

ABSTRAK

Ketatnya persaingan antar perguruan tinggi semakin kompetitif menjadikan *marketing mix* 7P dan *brand image* memiliki peran strategis dalam proses pemasaran sebuah pendidikan tinggi. Penelitian ini bertujuan untuk menganalisis pengaruh *direct effect* dan *indirect effect* antara *Marketing Mix* 7P terhadap keputusan mahasiswa yang dimediasi *brand image* pada perguruan tinggi swasta di Bojonegoro. Penelitian ini menggunakan metode kuantitatif deskriptif dan *explanatory research*, dilakukan melalui survey dengan penyebaran kuisioner. Jumlah sampel penelitian sebanyak 211 sampel. Alat analisis yang digunakan yaitu aplikasi *Smart PLS* 4.0, dengan uji *Partial Least Squares-Structural Equation Modeling* (PLS-SEM).

Hasil analisis pengaruh *direct effect* penelitian menunjukkan variabel *product* (x1), *process* (x6), dan *physical evidence* (x7) tidak berpengaruh terhadap keputusan mahasiswa memilih perguruan tinggi (y). Variabel *price* (x2) terhadap keputusan memilih perguruan tinggi (y), diperoleh hasil *t-statistic* $1,692 \leq 1,96$ dan *p. value* $0,013 \leq 0,05$ kemudian *f-square* $0,012 \geq 0,010$ sehingga hasil analisis berpengaruh positif dengan signifikansi sedang. Variabel *place* (x3) terhadap keputusan mahasiswa memilih perguruan tinggi (y), hasil *t-statistic* $2,423 \geq 1,96$ dan *p. value* $0,001 \leq 0,05$ kemudian *f-square* $0,028 \geq 0,025$ sehingga hasil analisis berpengaruh positif dengan signifikansi tinggi. Variabel *promotion* (x4) terhadap keputusan memilih (y), hasil *t-statistic* $1,980 \geq 1,96$ dan *p. value* $0,043 \leq 0,05$ kemudian *f-square* $0,020 \geq 0,010$ sehingga hasil analisis berpengaruh positif dengan signifikansi sedang. Variabel *people* (x5) terhadap keputusan memilih perguruan tinggi (y), hasil *t-statistic* $2,841 \geq 1,96$ dan *p. value* $0,001 \leq 0,05$ kemudian *f-square* $0,046 \geq 0,025$ sehingga hasil analisis berpengaruh positif dengan signifikansi tinggi. Variabel *brand image* (z) terhadap keputusan memilih perguruan tinggi (y), hasil *t-statistic* $2,925 \geq 1,96$ dan *p. value* $0,003 \leq 0,05$ kemudian *f-square* $0,035 \geq 0,025$ sehingga hasil analisis berpengaruh positif dengan signifikansi tinggi.

Pengaruh *indirect effect Brand image* (z) tidak memediasi pengaruh variabel *product* (x1), *promotion* (x4), *people* (x5), *process* (x6), *physical evidence* (x7) terhadap keputusan mahasiswa memilih perguruan tinggi (y). *Brand image* (z) memiliki pengaruh mediasi positif dan signifikan dengan tingkat signifikansi rendah antara variabel *price* (x2) terhadap keputusan mahasiswa memilih perguruan tinggi (y), dengan hasil *t-statistic* $2,487 \geq 1,96$ dan *p. value* $0,013 \leq 0,05$ kemudian *f-square* $0,006 \geq 0,005$. *Brand image* (z) memiliki pengaruh mediasi dan signifikan dengan tingkat signifikansi sedang antara variabel *place* (x3) terhadap keputusan mahasiswa (y) memilih perguruan tinggi, dengan hasil *t-statistic* $2,192 \geq 1,96$ dan *p. value* $0,028 \leq 0,05$ kemudian *f-square* $0,024 \geq 0,025$.

Kata Kunci : *Marketing Mix, Brand Image, Keputusan Memilih*

ABSTRACT

The fierce competition between universities is increasingly competitive, making the 7P marketing mix and brand image have a strategic role in the marketing process of a higher education. This study aims to analyze the direct and indirect effects between the 7P Marketing Mix image mediated by the growth of students in private higher education in Bojonegoro. This research uses descriptive and explanatory research quantitative methods, carried out through survey with currsion distribution. The number of research samples was 211 samples. The analysis tool used is the Smart PLS 4.0 application, with the Partial Least Squares-Structural Equation Modeling (PLS-SEM) test.

The results of the analysis of the direct effect of the study showed that the variables of product (x1), process (x6), and physical evidence (x7) did not affect the situation of students choosing high performance (y). The variabel price (x2) on the decision to choose a university (y), obtained t-statistic results of 1.692 1.96 and $\leq p$. value 0.013 0.05 then $\leq f$ -square 0.012 $\geq$ 0.010 so that the results of the analysis were positive with moderate significance. Variabel place (x3) faced the failure of students to choose high performance (y), t-statistic results of 2.423 $\geq$ 1.96 and p. value 0.001 0.05 then $\leq f$ -square 0.028 $\geq$ 0.025 so that the results of the analysis were positive with high significance. Variabel promotion (x4) faced the of choosing (y), the t-statistic results were 1.980 $\geq$ 1.96 and the p. value was 0.043 0.05 then $\leq f$ -square 0.020 $\geq$ 0.010 so that the analysis results were positive with moderate significance. The variabel people (x5) faced with the tendency to choose a high value (y), the t-statistic results were 2.841 $\geq$ 1.96 and the p. value was 0.001 0.05 then $\leq f$ -square 0.046 $\geq$ 0.025 so that the analysis results were positive with high significance. Variabel brand image (z) faced with high performance (y), t-statistic results of 2.925 $\geq$ 1.96 and p. value 0.003 0.05 then $\leq f$ -square 0.035 $\geq$ 0.025 so that the analysis results were positive with high significance.

The influence of indirect effect Brand image (z) does not the influence of the variables product (x1), promotion (x4), people (x5), process (x6), physical evidence (x7) in the face of the of students choosing high performance (y). Brand image (z) has a positive and significant mediating effect with a low level of significance between the price variable (x2) in the face of high student performance (y), with t-statistic results of 2.487 $\geq$ 1.96 and p. value 0.013 0.05 then $\leq f$ -square 0.006 $\geq$ 0.005. Brand image (z) had a merdiation and significant influence with a moderate level of significance between the placer variable (x3) facing the student (y) chose high performance, with t-statistical results of 2.192 $\geq$ 1.96 and p. value 0.028 0.05 then $\leq f$ -square 0.024 $\geq$ 0.025.

Keywords : Marketing Mix, Brand Image, Choosing Decision