

INFLUENCE ANALYST *BRAND IMAGE* AGAINST STUDENT'S DECISION TO CHOOSE DWIJA BHAKTI 2 JOMBANG VOCATIONAL SCHOOL WITH *WORD OF MOUTH* POSITIVES A MODERATING VARIABLE

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Abstract

The design of this study used an explanatory research method. quantitative. The location of this research was conducted at SMK Dwija Bhakti Jombang 2 Jombang. The purpose of this study is to determine whether *brand image* affects the decision to choose if moderated by *word of mouth*. The population used in this study were 10th grade students, totaling 218 and the number of samples being used is as many as 96 respondents. The data used in the study used primary data and secondary data. Primary data in this study were taken using interviews and the spread of statement questionnaires and secondary data was taken by quoting from several sources of books, reports, journals, *websites*, etc. The questionnaire in this study was taken using a scale technique *Likert*, after that the data was processed using the SPSS type 23 program. The analysis test stage carried out in this study was using RMA (*Regression*). *analysis Moderating*. From the test results, it can be seen that the results in this study indicate that *Brand image* has a significant effect on the decision to choose and *Brand Image* can be moderated by *Word of Mouth*.

Keywords: Choosing Decision, *Brand Image*, *Positive Word of Mouth*, SMK Dwija Bhakti 2 Jombang.

A. INTRODUCTION

In this era of globalization and very tight competition, education is very important for everyone to improve intelligence and competitive ability. With a good education, a person can help improve his abilities and hone his talents. Therefore, education should be designed to provide the understanding and improve student learning achievement. A good education can also produce quality human resources who will be able to compete competitively. Realizing the importance of human resources, education is an institution related to human resource development (Gusdiandika & Sinduwiatmo, 2012).

After graduating from junior high school or equivalent, students will be faced with the choice to continue their education at the high school level (SMA), Madrasah Aliyah (MA), or vocational high school (SMK). According to (Kotler, 2002) there are five stages of the purchase decision process that is passed by consumers in the buying process, namely: problem recognition, information search, evaluation of alternatives, purchase decisions, post-purchase behavior. The decision of prospective students to choose an education that is by what they want is taken into consideration with the existing conditions. If the existing conditions are not as expected, there will be doubts that result in the decision not to choose, in this case, the decision not to choose education in the desired place.

Choosing is part of the solution as well as being one of the decision-making processes. Regarding the decision-making process, of course, prospective students have

experienced the stages from the suitability of the desired major, information search, assessment/evaluation, to the decision-making stage. The next thing that is considered by prospective students is the image of the school. This becomes very important and becomes the main capital for business developers in the field of education. *Brand image* A good reflects the quality of the school.

According to Putri (2001), image is the overall perception of the object formed by consumers through processing information from various sources. *Brand image* A positive provides benefits for schools to win the competition in the business sector, especially vocational school providers. In addition to the brand image that can influence purchasing decisions, some factors are no less important, namely the word of mouth factor. According to (Kotler & Keller, 2009), *Word of Mouth* is the process by which consumers tell a product to other consumers. Communication *Word of Mouth*, consumers will tell stories about their experiences using products or services from a particular company, or even to the stage of recommending the product or service to others. Consumers have the opportunity to do *Word of Mouth* on satisfaction with the use and experience of products or services that have been used.

According to (Wijaya & Paramita, 2014) states that the process of word of mouth communication by consumers to other consumers is more trustworthy. According to (Tabalema, Sriwidodo, & Sumaryanto, 2016) communication *Word of Mouth* is an activity where consumers will tell stories about their experiences using products or services from a particular company, or even recommend these products or services to others. *Word of mouth* Positive has a great influence on purchasing decisions made by consumers on a product. So that *Word of Mouth* a positive product must always be created to increase sales of a product. The difference between the three previous studies compared to this research is that this study wants to know the analysis of the influence of brand image on the decision to choose which is moderated by positive word of mouth, while the background of this research is at

