

The Influence of Marketing Mix on Student Decisions at the Faculty of Economics, Atma Jaya University, Makassar

Lisa Jolanda Catherine Polimpung

Universitas Katolik Parahyangan

lisapolimpung0117@gmail.com

Abstract

This study aims to determine the effect of the marketing mix on the decision of the economics faculty at Atma Jaya Makassar in choosing a university. The number of samples from this study amounted to 211 samples consisting of Class of 2013-2016. In conducting data analysis, the test used is the validity test, reliability test and in testing the hypothesis the F test and T test are used. The results of this study indicate that each variable of the marketing mix, namely product, price, place and promotion has an influence on student decisions in choosing universities both partially and simultaneously

Keywords : marketing mix, product, price, place, promotion, student decision

INTRODUCTION

The increasingly rapid development of Science and Technology (IPTEK) has led to changes in various aspects of life, one of which is changes in the world of work which now has increasingly heavy demands. The current world of work not only requires human resources with high education but also high quality.

Seeing the above phenomenon, educational institutions, especially higher education, also need to make changes to adapt to the pace of development of science and technology and the needs of the world of work. Apart from that, with the development of the world of education, the number of higher education institutions is also increasing, this causes universities to be able to compete in attracting the interest of prospective students to enter higher education. In order to attract the interest of prospective

students, universities need to know the factors that drive prospective students' decisions in choosing a college and faculty.

Hermawan (2015) explains that purchasing decisions are a process of consumer behavior [1]. According to Kotler and Keller (2016), there are several factors that encourage consumers to make decisions when purchasing goods and services, namely consumer characteristics, company stimuli which include product, price, place and promotion as well as other stimulus conditions such as politics, economics, technology and culture. (2). The consumer's response to these stimuli will encourage consumers to decide whether or not to buy the product or service (2).

One way that can be done to encourage consumer decisions in purchasing products and services is to use a marketing mix. Ferrell and

Hartline (2014) explain that the marketing mix is everything that a company can use to influence demand for its products and aims to create and maintain the right marketing program (product, distribution, promotion and price) to meet the needs of the company's target market [3]. Kotler and Keller (2016) divide the marketing mix into four main parts, namely: (1) product, (2) price, (3) place and (4) promotion (2). Furthermore, Kotler and Keller (2016) explained that the marketing mix itself is part of the stimulation provided by the company to consumers which will influence consumer decisions in purchasing products and services (2).

Based on the explanation above, researchers want to examine the marketing mix factors consisting of product, price, place and promotion that encourage students' decisions in choosing the Faculty of Economics at Atma Jaya University, Makassar.

The problem formulation of this research is whether the marketing mix has an influence on students' decisions in choosing a good Faculty of Economics, Atma Jaya University Makassar?

The aim of this research is to analyze the influence of the marketing mix, namely product, price, place and promotion on students' decisions in choosing the Faculty of Economics, Atma Jaya University, Makassar.

This research has the benefit of seeing what factors have an influence on students' decisions in choosing the Faculty of Economics, Atma Jaya

University Makassar so that in the future the University can improve it in order to attract prospective students.

METHOD

This research is associative research where Sugiyono (2012: 11) explains "associative research is research that aims to determine the influence or relationship between two or more variables" [4].

The population of this study were students from the Faculty of Economics, Atma Jaya University, Makassar and the sample taken was 211 respondents from Classes 013, 2014, 2015 and 2016 using the Slovin formula.

The data collection technique used in this research is by using primary data, namely a questionnaire. "The questionnaire was created based on indicators from the research variables given to respondents" (Widodo, 2017: 72) [5].

The measurement scale used in the questionnaire is a Likert scale modified into 4 answer categories, namely as follows:

Table 1. Value Scale

No.	Answer	Value
1.	Strongly Approved	4
2.	Approved	3
3.	Not Approved	2
4.	Strongly Not Approved	1

This research was tested using tests, namely in the form of validity tests and reliability tests on the questionnaires distributed in order to see whether the questionnaires were valid and reliable, multiple regression analysis, and

hypothesis testing using partial tests (t tests) and simultaneous tests (F tests) and This test uses tools, namely SPSS 22, to achieve accurate results.

