Jurnal Manajemen Bisnis Vol. 9, No.2 (2022) September, Page. 376-391
e-ISSN: 2621-1971 | p-ISSN: 2088-7086

The Impact of the Marketing Mix on College Selection: A 7-Parameter Analysis

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ARTICLE INFO

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Keywords:
product, place, price, promotion, people, process, physical evidence, decision to choose.

ABSTRACT

The technique used in sampling is probability sampling technique, in order to obtain a total sample of 80 students of the Master of Accounting Study Program, Faculty of Economics and Business, Tarumanagara University. The source of data in this study is primary data. The analytical method used is multiple linear regression analysis using SPSS software. Simultaneous test results (Test F) show that Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7) have a positive and significant effect on decision to choose (Y) on students of the Master of Accounting Study Program, Faculty of Economics and Business, Tarumanagara University in Jakarta. The results of the partial test (t test) that have a positive and significant effect on the decision to choose (Y) are the product (X1) and process (X6) variables while the Price (X2), Place (X3), Promotion (X4), People (X5) variables, and Physical Evidence (X7) has no effect and is not significant on the decision to choose (Y) on students of the Master of Accounting Study Program, Faculty of Economics and Business, Tarumanagara University in Jakarta.

ABSTRAK

Peneliti menggunakan metode penelitian kuantitatif. Teknik yang digunakan dalam pengambilan sampel yaitu dengan teknik probability sampling, sehingga diperoleh jumlah sampel sebanyak 80 orang mahasiswa Program Studi Magister Akuntansi Fakultas Ekonomi dan Bisnis Universitas Tarumanagara. Sumber data dalam penelitian ini adalah data primer. Metode analisis yang digunakan adalah analisis regresi linear berganda dengan menggunakan software SPSS. Hasil uji simultan (Uji F) menunjukkan bahwa Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), dan Physical Evidence (X7) berpengaruh positif dan signifikan terhadap keputusan memilih (Y) pada mahasiswa Program Studi Magister Akuntansi Fakultas Ekonomi dan Bisnis Universitas Tarumanagara di Jakarta. Hasil uji parsial (Uji t) yang berpengaruh positif dan signifikan terhadap keputusan memilih (Y) adalah variabel product (X1) dan process (X6) sedangkan variabel Price (X2), Place (X3), Promotion (X4), People (X5), dan Physical Evidence (X7) tidak berpengaruh dan tidak signifikan terhadap keputusan memilih (Y) pada mahasiswa Program Studi Magister Akuntansi Fakultas Ekonomi dan Bisnis Universitas Tarumanagara di Jakarta.

INTRODUCTION

Business competition in the current era of globalization is increasing and there continues to be competition that touches on every aspect of human life. The level of business competition occurs in all fields which results in competition is already very competitive and increasingly fierce. One of them is a business engaged in services. The parties involved in it always think continuously and work hard and carry out their latest innovations so that they can compete and can attract the attention of potential consumers (Zainumajd, 2021). Likewise, in the service business in the field of education, each university will always compete with various strategies used to get as many new prospective students as possible in accordance

with the specified target (Arifin, 2021). Various kinds of marketing strategies will always be carried out by every university. All elements of the marketing mix designed to achieve marketing goals must be combined in order to produce an effective strategy. Paying attention to what is happening in universities today, it is necessary to analyze the factors that can influence the decision in choosing a college, so that prospective students will be interested in choosing the college concerned (Hidayat et al., 2015). Marketing mix is a set of tools that marketers can use to shape the characteristics of services offered to customers (Tjiptono, 2019a). The 7P Marketing mix describes the seller's view of marketing tools that can be used to influence buyers. The approach known as marketing mix, includes product, place, price, promotion, people, proces and phisical evidence (Phillip Kotler & Keller, 2016).

The current phenomenon in choosing a Postgraduate Program is to boost the career that will be pursued by a person. Which Graduate Program best suits his career, that is what prospective students will choose. The most in-demand options today are Master of Accounting (Maksi) and Master of Management (MM). Master of Management (MM) is classified as the most classic choice in Indonesia because this Postgraduate Program is very popular which is taken by most people from various disciplinary backgrounds, both from practitioners, academics, politicians, officials, managers, and from accountants, even from doctors and engineers, many have MM degrees. But for now for accounting people, the Master of Management is considered less effective and less relevant because it focuses too much on management. Currently, there is a specific option for the Accounting Strata One (S1) Study Program that wants to continue their studies to Strata Two (S2), namely the Master of Accounting (Maksi) which has been offered by most of the Faculties of Economics and Business in Indonesia. With the Maksi Study Program, the most classic choice is no longer the MM Study Program, but has begun to be replaced by the Maksi Study Program which is now increasingly known and popular among Accountants in Indonesia (https://iputuishak.weebly.com/quote/2-s2-apa-yang-paling-bagus-untuk-akuntansi-dan-keuangan)

