

ABSTRACT

Wijayani , Eka . , 2014. Thesis . Title : "The Effect of Promotion Mix Decision Against Choosing Tutoring (Case Studies in Institutions Tutoring Sony Sugema Collage , District Mojoagung , Jombang)

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Keywords : Promotional Mix , Decision Choosing

Background This study aimed to determine the effect of the decision of choosing the promotional mix tutoring Tutoring Institute SSC , because it is basically a company always has a competitor in the business and because of the high current graduation standards keep students in droves to follow the guidance of learning . Basically an institution has always had competitors in the business , therefore the promotion mix needed to increase consumer demand for services offered .

Independent variables studied were : advertising (X1) , personal selling (X2) , sales promotion (X3) , public relations (X4) , direct marketing (X5) with the dependent variable is the decision to choose tutoring SSC (Y) used multiple regression analysis by t test analysis methods and test f . This study used a sample of 100 respondents who followed the guidance of students studying in the District Mojoagung SSC , Jombang . While sampling using non-probability sampling is not memberian equal opportunity for elements to be selected as sample population further accidental sampling method is to deliberately select a sample to anyone who encountered . Test is used to test the research instrument in the form of test validity and reliability testing . Hypothesis testing using F test and t test , whereas analysis of the data using multiple regression analysis. The result showed that based on the results of multiple regression analysis obtained by the equation:
$$Y = -3.639 + 0.191 X1 + 0.415 X2 + 0.327 X3 + 0.365 X4 + 0.803 + 0.05$$

Research results indicate that (1) is obtained from f test 22.760 with a significance of 0.000 . While the values obtained by t test for significance 0.016 2.455 advertising , personal selling 2,470 to 0,015 of significance , the significance of sales promotion 2,340 0,021 , 2,900 public relations with a significance of 0.005 , 4.472 direct marketing with a significance of 0.000 . Partially of the promotional mix five variables indicate that the variable direct marketing dominant influence on the decision to choose tutoring SSC .