

## **THE INFLUENCE OF PROMOTION MIX ON STUDENTS' DECISION TO JOIN STIE NUSA BANGSA, MEDAN**

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### ***ABSTRACT***

*Education plays an important role in the process of increasing the quality of human resources which has to be done in a planned, guided, intensive, effective, and efficient way in the development process so that our country can compete with other countries in this globalization era. STIE Nusa Bangsa is one of the oldest private colleges in Medan. Since 1986, it has been increasing its quality and infrastructure in order to increase its competitiveness in distributing its educational service for producing competent graduates. An attempt to maintain public awareness of its existence, amidst the harsh competition, can only be achieved by correct and effective promotion mix. The emergence of various educational institutions, either state's owned educational institutions or private ones, has influenced the number of new students recruited by STIE Nusa Bangsa, Medan.*

*The research used descriptive qualitative method. It was conducted at Jl. Sei Serayu No. 80, Medan. The population was 120 new students who joined the college in the academic year of 2013-2014, and 55 of them were used as the samples, taken by using accidental sampling technique. The data were analyzed by using multiple regression analysis with an SPSS software program.*

*The result of the research showed that, simultaneously, advertising, personal sale, sales promotion, public relations, and direct marketing had positive and significant influence on new students decision to join STIE Nusa Bangsa, Medan. Partially, advertising, personal sale, sales promotion, and direct marketing had positive and significant influence on new students' decision to join STIE Nusa Bangsa, Medan, while public relations had negative and insignificant influence on new students' decision to join STIE Nusa Bangsa, Medan. Coefficient determination showed that 78.9% of advertising, personal sale, sales promotion, public relations, and direct marketing could explain the variation of new students' decision to join STIE Nusa Bangsa, Medan, while the rest (21.1%) was influenced by other variables excluded from the research.*

**Keywords: Promotion Mix, Students' Decision**

## **PRELIMINARY**

Education plays an important role in the process of improving the quality of human resources. Improving the quality of human resources is a fact that must be done in a planned, focused, intensive, effective and efficient in the development process, so this nation is not only strengthened in a position to lose compete in the globalization era. Many experts have expressed the importance of human resource development, especially through education. This is because the problem of developing higher education in building a new Indonesia experienced many problems that make Indonesia's higher education less competitive in the world arena. In addition this makes the students difficult

to grow after getting knowledge from universities, the problem they lack the actual training in the present skill and a good college graduate is needed in building a new Indonesia. Only a small portion of Indonesian universities, both public and private, have the best quality of graduates.

Each management function makes a certain contribution when strategizing on different levels. In preparing the concept of marketing strategy is inseparable from marketing management activities. Marketing management itself is a process that includes analysis, planning, implementation and oversight and also includes goods, services and ideas based on exchange and the goal is to provide satisfaction for the parties involved.

In the context of the preparation of marketing strategy has two dimensions, namely the current dimensions and dimensions to come. The current dimension relates to the existing relationship between the college and its environment. While future dimensions include future relationships that are expected to be intertwined with the program of action necessary to achieve that goal.

Sofjan (2007:264), a product however useful but if not known by consumers, then the product will not be known benefits and may not be purchased by consumers. From these statements, we can see the importance of promotion role within the company. Because it can increase sales of the company.

Promotion can be divided into two parts, namely the promotion of sales and consumer promotion. Sales promotion is done to increase sales of a product, while consumer promotion is done to provide incentives to consumers, to remain loyal to a product. The important things that must be considered in the promotion of who, what is conveyed, aimed at who, the media campaign and also the purpose.

Private Universities, always trying to maintain the quality and quality of education services offered to always be above its competitors, especially Private Universities and also better than the consumer imagined. If the quality and quality of educational services received by the consumer (prospective student) is better or the same as he imagined, then tend to tell friends or relatives. Therefore, private universities are able to reach quite a lot of students each year.

STIE Nusa Bangsa Medan is an institution of higher education which has S-1 Accounting and S-1 Management. STIE Nusa Bangsa Medan always make continuous improvement both from organizational structure, regulation, human resources, and improvement and development of mutual cooperation with all related. Especially in the face of the era of an increasingly competitive global market to be able to produce competent graduates who are ready to compete in the labor market both in Indonesia and abroad.

Sujoko (2007), argues that one of the variables that causes consumers to buy products/ services is promotion. Thus, the promotional activities undertaken by STIE Nusa Bangsa which is also as an educational service company is less so vigorous. And so, the promotional organizers in this STIE Nusa Bangsa must strive to move, communicate with whatever form to deliver its products to the community. Because it is clear the purpose of this campaign to persuade, invite consumers to become students STIE Nusa Bangsa and promotional factors really designed and controlled education service companies, in influencing consumer behavior. Therefore, in such a keen competition private universities not only rely on quality improvement and service product development, but all private universities are required to establish dynamic, harmonious relationship with students or their service users through promotional

activities and STIE Nusa Bangsa is one of the oldest private universities STIE in Medan since 1986.

STIE Nusa Bangsa Medan as an educational institution, tries to continuously improve its quality and infrastructure to continuously improve competitiveness in distributing education services to produce competent graduates. Efforts to maintain awareness of the existence of STIE Nusa Bangsa Medan so far to the public, amid increasingly competitive competition will be achieved through appropriate promotion mix and effective.

In order to win the competition in the service industry, universities are required to adapt to the environment in order to capture market opportunities and avoid threats that may befall them. This is due to the state of the market and the industry is always changing at any time, for that universities are required to make a proper plan with the environmental conditions. Good promotional planning will result in an optimum promotional performance. One concept of promotional mix consisting of advertising, sales promotion, public relations, personal selling and direct marketing can improve consumer decisions (Kotler, 2007).

The promotion mix has a strong influence on the success of a marketing strategy, since the promotional mix is linked to the marketing strategy policy. In understanding the marketing of higher education services the strategy applied is inseparable from the promotion mix strategy.

