

RINGKASAN

Perkembangan zaman yang meningkat diikuti pula kebutuhan manusia terhadap dunia pendidikan termasuk didalamnya program magister manajemen. Perkembangan minat masyarakat akan pendidikan tersebut di sambut oleh masyarakat pula dengan menyelenggarakan program magister manajemen. Penelitian ini bertujuan mengkaji dan menganalisa pengaruh variabel-variabel produk, tempat, harga, promosi, personal dalam kelembagaan, proses, *physical evidence*, budaya, kelas sosial, kelompok referensi, belajar, kepribadian, sikap dan konsep diri terhadap keputusan mahasiswa memilih program magister manajemen di perguruan tinggi swasta Surabaya.

Obyek penelitian adalah program magister manajemen yang diselenggarakan oleh swasta di Surabaya dengan SK DIKTI, memiliki mahasiswa minimal pada tahun 1999. Sampel penelitian adalah mahasiswa magister manajemen angkatan tahun 1999 sebanyak 200 orang yang diambil secara proporsional sesuai dengan jumlah mahasiswa angkatan 1999 di masing-masing perguruan tinggi. Sampel penelitian diambil dengan metode non random sampling dengan teknik analisis *Chi-Square*.

Melalui teknik analisa *Chi-Square* terbukti hipotesis pertama bahwa 14 variabel yang diteliti berpengaruh terhadap keputusan mahasiswa memilih program magister manajemen. Hipotesis kedua membuktikan bahwa variabel Proses memiliki pengaruh yang lebih kuat dari variabel lainnya, hal ini nampak dari nilai probabilitasnya terkecil sebesar 0.001.

Segmentasi pasar mahasiswa program magister manajemen di perguruan tinggi swasta Surabaya mencakup latar belakang sarjana ekonomi dan bukan sarjana ekonomi, dosen dan bukan dosen. Strategi bauran pemasaran program magister manajemen diantaranya dengan strategi promosi kombinasi melalui media massa dengan non media massa, pengaturan waktu kuliah yang disesuaikan dengan kesibukan mahasiswa serta biaya kuliah yang dapat dicicil pembayarannya, lokasi kampus yang strategis.

Abstract

This research is intended to find out whether product variables, place, price, promotion, personal traits, process, *physical evidence*, culture, social class, reference groups, studying, personality, attitude, and self-concept affect students' decision to choose the program of management master degree at private universities in Surabaya.

This research is also intended to examine that process variables are the strongest effects towards students' decision to choose the program of management master degree.

Through this research, the administrators can find out market segmentation as well as effective and efficient mixed marketing strategies in order to be able to compete and get as many as students while maintaining excellent quality.

The population in this research is all students for the year of 1999/2000, registered in the program of management master degree at the Universities of Wijaya Putra, UBAYA, UNTAG, UPN "Veteran", STIE "IEU" and STIE "IMBT", samples are taken through non random method with sampling judgement technique. Sample size in this research, as many as 200 students, further the sample size in every university is conducted in a proportional manner, respondents whom given questionnaires to them, determined through simple sampling random.

Data collection procedures by the ways of literature studies, observation, questionnaires, and interview. This nominal scaled data will be examined with Chi-square (χ^2).

This research examines the first hypothesis stating the 14th variable above have an effect towards students' students to choose the program of management master degree by proving that the value of Chi-square (χ^2) count is bigger than the value χ^2 table and its probability value is smaller than 5%.

This research also examines the second hypothesis that process variables is variables that have stronger effects compared to other variables in students' decision to choose the program of management master degree.

Key Words: Studying and Teaching process and academic service process become crucial in decision taken by students to choose the program of management master degree.