

# The Role of The Marketing Mix On Student Decisions In Choosing A College

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## ABSTRACT

**Purpose** –The purpose of this study was to determine the effect of the marketing mix on the decisions of new students in choosing a college at the University of Muhammadiyah Riau.

The sampling method used is the probability sampling method. In this study, the sampling technique used is simple random sampling. The analytical technique used in this research is data analysis with the help of the SPSS (Statistical Product And Service Solution) application program.

**Methodology/approach** –Using quantitative analysis, it has a population of 2,325 people by sampling 200 people.

**Findings** –The results of the analysis obtained from hypothesis testing are that product, promotion, place, process have a positive but not significant effect on the decision to choose new students at the Muhammadiyah University of Riau. While people and physical evidence have a positive and significant effect on the decision to choose new students at the Muhammadiyah University of Riau. And for the price has a negative but not significant effect on the decision to choose new students at the University of Muhammadiyah Riau.

**Novelty/value** –The dependent variables used are product, price, promotion, place, people, process and physical evidence.

**Keywords:** *Product, price, promotion, place, people, process, physical evidence, and the decision to select new students.*

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## INTRODUCTION

Muhammadiyah University of Riau is one of the private universities that ranks first for private universities in Riau as of January 2021. It was established on June 5, 2008 based on the Decree of the Minister of National Education of the Republic of Indonesia No. 94/D/O/2008 which is the 93rd Muhammadiyah University in Indonesia. The main campus is located on Jl. Tuanku Tambusai Ujung, Handsome, Pekanbaru City, Riau. This college has 8 faculties and 26 study programs. Currently, the University of Muhammadiyah Riau has been accredited "B". Based on data from 4icu.org, Muhammadiyah Riau University is ranked first in the Private Universities in the LLDIKTI X Region (Riau, West Sumatra, Jambi and Riau Islands) and also ranks 3rd in Riau Universities where UNRI and UIN are above Muhammadiyah Riau University.(umri.ac.id, nd).

Research conducted by Samat, Marnisah, Hendro (2018) states that the product has a positive and

significant effect on student decisions to choose colleges. Different results were found in researchTanti, Mbayak Ginting (2019)states that the product has a positive but not significant influence in influencing the decision to choose new students. Research that has been conducted by (Robert Gain, Christian Herdinata, and Krismi Budi Sienatra 2017) price has a positive and significant effect on consumer decisions. Different results were found in researchSri Eka Wulandari, Amrin Fauzi (2020)states that price has a negative influence in influencing the decision to choose new students.

Research conducted byMuhyidin (2015)states that place has a positive and significant effect on students' decisions to choose colleges. Different results were found in research P. Ginting, B. Sembiring, D. Gultom (2014)states that place has a positive but not significant effect in influencing the decision to choose new students. Research conducted bySemaun (2019)that the promotion variable has a positive and significant effect on students' decisions to choose colleges. Different results were found in researchMuhyidin (2015)states that promotion has a positive but not significant influence in influencing the decision to choose new students.

In line with the results of the same research on people by researchSemaun (2019)that people have a positive and significant influence in influencing the decision to choose new students.

Research conducted bySemaun (2019)that the process has a negative and insignificant effect on the decision to choose new students. Different results were found in researchTanti, Mbayak Ginting, (2019)which states that the process has a positive but not significant influence in influencing the decision to choose new students.

Research conducted byMuhyidin (2015)found that physical evidence had a positive and significant influence on student decisions in choosing colleges. Different results were found in researchSamat, Marnisah, Hendro (2017)which states that physical evidence has a positive but not significant influence in influencing the decision to choose new students.

From the opinion above, there are differences in the results that identify the differences in the results obtained. In today's universities, students choose colleges not only based on one marketing mix factor but more than one factor. For this reason, it is very important to do this research to provide a more detailed explanation for higher education in the future.

## **LITERATURE REVIEW**

### ***Product***

According toSemaun (2019)product is a type of educational service that is used by students to pursue education according to their interests and the chosen major or study program. Universities that will survive and be able to win the competition with other universities both at home and abroad are universities that can offer a good reputation or quality of education, bright prospects for students after graduating from these universities and a choice of concentration. varied so that prospective students can choose the field of concentration that suits their talents and interests(Judge & Wincoko, 2020)According toMaisah et al., (2020)In higher education services, the products/services offered to new students are reputation, prospects, and variety of choices.

### ***Price***

*Price* or price is the only element involving income. In addition, price also forms a brand image while providing a functional competitive advantage(Jerry C. Olson and Peter J. Paul, 2014). Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place.(Sudaryono, 2016). Prices in the context of educational services are all costs incurred by students to obtain educational services offered by a university. In the element of higher education prices are considered regarding pricing such as tuition fees, construction costs, laboratory fees, scholarships, payment procedures, and installment terms(Maisah et al., 2020).