## **FORMULATION OF THE PROBLEM**

Based on the previous background, then formulated some problems as follows :

1. Does advertising have a positive and significant impact on the student's decision to choose STIE Nusa Bangsa Medan?
2. Does Personal Sales have a positive and significant impact on the student's decision to choose STIE Nusa Bangsa Medan?
3. Does Sales Promotion have a positive and significant impact on the student's decision to choose STIE Nusa Bangsa Medan?
4. Does Public Relations have a positive and significant impact on the student's decision to choose STIE Nusa Bangsa Medan?
5. Does Direct Marketing have a positive and significant impact on student's decision to choose STIE Nusa Bangsa Medan?
6. Is there any influence of promotion mix consisting of Advertising, Personal Sales, Sales Promotion, Public Relations and Direct Marketing simultaneously to student decision to choose STIE Nusa Bangsa Medan

## **RESEARCH PURPOSES**

In line with the formulation of the problem, then the purpose that can be taken from the research to be conducted this researcher is :

1. To know and analyze the influence of Advertising on student decisions choose STIE Nusa Bangsa Medan?
2. To know and analyze the effect of Personal Sales on the decision of students choose STIE Nusa Bangsa Medan?

3. To know and analyze the influence of Sales Promotion on the decision of students choose STIE Nusa Bangsa Medan?
4. To know and analyze the influence of Public Relations on the decision of students choose STIE Nusa Bangsa Medan?
5. To know and analyze the influence of Direct Marketing to the decision of students choose STIE Nusa Bangsa Medan?
6. To know the promotion mix simultaneously to the decision of students choose STIE Nusa Bangsa Medan.

## **LITERATURE REVIEW**

### **Marketing**

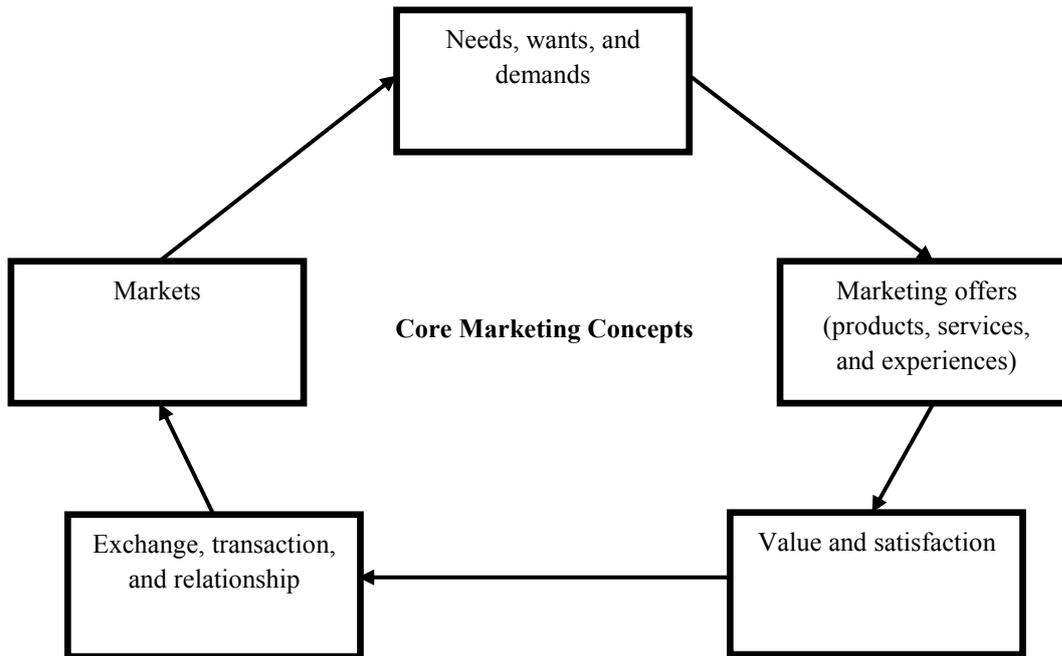
Financial success often depends on marketing ability. Financial operations, accounting, and other business functions are virtually meaningless if there is no demand for products or services so that the company can make a profit.

According to the American Marketing Association at Kotler and Keller (2007) translated by Molan, marketing is an organizational function and set of processes for creating, communicating and delivering value to customers and managing customer relationships in ways that benefit the organization and its shareholders.

While Kotler, and Armstrong (2010) define marketing as: "The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return".

From these definitions can be concluded that marketing is a process to provide value to consumers and build a close relationship with consumers in a way that benefits the company.

### Image of Marketing Concepts



From the picture above can be explained that the core concept of marketing starts from seeing what is needed by consumers. After knowing what the consumer needs, the company will make an offer on goods or services required it. Then from the offer given the company the consumer will do the consideration to buy it, that is by looking at the value to be gained from the offer. After the consumer decides to purchase the product or service, there will be a transaction between the company and the consumer, and will directly form a market.

