

ABSTRACT

Increasing competition in the industry has led to increasing labor market demand for skilled and professional labor. The significant development of private universities has led to increasing competition among universities in attracting the number of students, particularly postgraduate students in the Master of Management Study Program. Mercu Buana University is one of the leading private universities located in Jakarta, However there is instability of active students in 2015 until 2017. This study aims to determine the effect of the service marketing mix (7p) on student satisfaction and word of mouth of students in the Master of Management Study Program Mercu Buana University. The sampling method used is a probability sampling of all total graduate students Master of Management Study Program as many as 841 students from five different levels. The analytical method used in the research is Structural Equation Model (SEM). The results showed that there was a significant effect of the physical evidence, process, product and place variables on student satisfaction. While the variables of promotion, people and price do not have significant effect on student satisfaction. And there is a significant effect of student satisfaction on word of mouth students of Management Master's Degree Program at Mercu Buana University.

Keywords : marketing mix, product, price, place, promotion, people, physical evidence, process, student satisfaction, word of mouth.

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ABSTRAK

Meningkatnya persaingan dalam industri menyebabkan semakin meningkatnya permintaan pasar kerja akan tenaga kerja ahli dan profesional. Perkembangan perguruan tinggi swasta yang cukup signifikan menyebabkan semakin meningkatnya persaingan antar perguruan tinggi dalam menarik jumlah mahasiswa, khususnya mahasiswa pascasarjana program studi Magister Manajemen. Universitas Mercu Buana adalah salah satu universitas swasta unggulan yang terletak di Jakarta, namun terjadi ketidakstabilan mahasiswa aktif pada tahun 2015 sampai 2017. Penelitian ini bertujuan untuk menganalisis peningkatan kepuasan dari *WOM* mahasiswa MM Universitas Mercu Buana Meruya. Metode sampling yang digunakan adalah *probability sampling* dari seluruh total mahasiswa program studi Magister Manajemen sebanyak 841 mahasiswa dari lima tingkat yang berbeda. metode analisis yang digunakan dalam penelitian adalah *Structural Equation Model (SEM)*. Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan dari variabel *physical evidence, process, product* dan *place*, terhadap kepuasan mahasiswa. Sedangkan variabel *promotion, people* dan *price* tidak berpengaruh signifikan terhadap kepuasan mahasiswa. Serta terdapat pengaruh signifikan dari kepuasan mahasiswa terhadap *word of mouth* mahasiswa Program Studi Magister Manajemen Universitas Mercu Buana.

Kata kunci : Bauran pemasaran *product, price, place, promotion, people, physical evidence, process*, kepuasan mahasiswa, *word of mouth*.

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