SMK Dwija Bhakti 2 Jombang. SMK Dwija Bhakti 2 Jombang is a vocational education institution that has been accredited "A", there are several majors of expertise at SMK Dwija Bhakti 2 Jombang including the majors of expertise in mechanical engineering, electrical power installation engineering, computer and network engineering, building drawing engineering, automotive engineering, and motorcycle engineering. In the vocational development program, SMK Dwija Bhakti 2 Jombang also establishes cooperative relationships with several industries, including Toyota Auto 2000, Kubota Indonesia, Daihatsu, PJB, MPM, and Telkom Indonesia. In addition, SMK Dwija Bhakti 2 Jombang also has excellent programs including the Toyota Class, PJB Class, Tefa Class, Kubota Class, and Daihatsu Class. This is a trigger for prospective students to choose to study at SMK Dwija Bhakti 2 Jombang. A good school image and supported by a positive word of mouth process that develops in the community as well as the number of vocational classes provided by the SMK is thought to be the cause of the increase in the number of students from year to year. The table

below describes the increase in the number of students of SMK Dwija Bhakti from the 2016-2017 school year to 2018-2019.

Table 1.1

NO	ACADEMIC YEAR OF	NUMBER STUDENTS
1	2016-2017	1005
2	2017-2018	1055
3	2018-2019	1065

Source: Data processed in 2019

In line with the rapid development of SMK Dwija Bhakti 2 Jombang from year to year, SMK Dwija Bhakti 2 Jombang does not only prioritize quantity students but SMK Dwija Bhakti 2 Jombang also prioritizes school quality. SMK Dwija Bhakti 2 Jombang always improves knowledge so that its students can develop and compete by actively participating in competitions in the automotive sector or in the field of motorcycle engineering to see the abilities of their students. The competitions that are often followed by SMK Dwija Bhakti 2 Jombang in the automotive sector are the LKS competition (student skills competition) and the HSSC technician competition organized by MPM. The achievements obtained by SMK Dwija Bhakti include being the 6th winner in the provincial level LKS competition, being the 13th winner in the provincial level HSSC competition, and becoming 1st place in the national level in the Kubota mechanical technician competition organized by PT. Indonesian Kubota. Based on the descriptions above, the authors are interested in taking the research title "ANALYSIS OF THE INFLUENCE OF *BRAND IMAGE* ON THE STUDENT'S DECISION TO CHOOSE DWIJA BHAKTI 2 JOMBANG WITH *WORD OF MOUTH* POSITIVES A MODERATION VARIABLE.

Problem Formulation

The research problem that will be raised here is "why many prospective students decide to study at SMK Dwija Bhakti 2 Jombang". From these problems, the author can describe in several problem formulations as follows:

1. Is there an influence between *Brand Image* on decision-making learning at SMK Dwija Bhakti 2 Jombang?
2. Is there an influence between the *word of mouth* positive learning decisions at SMK Dwija Bhakti 2 Jombang?
3. Is there an influence between *Brand Image* and *Word of Mouth* on the decision to choose SMK Dwija Bhakti 2 Jombang?

Research Objectives

1. To find out and explain the influence of *Brand Image* on learning decision-making at SMK Dwija Bhakti 2 Jombang.
2. To find out and explain the effect *word of mouth* positive on learning decisions at SMK Dwija Bhakti 2 Jombang.
3. To find out and explain the influence between *Brand Image* and *Word of Mouth* on the decision to choose SMK Dwija Bhakti 2 Jombang.

B. LITERATURE REVIEW

Consumer Behavior

According to (Kotler & Keller, 2009) consumer behavior is a dynamic interaction between affection and cognition, behavior, and the environment in which humans perform exchange activities in their lives.

According to (Assael, 1992) explains that purchasing decisions are contained in 3 elements:

1. The first element is the individual consumer, the individual consumer means that the consumer's purchase decision action is based on encouragement from oneself.
2. The second element is the influence of the environment, where purchasing decisions are made by consumers based on what is done by the surrounding environment.
3. The third element is the application of marketing strategies, the application of marketing strategies means that purchasing decisions made by consumers are based on the existence of marketing strategies applied by marketers.

Decision to Choose

According to (Kotler & Keller, 2005) explains that purchasing decisions are an activity in which individuals or groups consume or buy products on offer.

According to (Swastha & Handoko, 2000) consumer decision-making on goods or services is an activity where buyers choose products based on consumer behavior. Consumer behavior will determine the decision-making process in purchasing. Before deciding to purchase goods or services, consumers will usually go through various stages.

