

PENGARUH VARIABEL-VARIABEL BAURAN PEMASARAN TERHADAP KEBERHASILAN PENYELENGGARAAN PENDIDIKAN TINGGI PADA FAKULTAS EKONOMI DAN SEKOLAH TINGGI ILMU EKONOMI SWASTA DI MALANG

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Abstract

To preparation optimal of high education, that the Education and Cultured Department have expand "link and match" concept. On this case because over a half million scholars of us still unemployments until to look us through of "human investment" aspect very high to get loose form of Education and Cultured Department.

By the more increasingly the consumers critical (students/parents), now have rise consumers symptom (indication) to Private University system who have weak, right of software and hardware.

This research use of first and second data, that the students on VIII (eight) semester (four years period) of Economic Faculty and Private Economic Science of High School (STIE) of Malang (1991/1992 generations) as respondents. To take of technical sample of "Proportional Stratified Random Sampling". After examination by the multiple linier regression method and average similarity examination, two side the result obtained shows:

1. The market mixed such as place, product, people, price, promotion, physical evidence and process, together procedure have influence to the meaning of the preparation result of high education.
2. In fact the people have dominant influenced of preparation result of high education. Place, product, people, promotion and process of significant influence of preparation result of high education; just the price and physical evidence have not significant.
3. Have not difference level of preparation result of high education between the Economic Faculty and the Private Economic Science of high school of Malang.

Keywords : Marketing mix, link and match, consumers and human investment.