ABSTRACT

College is the highest educational institution in the national education system

in all countries. Colleges compete with each other to develop their full potential and

ability to attract the interest of prospective students. The competitiveness is strongly

influenced by the performance of the management of the tertiary institution concerned

in planning an oriented strategy in order to build high competitiveness. The marketing

mix strategy in relation to marketing of higher education services is inseparable from

the product, price, location, people, process, and physical evidence. The purpose of

this research is to determine the effect of the marketing mix on the decision of students

to choose study programs at the Faculty of Communication and Business, University

of Telkom partially and simuilately.

The research method uses quantitative methods with descriptive and causal

types of research. The population in this study were active students of the Faculty of

Communication and Business, University of Telkom with a sample of 100 respondents.

Sampling is done by non probability sampling method. Data analysis techniques use

multiple linear analysis.

The results of this study indicate that the marketing mix has a percentage value

of 74.69%. This shows that the marketing mix conducted by the Faculty of

Communication and Business at Telkom University is in a good category. Purchasing

decisions are included in the good category with a percentage value of 71.68%. The

results of this study partially from the overall marketing influence were 96.8%.

Simultaneously the marketing mix has a positive and significant effect on purchasing

decisions.

The conclusion in this study shows that the marketing mix has a positive and

significant effect on purchasing decisions partially and simultaneously. The magnitude

of the influence of the marketing mix is 74.49% while the remaining 25.51% is

influenced by other variables not examined in this study.

Keyword: Marketing Mix, Buying Decision

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