Higher Education is a very important thing in preparing for the career and future of the student himself. It is a challenge for prospective students to determine the right and best choice among universities in the DKI Jakarta area. The number of all universities organizing the Master of Accounting Study Program (Maksi) located in the DKI Jakarta area is 11 (eleven) universities both private and public from all universities as many as 54 universities, 3 state universities and 21 institutes in the coordination scope of higher education service institutions Region III (LLDIKTI III) DKI Jakarta (PDDikti Feeder Academic Year 2019/2020). The problem faced by universities is that the competition is very fierce for the number of new students that occurs every year. To overcome these problems, it is necessary to have a marketing strategy carried out by universities. Universities will carry out various marketing strategies to win the competition in obtaining the number of new students (Ujang, 2015).

A university must be able to formulate a marketing mix appropriately, so universities must pay attention to the opinions and inputs of their students. Therefore, every college must be able to find out what factors can influence students in making decisions to choose the desired college. The concept of service marketing mix according to (Hurriyati, 2019) consists of 4P, namely Product, Price, Place, Promotion. However, for service marketing in the field of education, it is necessary to expand the marketing mix for service with the addition of non-traditional marketing mix elements, namely People (People), Process (Process) and Physical Evidence (physical evidence), so that it becomes seven elements (7P), (Hurriyati, 2019).

Marketing mix consists of seven elements (7P), namely Product (type of service you want to offer), Price (how is the pricing strategy), Place (how the delivery system will be implemented), Promotion (how promotion must be carried out), People (type of quality and quantity of human resources that will be involved in providing services), Process (how is the process in service operations), Customer service (level of service / services to be provided to consumers) (Lupiyoadi & Hamdani, 2006).

In the marketing mix (7P) element, each of them has an optimal and interconnected mix according to the characteristics of the segment. An effective marketing strategy must be able to combine all elements of the marketing mix designed to achieve the company's marketing goals so that it will get maximum results in accordance with the expectations of the company concerned (Al Fahmi, 2019). Marketing (marketing) is identifying and meeting human and social needs (Phillip Kotler & Keller, 2016). One of the good and brief definitions of marketing is "meeting needs in a profitable way". Marketing management is seen as the art and science of choosing a target market and reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value (Philip Kotler & Armstrong, 2010).

Tarumanagara University (UNTAR) is one of the Private Universities (PTS) in Jakarta, of course it already has a clear vision and mission and has determined the marketing strategy to be carried out. To increase the number of new students, it will not be separated from the implementation of marketing mix activities. To achieve success and success, a company must be able to carry out a marketing strategy, namely by implementing a marketing mix strategy. Thus, the marketing mix can be used as a means to achieve the goal of increasing the number of new students.

To find out the influence and absence of influence on the 7 independent variables of marketing mix on student decisions, there are indications of a research gap in previous research. Based on several previous research results, it indicates that there is a Research Gap consisting of 7 independent variables, namely product, price, place, promotion, people, process, and physical evidence that can influence student decisions, among others, research conducted by (Ismanto, 2017) found results that the variables Product, Cost, Promotion, Location, Facilities, Process, Alumni, Reputation, Motivation simultaneously affect student decisions chose PT. The results of the study (Noor, 2016) showed that the variables of product, price, promotion, place, person, process, and physical evidence, simultaneously have a significant effect on consumer decisions. Partially only price and place variables have a significant effect on consumer decisions. Meanwhile, products, promotions, people, processes, and physical evidence have no significant effect on the decisions of consumers of Hotel Grand Sawit. And the results of the study (Ujang, 2015), showed that not all marketing mix variables have a significant influence on the decision of prospective students to choose private universities in West Java. The variables product, place, process and fhysical evidence have a significant effect, while the variables price, promotion and people have no effect and are not significant to student decisions.

Taking into account the phenomenon in the research gap data, the conclusion is that the existing theory does not always correspond to every empirical event. So it can be strengthened by the existence of a research gap in previous studies. In previous research, it was stated that there were different influences on product, price, place, promotion, people, process, and physical evidence on student decisions. Therefore, researchers are interested in re-testing these variables with different objects, namely in the Students of the Master of

Accounting Study Program, Faculty of Economics and Business, Tarumanagara University in Jakarta.

