

DAFTAR PUSTAKA

- Abdullah, T. (2018). Manajemen Pemasaran. In ilmu Ekonomi (p. 171).
- Adnan. (2018). Pengaruh Perilaku Konsumen terhadap Keputusan Pembelian Susu Morinaga di Kota Lhokseumawe. *Jurnal Visioner & Strategis*, 7(2).
- Albari, & Safitri, I. (2018). *The Influence of Product Price on Consumers' Purchasing Decisions. Review of Integrative Business and Economics Research*, 7(02).
- Altay, B. C., Okumuş, A., & Adığüzel Mercangöz, B. (2022). *An intelligent approach for analyzing the impacts of the COVID-19 pandemic on marketing mix elements (7Ps) of the on-demand grocery delivery service. Complex and Intelligent Systems*, 8(1). <https://doi.org/10.1007/s40747-021-00358-1>
- Angelica V. dan Bernarto I. (2023), *The Effect Of People, Physical Evidence, Process and Price Fairness on Patient Satisfaction and Revisit Intention at The Xyz Hospital Polyclinic, Makassar City*
- Aprildah Nur Sapardin, Eka Ginanjar, Heppi Kartika Rahmawati, Ratna Agtasari, Vika Wahyudi Anggiri, dan Yusuf Subekti (2020). *Evidence-Based Hospital Marketing Analysisx*
- Arief, M. (2010). Pemasaran Jasa Dan Kualitas Pelayanan. In Bayumedia Plubishing.
- Arifin, Z. A. L. S., Sumarwan, U., & Najib, M. (2020). *The Influence of Marketing Mix on Brand Image, Motivation and Students Decision to Choose Graduate Studies of IPB University. Journal of Consumer Sciences*, 5(2). <https://doi.org/10.29244/jcs.5.2.139-156>
- Arthur, K. M., Asmara, A., & Simanjuntak, M. (2019). *The Effect Of Marketing Mix On "Kpr Xtra Bebas" Decision Making In Bank X Regional I. Journal of Consumer Sciences*, 4(1). <https://doi.org/10.29244/jcs.4.1.1-12>
- Avrinella, S., Sinulingga, S., & Fadil. (2021). *The Effect of Green Marketing on Purchase Decisions and Brand Image as Intervening Variables (Case Study at: Pt. Sari Coffee Indonesia - Starbucks Focal Point Medan). International Journal of Research and Review*, 8(January).
- Bangun, B., Napitupulu, J., Kumoro, D. F. C., Asbari, M., & Nadeak, M. (2023). *The Effect of Marketing Mix on Student Decision to Choose a Private University. Journal Of Information Systems And Management*. Vol. 02 No. 03. 110-119
- Barusman, A. R. P. (2019). *The Impact of 7p's (Marketing Mix) on Student Parents' Decision at School for Disable Students with Special Needs. Journal of Business and Management*, 21(5).

