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The Effect of College Image on the Preference Recommendation: A Case Study at STIE Perbanas Surabaya

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Abstract - The success of Universities to attract the prospective students undoubtedly depends on the college's Image. When it has good image, the university can be assumed to have attracted any prospective student. Therefore, the most important thing is whether the university image is felt by the students as they expected. How to relate the recommendation preference with other parties is required. In this case the prospective students should be dragged into the university image.. This research tries to get accurate data on the students' evaluation towards the university image. This research uses 150 students of STIE Perbanas Surabaya as the respondents. These students were of the Batch 2009 -2010. These 150 students were taken by accidental sampling. The analysis used in this study was Struktural Equation Modeling (SEM) with SmartPLS (Partial Least Square) program version 1.0. The result shows that college image has significant effect on the recommendation preference with positive direction. It also shows that when there is a good experience with STIE Perbanas Surabaya (university) the students tend to recommend other prospective students and make them confident with this college.

Keywords - Marketing, college image and preference recommendation, satisfaction, loyalty, descriptive research, Surabaya, Indonesia

INTRODUCTION

STIE Perbanas Surabaya, a college of Business and banking, is one of the private higher education institutions in (His) Surabaya. This college is engaged in education service focusing on business and banking. In the last few years, the trend has shown an increase in its student's intake. This indicates that the public perception on this college is getting better. This achievement has been followed by its recognition from the government that gave an award in 2010 to STIE Perbanas Suarabaya. Besides that, Kopertis Wil VII (Private University Coordinators Region VII) gave an award to this college as the best-five college. Again, in 2011 an award was also given by Kopertis region VII to STIE Perbanas Surabaya, as universities excelling in the field of the non-university institutions, governance, research, and community service, (three pillars of university activites). At the same year, an award was also given by Kopertis region VII as five-leading university in the group field of institutional, governance, research and community service, college students.

In May 2012, STIE Perbanas Surabaya was awarded as Eco Campus 2012 champion (the college concerning the good cultural environment), an award TESCA (Telkom Smart Campus Award 2011) as the only college of economics entering the top 100 Smart Campus, of 94 colleges. Such achievements are not easy to get, because it is a result of hard efforts that require a commitment from the academic community and stakeholders in its management. Thus, such efforts are of course able to provide optimal care for all the needs of the academic community.

So far, STIE Perbanas Surabaya has tried hard to serve well in all the needs of students, the expectations of students so as to establish a good image for them. In the context of consumer behavior, the preference recommendation is influenced by corporate image. Tang (2007) revealed that the corporate image can be considered as a function of the accumulated experience of the purchase or consumption habit that has two main components: functional and emotional.

Functional component is associated with the real attributes that can be easily measured, while the emotional component is associated with psychological dimensions manifested by feelings and attitudes toward an organization. This feeling comes from the experience of

the individual with the organization and the process of information about the functional attributes that indicate the image of the company. Again, Andreassen (1997), in his study, concluded that for complex services, the corporate image and customer satisfaction are inseparable factors for customer loyalty. In other words, corporate image has a direct impact on customer loyalty, but it has no impact on customer satisfaction.

In reference to the consumer behavior, preference recommendation is influenced by satisfaction. Customers who are satisfied with the services provided will be back to buy, and they will tell others about their good experiences with the goods or services they have already consumed. In relation to this case, Kana (2001), in his research, found that the creation of customer satisfaction can provide several benefits, including creating a good and harmonic relationship between the company and the customer, providing a good foundation for repurchasing and providing recommendations through the word-of-mouth which is the basis of the creation of customer loyalty.

Soni and Herizon (2010) found that the use of information technology in e-learning and academic information system based on Internet, can facilitate students in getting the desired information, and finally, the experience of using e-learning has created a desire in students to recommend it to other students.

Based on the arguments above, the researcher attempts to formulate the problems as the following "whether there is an effect of the image of the institution on student preferences at STIE Perbanas Surabaya.

FRAMEWORK

Consumer Behavior

It is obvious that planning and development of marketing strategy requires a fundamental understanding of consumer behavior. The indicator of purchasing decisions towards brand or group of products depends on the type of customers served by the company, namely individual consumers and consumer organizations. A thorough understanding of consumer behavior includes several things. It is essentially a complex process that includes a variety of activities,

roles and involvement of people in different circumstances from the influence of environmental factors.

