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The Influence of Service Marketing Mix Strategy on Decisions of Students in High School of Economic Sciences Pancasetia Banjarmasin

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Abstract

This study aims to determine the effect of marketing service mix strategy on student decisions in choosing a lecture at the Pancasetia School of Economics Banjarmasin. The number of samples of this study is 123 new undergraduate students S1 in 2017 and used sampling technique with Proportionate Stratified Random Sampling Method, using a questionnaire with Likert scale measurement unit. This type of research is descriptive quantitative. The nature of this research is to get an idea of a situation and problem and interpret it. The result of F test of simultaneous test of = 7.016 is greater than F table value of = 3.27, which indicates that product, price, place, promotion, physical evidence, people and process variables significantly influence student's decision in choose a lecture at the School College of Economics Pancasetia Banjarmasin. Partially value of significance price = 0.379, place = 0.301, promotion = 0.721, physical evidence = 0.366, and people = 0.264 which value is bigger than level of real = 0.05, meaning "price, place, promotion, physical evidence and people have no significant effect on the decision of college student in STIEPAN Banjarmasin ". While the most dominant variable affect the dependent variable is the product variable with the largest beta value = 0.361 with a significant level of = 0.001.

Keywords
marketing mix strategy; student decision; service marketing

I. Introduction

Education is a supporting factor that plays a very important role in all sectors. Humans need education in their lives. Education is an effort so that humans can develop their potential through the learning process and or other ways that are known by the community. Education is something important and cannot be separated from a person's life, both in the family, society and nation (Sari, 2021). Education has a very strategic role in determining the direction of the forthcoming of the nation's quality of community knowledge (Musdiani, 2019). For this reason, all components of the nation are obliged to educate people's lives which is the goal of the Indonesian nation, so as to provide opportunities for all components of society to have the right to get better education in order to create quality and efficient human resources.

Within the framework of globalization, the preparation of education needs to be synergized with the demands of competition. Therefore, the dimension of competitiveness in

human resources will become an important factor so that efforts to spur the quality of human resources through education are demands that must be put forward. For this reason, higher education institutions are required to be able to improve the quality of their graduates in order to be able to compete with workers from both within and outside the country. This is not only the responsibility of state universities but also private higher education institutions, considering the capacity limit of state universities. Thus, the role of the private sector throughout Indonesia is highly expected in the creation of reliable quality human resources. In an effort to develop private educational institutions,

Likewise, the Pancasetia School of Economics Banjarmasin, is a private university in South Kalimantan which currently has two educational programs, namely; undergraduate programs and postgraduate programs with B accreditation which in the undergraduate program has two majors namely; Accounting and Management, while the postgraduate program has four majors of concentration including; Marketing, Education, HRM, Finance And Health. Campus as a service institution cannot be separated from the Service Marketing Program where it can be ascertained that the Service Marketing Mix consisting of Product, Price, Promotion, Place, People, Physical Evidence, Process, is very appropriate as a measuring tool for individuals, organizations or marketing institutions to conduct marketing activities so that positioning,

Students are one of the most important resources in the institution of a university. The greater the number of new students at a higher education institution, usually along with the increasing quality and public trust in the institution which is considered to be in accordance with the wishes and abilities of prospective students. In addition, the presence of new students is one of the most important variables for a source of funding for a higher education institution, especially private universities.

In the 2015 academic year period the number of new undergraduate students who registered at the STIEPAN Banjarmasin campus reached 326 people and this number continues to decline every year, in the 2016 academic year it fell to 245 new students and in the 2017 academic year there were 177 new students who registered. studying as an undergraduate student at the STIEPAN Banjarmasin campus. For this reason, in this study, researchers were interested in analyzing further and in more depth, thus setting the title of this research "The Effect of Service Marketing Mix Strategy on Student Decisions to Study at the Pancasetia School of Economics Banjarmasin".

II. Review of Literature

2.1 Marketing Management

According to Kotler (2005:10) marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. Sustainable marketing must have good relations with various departments so as to create synergies in efforts to carry out marketing activities.