Decision making is an individual activity that is directly involved in obtaining and using the goods offered. The purchase decision is that the consumer forms the intention to buy the most preferred brand (Phillip Kotler & Keller, 2016). Meanwhile, purchasing decision making is basically carried out to meet consumer needs in order to get satisfaction from consumers.

Marketing is the company's goal to generate customer satisfaction and consumer welfare in the long term as the key to obtaining profits, including companies in the service industry and companies engaged in the non-service industry (Adam, 2015). According to the language of marketing mix, it means marketing mix, while according to the term marketing mix is a marketing strategy that is implemented in an integrated manner in implementing elements of a marketing mix strategy. "Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market" which means that the marketing mix is as a marketing tool used by companies to convince marketing objects or target markets to be targeted (Philip Kotler & Armstrong, 2010).

The most important element in the marketing mix is product strategy, because other marketing strategies can be influenced by product strategies (Rachmawati, 2011). Promotional activities carried out and pricing and how to distribute a product can be determined by the selection of the type of product produced and marketed by the company. When the company faces very dangerous competition if it only relies on existing products and there is no effort to develop these products, therefore innovation and the creation of new products must be carried out by the company so that sales volumes can be maintained and even increased on the products offered to consumers.

The price of the product set by the company needs careful analysis because one of the advantages of a product produced by the company lies in the set price. Price is one of the elements of the marketing mix, it must be able to reflect value, consumers are willing to pay prices compared to must reflect only the cost of making a product or providing services (Philip Kotler & Keller, 2009). Price is an amount of money that is exchanged to consumers to get the desired goods that are useful in their use. For consumers, that price is any form of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services of a product. For the company pricing is a way to distinguish its offer from competitors.

The marketing channel (place) or distribution is a product marketing strategy carried out by the company which aims to facilitate consumer access so that they can make transactions on the products produced by the company. Place is the placement of products in such a way that products can be purchased by consumers (Hikmah, 2018; Musfar, Tengku Firli SE., 2020). Placement discusses more about how the products produced by the company can be placed correctly in strategic places so that consumers are interested in buying. Product placement in these strategic places is a task performed by distributors.

Marketing a product by a company needs promotion which is one of the variables of marketing mix because it is to communicate its product marketing programs. So the promotion function will be more focused and persuasively to the target of potential customers and those who are already customers so that it can motivate the creation of transactions between the company and customers. Promotion is an information communication of sellers

and buyers that aims to change the attitude and behavior of buyers, who previously did not know to be familiar so that they become buyers and keep in mind the product (Saladin, 2006).

The service company distinguishes itself by recruiting and training employees who are more capable and more reliable in dealing with customers, than employees of its competitors (Tjiptono, 2019b). People are people who provide services to consumers. In recruiting the person must be selected, trained and given motivation so that customer satisfaction can be given. In providing services to consumers, every employee must compete to pay attention, do and behave well, have initiative, responsive, creative, if there is a problem, it can be solved immediately, be patient and iklas.

A process is a whole procedure, mechanism and a custom by which a service is created and delivered to the customer, including policy decisions on some customer engagement and employee discretionary issues. Process management is a key aspect of improving service quality (Halim et al., 2021). Process is how the process experienced by students during their education (Alma, 2011; Bernardin, 2013) The process occurs beyond the view of the consumer. The consumer does not know how the process takes place, the important thing is that the services he receives must be satisfactory. The process occurs thanks to the support of employees and a management team that organizes all processes to run smoothly. The process of delivering services is very significant in supporting the success of marketing educational services and also providing satisfaction to training participants.

Consumer satisfaction can be influenced by physical evidence, so that consumers will be interested in making purchases and utilizing goods or services offered by the company. Physical evidence is the physical environment of the company where services are created and the place where the provision of services and the place where consumers interact, coupled with the tangible elements used so that the services offered can be communicated and supported by adequate physical means. Physical evidence is in the form of a display of buildings, laboratories, sports fields, gardening, etc. (Alma, 2011; Purnama & Rustiana, 2019) . The elements included in the physical evidence, namely the environment in which the company provides its services, and interacts with consumers, as well as various components that appear to serve consumers in supporting the available facilities (Bitner, 2000; A Lutfiah, 2019) .