Purchasing decisions made by consumers include consideration of various factors including the needs and motives, personality and emotions, lifestyle, individual differences and information processing, perception, giving and taking, retention, memory and learning. In addition, consumer purchasing decisions are also influenced by the wider environment and culture. For example, Zaltman and Walendrf (1993) points out that consumer behavior is composed of acts, process, and social relationships exhibited by individuals, groups, and organization in the obtainment, use of, and consequent experience with product, service and other resources.

Another proponent such as Engel, et al (1995) defines consumer behavior as the acts of individuals who are directly involved economics to obtain and use goods and services, including the decision process and determining these acts. According to Schiffman and Kanuk (2004), define that consumer behavior is the behavior that consumers display in searching for, purchasing, using, and disposing of evaluating products and services that they expect will satisfy their needs. In this case, consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. Furthermore, Peter and Olson (2000) define consumer behavior as a dynamic interaction between the effects of the mind (cognition), behavior (behavioral), and events around, where people do exchange aspects of their lives.

Image of the College

¹ A good image is a powerful device not only to attract consumers to choose the product or service, but also improve the attitudes and customer satisfaction towards the company (Nguyen, Nha and Guston Leblanc, 2002). In this case, the image of the organization has two (2) main components, namely the logical component and an emotional component (Dowling, 2002:20-21). Logical components are associated with characteristics that can be perceived, and easily measured, while the emotional components are associated with psychological dimensions shown by feelings and attitudes toward the organization.

Both components are stimulant effects of a person's thinking to assess the image of an organization.

In connection with image concept, there are some definitions. For example, Kotler (1997) describes that the image is a set of beliefs, ideas, and impressions of a person of an object. Another proponent is Kasali Faith (2010) who defines the image of the impression arising from the understanding of a reality. Furthermore, Alma (2002) defines image as an impression obtained in accordance with the knowledge and experience of someone about something.

According to Gronroos (1984), image of the company built by the technical quality is what customers receive from the experience and functional quality of service in which the way the service is given to the customer. This is in contrast to the notion that the image is an internal view of the company which they have labeled as 'identity' (Whetten's and Albert 1985). Keller (1998) says that the credibility of corporate forming part of the corporate image. Customers perceive the company as a company with a good image will be encouraged to buy products from the company. Thus, corporate image can be extrinsic information guide for buyers both existing and potential, and may or may not affect customer loyalty (e.g., willingness to provide positive word of mouth). Accordingly, corporate image is assumed to have an impact due to the selection of the company's customers when service attribute is difficult to evaluate. It establishes and develops the company's image in the minds of consumers through communication and experience.

Based on the arguments above, Andreassen et al., (1997) asserts that image is believed to create a halo effect on the assessment of customer satisfaction. In this case, according to Sutisna (2001), the company's image, therefore is so important because it can tell us the expectations when dealing with external marketing campaigns. With positive image, the company makes it easy to communicate effectively and easily achieve the goal whereas negative image is on the contrary. For that reason, it is important to create a good experience for the students. Good experience of consumers on the use of the products produced by the company will produce a good perception of the image of the company, and it will create a corporate image.

Andreassen et al. (1997) mentions the factors forming the image of the company. These are (1) Advertising is a whole process that

includes the preparation, planning, implementation and monitoring of the delivery of advertising, (2) Public Relation as a planned effort on an ongoing basis with the purpose , in order to establish and maintain mutual understanding between an organization and its people. This argument suggests that public relations is considered a process or activity that aims to establish communication between the organization and outside the organization, (3) Physical image is physical evidence that can provide self-image for the company in the eyes of consumers, and (4) Actual experience is experience directly perceived by customers in consuming goods and services.

Preferences Recommendations

The preference recommendation is the important factor to be discussed. In relation to this concept, some proponents provide their description about preference recommendation based on their studies. For example, Schiffman and Kanuk (2000), reveals that the preference recommendation arises because the customer has experience in the use of goods or services that affect the satisfaction or dissatisfaction. Recommended customers of a product can be either positive or negative. This is also supported by Kotler and Armstrong (2008) who argue that consumers are always basing their hopes on the information they receive from sellers, friends, and other sources. In relation to such statement, Liu et al. (2003) and Slater (1997) suggest that brand loyalty is the intention to say positive things about the brand to others (positive remarks) and the intention to recommend the brand to others (recommend to others).