According to Suryana (2008:135), marketing is an activity of examining consumer needs and wants, producing goods or services, determining prices, promoting, and distributing goods and services.

From the above definition, it can be seen that marketing is not only a sales activity, but marketing activities must be carried out before and after the exchange. According to Assauri (2010:81) that the marketing concept is a management philosophy in the field of marketing that is oriented to consumer needs, supported by integrated marketing activities aimed at providing customer satisfaction as the key to the success of the organization in its efforts to achieve the goals that have been set. So it can be concluded that the marketing concept is the

orientation of a company or organization which emphasizes that the main task of the company or organization is to determine the needs and wants of the market, and then fulfill these needs and desires so that the level of customer satisfaction is achieved.

2.2 Marketing Mix

According to Kotler quoted by Ratih Hurriyati (2010: 47) states that the definition of the marketing mix is a set of marketing tools that can be used by companies to achieve their marketing goals in the target market. In English it is "Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market".

Location relates to decisions made by the company about where its operations and staff will be located. Most important of location is the type and level of interaction involved. There are three types of interaction between service providers and consumers related to location selection, which are as follows:

a. Consumers go to service providers.
b. Service providers come to consumers.
c. Service providers and consumers interact through intermediaries.

For the type of interaction where the customer visits the service provider, the location is very important. In these interactions service providers seeking growth may consider offering their services in several locations. If the service provider comes to the customer, the location is not so important although it is also necessary to consider the proximity to the customer to maintain the quality of the service that will be received. Meanwhile, in the case of service providers and customers using intermediary media in interacting, the location of the location can be ignored even though some intermediary media require physical interaction between them and customers (Ratih Hurriyati, 2010:55-56).

2.3 Consumer Purchase Decision

Consumer Purchase Decision is an action taken by consumers to buy a product. Every producer must carry out various strategies so that consumers decide to buy their products. According to Tjiptono (2008:21), purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchase decision. According to Kotler (2002), purchasing decisions are actions from consumers to want to buy or not to the product. Of the various factors that influence consumers in making purchases of a product or service, usually consumers always consider the quality, price and products that are already known by the public.

Before consumers decide to buy, usually consumers go through the first several stages, namely, (1) problem recognition, (2) information search. (3) evaluation of alternatives, (4) decision to buy or not, (5) post-purchase behavior. Another understanding of purchasing decisions according to Schiffman and Kanuk (2000: 437) is "the selection of an option from two or alternative choices". It can be interpreted, the purchase decision is a person's decision where he chooses one of several alternative options available.

Based on the above definition, it can be concluded that purchasing decisions are actions taken by consumers to purchase a product. Therefore, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up. After that the consumer can evaluate the choice and then can determine the attitude to be taken next.

2.4 Consumer Purchase Decision Indicators

Purchasing Decision Indicators according to Kotler and Keller (2008: 166-189) are:

a. Needs, Consumers recognize a problem or need. Consumers feel the difference between the real state and the desired state.
b. Public, is the decision-making stage where consumers are interested in seeking more information through the mass media or customer appraisal organizations.
c. Benefit, Stage of the purchase decision-making process in which consumers use information to evaluate its benefits.
d. The attitude of others is a stage in the buying decision process where consumers receive recommendations from others.
e. Satisfaction, where consumers will take further action after buying based on the satisfaction or dissatisfaction they feel.

III. Research Methods

3.1 Research Design

The type of research that the author uses is quantitative. Quantitative research can be defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis with the aim of testing hypotheses that have been established determined (Sugiyono, 2011, p. 8). The independent variable in this study is mega marketing 7p which affects or is an independent variable, while the dependent variable is the student's decision to choose to study at STIEPAN Banjarmasin.