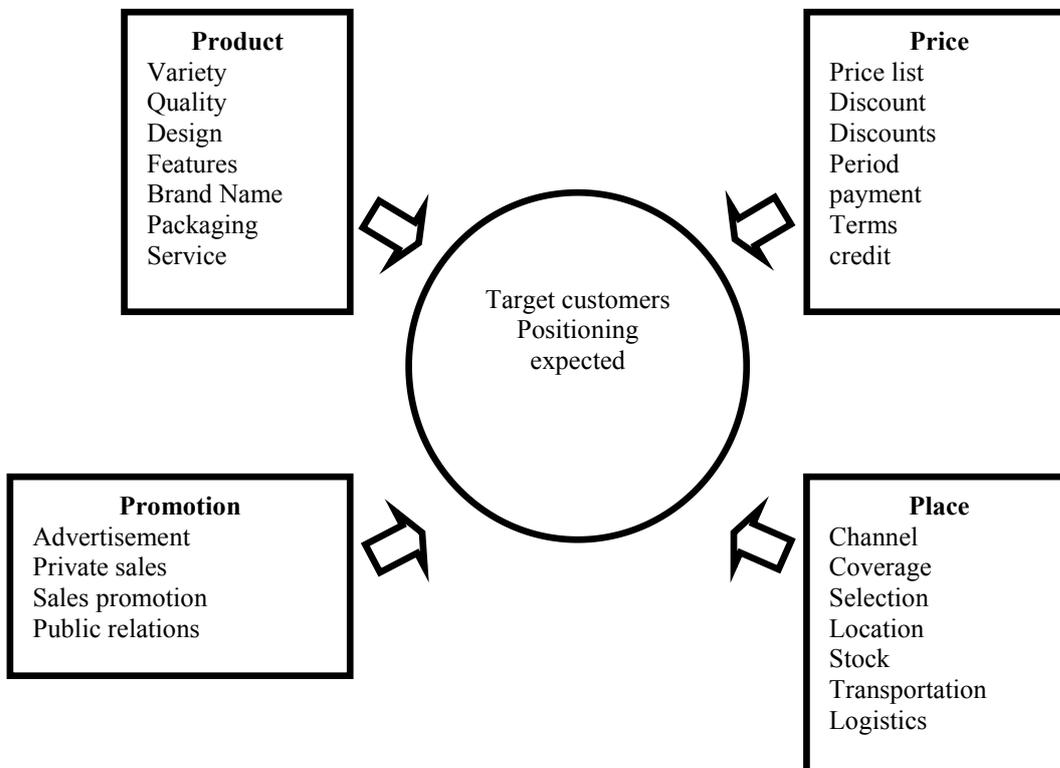
### Marketing Mix

In marketing there is one strategy called marketing mix. Marketing mix has a significant role in influencing consumers to buy products or services offered and for the success of a marketing good product marketing and service marketing. The ultimate goal in general is

to increase profitable sales by fulfilling and satisfying customers. The elements of the marketing mix consist of all the variables that a company can control to satisfy its target customers.

Kotler and Armstrong (2008) translated by Sabran, the marketing mix is a collection of controlled tactical marketing tools that combine to generate the desired response in the target market.

### Marketing Mix Drawings



- 1) The product is a combination of goods and services offered by the company. Indicators of the product include variety, quality, design, features, brand name, packaging, and service.
- 2) Price is the amount of money that the customer must pay to obtain the product. Prices have indicators such as price lists, discounts, rebates, payment periods, and credit terms.
- 3) Place includes company activities that make the product available to targeted customers. Indicators of the place include channel, coverage, sorting, location, inventory, transportation, and logistics.
- 4) Promotion means activities that convey product benefits and persuade customers to buy them. Indicators of promotion include advertising, personal selling, sales promotion, and public relations

### **Promotion**

Products that have been produced by a company need to be introduced to the consumer so that the product can be known and purchased by the consumer, therefore communication required between seller and buyer. Promotion helps to communicate with consumers, because with the promotion can be conveyed information in the form of knowledge about the products offered by a company.

Kotler and Armstrong (2010), promotions are activities that convey product benefits and persuade customers to buy them. Grewal and Levy (2008), promotions are communications made by marketers to communicate, persuade, and remind potential buyers of products or services to influence buyer opinion and get responses from buyers.

Based on the above two conclusions can be concluded that the promotion is the process of conveying information about the benefits of the product, affect the buyer's opinion, to persuade customers to buy products.

Promotion can provide objectives as the delivery of information, acceptance of information, and to influence stakeholders directly and indirectly to the organization. Achieving these goals involves the coordination of promotional components. Alma (2002) says, "the main purpose of promotion is to provide information, attract attention and then member influence the increased sales.

To be able to approach the truth of the meaning of promotion then what to do is to find out the origin or etymology of the campaign itself. Promotion comes from Promovere Latin, pro means Forward and movere means move. So it can be argued that promotion "to move forward" or move towards the front.

Kotler (2001), the notion of promotion is the activity that communicates the product service and encourages the targeted customer to buy it. So the organization of promotion is trying to move, communicate with whatever form to convey a message to some audiences. Obviously the purpose of promotion is to persuade, invite the public to change the image of a product or service.

In the purpose of promotion in relation to economic theory is to change the location and condition of the demand curve of a product on a company. Then a company will expect that in doing business related to promotional activities will be able to increase sales regardless of price.

## **Promotion Mix**

Promotion is very important for a company, other than as a means of communication with consumers or potential customers are also expected to affect the behavior and image of the company, so that deficiencies can be improved so that consumers feel satisfied with the product produced by the company. Each company has a special promotional mix policy, which they find most appropriate and profitable for the company.

Promotional mix represents creative ways that influence consumers in purchasing products or services. Faktor-faktor yang menyusun bauran promosi adalah (1) jenis dasar produk, (2) strategi promosi yang digunakan perusahaan, (3) tahap kesiapan pembeli, (4) tahap siklus hidup produk, dan (5) peringkat pasar perusahaan (Kotler, 2009).

Kotler (2009) suggests that the promotion mix as a marketing communication medium has five main activities: advertising, personal selling, sales promotion, publicity and public relations, direct marketing.

## **Buying decision**

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by the seller. Understanding consumer needs and buying processes is crucial in building effective marketing strategies. Understanding how buyers through the process of identifying problems, seeking information, evaluating alternatives, deciding to buy, and behavior after buying marketers can take important cues how to meet buyers' needs. Setiadi (2010), Purchasing decision is consumer behavior in treating consumer decision making as problem solving faced.

There are three three activities that take place in the process of purchasing decisions by consumers (Hahn, 2002: 83) :

1. Routine consumers in making purchases.
2. Quality obtained from a purchasing decision.
3. Commitment or loyalty of the consumer to not replace the usual decision to buy with a competitor's product.

Buying interest is formed from consumer attitudes toward products from consumer confidence in product quality. The lower consumer confidence in a product will lead to a decrease in consumer purchasing decisions. Interest is described as a person's situation before performing an action, which can be the basis for predicting that behavior or action. purchasing decisions are behaviors that appear in response to objects that indicate a customer's desire to make a purchase (Kotler, 2002: 128). Some notions of purchasing decisions are as follows :

1. Interest is considered as a 'trap' or an intermediary between motivational factors that affect behavior.
2. Interest also indicates how far someone has the ability to try.
3. Interest shows the measurement of one's will.
4. Interests are associated with persistent behavior.

