

THE INFLUENCE OF BRAND IMAGE, PROMOTION, AND COST PERCEPTIONS ON DECISIONS TO CHOOSE GENERAL MEDICINE STUDY PROGRAMMES AT BATAM UNIVERSITY WITH SERVICE QUALITY AS AN INTERVENING VARIABLE

Muhammad Rainbow Perdana¹, Indrayani², Bambang Satriawan³

¹ Master of Management Student, Faculty of Economic and Business, Universitas Batam, Indonesia

² Master of Management Lecturer, Faculty of Economic and Business, Universitas Batam, Indonesia

³ Master of Management Lecturer, Faculty of Economic and Business, Universitas Batam, Indonesia

ABSTRACT

Students are valuable assets for a university, intense competition among universities in Indonesia, especially universities that have Medical study programmes. Batam University is the only university that has a Medical study programme, so that it is able to attract prospective students with a fairly wide coverage not only in the Riau Islands. The purpose of this study was to analyse the direct and indirect effects of brand image, promotion and price perception on the decision to choose a study program or through service quality. The research approach uses correlation research using the Smart PLS version 3 statistical tool. The total sample was 126 respondents. The results of the study found that Brand Image has a significant positive effect on service satisfaction at the General Medical Study Programme, University of Batam. Promotion has a significant positive effect on Service Satisfaction at the General Medical Study Programme, University of Batam. Price Perception has a significant positive effect on Service Satisfaction at the General Medical Study Programme, University of Batam. Brand image has a significant positive effect on Decision Making to Choose the Batam University Medical Study Programme. Promotion has a significant positive effect on Decision Making to choose the Batam University Medical Study Programme. Price perception has a significant positive effect on decision making to choose the Batam University Medical Study Programme. Service quality has a significant positive effect on decision making to choose the Batam University Medical Study Programme. Brand Image is significant to Decision Making with service satisfaction as an intervening variable at the Batam University Medical Study Programme. Promotion has a significant effect on decision making with service satisfaction as an intervening variable at the Batam University Medical Study Programme. Price perception is significant to Decision Making with service satisfaction as an intervening variable at the Batam University Medical Study Programme.

Keyword: Brand Image, Promotion, Price Perception, Decision Making, Service Satisfaction

1. BACKGROUND

For prospective students the process of choosing a programme of study is a major decision, as it involves a long-term decision that affects the student's life. This choice can affect the student's future career, future social life, and personal satisfaction. In the perspective of prospective students, the decision to choose a study programme at a university is considered to have the potential to change an individual's life. Therefore, the decision to choose the study programme is an important issue. For this reason, it is important for higher education institutions to identify the factors that are considered by a prospective student to choose a study programme at a university.

Batam University is one of the largest universities in Riau Islands Province which was established based on the Decree of the Director General of National Higher Education of the Republic of Indonesia Number

242/D/O/200, Dated 16 November 2001, has one of the study programmes that became a superior study programme, namely general medicine which was opened in 2008 and until now it has become a favourite choice for students who want to continue their education to college. This can be seen from the number of general medical students admitted to the University of Batam in the last five years which has never been less than 100 students each year. The number can be seen in the following table:

Table 1. Number of General Medical Students at Batam University 2017-2022

NO	Year Entered	Total
1	2018	102
2	2019	105
3	2020	104
4	2021	113
5	2022	132

Competition that occurs among universities, both public and private, forces universities to continuously improve strategic approaches to increase the input of new students of the college concerned. With tighter competition, universities must be more vigorous in promoting and improving quality so that they remain the choice of students to continue their education. It is very important for marketers, in this case the study programme at a university, to know the factors that influence student decisions. Based on the initial observations made by the author, it can be seen from the field conditions that the number of prospective students registering at the Faculty of Medicine, University of Batam is fluctuating. This can be indicated by several factors such as the services provided by the campus are still unsatisfactory, as well as publications made by the University of Batam that have not been maximised.

The problem formulations in this study are as follows:

- 1) How does brand image affect the service quality of Medical Study Programme of Batam University?
- 2) How does promotion affect the service quality of Medical Study Programme of Batam University?
- 3) How does price perception affect the service quality of Medical Study Programme, Batam University?
- 4) How does brand image affect the decision to choose Batam University Medical Study Programme?
- 5) How does promotion affect the decision to choose the Batam University Medical Study Programme?
- 6) How does perceived price affect the decision to choose the Batam University Medical Study Programme?
- 7) How does service quality directly affect the decision to choose the Batam University Medical Study Programme?
- 8) How does brand image indirectly influence the decision to choose through the service quality of the Batam University Medical Study Programme?
- 9) How does promotion indirectly influence the decision to choose through the service quality of the Batam University Medical Study Programme?
- 10) How does price perception indirectly influence the decision to choose through the service quality of the Batam University Medical Study Programme?