Recommendation spoken is usually and quickly accepted by consumers because of the person who convey it can be trusted based on their experience. They are usually as experts, friend and family and media publications. Like the previous proponents, Lovelock and Wright (2008) also asserts that the recommendation of other consumers are generally considered more reliable than information activities conducted by the company and can provide a strong influence on people's decision to use or avoid a service.

It is believed that information from mouth to mouth even often occurs when the transaction takes place. When consumers talk to

each other about some aspects of the service, this information may affect both the behavior and satisfaction towards the service. Tang (2007), in his study, found that corporate image can be considered a function of the accumulated experience of the purchase or consumption and has two main components, namely the functional component which is associated with the real attributes that can be easily measured, and the emotional component which is associated with psychological dimensions manifested by feelings and attitudes toward an organization. This feeling comes from the experience of the individual with the organization and processing of information about the functional attributes that are indicators about the image of the company.

Dowling (2004) supports the above arguments that the image is an intangible asset or goodwill companies that have a positive effect on the market valuation of the company. The company has a good image capable of causing the trust, confidence and support than the company that has a bad image. Wallin Andreassen and Bodil Lindestad (1998), also argue that corporate image on quality, customer satisfaction, and loyalty have effect on quality, perception, then finally on the customer satisfaction on customer loyalty. Some research results show that the corporate image and customer satisfaction are two important predictors for customer loyalty. Walsh et al. (2006) customer satisfaction has an impact on customer defection? A study of private energy customers in Germany prove that the image of a positive and significant impact on customer loyalty. Results from these studies demonstrate that customers who already have a positive image of a company will be more likely to choose the company as a top choice and would recommend it to others.

OBJECTIVES OF THE STUDY

As described in the previous section, the arguments related to the image of the college and its relation to the students' preference recommendation, this study has its objectives as the following. First, it tries to find out the evidence for pointing whether there is an effect of the college image on the students' preference recommendation.

MATERIALS AND METHODS

This study employs the students of undergraduate students in Accounting and Management batch 2009-2010. These respondents were taken by means of accidental sampling technique. It assumed that this technique is found suitable a tool to collect data (Sugiyono, 2004). There were 150 students taken by means of questionnaires and interview, based on the criteria: (1) an analytical tool used in this study is Partial Least Square (PLS), which suggests a large number of samples should not (Ghozali, 2011) or it can be run on a small sample (Jogiyanto, 2011), (2) the respondents are students at STIE Perbanas Surabaya Batch 2009/2010(3) the study period was from June to August 2012, and the data were collected in July 2012.

The scale of measurement of the variable of college image, satisfaction and preference is using a Likert scale. This scale is used to measure the responses of respondents to the research object with a weight value of one to five, with the following conditions: a score of 1 indicates strongly disagree; 2, disagree; 3, no opinion or neutral; 4, agrees, and 5, strongly agree. The next is analyzing the data, starting from validity test, by using confirmatory factor analysis on each latent variable as an image of the college, by means of Smart PLS.

RESULTS AND DISCUSSION

Validity and reliability test and their results are done for determining the data and variables for possibility of research. The result shows that the output loading factor for variable references recommendation that has loading factor below 0.50 is PR6 = 0.495 with the statement "will provide suggestions for improvement or development for the college as in Table 1.

Table 1. Results of outer loading (1)

	original sample estimate	mean of subsamples	Standard deviation	T-Statistic
Cit				
c1	0,804	0,783	0,065	12,368
c2	0,713	0,776	0,064	11,121
c3	0,580	0,578	0,159	3,641
c4	0,759	0,757	0,099	7,659
PR				
pr1	0,760	0,772	0,065	11,757
pr2	0,812	0,776	0,082	9,942
pr3	0,725	0,734	0,092	7,841
pr4	0,769	0,762	0,102	7,515
pr5	0,678	0,643	0,128	5,316
pr6	0,495	0,552	0,137	3,620

As it has loading factor lower than 0,50, the indicators should be omitted. When the Pr6 is reduced, the validity is then tested again in the second one. After PR6 is reduced, the figure of the chart is in full model as in Figure 1.