- Brkanlić, S., Sánchez-García, J., Esteve, E. B., Brkić, I., Ćirić, M., Tatarski, J., Gardašević, J., & Petrović, M. (2020a). *Marketing mix instruments as factors of improvement of students' satisfaction in higher education institutions in Republic of Serbia and Spain. Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187802>
- Brkanlić, S., Sánchez-García, J., Esteve, E. B., Brkić, I., Ćirić, M., Tatarski, J., Gardašević, J., & Petrović, M. (2020b). *Marketing mix instruments as factors of improvement of students' satisfaction in higher education institutions in Republic of Serbia and Spain. Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187802>
- Chaerudin, S. M., & Syafarudin, A. (2021). *The Effect of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction. Ilomata International Journal of Tax and Accounting*, 2(1). <https://doi.org/10.52728/ijtc.v2i1.202>
- Dr. Nugroho J. Setiadi, S.E., M. M. (2021). Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga. In Perilaku Konsumen.
- Duli, N. (2019). Metodologi penelitian kuantitatif. In A. D. Nabila (Ed.), *Jurnal Bandung: UIN Sunan Gunung Djati*. CV. Budi Utama.
- Ekawati, E., & Mulyowahyudi, A. (2021). *Analysis Of The Influence Of Location, Promotion And Health Officers In Influencing Decision On Selection Of First Level Health Facilities (Fktp) Participants Of Bpjs Health In Advanced Medical Center*. *Dinasti International Journal of Digital Business Management*, 2(2). <https://doi.org/10.31933/dijdbm.v2i2.774>
- Enny W, M. (2019). Manajemen Sumber Daya Manusia. In Edisi Revisi Jakarta: Bumi Aksara (Issue 1).
- Fatihudin, Didin. M. A. F. (2020). Pemasaran Jasa. In *Angewandte Chemie International Edition*, 6(11), 951–952.
- Firli Musfar, T. (2020). Buku Ajar Manajemen Pemasaran : Bauran Pemasaran sebagai Materi Pokok dalam Manajemen Pemasaran. In *Media Sains Indonesia*. <https://books.google.co.id/books?id=CZUDEAAAQBAJ&pg=PA159&dq=promosi+adalah&hl=id&sa=X&ved=2ahUKEwi7voGq9-XtAhWBWHwKHZj7B3IQ6AEwBHoECAIQAg#v=onepage&q=promosi+adalah&f=false>
- Fitriana, F., & Agustin, K. N. (2021). *The Effect Of Learning Quality, Service Quality, And Promotion on Decission To Choose School At SDIT Mutiara Rahmah Balikpapan. IJEBD (International Journal of Entrepreneurship and Business Development)*, 4(5). <https://doi.org/10.29138/ijebd.v4i5.1484>

- Ghozali, I., & Hengky, L. (2020). *Partial Least Square* (Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris). In BP Undip. Semarang (Vol. 6, Issue 4).
- Gulliando, D., & Shihab, S. M. (2019). *The Effect of Product Quality, Price and Promotion on the Purchase Decision of Telkomsel Service Products*. *International Journal of Innovative Science and Research Technology*, 4(9).
- Hanaysha, J. R., al Shaikh, M. E., & Alzoubi, H. M. (2021). *Importance of marketing mix elements in determining consumer purchase decision in the retail market*. In *International Journal of Service Science, Management, Engineering, and Technology* (Vol. 12, Issue 6). <https://doi.org/10.4018/IJSSMET.2021110104>
- Handayani, R. (2020). Metodologi Penelitian Sosial Ekonomi. In Andi Offset (Issue April). Trussmedia Grafika.
- Harahap, D. A., Lasmanah, L., Nurhayati, N., Suwarsi, S., Purnamasari, P., & Amanah, D. (2021). *The College Selection Based On The Education Cost, University Image And Lecturer Quality*. *Revista de Investigaciones Universidad Del Quindío*, 33(2). <https://doi.org/10.33975/riuq.vol33n2.600>
- Hazrati Havidz, H. B. (2022). *Effect of Price Perception and Service Quality on on Purchase Decisions*. *Dinasti International Journal of Economics, Finance & Accounting*, 3(4), 469–481. <https://doi.org/10.38035/dijefa.v3i4.1473>
- Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (2020). *Digital and social media marketing: A results-driven approach*. In *Digital and Social Media Marketing: A Results-Driven Approach*. <https://doi.org/10.4324/9780429280689>
- Indrasari, M. (2019). Pemasaran Dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan - - Google Books. In Unitomo Press.
- J, Wirtz, & C, L. (2018). *Essentials of Services Marketing 3rd Edition*. In Pearson Education Limited (Issue June 2017).
- Jaka Purwana, A. (2019). *Cigar marketing mix strategy in developing countries: does brand image influence the purchasing decision process?* *European Journal of Management and Marketing Studies*, 4(2).
- Kerpen, D. (2019). *Likeable social media: How to delight your customers, create and irresistible brand, and be amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and more*. McGraw-Hill
- Khatab, J. J., Sabir Esmaeel, E., & Othman, B. (2019). *Dimensions of Service Marketing Mix and its Effects on Customer Satisfaction: A Case Study of International Kurdistan Bankin Erbil City-Iraq*. *Test Engineering and Management*, 81.
- Kim, M. S., & Kim, J. (2018). *Linking marketing mix elements to passion-driven behavior toward a brand: Evidence from the foodservice industry*. *International Journal of*

