

ABSTRAK

Edwin Christian (02011170017)

“ANALISIS PENGARUH DAYA TARIK UNVERSTAS SWASTA TERHADAP PENGAMBILAN KEPUTUSAN PEMBELIAN MASYARAKAT MELALUI VARIABEL *LIVING, LEARNING, REPUTATION, ECONOMY, STRATEGY, DAN SERVICE* (STUDI KASUS PADA LIMA UNVERSTAS SWASTA DI SURABAYA)”

(xvii + 289 halaman: 32 gambar; 35 tabel; 4 lampiran)

Dunia pendidikan mengalami perkembangan yang berkelanjutan secara signifikan sehingga menyebabkan perubahan pola pikir pendidik, kini pola pikir yang semakin modern telah menggantikan pola pikir lama yang masih awam. Hal ini menimbulkan pengaruh yang signifikan pula pada kemajuan dunia pendidikan di Indonesia. Pada tahun 2008 hingga 2018 perkembangan perguruan tinggi (PT) di Indonesia mengalami pertumbuhan secara signifikan. Menurut *website* resmi Dikti, jumlah perguruan tinggi di Indonesia mencapai 4.259 unit. Dari besarnya angka ini, terdapat beberapa perguruan tinggi swasta di Surabaya yang banyak menyedot perhatian seperti Universitas Kristen Petra, Universitas Katholik Widya Mandala, Universitas Ciputra, Universitas Ubaya, dan Universitas Pelita Harapan. Masing – masing universitas menawarkan berbagai kelebihan yang beragam bagi setiap masyarakat khususnya calon mahasiswa/i baru.

Oleh sebab itu penelitian ini bertujuan untuk menganalisis faktor – faktor apa saja yang mempengaruhi daya tarik dari suatu universitas swasta terhadap keputusan pembelian oleh masyarakat melalui variabel *living* (meliputi: *location, convenience, campus*), *learning* (meliputi: *faculty, curriculum, research*), *reputation* (meliputi: *academic reputation, alumni reputation*), *economy* (meliputi: *tuition, subsidies, employability*), *strategy* (meliputi: *exam subject, exam pass rate, graduation requirement*), *service* (meliputi: *university service, community service*). Dan diharapkan penelitian yang ada dapat memberikan manfaat dalam menambah pengetahuan dalam bidang manajemen, terutama guna mengetahui faktor apa saja yang memberikan pengaruh paling signifikan terhadap daya tarik universitas swasta.

Jenis penelitian kuantitatif akan digunakan dalam penelitian ini dengan mengajukan kuisioner kepada responden yang sesuai dengan kriteria yang telah ditentukan. Hasil yang terkumpul akan diolah menggunakan metode *Analytical Hierarchy Process* (AHP). Data akan dikumpulkan dengan melakukan pengedaran kuisioner secara online terhadap 190 responden dengan karakteristik pria dan wanita berusia 16 hingga 25 tahun dan mengetahui informasi tentang kelima universitas swasta di Surabaya yang menjadi objek dalam penelitian ini dalam kurun waktu 6 bulan hingga 1 tahun.

Hasil penelitian ini menunjukkan terdapat lima faktor yang memiliki pengaruh paling signifikan terhadap daya tarik universitas swasta diantaranya

Universitas dengan fakultas yang telah terakreditasi dengan baik dan sesuai *standart* pemerintah (*Faculty 2*) berada pada peringkat pertama dalam mempengaruhi daya tarik universitas swasta di Surabaya terhadap keputusan pembelian masyarakat. Selanjutnya universitas mampu memberikan fasilitas yang dapat menunjang kegiatan perkuliahan bagi mahasiswa/i (*Convenience 3*) berada pada peringkat ke dua dalam mempengaruhi daya tarik universitas swasta di Surabaya terhadap keputusan pembelian masyarakat. Faktor tertinggi ketiga adalah Universitas menyediakan lingkungan dan bangunan kampus yang bersih dan rapi guna memberikan kenyamanan bagi seluruh masyarakat kampus (*Convenience 1*). Universitas mendirikan bangunan kampus yang berlokasi pada area strategis (*Location 1*) berada pada peringkat ke empat dalam mempengaruhi daya tarik universitas swasta di Surabaya terhadap keputusan pembelian masyarakat. Dan Universitas menggunakan acuan kurikulum yang sesuai dengan ketentuan pemerintah (*Curriculum*) berada pada peringkat ke lima dalam mempengaruhi daya tarik universitas swasta di Surabaya terhadap keputusan pembelian masyarakat.