There is a difference between actual purchases actually made by the consumer and the purchase decision. purchasing decisions are the buying tendency to make future purchases, but the measurement of the trend toward purchases is generally made to maximize predictions of the actual purchase itself. Description of the definition of purchase decision above it can be concluded that the purchase decision is the stage of buying behavior behavior of consumers on a product or service performed at a certain

time and actively liked and have a positive attitude towards a product goods / services, based on purchasing experience which has been done in the past, the indicator of the purchase decision is :

1. Stability of a product
2. The habit of buying products
3. Provide recommendations to others
4. Re-purchase

A decision is the selection of an action of two or more alternative options. Purchases are consumer decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. The purchase decision is continuous and has two dimensions. The first dimension is the degree, indicating the involvement of the consumer in the buying decision of the high involvement decision to the low involvement purchase decision. The second dimension is the content, showing the amount of information needed by consumers to be able to make purchasing decisions that are from the decision making (looking for information and considering the various brand alternatives) to the habit (little need information and only consider one brand only) (Tati Suryani 2003: 79).

### **Marketing Services**

Marketing is one of the activities undertaken by the company for the achievement of the goal that is the maximum profit and the survival of the company. The company's success in achieving its business goals depends on how the company can use its marketing well. Marketing excellence is a means to realize the company's goals (Sunarto, 2006).

Rangkuti (2003), "service marketing is not the same as product marketing. Service marketing is more intangible and immaterial because the product is invisible and intangible, the service product is done when the consumer is dealing with the officer so the quality control is done immediately, the interaction between the consumer and the officer is important to realize the product that is formed.

Based on the above opinion, it can be argued that the service is an action or activity that is intangible. Thus if something is produced then the service is executed. So clearly the quality of services judged from the implementation or the results of its work is not from its physical characteristics. In the exchange process consumers pay for something intangible. Although on the purchase of certain services consumers get something tangible, such as credit cards, insurance policies, but basically purchased are not those objects.

There are two kinds of service products, namely industrial service products and consumer service products. Industrial service products are provided to organizations in a wide range of environments, including processing, mining, agriculture, organizations in a wide range of environments, such as research services, financial services, education services and so on. While consumer service products widely used widely in society such as entertainment services, health, transportation, banking and so forth.

## **CONCEPTUAL FRAMEWORK**

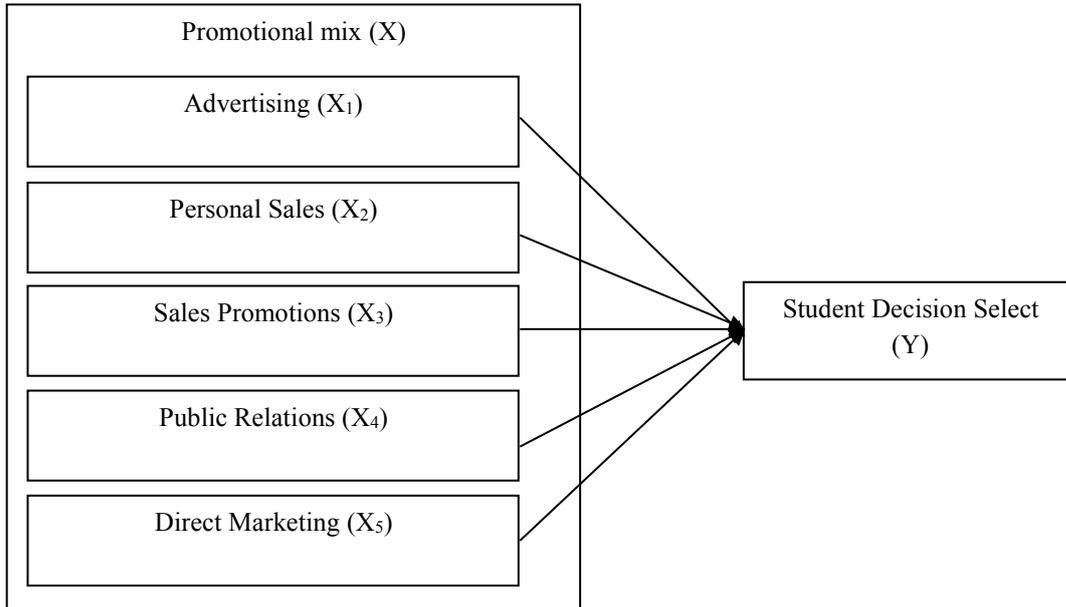
Marketing as a social process by which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable services with others. Service marketing is different from product marketing, service is done when the consumer is dealing with the service producer, so its quality control and satisfaction

perceived by consumer is done at that moment. Furthermore, the more important thing is the interaction between the service officer and the service user that determines the transaction to use the service.

From some of the above definitions, it can be concluded that the marketing mix is a tool that can be done by the company to influence the demand for its products and the tools will determine the success rate for the company. In student decision making is very important for STIE Nusa Bangsa, which in because that successful or not in marketing campus especially STIE Nusa Bangsa, depend on result of positive response to campus.

Basically the promotional mix strategy can influence the decision to choose, someone who will enter the campus first by looking for information about the campus. For information to be remembered in the memory of the school students who will continue their study to the S-1 Accounting and S-1 Management (prospective student), it is better for the education institution to always maintain good relationship with the school guardian, principal and the general public.

**Picture of Conceptual Framework**



**INSTITUTE RESEARCHERS**

Rezeki, (2004); in his research under the title Influence Analysis Marketing Mix Against Student Decision Selecting STIE IBBI Medan. This study aims to determine the effect of product factors (Study Program), Price, Promotion, Place, Process, Person (Person), and service to student's decision in choosing STIE IBBI Medan. The result of research stated that promotion factor has a dominant influence on student decision in choosing STIE IBBI Medan. This means promotion is wrong one marketing mix policy that STIE IBBI has done with his promotional strategy (Mass Media \ Surat khabar) turned out to have influence on student decision in choosing IBBI STIE Medan. This research use multiple linear regression method.