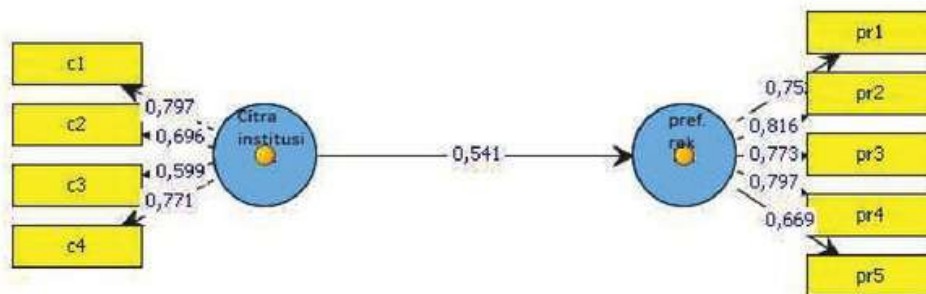


FIGURE 1. Full Model Diagram

The reliability test is measured for getting trustworthy, by having its internal consistency of the indicators that indicate a common variable formation. The composite reliability is > 0.80 for being very satisfactory (Ghozali, 2002: 98), and by using block construct (Ghozali, 2002:25), showing that the result is 0.809 for college image and 0874 for preference recommendation, thus, it is satisfactory when the value is > 0.80 .

Table 2. Composite Reliability

	Composite Reliability
C	0,809
Pr	0,874

Thus, it has reached the construct composite reliability criteria therefore, able to be positioned as a research variable.

The next is the relationship between the college image (X) and preference recommendation (Y). This is followed by the analysis of all latent variables for proceeding the hypothesis testing.

Table 3. R-Square

	R-square
C	
Pr	0,293

As shown in Table 4. Variable of pr is 0.293 approaching R2 of 0.33, showing moderate.

Table 4: Results for inner weight

	original sample estimate	mean of subsamples	Standard deviation	T-Statistic
c -> pr	0,541	0,582	0,117	4,641

As in Figure 1 and Table 4, the interpretation of the college image variable with four indicators, each of which is reflected contributions from outer loadings, which is currently the advertising by the college, conducted via electronic media (c1) of 0797; communication activities currently carried out by the public relations department, which can build the college image (c2) of 0696; physical entity (property) used in improving the college image (c3) of 0599 and the conditions felt or perceived on the service offered by the college (c4) of 0771.

The variable of preferences is reflected as recommendations by six indicators, each of which is reflected in the contribution factor loading

values, which tell their friends about the advantages of choosing the college for study (PR1) of 0752; The college would recommend it to someone who needs the information (pr2) of 0816; this then encourages families to choose the college (PR3) for 0773; in turn, it encourages a friend to choose the college (PR4) of 0797; provide information about the performance of the Management of the college (PR5) of 0669. Furthermore, the indicator will provide suggestions for improvement or development of the college, STIE Perbanas Surabaya (PR6) which is reduced because it is not valid.

Based on the statistical test of the hypothesis, it obtained coefficient value of 0.541 which is positive and significant at the 0.05 and the value of T-statistic is $4641 > T\text{-Table } 1.96$. Therefore, this can be concluded that the college image has a significant effect on preference so the hypothesis can be accepted. R-square values for 0293, which means preference recommendation variability can be explained by the college image valued only 29.3%. The test result appears that of the causal pathway analysis showed a significant relationship, it can be seen from the value of T-statistic which is higher than T-tables (T-statistic $>$ T-tables).

The respondents' assessment of the overall college image show that the respondents evaluate is near the "agree" for the four indicators of college image. The overall average value of the indicator is approaching the category "agree", while the average value of the indicator communication activities undertaken by the public relation department can build the image of the college, and advertising is currently done via electronic media which is categorized as "agree" with mean score of the average indicator of the current physical condition (property) used in improving the image and conditions of the college as perceived today towards the service offered by the college, into the category of "not found or neutral".

