

The Influence of Event Marketing and University Image on Student Decision to Choose Sumbawa University of Technology

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Abstract:- Currently, various ways are done by universities to attract prospective students in making decisions. In this case, universities can form a good image in the community or create an event that attracts the attention of the community. This study aims to test the influence of university imagery and marketing events on students' decision to choose the Sumbawa University of Technology. The sample used amounted to 70 respondents of Students of the Sumbawa University of Technology. The data collection method is by surveying by using questionnaires as research instruments. Data analysis techniques use multiple linear regression analysis. The results showed that the image of universities and marketing events had a significant positive effect on students' decision to choose higher education. For the University is expected in the future can maintain and improve the good image and also universities in holding events can find more unique ideas and attract the attention of the public, especially prospective students in the future.

Keywords:- University Image, Event Marketing, Student Decision.

I. INTRODUCTION

Along with the development of the era, business growth in Indonesia is now growing rapidly. Nowadays, various types of businesses grow and develop because business people can read the opportunities that can make a profit. The population of Indonesia is estimated to reach 237.64 million people in 2020, (www.bps.go.id). Creating opportunities to create various types of businesses are increasingly wide open, ranging from state-owned enterprises to private enterprises that have reigned in this country. One of them is in the field of education. Education is very important for the community because through this education we can add insights that we do not get in the home environment.

One of them is Sumbawa Island, although it is small education is a priority that must be carried out. However, not all children can continue their education in college and economic problems are one of the reasons. Also, the spread of schools and universities has been found from the State to Swata. The number of graduates every year from high schools/equivalent is the reason why universities on

Sumbawa Island are starting to be found. One of them is Sumbawa University of Technology or commonly called UTS. The campus, which began with the establishment of Sumbawa Technical Technology College (ST3S), on May 21, 2012, was the first high school on Sumbawa Island under the auspices of Dea Mas Foundation. Soon the same foundation initiated an educational institute called the Sumbawa College of Economic Sciences (STIES). On the advice of the Ministry of Higher Education, ST3S and STIES combined the proposed licensing into a University, which was later named Sumbawa University of Technology (UTS). UTS has 6 Faculties and 14 study programs.

The university, which was founded in 2013, has managed to score the best graduates. Besides, the university provides scholarships for outstanding children and underprivileged children with various requirements. This relatively new university has managed to outperform other universities on Sumbawa island which already has 3784 students (pddikti.kemdikbud.go.id). In 2019 UTS has received 1115 students.

This year UTS has celebrated its 7th anniversary, precisely on March 14, 2020. Like the previous birthday, UTS celebrates its birthday by holding various activities involving students, the academic community, high school students, and the general public. The event entrusted to BEM University has designed 10 series of activities as a form of UTS seriousness to entertain the public. Here is a series of activities from UTS's birthday:

Table 1:- Activity Structure

N0	Types of Activities
1	Cultural Festival
2	UTS Volly Cup
3	Talkshow
4	Tablik Akbar
5	Maras Jungle Adventure
6	Debates On MIPA
7	Student Ambassadors
8	Fun Day
9	UTS Idol
10	UTS Award

Source: humasuts.co.id

At the Opening Ceremony, The Cultural Festival became the chosen activity to introduce the cultures in UTS considering that students at UTS come from various regions in Indonesia. Through the cultural parade, participants wear the typical clothes of each region and present appearances that are the culture of their respective regions. In the previous year, UTS Opening Ceremony was held in Boak village field, but this event was held in the yard of Sumbawa Regent's office. The event was welcomed by the surrounding community who witnessed firsthand how the festivities of UTS's birthday Opening Ceremony. In addition to birthday celebrations, UTS also often conducts activities that involve the community, especially students. Also, this activity is one of UTS's strategies to attract prospective students to continue their studies on campus under the foothills. Moreover, UTS, which is only 7 years old, is still very eager to attract prospective students, coupled with competitors in other fields of education.

The decision of students to continue their education in higher education is inseparable from the image possessed by the college. If the college has a good image in the community then it is easy to attract prospective students even with various competitions. A strong image can distinguish from other universities because the brand image of a company can not be equated with other brand images (Madhalena & Syahputra, 2016). To win people's hearts, creating a good image must be continuously built and maintained. Because a good image will increase loyalty but if it has a bad image will be judged otherwise.

