

RINGKASAN

PENGARUH FAKTOR KOMPONEN BAURAN PEMASARAN BERDASARKAN PERSEPSI, PENILAIAN KONSUMEN DAN FAKTOR PSIKOGRAFI TERHADAP KEPUTUSAN KONSUMEN MEMILIH FAKULTAS KEDOKTERAN GIGI UNIVERSITAS HANG TUAH SURABAYA.

Sebagai lembaga yang bersifat *service* atau *knowledge industry*, Fakultas Kedokteran Gigi Universitas Hang Tuah (FKG UHT) merupakan salah satu dari 7 (tujuh) universitas yang menyediakan pendidikan Kedokteran Gigi di Indonesia. FKG UHT harus bersaing dalam menarik sebanyak mungkin lulusan SMU agar mau mendaftar sebagai calon mahasiswa. Untuk mencapai tujuan tersebut pihak manajemen dapat mempergunakan komponen bauran pemasaran (*marketing mix component*) dan *psikografi* (persepsi) dalam menyusun strategi pemasaran perguruan tinggi.

Melalui penelitian *observational* ini, peneliti mencoba mengidentifikasi: (1) keputusan konsumen memilih FKG UHT, (2) faktor komponen bauran pemasaran (*price, product, promotion, place, process, dan physical evidence*), (3) faktor *psikografi* (persepsi), (4) faktor yang paling berpengaruh pada komponen bauran pemasaran dan *psikografi*.

Sampel dalam penelitian ini terdiri dari 38 orang mahasiswa FKG UHT, 15 orang calon mahasiswa yang tidak mendaftar ulang di FKG UHT, dan 92 orang siswa SMU kelas III jurusan IPA. Teknik sampling adalah *purposive* dan *simple random sampling*. Variabel tergantung adalah keputusan konsumen dan variabel bebas adalah faktor komponen bauran pemasaran (*price, product, promotion, place, process, physical evidence*) dan *psikografi* (persepsi).

Responden penelitian dibagi dalam dua kelompok, yaitu: (1) konsumen berkeputusan memilih (akan memilih dan memilih), dan (2) konsumen berkeputusan tidak memilih (tidak akan memilih dan tidak memilih). Hasil penelitian bahwa 38 orang (26,2%) memilih, 15 orang (10,33%) tidak memilih, 16 siswa (11%) akan memilih, dan 76 orang (52,4%) tidak akan memilih FKG UHT.

Tidak semua faktor komponen bauran pemasaran berpengaruh terhadap keputusan konsumen yang akan memilih dan tidak akan memilih FKG UHT. Faktor *promotion* berdampak terhadap keputusan akan memilih dan tidak akan memilih sebesar 0,286 dengan tingkat signifikan sebesar 0,040. Faktor *physical evidence* berdampak terhadap keputusan akan memilih dan tidak akan memilih adalah sebesar 0,463 dengan tingkat signifikan 0,049.

Tidak semua faktor komponen bauran pemasaran berpengaruh terhadap keputusan konsumen memilih dan tidak memilih FKG UHT. Faktor *process* berdampak terhadap keputusan memilih sebesar 0,582 dengan tingkat signifikan

0,025. Faktor *physical evidence* berdampak terhadap keputusan untuk tidak memilih sebesar -1,271 dengan tingkat signifikan 0,001.

Faktor *psikografi* (persepsi) berdampak kepada keputusan konsumen akan memilih dan tidak akan memilih FKG UHT, sebesar 0,418 dengan tingkat signifikan 0,031.

Faktor *psikografi* (persepsi) paling berdampak pada konsumen (keputusan memilih dan keputusan tidak memilih) FKG UHT, jika dibandingkan dengan faktor komponen bauran pemasaran sebesar 0,519 dengan tingkat signifikan 0,000.

Guna meningkatkan minat dan daya tarik konsumen terhadap FKG UHT, pihak manajemen sebaiknya lebih fokus pada upaya perbaikan faktor *psikografi* (persepsi) daripada faktor bauran pemasaran. Namun bukan berarti faktor bauran pemasaran tidak perlu mendapat perhatian pihak manajemen, karena faktor komponen bauran pemasaran dapat memperbaiki persepsi konsumen terhadap FKG UHT.



