provided by the study program.

4. Service quality has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through customer value. This means that the variable service quality has a significant effect on customer value. Thus the effect on the relationship between variables for service quality is getting better, supported by the value of quality that brings the good name of the study program, the better the services provided by the study program to students.

5. Opinion leadership has a significant effect on student decisions in choosing management study programs at private universities in Surabaya through word of mouth. This means that the opinion leadership variable has a significant effect on word of mouth. Thus the influence on the relationship between variables for opinion leadership, the better the response from students in obtaining the information offered by the study program, the better the student's attitude in deciding which course of choice is a priority.

6. Opinion leadership influences student decisions in choosing management study programs at private universities in Surabaya through customer value. Thus the influence on the relationship between variables for opinion leadership supports the needs of the academic community.

7. Opinion leadership affects student decisions in choosing a management study program at a private university in Surabaya through customer value. Thus the influence on the relationship between variables for customer value is higher, supported by the value of quality that provides the various needs of the activities of the

academic community, the higher the students' scores on the civets of their study program.

Suggestion

Based on the results of this study, as a material consideration that can be conveyed through suggestions from researchers, namely:

The study program leader should emphasize the need for word of mouth and customer value which can indirectly influence the student's decision to choose the study program of his choice. Results significant influence over variable -variables studied were the image of course, the quality of service and leadership opinions via indicators that support the student's decision. Therefore, the third variable exogenous and two variable endogenous important to understand and well known benefits for students, others and society as well as to the course itself.

Efforts to examine the findings of the three variable exogenous and two variable endogenous is the factor that is needed because it can bring about a change in creating hope student or society in deciding on the course of his choice.

The study program leader should pay attention to the conditions in providing information in supporting student decisions in choosing the study program to be proud of.

The study program should be able to bring improvements and changes to the study program, especially in the image of the study program, service quality and opinion leadership to become student decisions after obtaining convincing and reliable information.

For further researchers, it is hoped that they can examine other factors that are not disclosed in this study and this research is expected to be used as a comparison by testing other factors.

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How to cite this article: Gogi, Kurniawan. "The Image Influence, Service Quality and Opinion Leadership on Students ' Decision of Choosing Study Programs through Word of Mouth and Customer Value." *Int J Econ Manag* 10 (2021) : 588