According to Prasetya et al, (2014) brand image is the consumer's view of the assessment for companies that survive consumers. Consumers in this case are those who have experienced the services/teaching staff and facilities obtained and they are aware of the brand image. So with the image that has been created and felt will directly bring out the interest of the community. Marketers will try to influence the minds of consumers to choose the products/services offered in various ways. A good image is expected to increase profit, in this case, is increasing the number of students each year. The reputation of a good educational institution is a consideration for students. Based on research conducted by (Ikawati et al., 2016) the image of universities has a positive effect on students' decisions in choosing universities. In addition, graduates from universities are also expected to have no difficulty in finding work it will affect the decisions that will be taken by students in determining college (Ikawati et al., 2016).

Based on this, the researchers are interested in conducting research and testing more in more about "The Influence of Event Marketing and Higher Education Image on Student Decisions to Choose Sumbawa Technology University".

II. THEORETICAL BASIS AND HYPOTHESIS DEVELOPMENT

A. Event Marketing

According to Fitri, (2018) Event Marketing is a type of promotion where a company or a brand is connected to an event or where activities are themed to create an experience for prospective customers and also to promote products or services. Meanwhile, according to (Sukoco, 2014) Event Marketing is a form of promotion that is carried out and designed to attract attention to create an impression and experience for consumers.

According to Fitri, (2018) the measurement dimensions of Event Marketing are as follows:

- 1) Involvement, An involvement of visitors who visit the event is only limited to the audience of emotions, namely the formation of emotions and positive impressions on visitors to the event that is held
- 2) Attitude, which is the organizer of the event is expected to form a positive attitude and positive enthusiasm of visitors

B. University Image

Imagery is the total perception of an object, formed by processing information from various sources at any time (Nugroho & Subagja, 2018). Imagery is needed to change the way consumers view a company. The image of the university can be built by giving an idea of what is experienced and felt after using the company's products/services (Lopez, 2015). A bad image will cause consumer perception of the company to be unqualified even though the slightest thing will have a huge effect on the company. Because a good image will give rise to consumer perception that the products/services offered are of high quality so that it will have an impact on customers who will not easily believe despite getting bad information about the company (Lopez, 2015). When universities have a strong and positive image in society, the ugliness will be covered by a good image. The strong and positive image of universities in all aspects is considered to have a positive effect on college performance (Lopez, 2015).

According to Balak, (2016) Higher Education Image Indicators are:

- a. Accreditation of Institutions
- b. General Campus Atmosphere
- c. Cooperation Built by Institutions
- d. Campus Facilities
- e. Learning Atmosphere in the Classroom
- f. Lecturer Quality
- g. Rector Quality

C. Student Decisions

Hanum & Hidayat, (2017) defines the decision as the selection of action of two or more alternative options. Consumer decisions are about how individuals, groups, or organizations choose, buy, use, and how goods/services, ideas, or experiences satisfy their needs and desires (Lestari, 2015). Consumer decisions are made not suddenly, but through the stages that a person goes through when making

decisions. Decision-making is defined as the process of assessment and selection of various alternatives following certain interests by establishing an option that is considered favorable.

The decision of students to continue higher education at the desired university is a decision where students have previously made considerations for their future, both positive and negative impacts. The decision is part of a problem-solving effort that influences his life both in terms of the short and long term.

Purchasing decisions are inseparable from how the nature of a consumer (Consumer Behavior) so that each consumer has different habits in making purchases, The indicators used in this study (Kotler & Armstrong, 2016) are:

- a. Product selection
- b. Brand Selection
- c. Time About Purchased.
- d. Payment Method

F. The Influence of Event Marketing on Student Decisions to Choose Sumbawa Technology University

According to Putri et al, (2016) the starting point of effective Event Marketing is to determine the target market and explain the objectives to be achieved from the event, thus providing an experience for consumers. The importance of Event Marketing as one of the strategies and is part of marketing communication makes researchers interested in doing research where with this Event Marketing can make people feel not bored when receiving promotions from marketers because the promotion is packaged in different ways that are expected to attract the attention of the public. Because based on research conducted by (Mujahadah & Suryawardani, 2018) that Event Marketing has a significant influence on the decision to choose a product. So based on previous theories and research hypotheses that can be drawn as follows:

H1: *Event Marketing has a positive and significant effect on the Student Decision of Sumbawa University of Technology*

G. The Influence of University Image on Student Decision to Choose Sumbawa Technology University

The image that has been formed in the community makes the company easily enter and become an option for consumers. Especially in the field of education in this case is higher education. Because to create an image it is necessary to manage evidence, including the physical environment of educational service facilities, including the appearance of educators and education personnel and other tangible goods that support, such as stationery, laboratories, buildings, parker land, and so on, (Raya, 2016). Also, a good image will have an impact on purchasing decisions by consumers (Lubis & Hidayat, 2017). Based on research conducted by (Ikawati et al, 2016) stated that the image of universities has a significant influence on student decisions. Based on the theory and research can be drawn hypotheses in this research, namely:

H2: *The image University has a positive and significant effect on the decision of Sumbawa University of Technology Students*

III. RESEARCH METHODE

A. Research Desain

This type of research is quantitative research with an associative approach. The associative approach is used to determine the influence or relationship of research variables. The influence that wants to be known in this research is an event marketing and the image of universities on the decision of students to choose higher education.

B. Research Location

This research was conducted at Sumbawa University of Technology (UTS) which is located at Jalan Raya Olat Maras District Moyo Hulu Sumbawa Regency, NTB. The location was chosen because UTS is the largest university on Sumbawa Island and with the largest number of students even though it is only 7 years old. UTS also has students from almost all provinces in Indonesia so it is interesting to research, and researchers want to make a positive contribution to the University related to how to improve people's decisions in choosing UTS related to marketing events and the image of higher education.

C. Population and Sample Research

In this study, the population used is UTS active students class of 2019 with sampling techniques in this study using Simple Random Sampling which is a sampling technique where sampling members are done randomly regardless of the strata in the population. Determination of the number of samples using the Slovin formula with the results of calculations as many as 70 students were sampled from 740 students of the class of 2019.

D. Data Analysis Technique

Before the questionnaire is distributed first, validity tests and reliability tests are carried out. After the collected data was carried out a classic assumption test consisting of normality test, multicollinearity, and heteroscedasticity test. After fulfilling the classic assumption test, the Multiple Linear Regression and Hypothesis Test will be performed.

IV. RESEARCH RESULTAND DISCUSSION

A. Overview of Research Object and Overview of Respondents

Sumbawa University of Technology (UTS) is one of the private universities on Sumbawa Island. From 2013 to 2019 UTS became one of the universities with the most students on Sumbawa Island and every year the number of students/students increased. Almost all students come from various regions in Indonesia. This college offers 6 faculties with 14 study programs located on Jalan Raya Olat Maras Desa Batu Alang District Moyo Hulu Sumbawa Regency NTB. UTS not only provides new experiences for students but UTS also strives to provide the best contribution to the surrounding community in need. The presence of a college that is under the foothills is expected to have a positive

impact on the surrounding community, especially in terms of the economy.

Respondents in this study were UTS active students of the Class of 2019 domiciled on Sumbawa Island. A questionnaire distributed consists of 40 points of statement consisting of 19 items of University Image statement 9 items of Event Marketing statement and 12 items statement of Student Decision. The characteristics of respondents sampled in this study were divided into:

Faculty	Amount
Economy and Business	42
Techniques	12
Communication Science	4
Psychology	6
Agricultural Technology	3
Biotechnology	3
Total	70

Table 3.Characteristics of Faculty/Study Program

Source: Primary data processed, 2020

Respondents in this study were dominated by the Faculty of Economics and Business with the number of respondents reaching 42 people. This shows that students from Sumbawa Island decided to continue their education at UTS, preferring more economics and business faculties compared to other faculties.

B. Classic Assumption Test

1. Data Normality Test

Normality Test results obtained Kolmogorov-Smirnov Z value of 0.816 > from 5% and Asymp. Sig (2-tailed) of 0.519 which means > 0.05, it can be concluded that the data in this study distributed normally.

