

ABSTRACT

The objective of this research is to know the influence of marketing mix service variable toward students' decision on making university choice within study on choosing accounting major in Private University in Surabaya. Data used in this research is primary data. Primary data is acquired from respondent by filling the question list on variable and supported by secondary data acquired from institutions which have accounting major is 12 but only 4 Private University were being research with Proportional Random Sampling.

Analysis model used in research is linier multiple regression to know the influence of marketing mix service variable toward students' decision on making university choice. Hypotesis is proved by statitiscal test simultaneously (F test) and partial regression test (t test).

Based on analysis result is showed that variables price, product, promotion, personal traits, process and physical evidence has significant influence on students' decisionon making university choice with contribution level 70,42% Significant influence variable is product variable with contribution level 63,10% while contribution for each marketing mix service variables toward students' decision onmaking university choice are product 63,10%, price 17,78%, promotion 12,26%, physical evidence 8,20%, personal traits 7,15%, and process 6,83%,