Hypothesis

H1: Product, Price, Place, Promotion, People, Process, Physical Evidence simultaneously influence students' decisions in choosing to study at the Maksi Study Program FEB Untar

H2: Produk *(product)* affects students' decisions in choosing to study at the Maksi Study Program FEB Untar

H3: Harga *(price)* affects students' decisions in choosing to study at the Maksi Study Program FEB Untar

H4: Lokasi *(place)* bergaruh to the decision of students in choosing to study at the Maksi Study Program FEB Untar

H5: Promosi *(promotion)* has aninfluence on students' decisions in choosing to study at the Maksi Study Program FEB Untar

H6: Orang *(people)* influence students' decisions in choosing to study at the Maksi Study Program FEB Untar

H7: The *process (process)* has aninfluence on students' decisions in choosing to study at the Maksi Study Program FEB Untar

H8: Physical facilities *(physical evidence)* affect students' decisions in choosing to study at the Maksi Study Program FEB Untar

RESEARCH METHOD

The approach used in this study is a quantitative approach. Quantitative research methods are used to answer the formulation of the problem. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2015). The data in this study was sourced from primary data obtained by distributing questionnaires to all respondents. This research was carried out for six months, starting from March 2021 to August 2021. The questionnaire method (questionnaire) is a series or list of statements that are systematically compiled, then sent or given to respondents for filling out. After that, the questionnaire is returned to the researcher (Bungin, 2011). Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents for their answers (Sugiyono, 2015). In this study, the author created a questionnaire using the Google Form facility which was sent to respondents to fill out and immediately sent back to the author.

RESULTS AND DISCUSSION

In this study, theeliti pen used the SPSS application to analyze and test the validity and reliability of the instrument. To find out the level of validity, a significance test is carried out, namely by comparing the calculated r value with the table r value. While the degree of freedom (df) = n – 2 where n is the number of samples. So the magnitude of df can be calculated 80 – 2 = 78 with alpha 0.05 obtained r table 0.2199, if the calculated r (each question item can be seen in the corrected column of the question item total correlation) is greater than r of the table and the value of r is positive, then the question item is valid.

Table 1. Instrument Validity and Reliability Test Results

Variable	Corrected Item Question Total Correlation	r Table	Cronbach's Alpha	Information
Product **(X1)**	0,869	0,2199	0,904	Valid and reliable
	0,852	0,2199		Valid and reliable
	0,870	0,2199		Valid and reliable
	0,775	0,2199		Valid and reliable
	0,777	0,2199		Valid and reliable
	0,787	0,2199		Valid and reliable
Price **(X2**	0,800	0,2199	0,897	Valid and reliable
	0,766	0,2199		Valid and reliable
	0,837	0,2199		Valid and reliable
	0,840	0,2199		Valid and reliable
	0,830	0,2199		Valid and reliable
	0,816	0,2199		Valid and reliable
Place **(X3)**	0,924	0,2199	0,950	Valid and reliable
	0,787	0,2199		Valid and reliable
	0,962	0,2199		Valid and reliable
	0,791	0,2199		Valid and reliable
	0,963	0,2199		Valid and reliable
	0,963	0,2199		Valid and reliable
Promotion **(X4)**	0,734	0,2199	0.893	Valid and reliable
	0,775	0,2199		Valid and reliable
	0,510	0,2199		Valid and reliable

	0,937	0,2199		Valid and reliable
	0,938	0,2199		Valid and reliable
	0,920	0,2199		Valid and reliable
***People* (X5)**	0,803	0,2199	0,838	Valid and reliable
	0,506	0,2199		Valid and reliable
	0,803	0,2199		Valid and reliable
	0,755	0,2199		Valid and reliable
	0,802	0,2199		Valid and reliable
	0,804	0,2199		Valid and reliable
***Process* (X6)**	0,881	0,2199	0,854	Valid and reliable
	0,857	0,2199		Valid and reliable
	0,888	0,2199		Valid and reliable
	0,735	0,2199		Valid and reliable
	0,646	0,2199		Valid and reliable
	0,539	0,2199		Valid and reliable
***Physical Eviden* (X7)**	0,795	0,2199	0,939	Valid and reliable
	0,939	0,2199		Valid and reliable
	0,939	0,2199		Valid and reliable
	0,919	0,2199		Valid and reliable
	0,749	0,2199		Valid and reliable
	0,913	0,2199		Valid and reliable
***Decision to Choose* (Y)**	0,736	0,2199	0,829	Valid and reliable
	0,808	0,2199		Valid and reliable
	0,728	0,2199		Valid and reliable
	0,754	0,2199		Valid and reliable
	0,783	0,2199		Valid and reliable
	0,646	0,2199		Valid and reliable

Source: Primary Data processed by SPSS, 2022

Based on the results of the reliability test in table 1, it is known that each variable has a Cronbach Alpha > 0.60, so the variables (product, price, place, promotion, people, process, physical evidence and decisions to choose) can be said to be reliable.