### ***Place***

According to Buchari (2011) argues that location is where the company operates or where the company carries out activities to produce goods and services that are economically important. According to Armstrong (2016) location is selecting and managing the trade channels used to distribute products or services and also to serve the target market. Location by Tjiptono (2015) Location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. Based on the above definition, it can be concluded that location is a decision where the company makes its business by operating the correct and appropriate location placement, so that consumers have their decisions in choosing or buying which will affect the success of a product or service business. (Fatimah, 2017).

### **Promotion**

According to Hakim & Wincoko (2020) Promotion is one of the determining factors for the success of a marketing program. Regardless of the quality of a product, if consumers have never heard of it and are not sure that the product will be useful to them, then they will never buy it. Promotion is a form of communication which is a marketing activity that seeks to disseminate information, influence/persuade, buy and be loyal to the products offered by the company concerned. (Hurriyati, 2015). According to Kotler and Keller (2016) "Sales promotion a key ingredient in marketing campaigns, consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade." According to the above explanation, sales promotion is a key element in a marketing campaign, consisting of a collection of incentive tools, most of which are short-term in nature, designed to stimulate faster or more rapid purchase of certain products or services by consumers or trade.

### **People**

According to Kalsum (2008) states that people include teaching staff, administrative staff, librarians and technicians, which are owned by the educational institution that carries out its role during the service communication process. In relation to higher education, human resources include lecturers, administrators and other employees. They need to have high competence (especially lecturers) because they always interact directly with students (Hurriyati, 2009). People in the context of education are people who are involved in the process of equalizing educational services such as administration, principals, teachers and employees. These educational and educational resources are very important, and even spearhead the process of providing educational services, to students as consumers/customers of education services. In addition to qualified and friendly lecturers, employees and administration and non-administration are also expected to have reliability and friendliness in carrying out all tasks. Therefore, it is necessary to improve a friendly culture for all school members so as to create a conducive learning atmosphere in the hope that all students are motivated to increase their knowledge (Maisah et al., 2020).

### **Process**

Process (process) is defined as a procedure in a series of activities to deliver services from producers to consumers. In the context of educational services, the process is an educational procedure that supports the implementation of teaching and learning activities in order to form the desired product/graduates (Machali, 2016). With the achievement of college customer satisfaction, it is expected that their level of loyalty to the university will increase. Student loyalty can be measured by the frequency with which they attend regular lectures, provide constructive means to universities, advise others to study at the university, do not transfer to other universities, are immune to the attractiveness of other universities, and maintain harmonious relations with universities. (Maisah et al., 2020).

### **Physical evidence**

According to Kotler and Keller (2012) Physical evidence is evidence owned by a service provider that is shown to customers or prospective customers. In an educational institution which is a physical facility is a building or buildings, and all the facilities contained therein, including the interior, exterior of the buildings contained in the campus. The performance of an educational institution, if studied further, will certainly be very broad, if we look at it from a business point of view, it will

include exterior, exterior design, parking lots, signs on campus, parks, well-maintained gardens, success and so on. . In terms of interior interior design, layout, furniture, equipment, ventilation, air circulation or air conditioning and so on. Besides that, there are other displays that are also interesting, namely writing instruments, logos, printed materials,(Judge & Wincoko, 2020).

### **Consumer Purchase Decision**

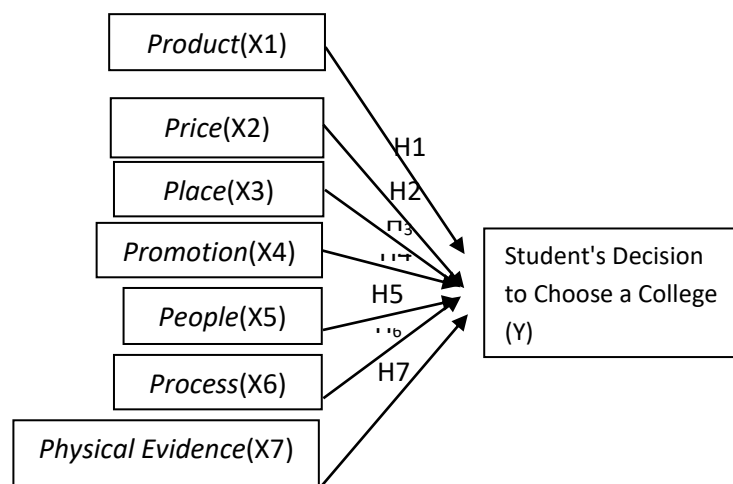
In general, the consumer's purchase decision is to buy the most preferred brand, but two factors can be between the intention and the purchase decision. Consumer purchasing decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.(Robert Gain, Christian Herdinata, 2017).