2. THEORY

2.1 Decision Making

According to Fahmi (2016) taking or often referred to as (decision) has the meaning of the word which means choice, namely the choice of several possibilities. According to Dermawan (in Dermawan & Rizky, 2013) found decision making or known as decision making is a result found by a person or group who is authorised in making alternative solutions or achieving their goals. Decision making is an active actor who takes action on the impetus of awareness in choosing alternatives.

2.2 Brand Image

According to (Supranto, 2011: 128) Brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about the brand. According to (Rahman, 2010: 181) brands can strengthen self-image and other people's perceptions of the user / owner.

2.3 Promotion

According to Kotler and Keller (2016: 622) sales promotion is a key persuasion strategy consisting of short-term incentive tools intended to stimulate the purchase of a particular product or service more quickly by consumers. Sales promotions can be directed at retailers, customers and salespeople. Retailers will work harder if offered price discounts, advertising and display allowances, and free products. Customers may buy products if discount coupons, price packages, gifts and guarantees are provided. Salespeople will operate more vigorously in response to the organisation of contests with prizes for the best performance (Kotler and Keller, 2016: 520). Meanwhile, Sihite and Staf (2019: 56) state that sales promotion is a form of direct persuasion with various intensive uses that can be defined to stimulate immediate product purchases and increase the number of items purchased. Marketing persuasion activities carried out provide added value or incentives to the sales force, distributors or main customers in order to stimulate sales quickly (Belch and Belch, 2015: 529).

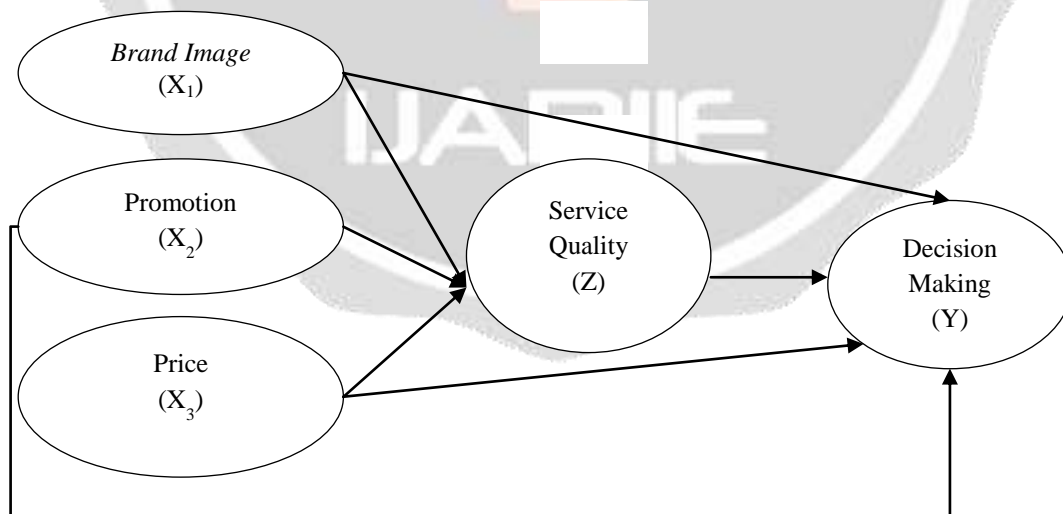
2.4 Price

According to Tjiptono & Anastasia (2017) price is a set of monetary factors (money) and non-monetary factors that are exchanged to obtain ownership rights and use of a good or service. According to Kotler, Philip & Armstrong (2016) argues that price affects a consumer's decision to make a purchase, the higher the price, the lower the purchasing decision, on the other hand, if the price is low the purchasing decision changes to a higher one.

2.5 Service Quality

According to Arianto (2018: 83) the quality of Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company when the client is in the company. According to Kotler and Keller (2016: 143) "quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need". According to Cashmere (2017: 47) the quality of Service Quality is defined as the actions or actions of a person or organisation aimed at providing satisfaction to customers or employees. Meanwhile, according to Aria and Atik (2018: 16) the quality of Service Quality is an important component that must be considered in providing excellent Service Quality.