Classical assumption tests are carried out before multiple regression analysis, to ensure that the regression model is normally distributed, multicollinearity is not detected, and there is no heteroskedasticity by using data that are the size of the variables tested with the classical assumption test. To find out whether the normal distributed residual value is normal, a normality test is carried out, so the residual value that can be distributed normally is a good regression.

Table 2. Normality Test

		Unstandardized Residual
N		80
Normal Parameters [a, b]	Mean	.0000000
	Std. Deviation	1.87589148
Most Extreme Differences	Absolute	.064
	Positive	.045
	Negative	-.064
Kolmogorov-Smirnov Z		.568
Asymp. Sig. (2-tailed)		.903

a. Test distribution is Normal.
b. Calculated from data.

Source: Primary Data processed by SPSS, 2022

The data in table 2 show that the significant value of Asymp. Sig. (2-tailed) of 0.903 is greater than the degree of error of 0.05 (= 5%). So in accordance with the basis for making the kolmogorov-smirnov normality test decision above, it can be concluded that the data are

normally distributed and the normality requirements in the regression model have been fulfilled.α

In the relationship of independent variables indicated by the correlation of tolerance and VIF numbers, if the toleance number > 0.10 and VIF < 10.00, then the conclusion is that there is no multicollinearity between the independent variables in the regression capital. The results of multicollinearity testing using SPSS data are seen in table 3.

Table 3. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.759	2.134		1.761	.082		
	X1	.527	.079	.610	6.640	.000	.546	1.833
	X2	.001	.078	.001	.015	.988	.471	2.121
	X3	-.003	.068	-.003	-.037	.971	.759	1.318
	X4	.065	.048	.104	1.334	.186	.750	1.333
	X5	.024	.104	.023	.232	.817	.473	2.114
	X6	.203	.093	.238	2.167	.034	.382	2.620
	X7	.016	.071	.022	.217	.829	.436	2.292

a. Dependent Variable: Y

Source: Primary Data processed by SPSS, 2022

By paying attention to the table from the results of the analysis of the multicollinearity test, it shows that the correlation coefficient of nothing is worth more than 10.00. This can be seen in the VIF column, so Ho was accepted so that the conclusion is that in the model there is no problem of multicollinearity.

To test whether in the regression model there was an inequality of variance and residual in one observation to another, a heteroskedasticity test was carried out with scatterplots images. Theresult of the heteroskedasticity test can be seen in figure 1.

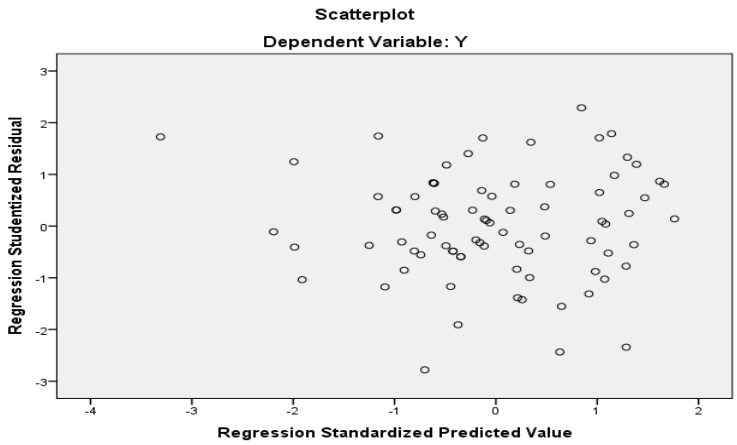

Figure 1. Heteroskedasticity Test

In the output of the scatterplots figure shows that the scatteringdata points are above and below or around the number 0, tthe dots do not collect only above or below, pspread the dots are not patterned and the spreadof the data points does not form a pattern of expanding

and then narrowing and widening again. Thus it can be concluded that there is no problem of heteroskedasticity, so that a good and ideal regression model can be fulfilled.

To test whether the multiple linear regression model has a prob value. F count is greater than the alpa level of 0.05 (5%) or vice versa then a Linearity test is carried out. The results of the linearity test can be seen in table 4.

Table 4. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	303.553	14	21.682	2.633	.004
		Linearity	241.696	1	241.696	29.347	.000
		Deviation from Linearity	61.857	13	4.758	.578	.863
	Within Groups		535.334	65	8.236		
	Total		838.887	79			

Source: Primary Data processed by SPSS, 2022

By paying attention to the table from the results of the linearity test analysis, it can be seen that the calculated F value is 0.578 < F table is 2.07. Then the probability value of 0.863 > the alpa level of 0.050, so it can be concluded that between independent and dependent variables have a linear relationship.