According toArmstrong (2016)defines that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires.

## **HYPOTHESIS FORMULATION**

### **RESEARCH MODEL**

Based on the literature review, previous research and hypothesis development, the research model in this study can be formulated as follows:



**Picture1.1 Research Model**

### **Hypothesis statement**

H1: It is suspected that the product has a positive and significant effect on the decisions of new students in choosing universities at the Muhammadiyah University of Riau.

H2: It is suspected that price has a positive and significant effect on the decisions of new students in choosing higher education institutions at the University of Muhammadiyah Riau.

H3: It is suspected that place has a positive and significant effect on the decisions of new students in choosing universities at the Muhammadiyah University of Riau.

H4: It is suspected that promotion has a positive and significant effect on the decisions of new students in choosing universities at the Muhammadiyah University of Riau.

H5: It is suspected that people have a positive and significant impact on the decisions of new students in choosing universities at the Muhammadiyah University of Riau.

H6: It is suspected that the process has a positive and significant effect on the decisions of new students in choosing higher education institutions at the University of Muhammadiyah Riau.

H7: It is suspected that physical evidence has a positive and significant effect on the decisions of new students in choosing universities at the Muhammadiyah University of Riau.

## **METHOD**

The method in this research is to use quantitative analysis techniques. The population in this study were all new students from the 2021/2022 class at the University of Muhammadiyah Riau, Pekanbaru City, who had graduated from SMA/SMK/MA, amounting to 2,325 people. The sampling technique is used according

to Sugiyono (2017) based on Slovin's formula:  $n = N / 1 + Ne^2$ . In the sampling technique used in this study, the probability sampling technique was used, namely by using a simple random sampling method from the sampling method, the number of samples obtained was 200 people.

## RESULTS AND DISCUSSION

### RESULT

#### Validity test

Validity test is used to measure the validity or validity of a questionnaire. The questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. The test is to determine whether it is valid or not by comparing the calculated  $r$  value with  $r$  table, for degree of freedom ( $df$ ) =  $n-2$ , in this case  $n$  is the number of samples. Large ( $df$ ) =  $200-2$  then the number 198 is obtained, and  $\alpha = 0.10$  is obtained  $r$  table 0.116. If the calculated  $r$  value is greater than the  $r$  table, the indicator/questionnaire is valid. This is in line with research by Agus Irawan, Ikhwan Faisal (2014) which states that all variables  $Y$ ,  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$ ,  $X_5$ ,  $X_6$ ,  $X_7$ , and  $Y$  are declared valid.

#### 1. Decision to Choose New Students

**Table 1 Results of the Validity Test of Decision Variables for Choosing New Students**

Variable	Indicator	Statement Items	r count	r table	Information
New Student Selection Decision (Y)	Election product	Y.1	0.757	0.116	Valid
		Y.2	0.784	0.116	Valid
	Brand Selection	Y.3	0.779	0.116	Valid
		Y.4	0.792	0.116	Valid
	Dealer Selection	Y.5	0.809	0.116	Valid
		Y.6	0.761	0.116	Valid
	Purchase Time	Y.7	0.788	0.116	Valid
		Y.8	0.719	0.116	Valid
	Purchase Amount	Y.9	0.781	0.116	Valid
		Y.10	0.758	0.116	Valid
	Payment method	Y.11	0.742	0.116	Valid
		Y.12	0.734	0.116	Valid

Source: SPSS processed data for 2022

According to table 1, it shows that an instrument that can be trusted as a measuring tool for data collection because the instrument is good based on the results of testing on the decision variable to choose new students. Table of each statement submitted to 200 respondents with an average of producing a correlation coefficient of  $r$  count is greater than  $r$  table. In other words, the statement items which amounted to 12 statements for the decision variable to choose new students were assessed as all statement items were declared valid.

#### 2. Product

**Table 2. Product Variable Validity Test Results**

Variable	Indicator	Statement Items	r count	r table	Information
Product (X1)	Providing faculties and study programs	X1.1	0.616	0.116	Valid
		X1.2	0.639	0.116	Valid
	Organizing lectures on languages	X1.3	0.643	0.116	Valid
		X1.4	0.635	0.116	Valid
	Organizing lectures on	X1.5	0.488	0.116	Valid

technology	X1.6	0.605	0.116	Valid
Accreditation-based colleges	X1.7	0.656	0.116	Valid
Student activity units (UKM)	X1.8	0.643	0.116	Valid
	X1.9	0.548	0.116	Valid
	X1.10	0.564	0.116	Valid

Source: SPSS processed data for 2022

According to table 2, it shows that each statement produces a correlation coefficient of  $r$  arithmetic which is greater than the  $r$  table. So the research instrument which consists of 10 statements for the Product variable is assessed as all statement items are valid. This is in line with the research of Agus Irawan, Ikhwan Faisal (2014) which states that the decision to choose new students is declared valid.

