

**FAKTOR YANG MEMPENGARUHI KEPUTUSAN MAHASISWA  
DALAM MEMILIH MASUK  
DI UNIVERSITAS WIDYA KARTIKA SURABAYA**

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**UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA  
PROGRAM PASCASARJANA  
S U R A B A Y A  
SEPTEMBER 2004**

FAKTOR YANG MEMPENGARUHI KEPUTUSAN MAHASISWA  
DALAM MEMILIH MASUK DI UNIVERSITAS WIDYA KARTIKA  
SURABAYA

TESIS  
Diajukan Kepada  
Universitas Katolik Widya Mandala Surabaya  
Untuk Memenuhi Persyaratan  
Dalam Menyelesaikan Program Magister Management

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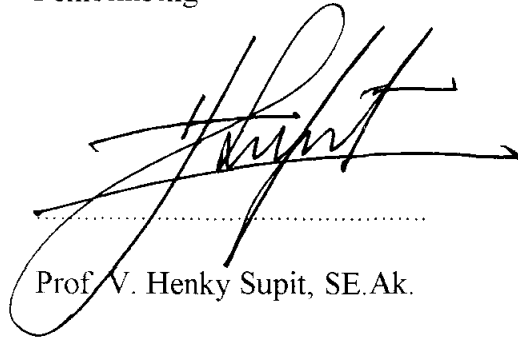
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## LEMBAR PERSETUJUAN

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Surabaya, 7 Oktober 2004

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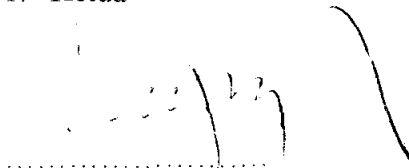
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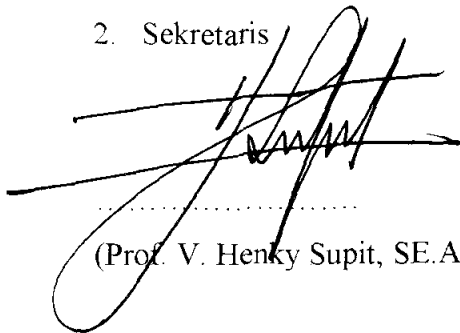
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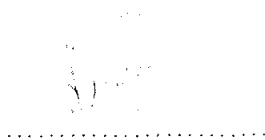
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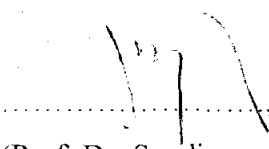


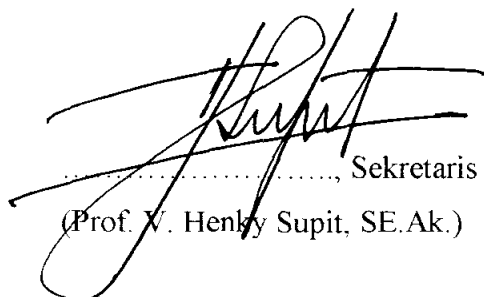
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(Prof. Eugenius Sadtono, Ph.D)

## KATA PENGANTAR

Dengan mengucapkan syukur kepada Tuhan Yang Maha Kuasa atas berkat dan kasih-Nya, sehingga penulis dapat menyelesaikan penyusunan tesis ini dengan lancar. Penyusunan tesis ini dibuat untuk melengkapi salah satu syarat yang harus dipenuhi untuk memperoleh gelar Magister Manajemen Universitas Katholik Widya Mandala Surabaya.

Dalam pembuatan tesis ini banyak bantuan yang sangat berharga yang telah penulis terima, pada kesempatan ini penulis mengucapkan banyak terima kasih kepada :

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## ABSTRACT

*In order to find out the factors influencing the students in choosing Widya Kartika University Surabaya, the researcher intended to know every factor and find out the most dominant factor influencing the students. The analysis tool used is Multiple Linear Regression. This analysis is done in order to know the effects of marketing mix variables to the consumers' perceptions. The writer wanted to connect 7P as the development of marketing mix. In general, to know the correlation, the writer would analyzed whether there was a connection between the variables, and finded out how strong the relationship is. Therefore, in the analysis, the writer intends to measure how big the influence between the variables is. The regression analysis would form a regression model that could be measured in a form of number quantitatively. The variable placement in the regression is equivalent whereas a variable is dependent and the others are independent. In this stage, the most important analysis is to decide which variables are independent or dependent, choose the method for making the regression model (in this research, the method used are enter and stepwise), see the availability of outlier data (extreme), test the assumption in multiple regression (normality, linearity, heteroskedacity, etc), test the significance of the model (F-test, t-test, etc), and interpret the multiple regression model. The average result from the respondents' answer of this research to Y variable is 4,1709 with standard deviation 0,66839. It shows that eventhough Y is 4,1709, it could be said that most of the respondents agree that Widya Kartika University Surabaya is the main choice of the students. On the other hand, in connection with the independent variable, it shows that the seven independent variables have average value above three with standard deviation for each variable  $X_1$  (product) = 0,74645,  $X_2$  (price) = 0,87025,  $X_3$  (promotion) = 0,59388,  $X_4$  (place) = 0,63656,  $X_5$  (personal traits) = 0,67599,  $X_6$  (process) = 0,88110,  $X_7$  (physical evidence) = 0,56004. It means that the questions in each independent variable consist of service marketing mix indicators which are offered to the consumers. Moreover, it means that most of the respondents agree that the offer for each marketing mix variable is interconnected. In addition, it could also be seen from the fourth column "N" where the number of the respondents is 158, and this condition could be applied for all independent and dependent variables. In this research, the considerations of the students to choose Widya Kartika are as follows : price ( $X_2$ ) 60,4%; promotion ( $X_4$ ) 9,2%; product ( $X_1$ ) 3%; physical evidence ( $X_7$ ) 2%; place ( $X_4$ ) and process ( $X_6$ ) 0,3%; and the last one is personal traits ( $X_5$ ) 0,8%. By seeing the comparison between enter and stepwise method, it could be explained that based on the regression analysis by using enter method, it is proven that variable  $X_1, X_2, X_3, X_4, X_5, X_6$ , and  $X_7$  altogether influence the decision of the students in choosing to join Widya Kartika University Surabaya. If we see the effect of the independent variable partially, the factor which has dominant influence to Y is variable  $X_2$  (price).*

*Key Words : F test, t test, Regreesion Linear, Enter Method, Stepwise Method.*