Based on the theory presented, the research conceptual framework is described as follows:



The hypotheses that will be tested in this study in accordance with the formulation of the problem and the objectives of the research are as follows:

- 1) Brand Image has a significant positive effect on service satisfaction at the General Medical Study Programme, University of Batam.
- 2) Promotion has a significant positive effect on Service Satisfaction at the Batam University General Medical Study Programme

- 3) Price Perception has a significant positive effect on Service Satisfaction at the Batam University General Medical Study Programme
- 4) Brand image has a significant positive effect on Decision Making to Choose the Batam University Medical Study Programme
- 5) Promotion has a significant positive effect on Decision Making to choose the Batam University Medical Study Programme.
- 6) Price perception has a significant positive effect on Decision Making to choose the Batam University Medical Study Programme.
- 7) Service quality has a significant positive effect on Decision Making to choose the Batam University Medical Study Programme
- 8) Brand Image is significant to Decision Making with service satisfaction as an intervening variable at the Batam University Medical Study Programme
- 9) Promotion has a significant effect on Decision Making with service satisfaction as an intervening variable at the Batam University Medical Study Programme
- 10) Price perception is significant to Decision Making with service satisfaction as an intervening variable at the Batam University Medical Study Programme

3. METHODOLOGY

This research approach uses correlational research methods using cross sectional data. The sample in this study was the sample in this study were students who chose the general medicine study programme at the University of Batam, namely 126 respondents. The type of data used is primary data using questionnaires and interviews with several samples. The variables operated in this study used three independent variables, namely the first independent variable brand image (X1), the second independent variable promotion (X2), and the third independent variable price perception (X3), the intervening variable service quality (Z) and the second dependent variable decision making (Y).

4. DISCUSSION

Based on observations and research that has been carried out, a description of the research results is obtained which is interpreted from the answers of 126 respondents. The research results using SEM-PLS 3.0 are as follows:

- a. Outer Model

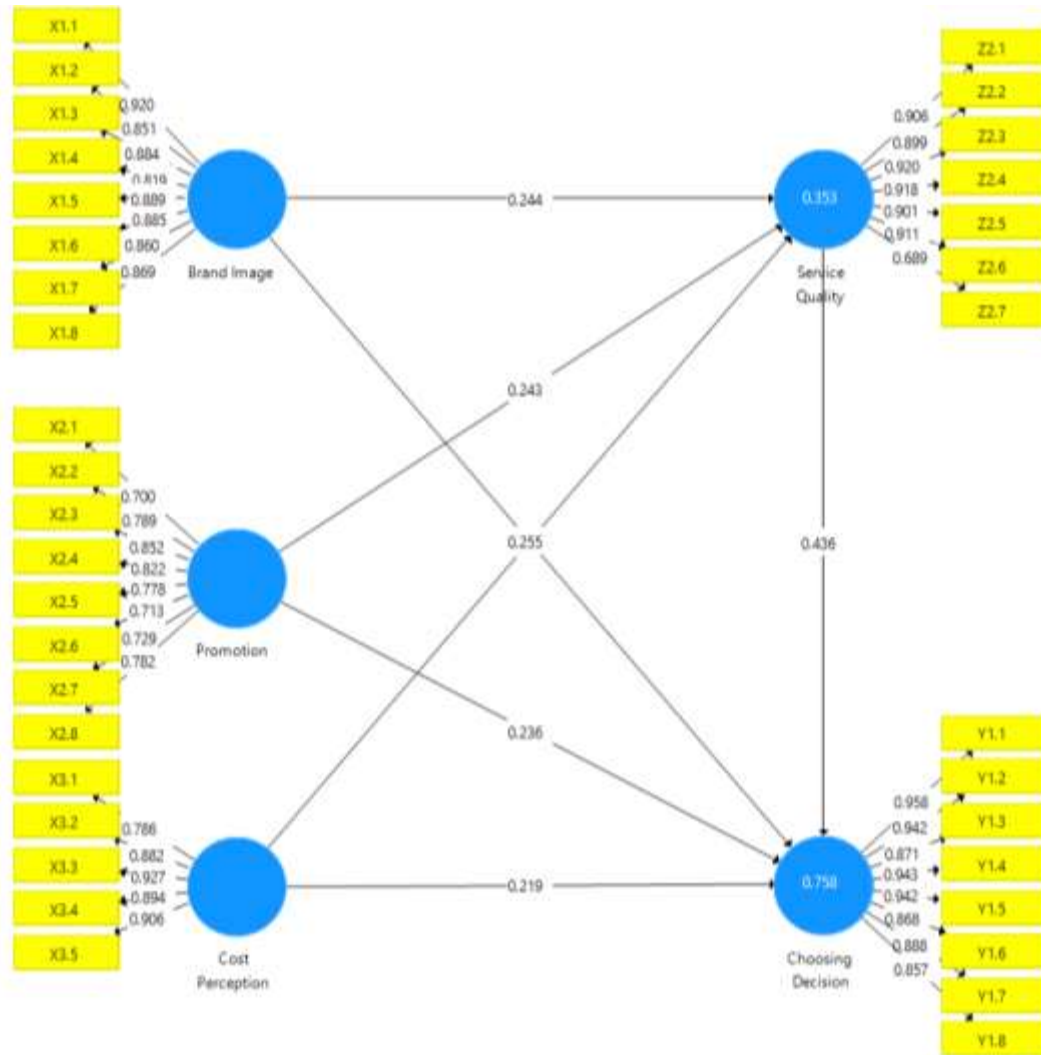


Figure 2 Loading Factor I

Figure 2 shows that there are indicators that have not reached a factor load of 0.7, namely in statement Z2 7 so that it does not meet the requirements of convergent validity, therefore the researcher conducts the loadimh factor test again by eliminating the invalid statement element.

Table 2

Composite Reliability

	Cronbach's Alpha	Reliabilitas Komposit
Brand Image	0.955	0.962
Choosing Decision	0.970	0.975
Cost Perception	0.927	0.945
Promotion	0.903	0.922
Service Quality	0.951	0.960

Table 1 shows that the good enough category of each construct has met the criteria for assessing the reliability of the outer model with a composite reliability value > 0.7. Thus, the outer model analysis continues to the outer model validity stage. Outer model validity is carried out using convergent validity and discriminant validity. The convergent validity assessment is carried out by

looking at the average variance extracted (AVE) value for each construct. The AVE value for each good construct is at least > 0.5 . The results of the SmartPLS algorithm on the AVE value are summarised in Table 2.

Table 2
Average Variance Extracted (AVE)

	Rata-rata Varians Diekstrak (AVE)
Brand Image	0.762
Choosing Decision	0.827
Cost Perception	0.775
Promotion	0.596
Service Quality	0.776

Table 2 shows that the AVE value of each construct in the final model has reached a value > 0.5 . Thus, the proposed structural equation model has met the convergent validity criteria.

b. Inner Model

1) Determinant Test

Table 3
R-Square Test Results

	R Square	Adjusted R Square
Choosing Decision	0.758	0.750
Service Quality	0.353	0.337

Based on Table 3, the R Square value for the Batam University medical study programme selection decision variable is 0.750, this means that the percentage of the influence of brand image, promotion, cost perception is 75% which means it is included in the moderate category, while the remaining 25% is explained by other variables not examined in this study and the R Square value for the service quality variable is 0.337, this means that the percentage of the influence of brand image, promotion, cost perception is 33.7% which means it is included in the small category, while the remaining 66.3% is explained by other variables.

2) Direct Effect

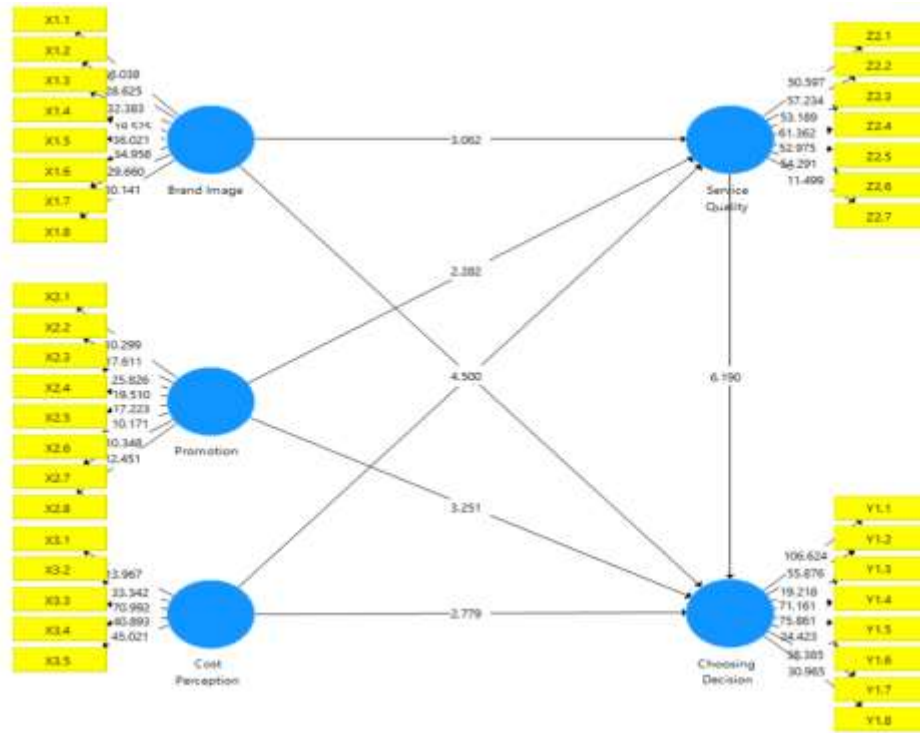


Figure 3 Path Coefficient between Research variables

Figure 3 shows the results of the significance test with bootstrapping can be seen in the following Path Coefficient table:

Table 4
Path Coefficients

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik	P Values
Brand Image -> Service Quality	0.244	0.244	0.080	3.062	0.002
Promotion -> Service Quality	0.243	0.252	0.107	2.282	0.023
Cost Perception -> Service Quality	0.293	0.293	0.101	2.903	0.004
Brand Image -> Choosing Decision	0.255	0.250	0.057	4.500	0.000
Promotion -> Choosing Decision	0.236	0.237	0.073	3.251	0.001
Cost Perception -> Choosing Decision	0.219	0.217	0.079	2.779	0.006
Service Quality -> Choosing Decision	0.436	0.431	0.070	6.190	0.000

Based on table 4.15, the following results were obtained:

- a) The direct effect of brand image on service quality is positive 0.244 with a tcount value of 3.062 > t table of 1.771 and a PValues value of 0.002 > 0.05, therefore it can be concluded that brand image has a positive and significant effect directly on service quality.
- b) The direct effect of promotion on service quality is positive 0.243 with a tcount value of 2.282 > t table of 1.771 and a PValues value of 0.023 > 0.05, therefore it can be concluded that promotion has a positive and significant effect directly on service quality.
- c) The direct effect of perceived cost on service quality is positive 0.293 with a tcount value of 2.903 > t table of 1.771 and a PValues value of 0.004 > 0.05, therefore it can be concluded that perceived cost has a positive and significant effect directly on service quality.
- d) The direct effect of brand image on the decision to choose a medical study programme is positive 0.255 with a tcount value of 4.500 > t table of 1.771 and a PValues value of 0.000 > 0.05 therefore it can be concluded that perceived cost has a positive and significant effect directly on the decision to choose a medical study programme at Batam University.
- e) The direct effect of promotion on the decision to choose a medical study programme is positive 0.236 with a tcount value of 3.251 > t table of 1.771 and a PValues value of 0.001 > 0.05, therefore it can be concluded that promotion has a positive and significant effect directly on the decision to choose a medical study programme at Batam University.
- f) The direct effect of perceived cost on the decision to choose a medical study programme is positive 0.219 with a tcount value of 2.779 > t table of 1.771 and a PValues value of 0.006 > 0.05 therefore it can be concluded that perceived cost has a positive and significant effect directly on the decision to choose a medical study programme at Batam University.
- g) The direct effect of service quality on the decision to choose a medical study programme is positive 0.436 with a tcount value of 6.190 > t table of 1.771 and a PValues value of 0.000 > 0.05 therefore it can be concluded that service quality has a positive and significant effect directly on the decision to choose a medical study programme at Batam University.

3) Indirect effect

Testing the indirect effect is also carried out with the T-statistics test (t-test), namely with a significance level of 5%, in this test the p-value < 0.05 (α 5%) is obtained, meaning that the test is significant and vice versa if the p-value > 0.05 (α 5%), it is not significant.

Table 5. Indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Service Quality -> Choosing Decision	0.106	0.107	0.042	2.522	0.012
Promotion -> Service Quality -> Choosing Decision	0.106	0.112	0.055	1.943	0.053
Cost Perception -> Service Quality -> Choosing Decision	0.128	0.126	0.047	2.708	0.007

Based on Table 5, the test results of the indirect effect of the latent variables analysed can be seen as follows:

- a) The indirect effect of brand image on the decision to choose a medical study programme through quality is 0.106, with a p-value of 0.012 < 0.05, then the perception of cost indirectly has a significant effect on the decision to choose a medical study programme

- through service quality. In other words, service quality significantly mediates the relationship between brand image and the decision to choose a medical study programme.
- b) The indirect effect of promotion on the decision to choose a medical study programme through quality is 0.106, with a p-value of $0.053 > 0.05$, so promotion indirectly has an insignificant effect on the decision to choose a medical study programme through service quality. In other words, service quality does not significantly mediate the relationship between promotion and the decision to choose a medical study programme.
 - c) The indirect effect of perceived cost on the decision to choose a medical study programme through quality is 0.128, with a p-value of $0.007 < 0.05$, so perceived cost indirectly has a significant effect on the decision to choose a medical study programme through service quality. In other words, service quality significantly mediates the relationship between perceived cost and the decision to choose a medical study programme.