### 3. Price

Table 3 Test Results of Price Variable Validity

Variable	Indicator	Statement Items	rcount	rtable	Information
Price(X2)	Price match with product quality	X2.1	0.653	0.116	Valid
	Price comparison with competitors	X2.2	0.621	0.116	Valid
	Financial capability	X2.3	0.616	0.116	Valid
		X2.4	0.657	0.116	Valid
		X2.5	0.633	0.116	Valid
		X2.6	0.686	0.116	Valid

Source: SPSS processed data for 2022

According to table 3, it shows that each statement produces a correlation coefficient of  $r$  arithmetic which is greater than the  $r$  table. Then the research instrument, which consisted of 6 statements for the Price variable, was assessed that all statement items were valid.

### 4. Place

Table 4. Place Variable Validity Test Results

Variable	Indicator	Statement Items	rcount	rtable	Information
Place(X3)	Safe environment	X3.1	0.575	0.116	Valid
	Strategic location	X3.2	0.672	0.116	Valid
	Located on an easily accessible road	X3.3	0.642	0.116	Valid
		X3.4	0.576	0.116	Valid
		X3.5	0.722	0.116	Valid
		X3.6	0.763	0.116	Valid

Source: SPSS processed data for 2022

According to table 4, it shows that each statement produces a correlation coefficient of  $r$  arithmetic which is greater than the  $r$  table. So the research instrument, which consisted of 6 statements for the Place variable, was assessed that all statement items were valid.

### 5. Promotion

Table 5 Promotion Variable Validity Test Results

Variable	Indicator	Statement	rcount	rtable	Information
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Items					
Promotion (X4)	Coupons/ coupon	X4.1	0.799	0.116	Valid
		X4.2	0.788	0.116	Valid
	Rebates/ discounts	X4.3	0.843	0.116	Valid
		X4.4	0.828	0.116	Valid
	Price Packs/ price package	X4.5	0.774	0.116	Valid
		X4.6	0.781	0.116	Valid

Source: SPSS processed data for 2022

Table 5 shows that each statement produces a correlation coefficient of  $r$  arithmetic which is greater than the  $r$  table. So the research instrument, which consisted of 6 statements for the Promotion variable, was assessed that all statement items were valid.

## 6. People

**Table 6. People . Variable Validity Test Results**

Variable	Indicator	Statement Items	rcount	rtable	Information
People(X5)	Reliability (reliability)	X5.1	0.513	0.116	Valid
		X5.2	0.766	0.116	Valid
		X5.3	0.699	0.116	Valid
	Responsiveness	X5.4	0.713	0.116	Valid
		X5.5	0.731	0.116	Valid
		X5.6	0.680	0.116	Valid
	Guarantee (assurance)	X5.7	0.495	0.116	Valid
		X5.8	0.472	0.116	Valid

Source: SPSS processed data for 2022

According to table 6, it shows that each statement produces a correlation coefficient of  $r$  arithmetic which is greater than the  $r$  table. So the research instrument, which consisted of 8 statements for the People variable, assessed that all statement items were valid.

## 7. Process

**Table 7 Process Variable Validity Test Results**

Variable	Indicator	Statement Items	rcount	rtable	Information
Process(X6)	Online system registration procedure	X6.1	0.758	0.116	Valid
		X6.2	0.766	0.116	Valid
	Educationa l and teaching activities	X6.3	0.819	0.116	Valid
		X6.4	0.838	0.116	Valid
	Communit y service	X6.5	0.775	0.116	Valid
		X6.6	0.791	0.116	Valid

activities

Source: SPSS processed data for 2022

Based on the results of the study in table 4.21 each statement produces a correlation coefficient of  $r$  arithmetic which is greater than the  $r$  table. Then the research instrument which consists of 6 statements for the Process variable is assessed as all statement items are valid.

### 8. Physical Evidence

**Table 8 Test Results for the Validity of Physical Evidence Variables**

Variable	Indicato r	State ment Items	rcount	rtable	Information
Physical Evidence(X7)	Classrooms are clean and cool	X7.1	0.824	0.116	Valid
	Office buildings and lectures	X7.2	0.764	0.116	Valid
	Office buildings and lectures	X7.3	0.776	0.116	Valid
	Office buildings and lectures	X7.4	0.813	0.116	Valid
	Language and computer laboratory facilities	X7.5	0.854	0.116	Valid
	Language and computer laboratory facilities	X7.6	0.879	0.116	Valid

Source: SPSS processed data for 2022

According to table 8, it shows that each statement produces a correlation coefficient of  $r$  arithmetic which is greater than the  $r$  table. Then the research instrument which amounted to 6 statements for the Physical Evidence variable was assessed as all statement items were valid.