Furthermore,testing for autocorelation can be done with the Durbin-Watson Test (DW) test. A good regression model is a regression free of autocorrelation whose value D-W is between 1,830 and 2,170.

Table 5. Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818[a]	.669	.636	1.96497	1.895

a. Predictors: (Constant), X7, X3, X4, X1, X5, X2, X6
b. Dependent Variable: Y

Source: Primary Data processed by SPSS, 2022

From table 5 shows that the Durbin-Watson value of 1,895 the result explains that the D-W value is between 1,830 to 2,170 which means that the model is free from autocorrelation problems, ho is rejected so it can be concluded that the data has no autocorrelation problems.

To find out the linear relationship between two or more variables can be done by multiple linear regression analysis, one variable as a dependent (bound) variable, while the other as an independent (free) variable.

Table 6. Multiple Linear Regression Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.759	2.134		1.761	.082
	X1	.527	.079	.610	6.640	.000

X2	.001	.078	.001	.015	.988
X3	-.003	.068	-.003	-.037	.971
X4	.065	.048	.104	1.334	.186
X5	.024	.104	.023	.232	.817
X6	.203	.093	.238	2.167	.034
X7	.016	.071	.022	.217	.829

a. Dependent Variable: Y

Source: Primary Data processed by SPSS, 2022

Based on table 6, it can be seen the relationship between two independent and dependent variables formulated by the equation, namely:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + b6X6 + b7X7$$

$$Y = 3{,}759 + 0{,}527\ (X1) + 0{,}001\ (X2) + (-0{,}003)\ (X3) + 0{,}065\ (X4) + 0{,}024\ (X5) + 0{,}023\ (X6) + 0{,}016\ (X7)$$

By paying attention to the equations from the results of multiple linear regression analysis, it can be interpreted as follows:

1. In this study, a kostanta value of 3,759 was obtained stating that, if the product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7), it means that simultaneously, independent variables affect the dependent variable positively.
2. The value of the product variable coefficient (X1) is 0.527 or approximately 53%, meaning that the product variable has a positive effect of approximately 53% and the sig value is 0.000, meaning that the product can influence significant choices.
3. The value of the variable price coefficient (X2) which is 0.001 or approximately 1% means that the variable price has a positive influence of approximately 1% and the sig value of 0.988 means that the price can affect the decision to choose and is insignificant.
1. The value of the coefficient of the place variable (X3) which is -0.003, it can be interpreted that the place variable has a negative effect and the sig value is 0.971 which means it is insignificant.
2. The value of the coefficient of the promotion variable (X4) which is 0.065 or approximately 7% means that the promotion variable has a positive influence of approximately 7% and the sig value of 0.186 means that promotion can affect the decision to choose and is not significant.
3. The value of the coefficient of the people variable (X5) which is 0.024 or approximately 3% means that the people variable has a positive influence of approximately 3% and the sig value is 0.817, meaning that people can influence the decision to vote and is insignificant.
4. The value of the coefficient of the process variable (X6) which is 0.203 or approximately 20% means that the process variable has a positive influence of approximately 20% and the sig value of 0.034 means that the process can influence the decision to choose and is significant.
5. The coefficient value of the physical evidence variable (X7) which is 0.016 or approximately 2% means that the physical evidence variable has a positive influence of approximately 2% and the sig value of 0.829 means that physical evidence can influence the decision to choose and is not significant.

To answer the formulation of the problem and achieve the research objectives, a hypothesis test is carried out. The hypothesis test was carried out after obtaining the BLUE

(Best Linear Unbiased Estimator) model and the multiple linear regression equation. Hypothesis tests in this study include the model reliability regression coefficient test (F test) and the determination coefficient test (r2).

Table 7. Coefficient of Determination Test (*Adjusted* R-Square)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818[a]	.669	.636	1.96497

a. Predictors: (Constant), X7, X3, X4, X1, X5, X2, X6
b. Dependent Variable: Y
Source: Primary Data processed by SPSS, 2022

In accordance with the results in table 7, an Adjusted R-Square result of 0.636 can be obtained which shows that the variables product, price, place, promotion, people, process, and physical evidence can influence the decision to choose by 0.636 or 63.60%. The remaining 36.40% were influenced by other variables that were not contained in this study.