5. CONCLUSIONS

From the results of the research conducted, it can be seen that brand image has a significant and direct positive effect on service quality. The University of Batam, where its general medicine study programme is accredited superior, has a very good image in the eyes of the general public, of course, must also have good service quality to be in line with the accreditation of its study programme as a university that is known to be online-based. Batam University provides services using an online-based academic system that makes it easier for students to carry out lecture activities both from the academic and non-academic sides and even services related to information are also carried out through online-based media. Consumer behaviour researchers are also increasingly interested and pursuing the topic of customer satisfaction in order to seek maximum solutions from fulfilling consumer satisfaction.

From the results of the research conducted, it can also be seen that promotion has a significant positive effect on service quality. One form of promotion carried out by the Batam University promotion team is to provide flexibility in paying tuition fees from the research results is the dominant component of the promotion variable. of course prospective students who are interested in choosing to study at the University of Batam will need as much information as possible regarding this form of promotion, in order to maintain excellent service quality, the Batam University promotion team always answers these questions with complete information and with the use of good and easy to understand language.... Of course this is done to keep the decision to choose the general medicine study programme at the University of Batam increasing with such excellent service.

From the results of the research conducted, it is concluded that perceived costs have a significant positive effect on service quality. Basically, the nature of institutions in the field of education is not responsive to price changes. So that when the authorities of the Batam University medical study programme increase or decrease the tuition fees charged to students, it will affect students' decisions in choosing the Batam University medical study programme. Tuition fees are economic sacrifices made to obtain the desired goals. Cost has an important role in influencing prospective students in making decisions. Because it must be adjusted to the ability of the parents of prospective students and consideration of the benefits they will receive. The amount of money that must be spent to continue education in the general medicine study programme at the University of Batam is felt in accordance with the quality of the services provided until finally deciding to choose the general medicine study programme at the University of Batam, indicating that the quality of service affects the decision to choose based on the costs that must be incurred.

From the results of the research conducted, it can be concluded that brand image has a significant positive effect on decision making to choose the general medicine study programme at the University of Batam. This influence means that brand image is one of the factors that is sufficient to influence purchasing decisions, with a good brand image, the public will have more confidence in the brand image so that many people choose the brand, one of the main reasons students choose the general medicine study programme at the University of Batam is because of its brand image as a superior accredited study programme that guarantees good quality education, besides that as a generation born and raised in the

digital era students clearly need a means of continuing education that can accommodate this, this is in line with the brand image of the University of Batam as an online-based campus.

The influence of promotion on the decision to choose a medical study programme at Batam University is very large. This influence means that the promotion carried out massively and variedly has a strong influence on the decision to choose the general medical study programme at the University of Batam. In this case, the University of Batam as an educational institution has conducted promotions with various variations and models, both online-based through online media or social media as well as direct promotion by visiting prospective students to their schools and providing education and information related to superior study programmes at the University of Batam, especially general medicine study programmes. These promotional methods are very effective in attracting students to join the University of Batam because the information received by students directly so that the magnitude of the desire to join the general medicine study programme at the University of Batam increases.

Price perception has a significant influence on decision making. This means that prospective students will choose a relatively lower or more competitive price. In this study, prospective students considered that Medical tuition fees are affordable and are at competitive prices, they tend to have higher purchasing decisions. The *pana* hypothesis of the price perception variable shows a positive and significant effect of price on decision making. These results indicate that the price determined in the study programme selection process will help prospective students in deciding which study programme they want, especially medicine. During the visit of prospective students, they tend to compare tuition fees with other existing universities, and if they find that the tuition fees at Batam University can provide a match with the funds expected by prospective students and good quality, the decision to choose a medical study programme at Batam University will occur.

The results of empirical data show that the supporting factor that must be considered in online marketing is the quality of service because in conducting online transactions the two parties do not meet face to face and this becomes one of the assessments of consumers when shopping online. Unibversitas batam has a commitment to fulfilling the needs and desires of prospective students in increasing purchasing decisions in today's digital era, one of the efforts provided in terms of service. Service quality as a determining element of the success of a modern service business and a prerequisite for achieving sustainable competitive advantage. The indicators of service quality are: reliability, assurance, physical form (embodiment), empathy, responsiveness.