2. Multicollinierity Test

Multicollinearity test results showed that all independent variables have a tolerance value > 0.1 and a VIF value < 10. So it can be concluded that all independent variables in this study did not occur multicollinearity / no correlation occurred.

3. Heterosescitivity Test

Glejser test results showed that the significant value of Higher Education Image of 0.401 > 0.05 and the signification value of Event Marketing of 0.068 > 0.05 then it can be concluded that the two free variables in this study did not occur heteroscedasticity.

C. Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used to determine the influence of independent variables on dependent variables.

Table 4.Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.892	4.487		-.422	.675
University Image	.391	.107	.441	3.651	.001
Event Marketing	.545	.177	.373	3.085	.003

Source: Primary data processed,

Based on the results of multiple linear regression, it can be known as the regression equation as follows:
 $Y = -1.892 + 0,391X_1 + 0,545X_2 + e$

The results of multiple linear regression equations can provide the following meanings:

The constant value of -1,892 indicates that when the independent variable value of The Higher Education Image and Event Marketing variables is assumed to be constant or unchanged, then the student decision variable value (Y) is -1,892. The regression value of the positive university image variable is 0.391 indicating that if the value of Higher Education Image increases by one-unit while other independent variables are assumed to be constant or unchanged, then the value of Student Decisions will increase by 0.391 units. This means that the better the image of higher education in this case Sumbawa University of Technology (UTS) will also increase the decision of students in choosing UTS.

The positive value of variable regression coefficient of 0.545 indicates that if the Event Marketing value increases one-unit while the other independent variable is assumed to be constant or unchanged, then the value of Student Decision will increase by 0.545 units. This means that the higher and better the marketing event activities carried out by UTS, the higher the student's decision in choosing UTS.

Table 5Partial Test Results

Model	t	Sig
Constanta	-0,422	0,675
University Image	3,651	0,001
Event Marketing	3,085	0,003

Source: Primary data processed,2020

Based on the analysis results showed that the value of t calculate the variable Image of Higher Education of 3,651 > t table 1,666 with a value of sig 0.001 < 0.05, which can be concluded that Ha was accepted and HO rejected. Meaning that the image of higher education has a significant effect on the Decision of Students Choosing the Sumbawa University of Technology. Then the marketing event variable based on

the results of the analysis of the table shows that the value of t calculates the Marketing Event variable of $3.085 > t$ table 1.666 with a value of $\text{sig } 0.003 < 0.05$, then it can be concluded that H_a is accepted and H_0 is rejected. This means that Event Marketing has a significant influence on the Decision of Students to Choose Sumbawa University of Technology.

The well-formed reputation makes a college easily attract the attention of the public so that it decides to choose the college. Imagery is the total perception of an object, formed by processing information from various sources at any time (Nugroho & Subagja, 2018). Thus, the company's image plays an important role in influencing consumer decisions. When consumers do not have complete information about products and brands, consumers will use the company's image as the basis for choosing a product (Sawaji, 2019). Research that has been done shows the results that the image of universities affects the decision of students to choose Sumbawa technology universities. This is in line with research conducted by (Ikawati et al. 2018) which stated that the image of universities has a significant influence on students' decision to choose a college. Other research conducted by (Wulandari et al, 2015), also showed results that brand image affects student decisions.

The image variable of this university uses 7 indicators, namely institutional accreditation, campus general atmosphere, cooperation built by institutions, learning atmosphere in the classroom, campus facilities, lecturer quality, rector quality.

Variable	Indicators	Average value
University Image	Institution Accreditation	3,47
	General Campus Atmosphere	3,66
	Cooperation Built By Institutions	3,50
	Classroom Learning Atmosphere	3,13
	Campus Facilities	3
	Lecturer Quality	3,40
	Rector's Quality.	3,52

