

ABSTRACT

I Gusti Made Karmawan. The influence of services Marketing Mix implementation to the student's perception about continuing their study in STMIK Dharma Putra Tangerang. In guidance of DR. Anik Trisuwarni, MM. and Endi Rekarti, SE., ME.

As a one of private college, STMIK Dharma Putra Tangerang had been executed Education Service Marketing Mix Program in order to generate high-skilled and well-known graduate in this country. Much of competition in new student enrollment caused this college have to defense its existent by having the competitive advantage, which is: the added value in the student's and public's mind set than the other private colleges.

This research is using a measurement of The influence of services Marketing Mix implementation to the student's perception about continuing their study in STMIK Dharma Putra Tangerang.

Beside the interview technique, this research is also using questionnaire which was distributed to 72 students of STMIK Dharma Putra Tangerang in Information Technology and Information System Majoring.

By the research in hypothesis testing of The influence of services Marketing Mix implementation to the student's perception about continuing their study in STMIK Dharma Putra Tangerang, is founded that result from the students is between "setuju" and "sangat setuju". However, most of the respondents gave "setuju" responses and it tiny increase from 7 minor hypothetical, which are: service product, price/cost, distribution/location, people, physical facility, and process mix in education. Method analysis which is used in this research is student amount in 3 years, started from 2003 to 2007.

The statistical testing used factor analysis which its variables are: "produk jasa" (X1), "harga/biaya" (X2), "distribusi/lokasi"(X3), "promosi"(X4), "orang(people)"(X5), "sarana fisik"(X6), "proses(peoces)"(X8). The result of the service marketing mix to the amount of accepted students are relatively equal for each of sub-variable element.

By the research, is founded that marketing mix sub-variable for the amount of accepted student got a good valuation form the respondents (students). Marketing mix sub-variables which got "perlu" valuation are "produk jasa"(X1) and "bauran promosi"(X4) in education.

The highest direct contribution which is reached by service marketing mix to the amount of accepted student is "penanganan promosi" (19.014%) and the lowest is "penanganan proses" service marketing mix, which is only got 6.152%.