- Contemporary Hospitality Management*, 30(10). <https://doi.org/10.1108/IJCHM-10-2017-0630>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 3.0: From Products to Customers to the Human Spirit*. In *Management for Professionals*: Vol. Part F502. https://doi.org/10.1007/978-981-10-7724-1_10
- Lestari, H. S., & Miswan, M. (2022). *The Effect of Marketing Mix of Educational Services and Image Formation on Student Decisions to Choose Private Universities in Bandung*. *Wiga : Jurnal Penelitian Ilmu Ekonomi*, 12(4), 302–312. <https://doi.org/10.30741/wiga.v12i4.909>
- Lovelock, C., & Wirtz, J. (2018). *Essentials od Service Marketing*. In Pearson.
- Lupiyoadi, R. (2019). *Manajemen Pemasaran Jasa*. CV. Andi Offset.
- Machrus, A., & Marlena, N. (2021). *The Effect Of Price On The Purchase Decision Of Virtual Goods In Online Game Applications Moderated By Lifestyle*. *Jurnal Ekonomi Balance*, 17(1). <https://doi.org/10.26618/jeb.v17i2.6479>
- Musfar, T. F. (2020). Bauran Pemasaran sebagai Materi Pokok dalam manajemen pemasaran. In Buku Ajar Manajemen Pemasaran (pp. 9–22). Media Sains Indonesia. <https://books.google.co.id/books?id=CZUDEAAAQBAJ>
- Ndofirepi, E., Farinloye, T., & Mogaji, E. (2020). *Marketing mix in a heterogenous higher education market: A case of Africa*. In *Understanding the Higher Education Market in Africa*.
- Othman, B. A., Harun, A., Rashid, W. N., Nazeer, S., Kassim, A. W. M., & Kadhim, K. G. (2019). *The influences of service marketing mix on customer loyalty towards umrah travel agents: Evidence from Malaysia*. *Management Science Letters*, 9(6). <https://doi.org/10.5267/j.msl.2019.3.002>
- Palaba, S. (2020). Pengaruh Kualitas Pelayanan Terhadap Keputusan Memilih Hotel dan Wisma di Kabupaten Pinrang. *PUSAKA (Journal of Tourism, Hospitality, Travel and Business Event)*, 2(1). <https://doi.org/10.33649/pusaka.v2i1.37>
- Panjaitan, R. (2018). *Manajemen Pemasaran*. In Penerbit Yayasan Prima Agus Teknik.
- Pratomo, A. W. (2022). Pengaruh Marketing Mix Terhadap Keputusan Memilih Perguruan Tinggi. *JAS-PT (Jurnal Analisis Sistem Pendidikan Tinggi Indonesia)*, 6(1). <https://doi.org/10.36339/jaspt.v6i1.628>
- Purboyo, Hastutik, S., Kusuma, G. P. E., Sudirman, A., Sangadji, S., Wardhana, A., Kartika, R. D., Erwin, Hilal, N., Syamsuri, Siahainenia, S., & Marlena, N. (2021). Perilaku Konsumen (Tinjauan Konseptual dan Praktis). In Media Sains Indonesia.
- Rosha, Z. (2018). *The effect of implementation of service marketing mix to the process of tourist decision to visit tourism object: A case study at Lembah Harau, Lima Puluh Kota Regency, Sumatera Barat Province, Indonesia*. *International Journal*

