

## **ABSTRACT**

### **THE EFFECT OF RELATIONSHIP QUALITY, MARKETING COMMUNICATION, BRAND IMAGE, REFERENCE GROUP AND LOCATION STUDENTS' DECISION TO CHOOSE PRIVATE COLLEGE**

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This research purpose was to determine the effect of Relationship Quality and Marketing Communication, Brand Image, Reference Group, and Location on Students' Decisions to Choose Private Universities. The type of research used was causal associative. Sampling used probability sampling using purposive sampling technique, and proportionate stratified with a total sample of 270 respondents using the Issac and Michael table with an error rate of 10%. Data analysis in this research used Partial Least Square Structural Equation Modeling analysis (SEM-PLS). The research results showed that Relationship Quality affected students' decisions to choose private universities, Marketing Communication affected students' decisions to Choose a Private University, Brand Image affected Students' Decisions to Choosing Private Universities, and Reference Group affected students' decisions to choose private universities. Meanwhile, Location did not affect student decisions to Choose a Private Higher Education.

**Keywords:** Relationship Quality, Marketing Communication, Brand Image, Reference Group, Location, Student Decision, Private University.

## INTISARI

### **PENGARUH *RELATIONSHIP QUALITY*, *MARKETING COMMUNICATION*, *BRAND IMAGE*, *REFERENCE GROUP* DAN *LOCATION* TERHADAP KEPUTUSAN MAHASISWA MEMILIH PERGURUAN TINGGI SWASTA (PTS)**

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Penelitian ini bertujuan untuk mengetahui pengaruh *Relationship Quality*, *Marketing Communication*, *Brand Image*, *Reference Group*, dan *Location* terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta (PTS). Jenis penelitian yang digunakan adalah asosiatif kausal. Pengambilan sampel menggunakan *probability sampling* dengan teknik *purposive sampling*, perhitungan jumlah sampel menggunakan *proportionate stratified* dengan total sampel sebanyak 270 responden menggunakan tabel Issac dan Michael dengan taraf kesalahn 10%. Analisis data dalam penelitian ini menggunakan analisis *Structural Equation Modeling Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *Relationship Quality* (X1) berpengaruh terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta (PTS), *Marketing Communication* (X2) berpengaruh terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta (PTS), *Brand Image* (X3) berpengaruh terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta (PTS), *Reference Group* (X4) berpengaruh terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta (PTS). Sedangkan *Location* (X5) tidak berpengaruh terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta (PTS).

Kata Kunci : *Relationship Quality*, *Marketing Communication*, *Brand Image*, *Reference Group*, *Location*, Keputusan Mahasiswa