### Reliability Test

Reliability test is an index that shows the extent to which a measuring instrument is reliable. This shows the extent to which the measurement results remain consistent when performed twice or more on the same symptom, using the same measuring instrument. A measuring instrument is said to be reliable if it produces the same results even though the measurement is carried out many times. A questionnaire is said to be reliable if the answers to the questionnaire are consistent or stable from time to time. A construct or variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.60$ . The following results are reliable on each variable X and Y. This is in line with the research of Mongi, Mananeke, Repi (2013) which states that all variables are declared reliable.

**Table 9 Reliability test results**

Variable	Cronbach's Alpha	Standar d Alpha	Information
Decision to Choose New Students	0.951	0.60	Reliable
Product	0.872	0.60	Reliable
Price	0.853	0.60	Reliable
Place	0.861	0.60	Reliable
Promotion	0.933	0.60	Reliable
People	0.867	0.60	Reliable
Process	0.928	0.60	Reliable
Physical Evidence	0.938	0.60	Reliable

Source: SPSS processed data for 2022

Based on the test in table 9 the decision to choose new students resulted in Cronbach's Alpha of 0.951, Product of 0.872, Price of 0.853, Place of 0.861, Promotion of 0.933, People of 0.867, Process of 0.928, and Physical Evidence of 0.938. Each variable has a value greater than 0.60 ( $0.951 > 0.60$ ), ( $0.872 > 0.60$ ), ( $0.853 > 0.60$ ), ( $0.861 > 0.60$ ), ( $0.933 > 0.60$ ), ( $0.867 > 0.60$ ), ( $0.928 > 0.60$ ), ( $0.938 > 0.60$ ), then the results of the reliability test for variables X and Y were tested for reliability so that they were declared reliable.

### Multicollinearity Test



The multicollinearity test aims to test whether in a regression model there is a correlation between independent variables. A model is said to be multicollinearity free if it has a Variance Inflation Factor (VIF) < 10 and a Tolerance > 0.10. This is in line with the research of Mongi, Mananeke, Repi (2013) which states that there are no symptoms of multicollinearity between independent variables. The following are the results of the multicollinearity test:

**Table 10 Multicollinearity Test Results**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.		
	B		Beta			Tolerance	VIF
(Constant)	6,071	1,280		4,742	0.000		
<i>Product</i>	0.062	0.063	0.097	0.992	0.323	0.225	4,436
<i>Price</i>	-0.159	0.102	-0.159	-1,558	0.121	0.205	4,889
<i>Place</i>	0.133	0.099	0.133	1.350	0.179	0.220	4,555
<i>Promotion</i>	0.029	0.068	0.034	0.426	0.671	0.330	3.026
<i>People</i>	0.174	0.063	0.221	2,751	0.007	0.330	3.029
<i>Process</i>	0.121	0.100	0.138	1,203	0.230	0.163	6,146
<i>Physical Evidence</i>	0.332	0.095	0.363	3,502	0.001	0.199	5.016

a. Dependent Variable: Purchase Decision K.

Source: SPSS processed data for 2022

From the results of the multicollinearity test in table 10 that all values of the independent variables, namely product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) show the VIF value is less than 10.00 (VIF < 10) and the tolerance value is greater than 0.10 (tolerance > 0.10), so it can be concluded that there is no multicollinearity.

#### a. F Test Results (Simultaneous Test)

Simultaneous test (F test) is used to test whether all independent variables simultaneously have a significant effect on the dependent variable. The conditions for the acceptance of the simultaneous significance hypothesis are if F count > F table then the accepted hypothesis is the alternative hypothesis (H<sub>a</sub>) and vice versa if F count < F table then the accepted hypothesis is the null hypothesis (H<sub>0</sub>). F table for the sample is (k;nk) = (7;200-8) = 7;192 = 1.75. And obtained the value of F table is 1.75.

**Table 11 Model Feasibility Test Results (Test F)**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2117,650	7	302,521	39,377	.000b
Residual	1475,070	192	7,683		
Total	3592,720	199			

a. Dependent Variable: Purchase Decision K.

b. Predictors: (Constant), Physical Evidence, Promotion, Price, People, Product, Place, Process

Source: SPSS processed data for 2022

Based on the test in table 11 shows that F count (39.377) > F table (1.75) with a significance level of 0.001 < 0.10. Then the accepted hypothesis is H<sub>7</sub> which means that the product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), and physical evidence (X7) variables simultaneously have a significant influence. positive and significant on the decision variable to choose new students. This is in line with the

research of Agus Irawan, Ikhwan Faisal (2014) which states that there is a significant effect of the 7P variable simultaneously on the decision of new students to choose.