SUMMARY

THE EFFECT OF MARKETING MIX COMPONENT FACTORS BASED ON PERCEPTION OF EVALUATION AND PSYCHOGRAPHY FACTOR TOWARDS CUSTOMER DECISION ON CHOOSING SURABAYA HANG TUAH DENTISTRY (SHTD)

As a service or knowledge industry institution, Surabaya Hang Tuah Dentistry (SHTD) is one from 7 (seven) dentistry in Indonesia. It must be competing to attract as much as the high school graduate to enrollment. For this purpose, the management of SHTD use marketing mix component factors and psychography from their customer to make a strategic marketing plan.

Through this observational study, the author was try to identify: (1) the customer decision on choosing SHTD; (2) the marketing mix component factors; (3) the effect of customer's psychography (perception) factor; (4) the most effected factors between marketing mix component and psychography.

Sample for this study consists of 38 peoples from SHTD student, 15 peoples from SHTD student candidate that was not enrolling, 92 peoples from physics of senior high school level 3rd. This study used purposive and simple random sampling technics. The depend variable is customer's decision, and independent variables are marketing mix component and psychography (perception).

This respondent was classified into 2 group is: (1) customer with decision to decide (will choose and choosing), and (2) customer with decision not to decide (will not choose and not choosing). There is 38 peoples (26,2%) choosing, 15 peoples (10,33%) not choosing, 16 peoples (11%) will choose, and 76 peoples (52,4%) will not choose.

Not all of the marketing mix component factors can make customer will choose and choosing. Promotion factor can make customer will choose and choosing as big as 0,286 with the degree of significant is 0,049. Physical evidence factor can make customer will not choose and not choose as big as -0,463 with the degree of significant is 0,049.

Like on that result, not all of the marketing mix component factors can make customer choosing to be a dentist. Process factor can make customer choosing as big as 0,582 with the degree of significant is 0,025. Physical evidence factor can make customer not choosing as big as -1,271 with the degree of significant is 0,001.

Psychography (perception) was effected on customer will and will not choose , it is as big as 0,418 with the degree of significant is 0,031.

Psychography is the most effected factor than marketing mix component factors for customer that choosing and not choosing to be a dentist. It is as big as 0,519 with the degree of significant is 0,000.

To make SHTD more attractive, as a famous one, and the best choice for customer to be a dentist. The management must be more focus on psychography than marketing mix component factors on making a strategic marketing plan for their institution.

ABSTRACT

Surabaya Hang Tuah Dentistry (SHTD) is one from 7 (seven) dentistry in Indonesia. It must be competing to attract as much as the high school graduate to enrollment. For this purpose, the manajemen of SHTD use marketing mix component factors and psychography from their customer to make a strategic marketing plan.

This observational study accomplish identified consumer decisions that refer choosen SHTD. It was identified marketing mix component founded on consumer perception and assessment, identified consumer psychographic influences, identified realiable important factors that influence marketing mix component and psychographic.

This study contents 38 colleges SHTD, 15 colleges candidate, and 92 students 3rd physic senior high school. This study applied purposive and simple random sampling technic, depend variable is consumer decision, and independent variable are marketing mix and psychographic.

They divide into two group, one is consumer decision to decide on, and other is consumer decision no decide. The result shown 38 peoples (26.2%) chose SHTD, 15 peoples (10.33%) no chose SHTD, 16 student (11%) will choose SHTD, and 76 peoples (52.4%) won't choose SHTD.

The promotion factor give a real influence to choose is 0.286 with 0.049 significance level. Physical evidence factor no choose is 0.463 with 0.049 significance level. Process factor is 0.582 with 0.025 significance level, the physical evidence no choose is 1.271 with 0.001 significance level. Psychographic factor present 0,418 with 0.031 significance level. This is an important factor than marketing mix components that was 0.519 with 0.000 significance level.

To increasing consumer concerned and interested, the management should be more developed a psychographic factor through support marketing mix components.

Keywords: marketing mix components, psychography, customer behavior, SHTD