Table 8. Test F (Coefficient of Simultaneous Regression)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	560.889	7	80.127	20.752	.000[b]
	Residual	277.999	72	3.861		
	Total	838.887	79			

a. Dependent Variable: Y
b. Predictors: (Constant), X7, X3, X4, X1, X5, X2, X6
Source: Primary Data processed by SPSS, 2022

From table 8, it can be seenthat the comparison of significance values obtained is 0.000 < 0.05 (α) then, the ratio of Fhitung with Ftabel obtained results of 20.752 > 2.070 or Fhitung > Ftabel. So it can be concluded that product (X1), price (X2), place (X3) and promotion (X4) People (X5), Process (X6), Physical Evidence (X7) simultaneously affect the decision to choose (Y).

Table 9. T test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.759	2.134		1.761	.082
	X1	.527	.079	.610	6.640	.000
	X2	.001	.078	.001	.015	.988
	X3	-.003	.068	-.003	-.037	.971
	X4	.065	.048	.104	1.334	.186
	X5	.024	.104	.023	.232	.817
	X6	.203	.093	.238	2.167	.034
	X7	.016	.071	.022	.217	.829

a. Dependent Variable: Y
Source: Primary Data processed by SPSS, 2022

Based on table 9, the results of the t Test (Partial) obtained the following results:

The comparison of the significant values obtained, 0.000 < 0.05 (α) then, the ratio of calculations with ttabels obtained results of 6.640 > 1.993 or calculated > ttabel. Product Conclusion (X1) partially affects the decision to choose.

The comparison of significant values obtained, 0.988 > 0.05 (α) then, the ratio of calculations with ttabels obtained results of 0.015 < 1.933 or calculated < ttabel. Price's conclusion (X2) partially has no effect on the choice decision.

The comparison of significant values obtained, 0.971 > 0.05 (α) then, the ratio of calculations with ttabels obtained results of -0.037 < 1.993 or calculated < ttabel. Place's conclusion (X3) has no partial effect on the decision to choose.

The comparison of significant values obtained, 0.186 > 0.05 (α) then, the ratio of calculations with ttabels obtained results of 1.334 < 1.993 or calculated < ttabel. The Conclusion promotion (X4) has no partial effect on the decision to choose.

The comparison of significant values obtained, 0.817 > 0.05 (α) then, the ratio of calculations with ttabels obtained results of 0.232 < 1.993 or calculated < ttabel. People's conclusion (X5) has partial no effect on voting decisions.

The comparison of significant values obtained, 0.034 < 0.05, (α) then, the ratio of calculations with ttabels obtained results of 2.167 > 1.993 or calculated > ttabel. the conclusion of the process partially affects the decision to choose.

The comparison of significant values obtained, 0.829 > 0.05 (α) then, the ratio of calculations with ttabels obtained results of 0.217 < 1.993 or < ttabel calculations. Theconclusion of physical evidence (X7) partially has no effect on the decision to vote.

Discussion

The influence of Product, Price, Place, Promotion, People, Process, Physical Evidence simultaneously affects students' decisions in choosing to study at the Maksi Study Program FEB Untar

The results showed that *Product, Price, Place, Promotion, People, Process, Physical Evidence* simultaneously influenced and significantly influenced students' decisions in choosing to study at the Maksi FEB Untar Study Program. Based on Test F (Coefficient of Simultaneous Regression) Product Regression Analysis (X1), *price* (X2), *place* (X3) and *promotion* (X4) *people* (X5), *process* (X6), *physical evidence* (X7) obtained values $F_{hitung}$with results obtained 20,752 > F_{tabel}2,070 or >. Product conclusions $F_{hitung} F_{tabel}$ (X1), *price* (X2), place (X3) and *promotion* (X4) *people* (X5), *process* (X6), *physical evidence* (X7) simultaneously affect the decision to choose (Y). While the comparison of significance values *(prob. F-statistc)* with a specified error rate of 0.05 is 0.000 < 0.05. These results show a significance value that is smaller than the error rate. Then Ho is rejected, so it can be concluded that X1, X2, X3, X4, X5, X6 and X7 simultaneously affect the decision to choose (Y).

The influence of the product on students' decisions in choosing to study at the Maksi Study Program FEB Untar

The results showed that *the product (product)* affects the decision of students in choosing to study at the Maksi Study Program FEB Untar. Based on the Partial Test of Regression Analysis X1 of the product *(product)* obtained a $_{calculated}$ t value of 6.640 > t_{table} 1.993, meaning that Ho was rejected, and the signifika valuensi (0.0000 < 0.05) then Ho was rejected, so it can

be concluded that the product *(product)* partially affects and significantly affects students' decisions in choosing to study at the Maksi Study Program feb Untar.