Brand Image

In today's information age, where consumers are stuffed with various products from various companies with the name or brand of the company's products, especially service products in large quantities through the media to introduce. The concept of Branding is so strong that we are now applying it to products and even people, what a brand is. it is a branding decision "a name, term, symbol, or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

According to Assael (in Budi Utama, 2007), a *brand image* is a form of the depiction of the perception of objects by consumers through circulating information.

According to Keagen (in Sadat, 2009) is a collection of positive consumer views that exist because of the benefits of a product produced by the company.

From this understanding, it can be concluded that *brand image* is an association/perception that arises in the minds of consumers when remembering a particular brand. Such associations can be conceptualized based on type, support, strength, and uniqueness. The types of associations include attributes, benefits, and attitudes.

Word of Mouth

According to (Schiffman & Kanuk, 2008) explains that communication does not only occur between consumers and producers but also occurs between consumers and their social environment, namely marketing communications that come from the company and come from consumers. . Activities that can increase organic *word of mouth*, among others, namely: the first is to focus on the customer, the second is to improve product quality and usability, the third is to respond to concerns and criticisms, the fourth is to open dialogue and listen to people, and the fifth is to earn customer

loyalty. The second concept model is *Amplified word of mouth*, *word of mouth* that occurs because it is designed by the company. *Amplified word of Mouth* is done when the company conducts a campaign designed to encourage or speed up the delivery of the *word of mouth* to consumers. Marketers try to promote products to consumers, whose goal is that consumers know the existence of the product and then are expected to buy the product. The activities that can be carried out by the company are; (a) create community (b) make criticism and suggestions to the company (c) advertise products (d) use *endorsements* to persuade consumers (e) research product testimonials.

Relationship Between Variables

Relationship of Brand Image to Purchase Decision

Brand image has a significant effect on the decision to choose a place to study at SMK Dwija Bhakti, it is supported by research conducted by (Hafila, 2015). *Brand image* in this case is the image of an educational institution or university image. If a university has a positive image in the eyes of the public, it will automatically form a thought in the minds of the people that the university has good quality, which quality will have an impact on the decision of the community or consumers to continue their studies at the university. In a study conducted by (Yulianti & et al, 2012) explaining that *brand image* can have an impact on university selection, it was investigated at the Indonesian Computer University. The results of this research show that there is a strong relationship between *brand image* and the decision to choose.

Word of Mouth Relationship to Purchase Decisions

In a study conducted by (Nugraha, Suharyono, & Kusumawati, 2015) with the title EFFECT OF WORD OF MOUTH ON PURCHASE DECISIONS AND CONSUMER SATISFACTION (Study on Kober Mie Setan Consumers at Soekarno-Hatta Intersection number 1-2 Malang), explained that the results of *word of mouth* spread in the community can affect purchasing decisions. The results of this study are supported by the theory proposed by (Tabalema, Sriwidodo, & Sumaryanto, 2016) namely that purchasing decisions and positive *word of mouth* are interconnected. Consumers will carry out activities *word of mouth* and tell their experiences after consuming the product to other people such as friends, relatives, and friends. If the experience gained is positive, then the *word of mouth* is also positive and vice versa.

Relationship between Brand Image and Word of Mouth on Purchase Decisions

In a study conducted by (Tabalema, Sriwidodo, & Sumaryanto, 2016) brand image moderated by WOM has a positive effect on purchasing decisions. Products or services that have a high brand image can have a big influence on purchasing decisions, which are also supported by positive word of mouth processes that are spread in society in general. A good brand image will form a *word of mouth* positive which will later moderate the *brand image* in consumers making purchasing decisions. research *Word of Mouth* Positive has also been carried out by (Prasetyo & Suseno, 2015) in their research entitled, "The Influence of *Perceived Value* on Purchase Decisions *Android Smartphone* with *Word of Mouth* Positive as a Moderating Variable." Positive *Word of Mouth* proved to have a significant effect and moderate the influence. *perceived value* on the decision to purchase an *Android smartphone* made by students of the Faculty of Economics at Slamet Riyadi University, Surakarta."

Conceptual Framework

Based on the definition above, it can be concluded that the conceptual in this study. This study consists of one Y variable, namely the decision to choose a school which is thought to be influenced by the X1 variable, namely *brand image* and is

supported by a moderating variable (X2), namely *word of mouth*. The two X variables are thought to have an effect on the decision to choose.