Table 6 Average Indicators University Image
Source: Primary data processed,2020

Table 6 shows the average indicators on college image variables that are rated quite highly. On the Campus General Atmosphere indicator, it has the highest score of 3.66. The decision of students to give such value is seen in the beautiful condition of the campus surrounded by rice fields, hills and there is a small lake located right in front of the Creative Public Space (RPK) which adds to the coolness of the campus atmosphere. This is not obtained at other universities on Sumbawa island. Furthermore, the consideration of students choosing UTS is the quality of the

rector. Students give a high assessment of the quality of the rector is inseparable from the figure of the rector who has a high social spirit. Also, UTS rectors are famous for being very easy to get along with students, which makes students get to know the rector figure more closely. The next indicator in cooperation built by institutions, where UTS has a lot of relationships or build cooperation not only in state-owned enterprises but also in private companies. Cooperation is carried out in addition to the construction of buildings as facilities used by students but carried out for human resources development, in this case, is the provision of scholarships for both underprivileged and outstanding students. Besides, it is expected that the Cooperation built by UTS can make it easier to get a job after graduating from college.

From the average results obtained, UTS Class of 2019 students domiciled on Sumbawa island are very attentive to the image and students give confidence to the selected universities. so that it affects the student decisions made. This is also explained by (Murti, 2019), where the selection of universities with a good brand image will be prioritized to meet their needs because good imaging of a college will get positive value in the eyes of consumers and can also provide an overview of the quality of the college.

Table 7 Average Value Results of Event Marketing Variable

Variable	Indicators	Average
Event Marketing	Involvement	2,86
	Emotions	3,21
	Attitude	3,26

Source: Primary data processed,2020

Today's society is increasingly passive in responding to traditional marketing, this is what makes marketers look for new and acceptable ways of marketing communication. One of the ways that are done is through event marketing. According to Sukoco (2014) explained that a marketing event is a form of promotion that is carried out and designed to attract attention to create an impression and experience for consumers. The results showed that there is a positive and significant influence of event marketing on student decisions. This is in line with the results of research conducted by (Mujahadah & Suryawardani, 2018) which showed that marketing events have a significant influence on purchasing decisions.

Of the three indicators in table 7, it is explained that the student engagement indicator is at an average value of 2.86, the emotional indicator is at an average of 3.21 and attitude is at an average of 3.26. If seen in the indicators of involvement, shows that UTS class of 2019 students domiciled on Sumbawa Island are less involved in the event organized by UTS. this can happen due to various external factors such as the location of the residence is quite far away, the weather is not supportive and so forth.

However, on the attitude indicator, which is accepted by students who receive a very good marketing event this can be seen from the average score of 3.26. This indicates that respondents gave a positive response. This means that students are very fond of the events displayed and the organizing committee also provides services both to each participant and the community who come. Because the event is very unique, where students give offerings that become typical of their respective regions. So that it can influence student decisions.

The event was designed to introduce a wide variety of cultural traditions from different regions introduced directly by UTS students. It is deliberately made to touch the emotional side of the visitors in attendance. So it can influence student decisions. It is also explained by (Panjaitan & Rosinta, 2014) event marketing is one form of "pull marketing" where companies try to get closer to the feelings and emotions of their consumers. In addition, the message and impression conveyed can be well received by students. So that it can affect the emotions felt by respondents. This can be seen at the average value of the given indicator is quite high.

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the research that has been done on the image of universities and marketing events against the decision of students to choose Sumbawa University of Technology (UTS), it can be concluded as follows:

1. The University image has a positive and significant effect on students decision to choose UTS. This means that the better the image of higher education that is embedded in community, especially prospective students, the better the impact received by UTS in this case the increase in the number of students each year.
2. Event marketing has a positive and significant effect on students' decision to choose UTS. That is, the better and more often UTS conducts marketing events, the higher the decision of prospective students to choose UTS to continue their studies. UTS has successfully organized a marketing event to give influence and give an impression to every community that participates in the event and impact on the decision of students in choosing UTS.

B. Implications

The theoretical implications in this study show the application of theories that explain the influence of brand image variables and marketing events on students' decision to choose Sumbawa University of Technology (UTS). The results of this study also provide empirical support and can also strengthen the results of previous studies. The practical implications of this research can provide input to the Sumbawa University of Technology on the importance of strengthening the image of higher education and marketing events in increasing the number of new students. It is expected that in the future UTS can maintain and improve the good image in the eyes of the community and also UTS in holding UTS events are expected to find more unique and interesting ideas that can attract the attention of the

community especially prospective students in the future.

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