The effect of price on students' decisions in choosing to study at the Maksi Study Program FEB Untar.

The results showed that the price (price) did not affect the decision of students of the Maksi Study Program FEB Untar. Based on the Partial Test of Regression Analysis X2 the price (price) obtained a calculated value of 0.015 < ttabel 1.933, meaning that Ho was accepted, and the significance value of 0.988 > 0.05) then Ho was accepted, so it can be concluded that the price (price) partially has no effect and is not significant to the student's decision in choosing to study at the Maksi Feb Untar Study Program.

The influence of location (place) on students' decisions in choosing to study at the Maksi Study Program FEB Untar.

The results showed that the location (place) did not affect the decision of students of the Maksi Study Program FEB Untar. Based on the Partial Test of Regression Analysis X3 location (place) obtained a calculated value of -0.037 < ttabel 1.933, meaning that Ho was accepted, and the significance value (0.971 > 0.05) then Ho was accepted, so it can be concluded that the location (place) partially has no effect and is not significant to the student's decision in choosing to study at the Maksi Study Program FEB Untar.

The influence of promotion on students' decisions in choosing to study at the Maksi Study Program feb Untar.

The results showed that promotion did not affect the decisions of students of the Maksi Study Program feb Untar. Based on the Partial Test of Regression Analysis X4 promotion (promotion) obtained a calculated value of 1.334 < ttabel of 1.933, meaning that Ho was accepted, and the significance value (0.186 > 0.05) then Ho was accepted, so it can be concluded that promotion (promotion) partially has no effect and does not significantly affect students' decisions in choosing to study at the Maksi Study Program FEB Untar.

The influence of people on students' decisions in choosing to study at the Maksi Study Program feb Untar.

The results showed that people did not affect the decisions of students of the Maksi Study Program feb Untar. Based on the Partial Test of Regression Analysis X5 people (people) obtained acalculated t value of 2.232 < ttable 1.933, meaning that Ho was accepted, and the signifikansi value (0.817 > 0.05) then Ho was accepted, so it can be concluded that people (people) partially have no effect and are not significant to students' decisions in choosing to study at the Maksi Study Program FEB Untar.

The influence of the process on students' decisions in choosing to study at the Maksi Study Program feb Untar.

The results showed that the process (process) affects the decisions of students of the Maksi Study Program FEB Untar. Based on the Partial Test of Regression Analysis X6 process (process) obtained acalculated t value of 2.167 > ttable 1.933, meaning that Ho was rejected, and the signifikansi value (0.034 < 0.05) then Ho was rejected, so it can be concluded that the

process (process) partially affects and significantly affects the decision of students in choosing to study at the Maksi Study Program FEB Untar.

The influence of physical evidence on students' decisions in choosing to study at the Maksi Study Program feb Untar.

The results showed that physical evidence affects the decisions of students of the Maksi Study Program feb Untar. Based on the Partial Test of Regression Analysis X7 Physical means (physical evidence) obtained acalculated t value of 0.217 < ttable of 1.933, meaning that Ho was accepted, and the value of signifikansi (0.829 > 0.05) then Ho was accepted, so it can be concluded that physical means (physical evidence) partially has no effect and is not significant to the decision of students in choosing to study at the Maksi Study Program feb Untar.

CONCLUSIONS

Based on the test results that have been discussed that have been presented, it can be concluded that partially the influential and significant are the product and process, while the ones that have no effect and are not significant are Price, Place, Promotion, People, and Physical Evidence. So it can be interpreted that most students decide to choose to study at the Maksi Feb Untar Study Program by considering that the product factors offered can meet the needs and desires of students and the process factors carried out by the University can provide satisfaction to students.

Based on the results of research, discussions and conclusions, there are several suggestions that can be considered by various parties, including: 1) Leaders of Tarumanagara University and related parties in order to further explore the marketing strategies to be used. This strategy can be done with a marketing mix (7P) approach that can be used to influence prospective students. Leaders must be sensitive to the current competition and more actively carry out various strategies to increase the number of students, 2) For other campuses to be able to implement marketing strategies optimally so that they can compete to increase the number of students. This strategy can be done using a marketing mix (7P) approach. One example is promotion, which can be done by using social media for promotion and conveying information to the public. The social media used is more interesting and looks different from other campuses, it is very important that many social media users become prospective students when seeing the promotions that have been carried out and 3) It is recommended for subsequent researchers to look for independent variables that can be suspected of affecting dependent variables, the decision to choose to study at the Maksi Study Program FEB Untar so that the results obtained can strengthen previous research.

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