Result and Discussion

Result

Table 2. Validity Test

Variabel/ Indikator	Variabel Pertanyaan	Korelasi Bivaret	Statu s
Product (X1)	X1.1	0,824	Valid
	X1.2	0,842	Valid
	X1.3	0,867	Valid
	X1.4	0,643	Valid
Price (X2)	X2.1	0,819	Valid
	X2.2	0,837	Valid
	X2.3	0,675	Valid
Place (X3)	X3.1	0,796	Valid
	X3.2	0,792	Valid
	X3.3	0,723	Valid
Promotion (X4)	X4.1	0,895	Valid
	X4.2	0.897	Valid
Keputusan Mahasiswa (Y)	Y1.1	0.795	Valid
	Y1.2	0.852	Valid
	Y1.3	0.828	Valid

Source: SPSS Result Data (2017)

Through table 2 regarding the results of the validity test, it can be seen that the value of the bivariate correlation of the variables in this study has a value above the validity criteria, namely $r > 0.30$ (Sunjoyo, et al. 2013: 41) [6]. It can be concluded that all the variables proposed in this research are valid and can be used.

Reliability Test

Table 3. Reliability Test Result

Variabel/ Indikator	Cronbach's alpha	Status
Product (X1)	0.805	Reliabel
Price (X2)	0.677	Reliabel
Place (X3)	0.649	Reliabel
Promotion (X4)	0,753	Reliabel
Keputusan Mahasiswa (Y)	0.762	Reliabel

Source: SPSS Result Data (2017)

Through table 3, namely the results of the reliability test, it can be seen that the Cronbach's alpha value for all variables contained in this study exceeds the recommended criterion limit, namely $\alpha > 0.60$ (Sunjoyo, et al, 2013) [6] so this shows that all variables are reliable.

Multiple Regression Analysis Test

In analyzing the variables from the marketing mix that have an influence on student decisions, multiple regression analysis is used. The analysis is seen based on unstandardized coefficients obtained from the variables used. The results of multiple regression analysis can be seen in table 4 below:

Table 4. Multiple Regression Analysis Test

Variabel/ Indikator	Unstandardized Coefficients		Standard Coefficients	t	Sig
	B	Std Error			
(Constant)	.496	.263		1.885	.041
Product (X1)	.251	.063	.248	3.964	.000
Price (X2)	.193	.064	.194	3.024	.003
Place (X3)	.354	.068	.310	5.183	.000
Promotion (X4)	.117	.057	.133	2.039	.043

Source: SPSS Result Data (2017)

Through the data displayed in table 4, the following multiple regression equation is obtained:

$$Y = 0.496 + 0.251X_1 + 0.193X_2 + 0.354X_3 + 0.117X_4$$

The equation above shows that each variable from the marketing mix has a positive value on student decisions with 0.496 as a constant value.

The results of the partial test (t test) can be seen in Table 4 where if the significance value is below or <0.05 then the marketing mix variable has an influence on student decisions.

Table 5. Simultaneous Analysis Test

Model	df	F	Sig
Regression	4	27.034	.000 ^b
Residual	206		
Total	210		

Source: SPSS Result Data (2017)

Through table 5 you can see the results of the simultaneous test or F test from this research where the simultaneous marketing mix is stated to have a significant influence because the significance value shown in table 5 is 0.000, which is below or <0.005 .

Discussion

The results of existing research show that every variable in the marketing mix has a significant and positive influence, both partially and simultaneously, on the decisions of students at the Faculty of Economics, Atma Jaya University, Makassar. This research is in accordance with the results of research conducted by Andika and Susanti (2015)[7], Rohman, Hariyanto and Kurniasari (2018)[8], and Firmansyah and Rosmaniar (2015)[9] where these studies agree that the marketing mix has an influence on consumer decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the data analysis above, the conclusions obtained by the researchers are as follows:

1. Marketing Mix has a positive and significant influence on the decisions of students at the economics faculty, Atma Jaya University Makassar, both partially and simultaneously.
2. All marketing mix variables have a big influence on students' decisions in choosing the Faculty of Economics, Atma Jaya University, Makassar. This shows that each variable has its own important role in the decisions of students at the Faculty of Economics, Atma Jaya University, Makassar.

Some suggestions that researchers can give are as follows:

1. Every variable or indicator in the marketing mix should continue to be implemented or improved. Prospective students will be interested in choosing the Faculty of Economics, Atma Jaya University Makassar considering that all variables have an equally important role.
2. The Faculty of Economics, Atma Jaya University Makassar should further develop the marketing mix by asking for feedback from students so that they know the quality of services and qualities such as lecturer teaching systems, administrative management so that they can improve them.
3. For further research, the author suggests conducting research on the influence of relationship marketing input on companies or other businesses such as manufacturing

businesses in order to find out the various influences of relationship marketing input from various places.

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