

## **ABSTRACT**

*This research aimed at finding the impact of price, promotion, people, and process, on the student decision to choose the SMK Farmasi IKIFA, Jakarta Timur. This research employed the survey method with quantitative approach. The sample of the survey was taken by using proportionate stratified random sampling consists of 244 students in SMK Farmasi IKIFA. All variables and indicators were valid and reliable. The collected data was analyzed by using statistical methods such as correlation analysis. The research findings indicate that price, promotion, people and process has simultaneously significant relationship with students' decision but partially price have no relationship with student decision, due to with that result so researcher exclude price variable and data analyzed again and only promotion, people and process variables are analyzed. The research finding that promotion, people, and process simultaneously significant relationship with student decisions and the r square coefficient showed that variation of independent variable could explain 39,8% of the dependent variable and the 61,2% other was explained by other independent variables that did not belong to this research. Partially promotion, people, and process has significant relationship with student decisions.*

*Keywords : price, people, promotion, process, student decisions*



## ABSTRAK

Penelitian ini dilakukan di SMK Farmasi IKIFA Jakarta Timur yang bertujuan untuk mengetahui pengaruh harga, promosi, orang, dan proses terhadap keputusan pemilihan siswa SMK Farmasi IKIFA. Penelitian ini menggunakan pendekatan metode survey kuantitatif. Sampel yang diambil dengan cara *proportionate stratified random sampling* sebanyak 244 siswa SMK Farmasi IKIFA. Semua variabel dan indikator valid dan reliabel. Data dianalisa menggunakan pendekatan metode statistik dengan melihat analisa hubungan antar variabel. Hasil menunjukkan bahwa harga, promosi, orang, dan proses secara bersama-sama memiliki pengaruh yang signifikan terhadap keputusan pemilihan siswa, namun harga secara parsial tidak berpengaruh signifikan, dan atas dasar tersebut peneliti mengeluarkan variabel harga, kemudian data di analisa lagi namun yang di masukkan adalah variabel promosi, orang, dan proses. Hasil penelitian melihat bahwa promosi, orang, dan proses secara bersama-sama secara signifikan mempengaruhi keputusan pemilihan siswa, dan nilai dari *r square* dapat menjelaskan sebesar 39,8% dari variabel independent tersebut mempengaruhi variabel terikat, sedangkan sebesar 61,2% disebabkan oleh variabel independent lainnya yang tidak masuk dalam penelitian ini. Secara parsial baik promosi, orang, dan proses berpengaruh terhadap keputusan pemilihan siswa.

Kata kunci : harga, orang, promosi, proses, keputusan pemilihan