The respondents' assessment of the overall indicators show the preference on average respondents rated the category "agree" and they scored all indicators of the category "agree" that they tell their friends about the college which has a reputation of excellence. The college then recommends it to someone who needs information; this later on encourages their families to choose the college for their further study. Next, the students encourage their friends to choose the college

when finding place to study, and then provide information about the performance of the college Management.

In Figure 1, one hypothesis tested in this study, and it is proven (acceptable). It is whether the college image has an effect on the student preferences recommendation. It is proved to have positive direction of the relationship. So, it shows that the college image has an effect on the students' preference recommendation.

It is said by the respondents that the college image is impressive as shaped up by processing information at any time from a variety of sources that include three important things that impress them: the image formation process and reliable sources. They often find it difficult when they have to say what and how the college image is.

When they felt that the college image is appropriate for them, they got more confident about the college and decided to recommend choosing the college to others. For examples, the image about : (1) Advertising which is currently Perbanas done through electronic media, (2) communication activities which are currently carried out to establish the public relations image Perbanas, (3) current physical form (property) used in improving the image Perbanas, (4) condition which is perceived today as they felt satisfactory with the service offered by the college.

The college image can be derived from the experience and communication efforts. The college Image is resulted from the experiences that provide an overview of the respondent's involvement with the institution. Good or bad image is viewed by the students as through some processes such as (1) they know that the hard efforts made by the college in shaping the image, (2) they pay attention to the efforts of the college, (3) they tried to understand all done the college, (4) the image formation is viewed by the students in their minds and (5) they behave suitable for the college expectation.

Given the open-ended questions, the students stated that the dominant image college (starting from: excellent, superior, powerful and quite famous). They stated that the college image is "quite strong in Java island", is stated "the campus is small but clean" and "the college has great or very strong on good image concerning the college of banking".

They know STIE Perbanas Surabaya, as they stated, from time to time during their interaction with this college and thought that it is positive interaction. However, in terms of satisfaction and dissatisfaction, it was found with varied answers. Most of them stated that they are not satisfied with: wifi, parking lots, academic, and financial services. They thought that those services were not served by the administrators (college) dissatisfactorily. They thought that they are not friendly. Some stated that they are satisfied and others said "not to be quickly complacent with all the services". What the students said above were the indication of their honesty, they said that what they stated was correct and honest. The results of this study support the research conducted by Andreessen (1997) who found that for complex services, college image and customer satisfaction are inseparable factors for customer loyalty. The college corporate image has a direct impact on customer loyalty, but no impact on customer satisfaction.

Thus, the above results are also in accordance with previous studies conducted. Kana (2001) in his research found that the creation of customer satisfaction can provide several benefits, including the relationship between the company and customers leading to harmony, providing a good foundation for repurchasing and providing recommendations through word of mouth interaction which are the basis of the creation of customer loyalty.

The results of this study also support the research of Walsh et al. (2006) on satisfaction that the image has a positive and significant impact on customer loyalty. It is stated that when customers, in this case students for STIE Perbanas Surabaya, have a positive image of the college, they will more likely to position the college as the top choice. Accordingly, they would recommend it to others. As such, it is also in line with the previous results of the study done by Soni and Herizon (2010).

CONCLUSIONS

Now that the results provide some evidences and support the hypothesis asserted in the study, it can be concluded as the following.

First of all, the college image significantly influences the students' preference both directly and positively. Secondly, this indicates that

when there is a match between the college image and their experience and interaction with Perbanas, the students become more confident and they also trust on the college. In turn, they recommend choosing this college for further study. It's not too surprising because STIE Perbanas Surabaya has different services that are produced and enjoyed at the moment, but the relationship with the students is in a long-term relationship based on their trust and strong confidence.

Third, this study contributes to the colleges image and preference recommendation viewed from students' perception at STIE Perbanas Surabaya. Therefore, it is advisable to do the same study on the students but in another college. Fourth, the process leading to the preference of one of the recommendations is through the image of the college, in which the students' expectation will continuously differ one period to another. So, this might be applicable at the present or short period, so that in the future, more study can be conducted to trace more factors inducing their feeling of the good college image.

It is recommended that the college pay attention to the important role of having good image on the students. This is due to the fact that the college image is the predictor for the students to recommend others in choosing the college for further study, through word of mouth communication: their friends, neighbors, and families.

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