#### b. T test (Partial Test)

The t-test was used to determine the extent of the partial effect of the independent variables on the dependent variable. The conditions for the acceptance of the hypothesis are if  $t \text{ count} > t \text{ table}$  with a significant level  $< 0.05$ . By using a sample of 200 respondents with  $t(\alpha/2; nk-1) = (0.10/2; 200-7-1) = (0.05; 192) = 1.652$ . Then obtained t table (1.652).

**Table 12 Results of Partial Regression Analysis**

Coefficients <sup>a</sup>							
Model	Unstandardized		Standardize	t	Sig.	Collinearity	
	Coefficients		d			Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant )	6,071	1,280		4,742	0.000		
<i>Product</i>	0.062	0.063	0.097	0.992	0.323	0.225	4,436
<i>Price</i>	-0.159	0.102	-0.159	-1,558	0.121	0.205	4,889
<i>Place</i>	0.133	0.099	0.133	1.350	0.179	0.220	4,555
<i>Promotion</i>	0.029	0.068	0.034	0.426	0.671	0.330	3.026
<i>People</i>	0.174	0.063	0.221	2,751	0.007	0.330	3.029
<i>Process</i>	0.121	0.100	0.138	1,203	0.230	0.163	6,146
<i>Physical Evidence</i>	0.332	0.095	0.363	3,502	0.001	0.199	5.016

Source: SPSS processed data for 2022

Based on the t test in table 12 shows that all independent variables include product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), physical evidence (X7) and decisions. choosing a new student (Y) has a significance of  $< 0.05$  with the following explanation:

#### 1. The influence of the product on the decision to choose a new student

Based on the results of the t test, the variable *product* The value of t count is  $0.992 < 1.652$  t table which means t count is smaller than t table (  $t \text{ count} < t \text{ table}$  ) with a significant level of  $0.323 > 0.05$ . Thus  $H_0$  is accepted and  $H_a$  is rejected. This explains that there is a positive but not significant effect between the product variables on the decision to choose new students. This is in line with research Tanti, Mbayak Ginting (2019) states that the product has a positive but not significant influence in influencing the decision to choose new students.

#### 2. The effect of price on the decision to choose a new student

Based on the results of the t test, the variable *price* The value of t count is  $-1.558 < 1.652$  t table which means t count is smaller than t table (  $t \text{ count} < t \text{ table}$  ) with a significant level of  $0.121 > 0.05$ . Thus  $H_0$  is accepted and  $H_a$  is rejected. This explains that there is a negative but not significant effect between the price variables on the decision to choose new students. This is in line with research Sri Eka Wulandari, Amrin Fauzi (2020) states that price has a negative influence in influencing the decision to choose new students.

#### 3. The influence of place on the decision to choose a new student

Based on the results of the t test, the variable *place* The value of t count is  $1.350 < 1.652$  t table which means t count is smaller than t table (  $t \text{ count} < t \text{ table}$  ) with a significant level of  $0.179 > 0.05$ . Thus  $H_0$  is accepted and  $H_a$  is rejected. This explains that there is a positive but not significant effect between the place variables on the decision to choose new students. This is in line with research P. Ginting, B. Sembiring, D. Gultom (2014) states that place has a positive but not significant effect in influencing the decision to choose new students.

#### 4. The effect of promotion on the decision to choose new students

Based on the results of the t test, the variable *promotion* The value of t count is  $0.426 < 1.652$  t table which means t count is smaller than t table (  $t \text{ count} < t \text{ table}$  ) with a significant level of  $0.671 > 0.05$ . Thus  $H_0$  is accepted and  $H_a$  is rejected. This explains that there is a positive but not significant effect between the promotion variables on the decision to choose new students. This is in line with research Muhyidin

(2015) states that promotion has a positive but not significant influence in influencing the decision to choose new students.

5. The influence of people on the decision to choose new students

Based on the results of the t test, the variable *people* The obtained t-count value is  $2.751 > 1.652$  t table, which means t-count is greater than t-table ( $t\text{-count} > t\text{-table}$ ) with a significant level of  $0.007 < 0.05$ . Thus  $H_0$  is rejected and  $H_a$  is accepted. This explains that there is a positive and significant effect between the people variable on the decision to choose new students. This is in line with research Semaun (2019) that people have a positive and significant influence in influencing the decision to choose new students.

6. The influence of the process on the decision to choose new students

Based on the results of the t test, the variable *process* The value of t count is  $1.203 < 1.652$  t table which means t count is greater than t table ( $t\text{ count} > t\text{ table}$ ) with a significant level of  $0.230 > 0.05$ . Thus  $H_0$  is accepted and  $H_a$  is rejected. This explains that there is a positive but not significant effect between the process variables on the decision to choose new students. This is in line with research Tanti, Mbayak Ginting, (2019) which states that the process has a positive but not significant influence in influencing the decision to choose new students.

