

ABSTRACT

College is the highest educational institution in the national education system in all countries. Colleges compete with each other to develop their full potential and ability to attract the interest of prospective students. The competitiveness is strongly influenced by the performance of the management of the tertiary institution concerned in planning an oriented strategy in order to build high competitiveness. The marketing mix strategy in relation to marketing of higher education services is inseparable from the product, price, location, people, process, and physical evidence. The purpose of this research is to determine the effect of the marketing mix on the decision of students to choose study programs at the Faculty of Communication and Business, University of Telkom partially and simuilately.

The research method uses quantitative methods with descriptive and causal types of research. The population in this study were active students of the Faculty of Communication and Business, University of Telkom with a sample of 100 respondents. Sampling is done by non probability sampling method. Data analysis techniques use multiple linear analysis.

The results of this study indicate that the marketing mix has a percentage value of 74.69%. This shows that the marketing mix conducted by the Faculty of Communication and Business at Telkom University is in a good category. Purchasing decisions are included in the good category with a percentage value of 71.68%. The results of this study partially from the overall marketing influence were 96.8%. Simultaneously the marketing mix has a positive and significant effect on purchasing decisions.

The conclusion in this study shows that the marketing mix has a positive and significant effect on purchasing decisions partially and simultaneously. The magnitude of the influence of the marketing mix is 74.49% while the remaining 25.51% is influenced by other variables not examined in this study.

Keyword: *Marketing Mix, Buying Decision*