The brand image of the Batam University Medical Study Programme is able to influence the decision to choose by providing a good image, namely by describing the good reputation of the university image which is included in the service quality section of the new student admission of the Batam University Medical Study Programme. Until in the end it will help convince prospective students to decide to choose the Batam University Medical Study Programme. The results of this study are in line with the results of research conducted by Ridhwan (2014) which obtained the results of brand image having a significant effect on purchasing decisions. A good and complete explanation of the brand image of the general medicine study programme at the University of Batam as a superior accredited study programme where this accreditation is equivalent to the accreditation of superior state universities (PTN) in Indonesia such as the University of Indonesia (UI), Gajah Mada University (UGM), etc. makes prospective students make the decision to choose the general medicine study programme at the University of Batam.

The brand image of the Batam University Medical Study Programme is able to influence the decision to choose by providing a good image, namely by describing the good reputation of the university image which is included in the service quality section of the new student admission of the Batam University Medical Study Programme. Until in the end it will help convince prospective students to decide to choose the Batam University Medical Study Programme. The results of this study are in line with the results of research conducted by Ridhwan (2014) which obtained the results of brand image having a significant effect on purchasing decisions. A good and complete explanation of the brand image of the general medicine study programme at the University of Batam as a superior accredited study programme where this accreditation is equivalent to the accreditation of superior state universities (PTN)

in Indonesia such as the University of Indonesia (UI), Gajah Mada University (UGM), etc. makes prospective students make the decision to choose the general medicine study programme at the University of Batam.

6. REFERENCES

- [1] Arief. Barda Nawawi, *Kebijakan Legislatif dalam Penanggulangan Kejahatan Dengan Pidana Penjara*, Yogyakarta : Genta Publishing, 2010;
- [2] _____. _____, *Bunga Rampai Kebijakan Hukum Pidana*. Jakarta : Prenada Media Group, 2010;
- [3] Amir. Ilya, *Asas-Asas Hukum Pidana Memahami Tindak Pidana Dan Pertanggungjawaban Pidana Sebagai Syarat Pemidanaan*, Yogyakarta : Mahakarya Rangkang Offset, 2012;
- [4] Amrani. Hanafi, *Reformasi Sistem Pertanggung jawaban Pidana*, Jurna Hukum, Volume. 6 no. 11 Tahun 1999;
- [5] _____. _____, Mahrus Ali, *Sistem Pertanggungjawaban Pidana (Perkembangan dan Penerapan)*, Jakarta : PT. Raja Grafindo Persada, 2015;
- [6] Atmasasmita. Romli, *Asas-Asas Perbandingan Hukum Pidana*, Jakarta : Yayasan LBH, 1989.
- [7] Chazawi. Adami, *Pelajaran Hukum Pidana Bagian 1; Stelsel pidana, teori-teori pemidanaan & batas berlakunya hukum pidana*, Jakarta : PT. RajaGrafindo, 2010;
- [8] Diantha. I Made Pasek, *Metodoogi Penelitian Hukum Normatif*, Jakarta : Prenada Media Group, 2016;
- [9] Eddy O.S. Hiariej, *Prinsip-Prinsip Hukum Pidana*, Yogyakarta : Cahaya Atma Pustaka, 2014;
- [10] Fuady. Munir, *Teori Hukum Pembuktian (Pidana dan Perdata)*. Bandung : Citra Adtya Bakti., 2000;
- [11] Hamzah. Andi, *Hukum Acara Pidana Indonesia*, Jakarta : Sinar Grafika, 2008;
- [12] _____. _____, *Asas-Asas Hukum Pidana*, Jakarta :Rineka Cipta, 2010;
- [13] Harahap. Yahya, *Pembahasan Permasalahan dan Penerapan KUHAP: Pemeriksaan Sidang Pengadilan, Banding, Kasasi, dan Peninjauan Kembali*. Jakarta: Sinar Grafika, 2010;
- [14] Idham, *Konsolidasi Tanah Perkotaan dalam Perspektif Otonomi Daerah Untuk Mewujudkan Kemampuan Fungsi Lingkungan Hidup*, Alumni, Bandung, 2014
- [15] _____, *Bahan Ajar Metodologi Penelitian Hukum*, Perkuliahan Pada Program Studi Magister Ilmu Hukum-UNIBA, Batam
- [16] M. Syamsudin. *Konstruksi Baru Budaya Hukum Hakim Berbasis Hukum Progresif*. Jakarta: Kencana. 2012;
- [17] Makarao. Muhammad Taufik, *Hukum Acara Pidana Dalam Teori Dan Praktek*, Jakarta : Ghalia Indonesia, 2004;
- [18] Marpaung. Leden, *Asas-teori-praktik hukum pidana*, Jakarta : Sinar Grafika, 2007;
- [19] Moeljatno, *Perbuatan Pidana Dan Pertanggungjawaban Pidana*, Jakarta : Bina Aksara, 1983;
- [20] _____, *Asas-Asas Hukum Pidana*, Jakarta : Rineka Cipta, 2008;
- [21] Prodjodikoro. Wirjono, *Asas-Asas Hukum Pidana Indonesia*, Bandung : PT Eresko, 1986;
- [22] Purnomo. Bambang, *Pokok-Pokok Tata Cara Peradilan Indonesia*, Jogjakarta : Liberti, 2004;
- [23] Respationo. Soerya, *Politik Hukum*, Perdana Mulya Sarana, Medan, 2011.
- [24] Rifa'i. Ahmad, *Penemuan Hukum Oleh Hakim Dalam Prespektif Hukum Progresif*. Jakarta: Sinar Grafika, 2011;
- [25] Rumenggan, Jemmy, *Metodologi Penelitian*, Citapustaka, Bandung, 2013
- [26] Ruslan. Rosady , *Metode Penelitian Public Relations dan Komunikasi*, Rajawali Pers, Jakarta, 2003.
- [27] Saleh. Roeslan, *Pikiran-Pikiran Tentang PertanggungJawaban Pidana*, Jakarta : Ghalia Indonesia, 1982;

