Pengaruh Stimulus Pemasaran Dan Citra Institusi Terhadap Keputusan Pemilihan Jasa Pendidikan (Studi Kasus Pada Sekolah Swasta Islam Kecamatan Ciputat)

Oleh

Andhika Irfayanto

Abstrak

Penulis tertarik dalam melihat suatu fenomena maka dilakukan penelitian ini untuk mengetahui pengaruh variabel produk, harga, lokasi, promosi, *people*/ SDM, *physical evidence,* proses bisnis dan citra institusi terhadap keputusan pelanggan dalam pemilihan jasa pendidikan di wilayah Kecamatan Ciputat. Penelitian dilaksanakan selama kurang lebih 4 bulan, mulai bulan April hingga Juli 2019. Pendekatan penelitian yang digunakan adalah *Structural Equation Modelling* (SEM) dengan menggunakan alat bantu perangkat lunak *Partial Least Square* (PLS). Sampling menggunakan teknik acak sederhana (*Simpel Random Sampling*) sebanyak 100 responden.

Hasil yang diperoleh bahwa faktor produk, promosi, *physical evidence*, proses bisnis dan citra institusi berpengaruh langsung dan signifikan terhadap keputusan pelanggan dalam pemilihan jasa pendidikan. Namun faktor-faktor seperti harga, lokasi dan sumber daya manusia tidak berpengaruh dan tidak signifikan terhadap keputusan pelanggan dalam pemilihan jasa pendidikan di wilayah Kecamatan Ciputat.

Berdasarkan dari hasil penelitian dapat ditarik kesimpulan bahwa untuk mempengaruhi keputusan pelanggan dalam menikmati sebuah jasa pendidikan diperlukan pengelolalan secara matang mengenai faktor-faktor produk, promosi, *physical evidence*, proses bisnis dan citra institusi.

Kata Kunci : Stimulus Pemasaran, Citra Institusi, Keputusan Pelanggan, Jasa Pendidikan

Influence of Marketing Stimulus And Image Of The Institution Against The Decision Of The Selection Of Educational Services (Case Study On Islamic Private School Subdistrict Of Ciputat)

By

Andhika Irfayanto

Abstract

This research was conducted to find out the influence of variable products, prices, location, promotion, people/human resources, physical evidence, business processes and institutional image of customers in the selection of educational services in Ciputat subdistrict. Research carried out for 4 months, starting from April to July 2019. The research approach used is Structural Equation Modelling (SEM) using software tools Partial Least Square (PLS). Simple random sampling techniques (Simple Random Sampling) as many as 100 respondents.

The results obtained that the factors of the product, promotion, physical evidence, business processes and institution image influential directly and significantly to the decision of the customer in the selection of educational services. However, factors such as price, location and human resources has no effect and does not significantly against the decision of the customer in the selection of educational services in Ciputat subdistrict.

Based on the results of the research can be drawn the conclusion that to influence the decisions of customers in enjoying an education services needed to mature in the management of the about the factors of the product, promotion, physical evidence, business processes and the image of the institution.

Keywords : Marketing Stimulus, The Image Of The Institution, The Decisions Of Customers, The Service Of Education