- of Engineering and Technology(UAE), 7(4).
<https://doi.org/10.14419/ijet.v7i4.9.20630>
- Ryńca, R., & Ziaeian, Y. (2021). *Applying the goal programming in the management of the 7P marketing mix model at universities-case study*. PLoS ONE, 16(11 November). <https://doi.org/10.1371/journal.pone.0260067>
- Saepuloh, A., & Hisani, D. R. (2020). *The Effect of Product Quality, Price and Promotion on Purchasing Decisions*. Innovation Research Journal, 1(1). <https://doi.org/10.30587/innovation.v1i1.1190>
- Sapardina A, N. , G. E. , R. H. K. , A. R. , A. v, W. , S. Y. (2021). Evidence-Based Hospital Marketing Analysis. Jurnal Administrasi Rumah Sakit Indonesia, 7(2). <https://doi.org/10.7454/arsi.v7i2.3655>
- Schiffman, L., & Wisenblit, J. (2019). *Consumer Behavior (12 Edition)*. In Pearson (Issue July).
- Sofiyani, I. I., Suroso, A., & Suwandari, L. (2022). *Marketing Analysis Mix-7p (Product, Price, Promotion, Place, People, Process, And Physical Evidence) On The Purchase Decision Of Beauty Products And Services Kiwi Clinic Purwokerto*. International Conference on Sustainable Competitive Advantage. 199-212
- Solomon, M. (2020a). *Consumer Behavior: Buying, Having, Being*, 13th Edition. In Pearson (Issue April).
- Suciati, P. , M. M. (2019). Kekuatan 7p Bauran Pemasaran Terhadap Pilihan Mahasiswa Berkuliah Di Program Pendidikan Vokasi Universitas Indonesia. Jurnal Sosial Humaniora Terapan, 2(1). <https://doi.org/10.7454/jsht.v2i1.61>
- Sudarsono, H. (2020). Buku Ajar Manajemen Pemasaran - Google Buku. In Cv. Pustaka Abadi.
- Sugiyono. (2019). Metodelogi Penelitian Kuantitatif dan Kualitatif dan R&D.
- Suherman, S. (2017). Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Kuliah di IAIN Parepare. Al-Buhuts, 13(2). <https://doi.org/10.30603/ab.v13i2.891>
- Syam, M., Sembiring, B. K. F., Maas, L. T., & Pranajaya, A. (2019). *The Analysis of Marketing Mix Strategy Effect on Students Decision to Choose Faculty Economics and Business of Universitas Dharmawangsa Medan*. International Journal of Multicultural and Multireligious Understanding, 6(6), 71. <https://doi.org/10.18415/ijmmu.v6i6.1173>
- Tabita Tupa, D., Bunga, M., & F. makatita, R. (2019). Pengaruh Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Kuliah Pada Fakultas Ekonomi Dan Bisnis Universitas Nusa Cendana Kupang Nusa Tenggara Timur. Journal of Management (SME's), 9(2).

- Tjiptadi, M. (2019). Konsep Pemasaran dan Proses Manajemen Pemasaran. Jakarta: Universitas Terbuka.
- Tjiptono, F. (2019). Pemasaran Jasa (Prinsip, Penerapan, Penelitian). *Jurnal Manivestsi*, 3(1).
- Velmurugan, G., Shubasini, R., SaravanaBhavan, N., & Selvam, V. (2019). *A study on service quality of a health care organization. International Journal of Online and Biomedical Engineering*, 15(10). <https://doi.org/10.3991/ijoe.v15i10.10906>
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N., & Haenlein, M. (2021). *Digital transformation: A multidisciplinary reflection and research agenda. Journal of Business Research*, 122. <https://doi.org/10.1016/j.jbusres.2019.09.022>
- Vira Wilistyorini, & Herry Sussanto. (2022). *The Effect Of Product Quality, Service Quality, Price, And Trust On Purchase Decisions (Case Study On Shopeefood Users). International Journal Management and Economic*, 1(3), 01–12. <https://doi.org/10.56127/ijme.v1i3.279>
- Zulfi Assakhir, R., & Permana, D. (2021). *Decision Analysis Of Selecting Postgraduate Programs Through Place, Marketing Communication, Price Perception And Service Quality (Survey Of Engineering Faculty Students At West Jakarta Regional University). Dinasti International Journal Of Management Science*, 2(3), 446–455. <https://doi.org/10.31933/dijms.v2i3.706>
- https://www.consumerpsychologist.com/intl_Product.html
- <https://smallbusiness.chron.com/product-vs-service-marketing-challenges-658.html>
- <https://www.techfunnel.com/martech/consumer-behavior/>
- <https://www.ijert.org/research/social-media-and-consumer-buying-behaviour-issues-challenges-IJERTCONV8IS10013.pdf>