- [28] Sudarto, *Hukum dan Hukum Pidana*, Bandung ; Alumni, 1986;
- [29] Sugiyono, *Penelitian Kualitatif*, Bandung: Alfabeta, 2012;
- [30] Suryanti. Nyulistiowati, *Hukum Perusahaan (Modul)*, Bandung : Universitas Padjadjaran, 2015;
- [31] Undang-Undang Nomor 24 Tahun 2011 Tentang Badan Penyelenggara Jaminan Sosial.
- [32] Undang-Undang Nomor 40 Tahun 2004 tentang Sistem Jaminan Sosial Nasional
- [33] Yanti Kirana, 2022, Tinjauan Yuridis Badan Penyelenggara Jaminan Sosial Ketenagakerjaan Terhadap Pekerja, *Journal hukum keadilan*, Volume 9 Nomor 2
- [34] Dian Ratu Ayu Uswatun Khasanah, 2023, Analisis Yuridis Undang - Undang Nomor 18 Tahun 2017 terhadap Pelaksanaan Desmigrasi, *Jurnal Integralistik* Volume 34 Nomor 1 (2023) : Januari 2023.
- [35] Reza Utami, 2020, Tinjauan Yuridis Penyelenggaraan Fasilitas Kesehatan Nasional Kepada Pekerja Oleh Badan Penyelenggaraan Jaminan Sosial, *Supremasi Jurnal Hukum* Vol. 2, No. 2, 2020. e-ISSN : 2621-7007
- [36] Ilwira Fakhurrizi Lubis, 2023, Pelaksanaan Kesehatan Dan Keselamatan Kerja Dan Jaminan Sosial /BPJS Ketenagakerjaan Bagi Pekerja Di Kantor Notaris, *Jurnal Syntax administrasi* Volume 4, No. 3 Maret2023 p-ISSN 2722-7782| e-ISSN 2722-5356
- [37] Muhammad Haris, 2019, Analisis Yuridis Terhadap Denda Piutang Iuran BPJS Ketenagakerjaan Yang Tidak Dibayar Oleh Perusahaan Yang Terdaftar (Studi di BPJS Ketenagakerjaan Kabupaten Labuhan Batu Selatan), *USU Law Journal*, Vol.7. No.6, Desember 2019, 102-117
- [38] <https://id.wikipedia.org/wiki/Terpidana>
- [39] <https://www.medcom.id/nasional/peri-stiwa/JKRV-6z8K-tunggak-iuran-bp-jamsostek-direksi-pt-kdh-divonis-penjara>
- [40] <https://harianmerahputih.id/baca-3957-kasus-tunggakan-bpjstk-dirut-pt-kdh-siap-disidangkan>
- [41] <https://batampos.co.id/2020/01/07/dua-mantan-direksi-pt-kdh-dituntut-enam-bulan-penjara/>
- [42] <https://www.borneonews.co.id/berita/153790-tunggak-iuran-bpjamsostek-direksi-pt-kawasan-dinamika-harmonitama-divonis-penjara>
- [43] <https://www.bpjsketenagakerjaan.go.id/>