

ABSTRACT

In this era of globalization, the need for improving human competence is increasingly being carried out, especially in the tutoring industry which is still one of the sectors to help students from elementary, middle and high school improve their grades or achieve the expected grades. Most tutoring only focuses on elementary/middle/high school students, but it is different from tutoring specifically for students who tend to be rarely encountered, which is actually the level of difficulty in college is higher than when in school. Matrix Tutoring provides an Offline Private Tutoring Program with teaching specializations based on tutor expertise. The learning concept is in accordance with the curriculum applied by the student's school and university from the registered students. However, Matrix Tutoring faces the challenge of experiencing a decline in purchases in the last five years. The results of customer reviews and pre-surveys show a significant gap between customer perceptions and the marketing mix they receive.

This study aims to determine the analysis of the influence of the marketing mix on student subscription decisions at Matrix Tutoring student tutoring. This study uses a descriptive quantitative method. In this study, sample respondents were taken using non-probability sampling techniques with a total sample of 100 respondents. In data processing, analysis was carried out through data analysis techniques and simple linear regression analysis of research using SPSS.

The results of this study indicate that the marketing mix is in the very good category. Based on the results of the hypothesis testing, it can be concluded that the marketing mix variables have a significant influence on purchasing decisions. Further research is needed to identify other factors that may play a role, such as brand quality, service quality, brand image, brand trust, and digital marketing in increasing product innovation, promotion, and service efficiency.

Keyword: Marketing Mix, Purchase Decision, Marketing