Sudardjat (2006), "The Influence of Promotion Mix on Customer Decision to Saving at PT. Bank Muamalat Indonesia Medan Branch ". The results obtained simultaneously promotion mix influential high significant to the decision nasabah to save

at Bank Muamalat Medan Branch, meaning that the promotion mix together have a very significant effect on the decision of customers to save at Bank Muamalat Branch Medan. This is because the promotion mix is able to provide enough information so as to influence customers to save. Partially advertising variables, personal sales and public relations can influence the decision of customers to save at Bank Muamalat Branch Medan. This is because advertising, personal sales and public relations are able to provide information and a positive image of Bank Muamalat so it can influence the decision of customers to save.

Elisabeth (2006); that in his research entitled Analysis of Factors Affecting Student Decisions In Taking Education in the Faculty of Economics UNIKA St. Thomas Medan. This study aims to determine the effect of product factors, price, promotion, location, culture, social, personal, psychological towards the decision of students to study at the Faculty of Economics UNIKA St. Thomas Medan. The results of the research say social factors have the most dominant influence on the decision of students to study at the Faculty of Economics UNIKA St. Thomas Medan. This study uses multiple linear regression analysis tools.

Ndaru (2009); a study entitled Analysis of the effect of product quality, attractiveness of promotion and price To buy interest (Case Study of StarOne in Central Jakarta Area), using multiple linear regression method. The results of this study indicate that together variables of product quality, attractiveness of promotion and price have a significant influence on buying interest.

## **RESEARCH HYPOTHESES**

1. Advertising has a positive and significant impact on the decision of students choose STIE Nusa Bangsa Medan.
2. Personal Sales have a positive and significant impact on the decision of students to choose STIE Nusa Bangsa Medan.
3. Sales Promotion has a positive and significant impact on the decision of students to choose STIE Nusa Bangsa Medan.
4. Public Relations have a positive and significant impact on the decision of students choose STIE Nusa Bangsa Medan.
5. Direct Marketing has a positive and significant impact on the decision of students to choose STIE Nusa Bangsa Medan.
6. Promotion mix simultaneously have a positive and significant effect to student decision to choose STIE Nusa Bangsa Medan.

## **RESEARCH METHODS**

### **Object Of Research**

In this research, which serve as the object of research is the STIE Nusa Bangsa Medan office of North Sumatra.

### **Time Research**

The study was planned to last for 4 months from data collection to data processing and data analysis.

## Population and Sample

Population is a set of people or objects that have similarities in one or several (Santoso, 2005). The population used in this study is students who received STIE Nusa Bangsa Medan in Academic year 2013/2014 amounted to 120 students.

Determination of sample using Slovin formula. Umar (2003) determines the minimum number of samples required if the population size is known to be used Slovin formula as follows :

$$n = \frac{N}{1 + Ne^2}$$

Information :

n = Number of Samples

N = Total Population

e = Error Level (percent leeway of insufficiency due to sampling error).

According to Umar (2003) that for a relatively large population size can be used leniency of insolubility up to 10%. So with a large enough population in this study used percentage of looseness of telitian by 10% or 0,1. Thus the number of samples in this study is :

$$n = \frac{120}{1 + 120 \times (0.1)^2} = 54,54 = 55$$

The number of samples by doing rounding then got as many as 55 people. The sampling method uses Accidental sampling by meeting directly with the researcher in the research location.

## **Data Collection Technique**

The data collection techniques used in this research are as follows:

1. Interview

Communicate directly with Management and STIE Nusa Bangsa Medan staff to obtain the necessary data.

2. Direct Observation

Direct observation (Obsevation) is done when the researchers conducted a preliminary survey until the time of data collection.

3. Questionnaire

Provide a number of written questions to STIE Nusa Bangsa Medan students who sampled respondents in the study.

## **Types and Data Sources**

Types and sources of data in this study are primary and secondary data as follows:

1. Primary data, which is the data obtained directly from the selected research respondents for subsequent processed researchers, obtained from the questionnaire distribution in order to obtain clear information.

2. Secondary data, is complementary data related to the research problem, which is the data that has been processed from the place of study, in the form of documents students STIE Nusa Bangsa Medan who became respondents in research.

## **Identification and Definition of Operational Variables**

In this study the independent variable is the promotion mix (X) consisting of Advertising (X1), Personal Sales (X2), Sales Promotion (X3), Public Relations (X4), and Direct Marketing (X5) and the dependent variable (dependent variable) that is: decision of student choose (Y). Scale technique used in this research is Likert scale which is part of attitude scales type. Likert scale is where the respondent states the level agree or disagree about the various statements about the behavior, objects or events (Sugiyono, 2008).

### **Test Validity and Reliability**

In the research, research conclusions in the form of answers or problem solving research highly depends on the quality of the data being analyzed and the instruments used to collect the research data. Test validity and reliability is done to 30 students outside of the research sample at STIE Nusa Bangsa Medan.

Ghozali (2008), Test validity is used to measure valid or not valid a questionnaire. A questionnaire is said to be valid if the question on the questionnaire is able to reveal something that will be measured by the questionnaire. "According Sugiyono (2008)," If the validity value of each question is greater than the correlation coefficient value ( $r$ ) 0.30 then the questionnaire is considered valid".

Validity refers to the extent to which the measuring device can perform its function of measuring carefully and appropriately as expected. A scaling scale is valid if it does what it should and measures what it should measure. Validity test is done by one-size method, where the measurement by this method is done once with the following decision criteria:

If  $r_{\text{arithmetic}}$  positive and  $r_{\text{arithmetic}} \geq r_{\text{tabel}}$ , and then the item is valid.

If  $r_{arithmetic}$  negative or  $r_{arithmetic} < r_{tabel}$ , and then the item of the question is invalid.

