

ABSTACT

The development of education that occurred in Indonesia made Indonesian student are required to not only come to school, but there are standards that must be achieved by school students. That is Minimum Completion Criteria (KKM) Midterm Examination (UTS), Final Examination Semester (UAS), and National Examination (UN). To meet the various criteria given to students is one of the supporting factors parents want to include their children in tutoring. In connection with this, there are now many tutoring institutions that have emerged either old learning institutions or new tutoring institutions that have emerged to meet the needs of students in the academic field. But in the last three years there has been a decline in students in LBB "Sony Sugema College (SSC)" of course is a direct result of the decision making of consumers / users of tutoring institutions. then because it is necessary to evaluate the use of strategies in the form of marketing mix, this study aims to determine whether marketing mix has an influence on students' decisions in choosing tutoring. The object of this study was Sony Sugema College Bimbel students. Data collection was obtained through distributing questionnaires to 90 respondents. Data analysis in this study uses simple linear regression analysis. The results of the study stated that there was a significant influence of the marketing mix on student purchasing decisions at Sony Sugema College tutoring institutions by 73.93%.

Keywords : Marketing mix, Purcashing Decision Proces