7. The influence of physical evidence on the decision to choose new students

Based on the results of the t test, the variable *process* The value of t count is  $3.502 > 1.652$  t table which means t count is greater than t table ( $t\text{ count} > t\text{ table}$ ) with a significant level of  $0.001 < 0.05$ . Thus  $H_0$  is rejected and  $H_a$  is accepted. This explains that there is a positive and significant effect between physical evidence variables on the decision to choose new students. This is in line with research Samat, Marnisah, Hendro (2017) which states that physical evidence has a positive but not significant influence in influencing the decision to choose new students.

### c. Coefficient of Determination Test Results (R<sup>2</sup>)

The coefficient of determination is used to calculate the size of the independent variable (product, price, place, promotion, people, process, physical evidence) on the dependent variable (decision to choose new students). If the data analysis consists of one to two independent variables, we use R Square but if the number of variables is more than two then it is better to use Adjusted R Square whose value is smaller than R Square. Because this study uses more than two independent variables, therefore look at the Adjusted R Square. The following is a table of the results of the R Square determination test.

**Table 13 Determination Test Results of R Square**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768a	0.589	0.574	2,772

a. Predictors: (Constant), Physical Evidence, Promotion, Price, People, Product, Place, Process

b. Dependent Variable: Purchase Decision K.

Source: SPSS processed data for 2022

Based on the results of table 13 obtained Adjusted R Square of 0.574. This means that all variations of changes in the decision to choose new students can be explained by product, price, place, promotion, people, process, physical evidence variables of 57.4%. while the remaining 41.1% is explained by other variables outside the model. This is in line with the research of Mongi, Mananeke, Repi (2013) which states that purchasing decisions can be explained by independent variables.

## DISCUSSION OF RESULT

### **The influence of the product on the decision to choose a new student**

Based on the results of the regression, it is known that the tcount value of the product variable has a positive but not significant effect on the decision to choose new students because  $t \text{ count} < t \text{ table}$  is  $0.992 < 1.652$  with a significant value (P-value) generated, namely  $0.323 > 0.05$ . These results indicate that the products offered at UMRI influence the decision to choose new students but not too much. The better or the more complete the products offered, the more interested prospective new students are to take further education at UMRI.

Based on the results of the above test, it was identified that there was a unidirectional relationship between the product and the student's decision to choose the University of Muhammadiyah Riau. This means that if the products offered are many and in accordance with the needs of students, the decision to choose new students will be higher. In other words, the better the product, in this case the study program, the more students will consider it. Although it is not a big influence, this also means that if their choice is not in the product at the Muhammadiyah Riau University which has a study program/department, new students prefer to consider the existing study program/department.

### **The effect of price on the decision to choose a new student**

Based on the results of the regression, it is known that the tcount value of the price variable has a negative but not significant effect on the decision to choose new students because  $t \text{ count} < t \text{ table}$  is  $-1.558 < 1.652$  with a significance value (P-value) that is generated,  $0.121 > 0.05$ . These results indicate that the price offered at UMRI has a negative effect on the decision to choose new students but the effect is not too large. The higher the price offered, the more prospective new students choose UMRI to pursue further education at UMRI.

Based on the results of the above test, it is identified that there is a non-unidirectional relationship between price and the student's decision to choose the University of Muhammadiyah Riau. This means that if the higher the price offered to new students, the decision to choose new students decreases. In other words, the higher the price provided by UMRI, the more considering the new students. According to the theory, if the price has a negative effect, the higher the price, the lower the decision to choose new students at the college, but the effect is not too big because in the world of education, people think that the higher the price at the university, the better and guaranteed to take education.

*Price* or the cost of education available at the University of Muhammadiyah Riau such as affordable tuition fees, tuition payment systems and fees per semester do not have a big influence on the decisions of new students in choosing a college.

### **The influence of place on the decision to choose a new student**

Based on the results of the regression, it can be seen that the t-count value of the place variable has a positive and insignificant effect on the decision to choose new students because  $t\text{-count} < t\text{-table}$  is  $1.350 < 1.652$  with a significance value (P-value) generated that is  $0.179 > 0.05$ . These results indicate that the place offered at UMRI influences the decision to choose new students but does not have a big influence. The better and strategically the place, the more prospective new students are interested in pursuing further education at UMRI.