Ghozali (2008), Reliability is a tool to measure a questionnaire that is an indicator of the variable or construct. A questionnaire is said to be reliable or reliable if the answer to the question is consistent or stable over time. Reliability indicates the extent to which a measurement result is relatively consistent when the measurement is repeated twice or more.

A questionnaire is said to be reliable or reliable if the answer to the question is consistent or stable over time. Testing the reliability of the instrument in this study was conducted or analyzed by Cronbach Alpha ( $\alpha$ ). A variable is said to be reliable if it gives Cronbach Alpha value  $> 0.60$  (Ghozali, 2008).

## RESEARCH RESULT

The result of factor test between independent variable can be seen on Table KMO and Bartlett's Test, as follows:

### Table Factor Test

#### KMO and Bartlett's Test

|  |         |
|--|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .802    |
| Bartlett's Test of Approx. Chi-Square            | 154.097 |
| Sphericity Df                                    | 10      |
| Sig.   | .000    |

Source: Research result (data processed)

In Table KMO and Bartlett's Test values for the correlation between the desired variables are  $> 0.5$ . The results showed that the KMO value of 0.802 is greater than 0.5

then the independent variables are not analyzed further. Then to see the correlation between independent variables can be considered Anti-Image Matrices table. The value to be considered is the MSA (Measure of Sampling Adequacy).

The correlation test results between independent variables can be seen in Table Anti-image Matrices as follows:

**Table Anti-image Matrices**

|                        |                  | Advertising       | Personal Sales    | Sales Promotion   | Public Relation   | Direct Marketing  |
|------------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Anti-image Covariance  | Advertising      | .537              | -.016             | -.120             | .000              | .000              |
|                        | Personal Sales   | -.016             | .286              | -.123             | -.128             | -.128             |
|                        | Sales promotion  | -.120             | -.123             | .356              | -.121             | -.121             |
|                        | Public relations | .000              | -.128             | -.121             | .308              | .308              |
|                        | Direct Marketing | -.223             | -.103             | .113              | -.085             | -.085             |
| Anti-image Correlation | Advertising      | .826 <sup>a</sup> | -.040             | -.274             | .000              | -.421             |
|                        | Personal Sales   | -.040             | .815 <sup>a</sup> | -.386             | -.431             | -.267             |
|                        | Sales promotion  | -.274             | -.386             | .780 <sup>a</sup> | -.365             | .263              |
|                        | Public relations | .000              | -.431             | -.365             | .827 <sup>a</sup> | -.212             |
|                        | Direct Marketing | -.421             | -.267             | .263              | -.212             | .753 <sup>a</sup> |

a. Measures of Sampling Adequacy(MSA)

Source: Research result (data processed)

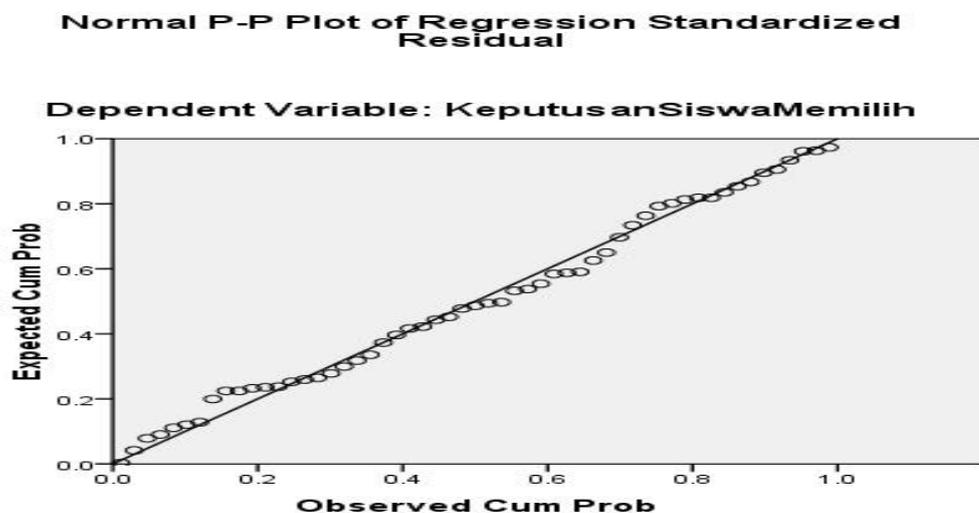
Based on Table of the MSA results, the value of the Advertising, Sales, Sales Promotion, Public Relations, Marketing and Direct variables variables can be further analyzed because the value of MSA is > 0.5.

## Classical Assumption Testing

Classic assumption testing is used to ensure that multiple linear regression tests can be used or not before hypothesis testing is performed. If the classical assumption test has been fulfilled then multiple linear regression test equipment can be used. The classical assumption test used consisted of Normality Test, Multicollinearity Test and Heteroscedasticity Test.

### Normality Test

Normality test is used to find out a regression has normal distribution or not. In the graph analysis the scatter diagram of the SPSS data results with the conclusion that if the data spread around the diagonal line and follow the direction of the diagonal line, then the model has met the assumption of normality and vice versa if the data spread far from the diagonal line then the model does not meet the assumption of normality. Normality test results can be seen in Figure as follows:



*Source: Research result (data processed)*

In this Figure shows the data spread around the diagonal line. This explains that the model used in the study is normally distributed.

### **Multicolinearity Test**

Multicollinearity test is a situation where inter independent variables strongly influence each other. A good multiple regression equation is a free equation of multicollinearity, whether or not multicollinearity problems in a regression model can be detected by VIF (Variance Inflation Factor) and tolerance. A regression model is said to be free from multicollinearity problems if it has a VIF value <10 and has a tolerance value above 0.1. The results of multicollinearity testing can be seen in Table.

