ABSTRACT


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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:

\[ Y = -3.639 + 0.191X1 + 0.415X2 + 0.327X3 + 0.365X4 + 0.803X5 + 0.05 \]

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.