Based on the results of the test above, it was identified that there was a unidirectional relationship between place and the student's decision to choose the University of Muhammadiyah Riau. This means that if the place offered by UMRI universities is strategic and located in the city center, it can influence students to choose to study at UMRI. In other words, the better the place, in this case a strategic and easily accessible place, the more students will consider it. Although it is not very influential, this also means that if their choice has a place that is not strategic and not affordable at the University of Muhammadiyah Riau, new students prefer to consider other factors to choose UMRI.

### **The effect of promotion on the decision to choose new students**

Based on the regression results, it can be seen that the tcount value of the promotion variable has a positive and insignificant effect on the decision to choose new students because  $t \text{ count} < t \text{ table}$  is  $0.426 < 1.652$  with a significance value (P-value) that is generated,  $0.671 > 0.05$ . These results indicate that the promotion carried out by UMRI influences the decision to choose new students but does not have a big influence. The better and

according to the promotion carried out and offered, the more prospective new students are interested in pursuing further education at UMRI.

Based on the results of the above test, it was identified that there was a unidirectional relationship between promotion and the student's decision to choose the University of Muhammadiyah Riau. This means that if the promotion that is carried out and offered by UMRI universities is carried out properly and appropriately, it can influence students to choose to study at UMRI. In other words, the better the promotion, in this case, which is carried out properly and appropriately, the new students will increasingly consider it. Although it is not a big influence, this also means that if their choice has a promotion that is not good and does not match what is offered at the University of Muhammadiyah Riau, new students prefer to consider other factors to choose UMRI.

#### **The influence of people on the decision to choose new students (Y)**

Based on the results of the regression, it can be seen that the tcount value of the people variable has a positive and significant effect on the decision to choose new students because  $t \text{ count} < t \text{ table}$  is  $2.751 > 1.652$  with a significance value (P-value) that is generated, which is  $0.007 < 0.05$ . These results indicate that the people offered at UMRI influence the decision to choose new students and have a large influence. The better the service or the more accurate the information provided, the more prospective new students choose UMRI to pursue further education at UMRI.

Based on the results of the above test, it is identified that there is a unidirectional relationship between people and the student's decision to choose the University of Muhammadiyah Riau. This means that if people are given better, it can influence students to choose to study at UMRI. In other words, the better the people, in this case, the service or the more accurate the information provided, the more students will consider the decision to choose new students at UMRI.

#### **The influence of the process on the decision to choose new students**

Based on the results of the regression, it can be seen that the tcount value of the process variable has a positive and insignificant effect on the decision to choose new students because  $t \text{ count} < t \text{ table}$  is  $1.203 < 1.652$  with a significance value (P-value) generated that is  $0.230 > 0.05$ . These results indicate that the process provided by UMRI influences the decision to choose new students but does not have a large effect. The easier the process is carried out or the easier it is given, the more prospective new students choose UMRI to pursue further education at UMRI.

Based on the results of the above test, it was identified that there was a unidirectional relationship between the process and the student's decision to choose the University of Muhammadiyah Riau. This means that if the process given by the UMRI college is carried out properly and appropriately, it can influence students to choose to study at UMRI. In other words, the better the process, in this case, or the easier it is given, the more students will consider it. Although it is not a big influence, this also means that if their choice has a process that is not good and does not match what is offered at the University of Muhammadiyah Riau, new students prefer to consider other factors to choose UMRI.

#### **The influence of physical evidence on the decision to choose new students**

Based on the results of the regression, it can be seen that the t-count value of the physical evidence variable has a positive and significant effect on the decision to choose new students because  $t\text{-count} < t\text{-table}$  is  $3.502 > 1.652$  with a significant value (P-value) generated, namely  $0.001 < 0.05$ . These results indicate that the physical evidence provided and given by UMRI influences the decision to choose new students and has a large influence. The better what is given or the more that is given, the more prospective new students choose UMRI to pursue further education at UMRI.

Based on the results of the above test, it was identified that there was a unidirectional relationship between physical evidence and the student's decision to choose the University of Muhammadiyah Riau. This means that

the better the physical evidence given or the more that is given, it can influence students to choose to study at UMRI. In other words, the better the physical evidence, in this case having a good building, complete facilities provided, the new students will increasingly consider the decision to choose new students at UMRI.

## **CONCLUSION**

### **Conclusion**

From this study, it was found that Product, Place, Promotion, and Process had a positive but not significant influence on the decisions of new students in choosing a college of Muhammadiyah Riau University. Price has a negative but not significant effect on the decisions of new students in choosing the case study college of Muhammadiyah Riau University. People and Physical evidence have a positive and significant influence on the decisions of new students in choosing colleges in the case of the University of Muhammadiyah Riau.

### **Suggestion**

For further researchers who want to research or continue this research, it is recommended to continue or develop this research. Further researchers can also use other methods in researching the marketing mix, for example through in-depth interviews with respondents, so that the information obtained can be more varied than the questionnaire whose answers are already available.

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