### **Multicolinearity Test Results Table**

| Model |                  | Collinearity Statistics |       |
|-------|------------------|-------------------------|-------|
|       |                  | Tolerance               | VIF   |
| 1     | Advertising      | .537                    | 1.861 |
|       | Personal Sales   | .286                    | 3.498 |
|       | Sales promotion  | .356                    | 2.811 |
|       | Public relations | .308                    | 3.244 |
|       | Direct Marketing | .520                    | 1.922 |

a. Dependent Variable: DecisionStudentSelects

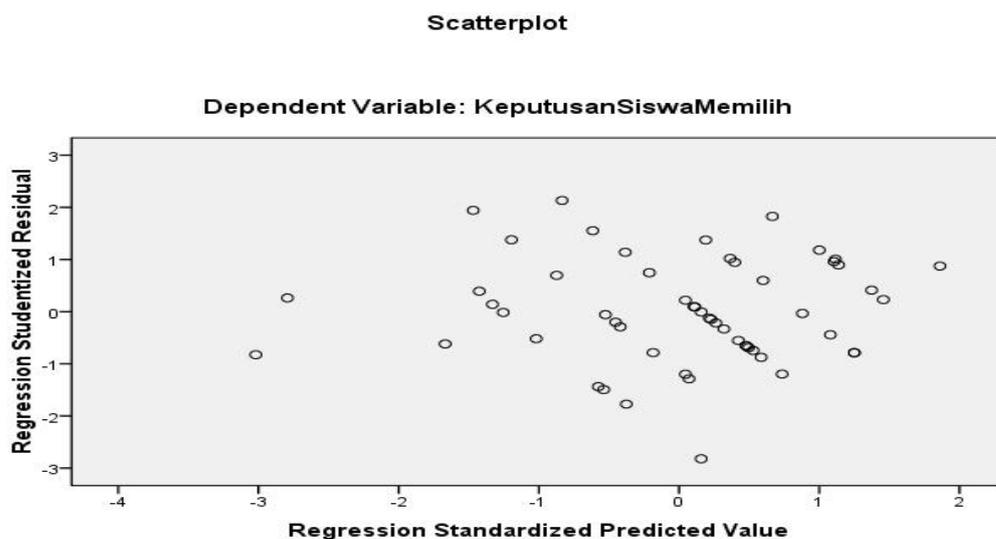
*Source: Research result (data processed)*

In the table shows the value of VIF and tolerance of all variables in this study did not experience multicollinearity. This is indicated by both variables has a VIF value smaller than 10 and tolerance values close to 1. The multicollinearity test results indicate that the model used is free from symptoms of multicollinearity.

### Heteroscedasticity Test

The heteroscedasticity test aims to test in a regression model a variance of variance inequality from one observation to another. Detection of whether or not the problem of heterokedastisitas in a regression model can be done by looking at the pattern of points on a scatterplot graph with the basis of decision-making that if there is a certain pattern such as points form an orderly pattern there has been heterokedastisitas. If there are no clear patterns and sporadic spreading dots, there is no heterokedastisitas. The results of heteroscedasticity testing can be seen in Figure :

Figure Heteroscedasticity Test



Source: Research result (data processed)

In Figure shows the spreading point does not form certain patterns and spreads well above the number 0 on the axis of Regression Studentized Residual (Y). The test results show that the regression model is free from heteroscedasticity problem so that the regression model is suitable to predict the decision variable of students choose STIE Nusa Bangsa Medan based on the independent variable.

## **DISCUSSION**

### **The Influence of Advertising, Personal Sales, Sales Promotion, Public Relations, Direct Marketing simultaneously to student's decision to choose STIE Nusa Bangsa Medan.**

Results of research conducted simultaneously Advertising, Personal Sales, Sales Promotion, Public Relations, Direct Marketing have a positive and significant impact on the decision of students choose STIE Nusa Bangsa Medan. Advertising, Personal Sales, Sales Promotion, Public Relations, Direct Marketing are jointly increasing, it will have an impact on the decision of students to choose STIE Nusa Bangsa Medan, otherwise if Advertising, Personal Sales, Sales Promotion, Public Relations, Direct Marketing together decreased it will have an impact on the decisions of students choose STIE Nusa Bangsa Medan.

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by the seller. Understanding consumer needs and buying processes is crucial in building effective marketing strategies. Understanding how buyers through the process of identifying problems, searching information, evaluating alternatives, buying decisions, and behavior after buying

marketers can take important cues how to meet buyer needs. According Setiadi (2008) "Purchase decision is consumer behavior in treating consumer decision making as problem solving faced".

Durianto (2003) intention to buy is something related to the consumer plan to buy certain products, as well as how many units of products needed at a certain period. The purchase intention is a consumer mental statement that reflects the purchase plan of a certain product with a particular brand. Knowledge of buying intention is necessary for marketers to know the consumer's intention to a product or to predict consumer behavior in the future.

The ability of Advertising, Personal Sales, Sales Promotion, Public Relations, Direct Marketing can explain the variation in the decision of students choose STIE Nusa Bangsa Medan for 78.9% and the rest of 21.1% influenced by other variables outside of the variables studied.

STIE Nusa Bangsa Medan as an institution of higher education STIE Nusa Bangsa Medan to date has majors consisting of S-1 Accounting and S-1 Management. Along with the demands and changes the educational paradigm accompanied the needs of the labor market. STIE Nusa Bangsa Medan continues to make continuous improvement both from organizational structure, regulation, human resources, and improvement and development of mutual cooperation with all related parties. Especially in the face of the era of an increasingly competitive global market to be able to produce competent graduates who are ready to compete in the labor market both in Indonesia and abroad.

The majority of respondents answered agree and strongly agree to the decision variables students choose after recognizing the problem at the college, prefer to study at

STIE Nusa Bangsa Medan because it was convinced to study at the college after there is appropriate consideration of the information obtained about the quality the college.

**The Influence of Advertising, Personal Sales, Sales Promotion, Public Relations, Direct Marketing Partially to Students' Decision to choose STIE Nusa Bangsa Medan.**

The results of research conducted by partial advertising has a positive and significant effect on the decision of students to choose STIE Nusa Bangsa Medan, meaning Advertising has a significant effect on the decision of students choose STIE Nusa Bangsa Medan, personal sales have a positive and significant impact on the decision of students choose STIE Nusa Bangsa Medan, Personal Sales will give a real influence in improving student decision to choose STIE Nusa Bangsa Medan, Sales promotion have positive and significant influence to student decision to choose STIE Nusa Bangsa Medan, meaning Sales Promotion have real effect in student decision to choose STIE Nusa Bangsa Medan.