Selain itu tingkat manfaat atas nilai yang diharapkan dari adanya hubungan (*customer attractiveness*) dari Universitas Pelita Harapan & Universitas Kristen Petra lebih tinggi (*superior*) dibandingkan Universitas Katholik Widya Mandala, Universitas Ciputra, dan Universitas Surabaya, sehingga daya tarik pelanggan Universitas Pelita Harapan & Universitas Kristen Petra berada pada peringkat pertama.

Kata Kunci: *living, location, convenience, campus, learning, faculty, curriculum, research, reputation, academic reputation, alumni repuation, economy, tuition, subsidies, employability, strategy, exam subject, exam pass rate, graduation requirement, service university service, community service*

Referensi: 156 (1959-2019).

ABSTRACT

Edwin Christian (02011170017)

"ANALYSIS OF THE EFFECT OF PRIVATE UNIVERSITY ATTRACTION ON COMMUNITY PURCHASE DECISION MAKING THROUGH VARIABLES OF LIFE, STUDY, REPUTATION, ECONOMICS, STRATEGIES, AND SERVICES (CASE STUDY AT FIVE PRIVATE UNIVERSITIES)"

(xxx + xx pages: 32 figure; 35 tables; 4 attachments)

The world of education has experienced a significant continuous development, which has led to changes in the mindset of educators, now an increasingly modern mindset has replaced the old mindset that is still common. This has had a significant effect on the progress of education in Indonesia. From 2008 to 2018 the development of higher education (PT) in Indonesia experienced significant growth. According to *thewebsite* official of the Higher Education, the number of universities in Indonesia has reached 4,259 units. From this large number, there are several private universities in Surabaya that have received a lot of attention, such as Petra Christian University, Widya Mandala Catholic University, Ciputra University, Ubaya University, and Pelita Harapan University. Each university offers various advantages for each society, especially prospective new students.

Therefore this study aims to analyze what factors influence the attractiveness of a private university towards purchasing decisions by the community through variables *living* (including: *location, convenience, campus*), *learning* (including: *faculty, curriculum, research*), *reputation* (including: *academic reputation, alumni reputation*), *economy* (including: *tuition, subsidies, employability*), *strategy* (including: *exam subject, exam pass rate, graduation requirements*), *service* (including: *university service, community service*). *And it is hoped that existing research can provide benefits in increasing knowledge in the field of management, especially in order to find out what factors have the most significant influence on the attractiveness of private universities.*

This type of quantitative research will be used in this study by submitting a questionnaire to respondents according to predetermined criteria. The results collected will be processed using the method *Analytical Hierarchy Process (AHP)*. Data will be collected by distributing questionnaires online to 190 respondents with male and female characteristics aged 16 to 25 years and knowing information about the five private universities in Surabaya which are the objects of this study within a period of 6 months to 1 year.

The results of this study indicate that there are five factors that have the most significant influence on the attractiveness of private universities, including universities with faculties that have been well accredited and according to

standards government (*Faculty 2*) are in the first rank in influencing the attractiveness of private universities in Surabaya on public purchasing decisions. . Furthermore, universities are able to provide facilities that can support lecture activities for students (*Convenience 3*) is ranked second in influencing the attractiveness of private universities in Surabaya to community purchasing decisions. The third highest factor is that the University provides a clean and tidy campus environment and buildings to provide comfort for the entire campus community (*Convenience 1*). The university establishes a campus building which is located in a strategic area (*Location 1*) which is ranked fourth in influencing the attractiveness of private universities in Surabaya to community purchasing decisions. And the University uses a curriculum reference that is in accordance with the government's provisions (*Curriculum*) is ranked fifth in influencing the attractiveness of private universities in Surabaya towards community purchasing decisions.

In addition, the level of benefits for the value expected from the relationship (*customer attractiveness*) from Pelita Harapan University & Petra Christian University is higher (*superior*) compared to Widya Mandala Catholic University, Ciputra University, and Surabaya University, so that the customer attraction of Pelita Harapan University & Universitas Kristen Petra is in first place.

Keywords: *living, location, convenience, campus, learning, faculty, curriculum, research, reputation, academic reputation, alumni reputation, economy, tuition, subsidies, employability, strategy, exam subject, exam pass rate, graduation requirement, service university service, community service*

Refrence: 156 (1959-2019).