

Pribadi Arif Pratama, 12312008, **Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Mahasiswa Memilih Program Studi Manajemen Di Universitas Muhammadiyah Gresik**, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Januari, 2017

Abstraksi

Tujuan penelitian ini untuk mengetahui pengaruh bauran pemasaran jasa terhadap keputusan mahasiswa memilih Program Studi Manajemen Di Universitas Muhammadiyah Gresik. Penelitian ini menggunakan sampel 113 responden, jenis data yang digunakan primer dan skunder. Penelitian ini menguji tujuh variabel independen yaitu produk jasa, price, place, promotion, people, physical evidence dan process yang mempengaruhi keputusan mahasiswa. Teknik analisa data menggunakan regresi linier berganda. Hasil analisis regresi linier berganda membuktikan bahwa produk jasa, *place* dan *process* tidak mempunyai pengaruh terhadap keputusan mahasiswa. *price*, *promotion*, *people* dan *physical evidence* mempunyai pengaruh terhadap keputusan. Secara simultan bauran pemasaran jasa terbukti berpengaruh signifikan terhadap keputusan mahasiswa.

Kata kunci: Bauran pemasaran jasa dan keputusan.

Pribadi Arif Pratama, 12312008, *Effect Of Service Marketing Mix To Decision Making Of The Students To Select Program Management Studies At The Universitas Muhammadiyah Gresik. Management, Faculty Of Economics, Muhammadiyah University Gresik, January, 2017*

Abstract

This study aimed to determine the effect of service marketing mix to decision making of the students to select Program Management Studies at the Universitas Muhammadiyah Gresik. This study used a sample of 113 respondents, the type of data used primary and secondary. This study examines seven independent variables are the service product, price, place, promotion, people, physical evidence and process that affect a student's decision. Data analysis using multiple linear regression. The results of analysis multiple linear regression prove that the product services, place and process the decision has no effect on the students. price, promotion, people and physical evidence have an influence on the decision. Simultaneously marketing mix proved to significantly influence the student's decision.

Keywords: Marketing mix of services and decisions.