The result of the research shows that the dominant Sales Promotion on the decision of the students to choose STIE Nusa Bangsa Medan means that Sales Promotion is more determinant in the decision of students to choose STIE Nusa Bangsa Medan compared to Advertising, Private Sales, Public Relations and Direct Marketing, Public Relations has no significant and insignificant effect on the decision of students to choose STIE Nusa Bangsa Medan, meaning Public Relations does not give a real effect in improving the decision of students choose STIE Nusa Bangsa Medan and Direct Marketing has a positive and significant influence on the decision of students choose STIE Nusa Bangsa Medan, meaning Direct Marketing will give a real influence in improving the decision students choose STIE Nusa Bangsa Medan.

Promotional mix represents creative ways that influence consumers in purchasing products or services. The factors that make up the promotion mix are: (1) basic product type, (2) promotion strategy used by the company, (3) buyer readiness stage, (4) product life cycle stage, and (5) firm market rank.(Kotler, 2009).

Kotler (2009), suggests that the promotion mix as a marketing communication medium has five main activities: advertising, personal selling, sales promotion, publicity and public relations, marketing direct.

1. Advertising

Advertising represents all forms of nonpersonal presentation and promotion of ideas, goods or services performed by the sponsoring company (Kotler, 2009). Ads are used by companies to inform, attract, and influence people, which is that advertising is a common means of communication that can display company profiles and products and can convince consumers of the products offered.

2. Publicity and Public Relations

A variety of programs designed to promote and protect the image of the company or its individual products.

3. Personal Sales (Personal Selling)

Direct interaction between one or more potential buyers for the purpose of making a sale. Personal selling is a form of communication between individuals where salespeople or salespeople inform, educate, and persuade prospective buyers to buy a company's product or service.

4. Sales Promotion

Short-term incentives to encourage the desire to try or purchase products or services.

Trade-oriented sales promotions provide different types of bonuses to improve the response of wholesalers and retailers. Consumer-oriented sales promotion using coupons, premiums, free samples, contests or sweepstakes, rebates after purchase, and more.

## 5. Direct Marketing

Direct marketing is an interactive marketing system that uses one or more advertising media to generate measurable responses and or transactions at a location (Kotler, 2000). Direct marketing, promotional communication aimed directly at individual level consumers, with the aim that the messages are responded to the consumer concerned.

The majority of respondents answered agree and strongly agree to the variables Advertising, Personal Sales, Sales Promotions, Public Relations and Direct Marketing is an ad submitted STIE Nusa Bangsa Medan interesting, the contents of the ad submitted STIE Nusa Bangsa Medan appeal to prospective students so that the delivery of ads contain a sense of want know and STIE Nusa Bangsa Medan appoint employees in explaining each study program in detail and also employees continuously follow up prospective students so that influence to want to go to college at STIE Nusa Bangsa Medan, Student registration form can be obtained from STIE Nusa Bangsa Medan website, STIE Nusa Bangsa employee promotes product sales according to brochures that have been made, sales promotion conducted by STIE Nusa Bangsa Medan giving scholarship class or special discount also get souvenirs when registering and STIE Nusa Bangsa juice gives discounts because of the achievements that are achieved during the lecture, public relations with STIE Nusa Bangsa Medan the coverage of print media for

activities undertaken STIE Nusa Bangsa Medan, established a good relationship with the academic community of schools so as to provide an overview the best for prospective students who want to go to college, in implementing direct marketing STIE Nusa Bangsa exhibition and presentation at school and make it easy for caolon students who want to register.

## CONCLUSION

1. The results of research conducted simultaneously Advertising, Personal Sales, Sales Promotion, Public Relations, Direct Marketing have a positive and significant impact on Student Decision Select STIE Nusa Bangsa Medan.
2. The results of research conducted partially Advertising has a positive and significant effect on the decision of students to choose, Personal Sales have a positive and significant influence on the decision of students choose, Sales Promotion has a positive and significant influence on the decision of students choose, Public Relations positive and insignificant to student decisions choose STIE Nusa Bangsa Medan, Direct Marketing have positive and significant influence to student decision to choose STIE Nusa Bangsa Medan.
3. Promotion mix consisting of Advertising, Personal Sales, Sales Promotion, and Direct Marketing are the most dominant factors influencing student decision to choose STIE Nusa Bangsa Medan. While Public Relations positive and not significant to the decision of students in choosing STIE Nusa Bangsa Medan.
4. Coefficient of determination shows the ability of Advertising, Personal Sales, Sales Promotion, Public Relations, Direct Marketing can explain the variation in the Student

Decision Selecting STIE Nusa Bangsa Medan for 78.9% and the remaining 21.1% influenced by other variables outside of the variables studied.

## SUGGESTIONS

Based on the conclusions for the decision of students in choosing STIE Nusa Bangsa Medan, the researchers suggested as follows :

1. STIE Nusa Bangsa Medan should try to increase the number of students who want to join in lecturing activities, This can be done by identifying problems at the college and convey information about the quality of college against prospective students.
2. STIE Nusa Bangsa Medan should be able to work more leverage in doing promotional mix by delivering advertisement clearly and accurately so that the advertisement make the prospective student more want to know more about STIE Nusa Bangsa Medan, appoint and train employees in explaining about STIE Nusa Bangsa and its study program, as well as marketing staff to continuously follow up or face to face to prospective students, and in presenting STIE Nusa Bangsa should also be more able to attract the attention of prospective students in introducing scholarship products which is available so that the prospective student is interested and decided to enroll in STIE Nusa Bangsa Medan.
3. STIE Nusa Bangsa Medan should be more active in building relationships with the community around the campus or with high school level schools in creating a better image and quality of the campus by establishing a cooperative relationship with the principal in influencing his students to want to study at STIE Nusa Bangsa Medan.

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