Based on the conceptual framework above, the following hypothesis can be drawn:

- H1: The better the *brand image*, the higher the decision to choose SMK Dwija Bhakti 2 Jombang.
- H2: The more *word of mouth* positive spread in the community, the higher the decision to choose SMK Dwija Bhakti 2 Jombang.
- H3: The better the *brand image* and the more *word of mouth* spread in the community, the higher the decision to choose SMK Dwija Bhakti 2 Jombang.

C. RESEARCH METHODS

This research design uses explanatory research with quantitative methods. Sugiyono (2016) explains that the research design is where the author conveys the source of information or data in the research being conducted. The type of explanatory research is research that explains and relates theories based on existing variables then tested with concluded hypotheses and quantitative methods are research that is based on existing data and is ready to be processed (Setiadi, 2013). The location of this research was conducted at SMK Dwija Bhakti Jombang 2 Jombang.

1. Brand ImageBrand

image is a collection of impressions that are in the minds of consumers about a brand that is assembled from consumer memories of the brand. According to (Biels, 1992) in Xian (2011) suggests that there are 3 indicators of brand image, namely:

1. *Corporate image* (School Image).
Schools are an *image* built by the school itself.
2. *User image* (*User image*).
User is an *image* that can be formed directly when consumers use the product.
3. *Product Image* (*Product Image*).
Product image is the quality of the product produced by the company to support the creation of the *brand image*.

2. Word of Mouth

Word of mouth is pure communication made by consumers to other consumers about a product or service. According to Kotler (2009) the indicators used to measure the variable *word of mouth* are as follows:

1. *To talk* *The*
point is when consumers retell the company's products to colleagues or other potential customers.
2. *To promote*
Is when consumers persuade and promote products to relatives or new potential customers.
3. *To sell*
is when a consumer succeeds in transforming (*transforming*) other consumers who do not believe and have negative perceptions and do not want to try a product to believe, have a positive perception, and finally want to try.

3. Decision to Choose

The decision to choose is an activity where students choose school institutions according to their needs and what they want. Decisions made by students in choosing a school generally go through several stages, such as recognizing the need, searching for

information about the desired school, evaluating the information received, making choices about schools that are considered to be able to provide solutions to problems faced and making decisions. repeat purchase. Therefore, the indicators for measuring the decision to choose a school are adapted from the purchasing decision process according to Kotler (2009), while the indicators for the decision to choose are as follows:

1. Analyzing or recognizing needs
is a stage where students are aware of the need.
2. Seeking information
is the stage where students will actively seek information about schools that suit their wants and needs.
3. Evaluating from the information obtained
is the stage taken by students to sort out the school information received.
4. Deciding to choose
The stage where students determine the choice of school they want.

Population and Sample

The population used by the author in this study was class X students at SMK Dwija Bhakti, amounting to 218 students.

The sample is part of the number and characteristics possessed by the population and the sample taken must be representative (Sugiyono: 2009). The sample used in this study was 96 people. The sampling technique used was *non-probability sampling*, namely *purposive sampling*.

In this study, researchers used two data consisting of primary data and secondary data. Primary data is data taken using interviews and distributing statement questionnaires. While secondary data is data obtained from various sources such as books, reports, journals, *websites*, and others.

In this study, the techniques used by **the** researcher used a questionnaire (questionnaire) containing statements and interviews with the school.

D. RESULTS AND DISCUSSION

Moderating Regression Analysis

Table 4.11
Results of

Model		Coefficients ^a		Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error			
1	(Constant)		18.863,139,		136.148	000
	Zscore: brand	image,197,		079,242	2,488,	015
	Zscore: moderation,	WOM,189,		081,233	2,329,	022
			289,102,	286	2,833,	006

a. Dependent Variable: decision to choose

Source: SPSS 23

Based on table 4.11 above, it can be concluded that the equation in this study is as follows:

$$Y=18,863+0,197X_1+0,189X_2+0,289X_1X_2+e$$

While table 4.11 above, can be concluded as explained below this:

1. *Brand Image* has a positive influence on the decision to choose SMK Dwija Bhakti 2 Jombang, this means that the better the decision to choose SMK Dwija Bhakti *Brand Image*, the higher the student's2 Jombang.
2. *Positive word of mouth* has a positive effect on the decision to choose, this means that the more *word of mouth* spread in the community, the higher the decision to choose SMK Dwija Bhakti 2 Jomabng.
3. *Word of Mouth* sebagai variabel moderasi dapat mempengaruhi variabel *Brand Image* dalam keputusan memilih, ini artinya semakin baik *Brand Image* dan semakin banyak *Word of Mouth* yang tersebar dimasyarakat maka semakin tinggi keputusan memilih SMK Dwija Bhakti 2 Jombang.

T- Test

Tabel 4.12
T-Test

Model	T	Sig.
1 (Constant)	136,148	,000
Zscore: brand image	2,488	,015
Zscore: WOM	2,329	,022
MODERASI	2,833	,006

Source: SPSS 23

From table 4.12 above, it can be concluded that the value of the hypothesis is as follows:

- a. Brand Image variable has a significant value of 0.015. Where the value is smaller than 0.05, which means that the Brand Image variable has a significant effect on the decision to choose. From these results it can be concluded that H₀ is rejected and H_a is accepted.
- b. The Word of Mouth variable has a significant value of 0.022. Where the value is smaller than the value of 0.05 which means that the Word of Mouth variable has a significant effect on the decision to choose. From these results it can be concluded that H₀ is rejected and H_a is accepted.
- c. The Brand Image variable moderated by the Word of Mouth variable has a significant value of 0.006. Where the value is smaller than 0.05, which means that the Brand Image variable moderated by the Word of Mouth variable has a significant effect on the decision to choose. From these results it can be concluded that H₀ is rejected and H_a is accepted.

Discussion

Based on the results of the tests carried out, the discussion that can be explained in this study is as follows:

The Influence of Brand Tmage on the Decision to Choose

Based on the results of descriptive analysis, it shows that in general, according to respondents' perceptions, the Brand Image variable can be interpreted very well. According to respondents' responses, the cooperation that was built by SMK Dwija Bhakti 2 Jombang with the automotive industry is considered very good, besides that SMK Dwija Bhakti 2 Jombang has building facilities (classrooms and workshops) with industrial standards and complete practical tools.

The Influence of Word of Mouth on the Decision to Choose

Based on the results of descriptive analysis, it shows that in general, according to respondents' perceptions, the Word of Mouth variable can be interpreted very much. Based on hypothesis testing, it was found that word of mouth had an effect on the decision to choose. Respondents think well about the advantages of SMK Dwija Bhakti 2 Jombang so that respondents will recommend to others to choose to study at SMK Dwija Bhakti 2 Jombang.

The influence of Brand Image moderated by Word of Mouth on the decision to choose Based on the results of hypothesis testing, it was found that Word of Mouth became a moderating variable on the decision to choose at SMK Dwija Bhakti 2 Jombang. The contribution of the results given by Word of Mouth as moderation is greater than the direct contribution given by Brand Image to the decision to choose. Through the RMA (Moderating Regression Analysis) test, Word of Mouth plays a moderating role between Brand Image and the decision to choose, this is evidenced by the p-value smaller than 0.05, which is 0.006 so that Word of Mouth moderates the relationship between Brand Image and decision. choose.

E. CONCLUSIONS

Based on the research and data analysis that has been done, the following conclusions can be drawn:

- a. Brand Image has a positive contribution to the decision to choose a SMK Dwija Bhakti 2 Jombang school.
- b. Word of Mouth has a good contribution in the decision to choose SMK Dwija Bhakti 2 Jombang.
- c. Word of Mouth is able to moderate the influence of Brand Image on the decision to choose SMK Dwija Bhakti 2 Jombang.

Suggestion

1. It is better if the SMK Dwija Bhakti 2 Jombang can control the attitudes of their students both inside and outside the school so that the image of the school can be maintained properly.
2. It is hoped that SMK Dwija Bhakti 2 Jombang will improve the quality of learning so that students can study seriously and maximally.
3. For further researchers, they can develop other variables such as: the promotion variable on the decision to choose which is moderated by the Word of Mouth variable which can affect the decision to choose, so that the results obtained are greater than this study.

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