

ABSTRACT

This research do to identified promotion mix application in Telkom University, to find out the student's decision process to pick Telkom University, to find out the amount of influence of promotion mix towards student's decision process to pick Telkom University, and to formulate promotion mix strategy which applied by Telkom University. Populations in this research are students of Fakultas Komunikasi dan Bisnis Telkom University batch 2011 to 2014.

Data sources used in this research were primary and secondary data, data collection technique used in this research was by using questionnaire, data measurement used was Lickert Scale, using validity and reliability, and the data analysis technique used in this research was descriptive analysis.

Simultan Test Results in this research were of $F_{hitung} > F_{tabel}$ ($13.393 > 2.311$) then H_{o1} rejected, which means the independent variables simultan significantly influence the purchase decision process (Y). The results of the coefficient of determination indicates that all the promotional mix subvariable simultan effect of 41.6% of the purchase decision process (Y), while the remaining 58.4% is influenced by other factors that are not observed in this research.

According to the results of this research towards 5 variables, which consist of advertising, sales promotion, direct marketing, personal selling, and publicity, it could be concluded that there are 2 variables which could be used as indicators in this research that have significance influence towards Buying Decision Process. Those 2 variables are advertising and personal selling.

Keywords: Promotion Mix, Buying Decision Process