3.2 Research Sites

The locations that are the object of the author's research are:
Pancasetia College of Economics (STIEPAN) Banjarmasin
JL. A. Yani Km.5.5 Ruko no.21 Banjarmasin Tel: 0511-3256502.
The following is a plan of the research location:

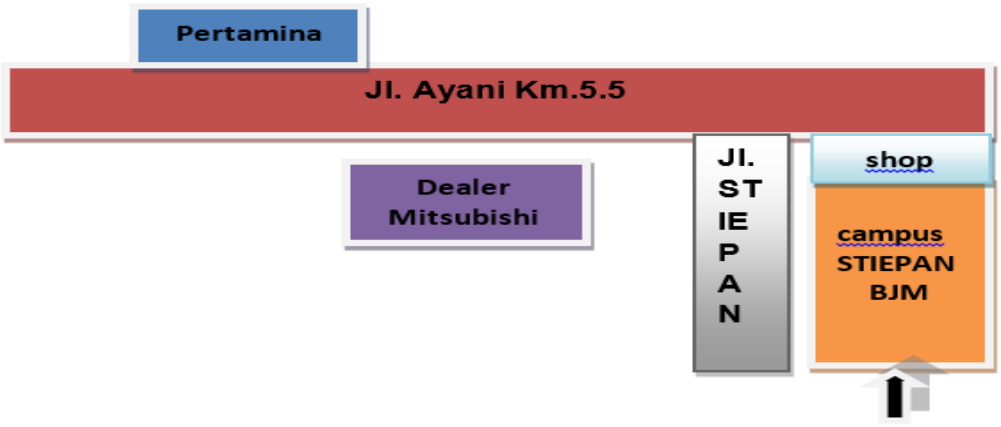

Figure 1. *Research Sites*
Source: Processed by Researchers

3.3 Population and Sample

Sugiyono (2011;117-118) Population is a generalization area consisting of objects or subjects that become certain quantities and characteristics determined by researchers to be studied and then drawn conclusions.

The population in this study were all new students at STIEPAN Banjarmasin class 2017 both majoring in Management and Accounting, with a total of 177 students.

According to Arikunto (2011:109) the sample is part or representative of the population being studied. It is called sample research if we intend to generalize the results of sample research. What is meant by generalizing is to raise the conclusions of the study as applicable to the population.

Based on the results of calculations using the Slovin formula using a 95% confidence level, the sample in this study amounted to 123 new students studying at STIEPAN Banjarmasin class 2017, whose sample allocation was divided according to the number of students in each major, namely 43.9% majoring in accounting and 56 ,1% for management majors that will be sampled. So, from the total sample of 123 people, 54 people will be taken from accounting majors, while 69 students are management majors.

3.4 Research Variable

Research variables are everything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn (Sugiyono, 2013:38). The variables used in the study can be classified into:

a. The dependent variable is the variable that is affected or the result, because of the independent variable (Sugiyono, 2013: 39). And the dependent variable in this study is the variable (Y) namely the student's decision to study at STIEPAN Banjarmasin. So the indicators for the variable (Y) are; Study at STIEPAN BJM as you wish, refer to others and look for information on other STIEPAN products.
b. Independent Variable, This variable affects or is the cause of the change or the emergence of the dependent variable (Sugiyono, 2013: 39). And the independent variable in this study is the variable (X) which includes:
    1. Product Variable (X1), whose indicators are; As needed, As desired, satisfied with the benefits of the study program undertaken by students, either directly or indirectly.
    2. Variable Price (X2), whose indicators are;registration fees, semester fees and campus activity fees.
    3. Place variable (X3), which is the indicator;location in the middle of the city, easy transportation, close to residence.
    4. Promotion variable (X4), whose indicators are;advertisements in mass and electronic media, billboards, distributed brochures, personal selling.
    5. Variable Physical Evidence (X5), the indicators;condition of the building, teaching and learning facilities and the campus environment.
    6. Variable People (X6), whose indicators are; academic services, teaching staff or lecturers and fellow students.
    7. Process variable (X7), whose indicator is; lecture process, class schedule, campus rules and student activities.

3.5 Variable Measurement

a. Instrument Test

The questionnaire given was designed using a five-point Likert scale, containing a list of statements from each variable with 5 (five) alternative answers. Measurement of variables is the process of assigning numbers to objects or phenomena according to certain rules (Nazir, 1998: 143). The measurement scale in this questionnaire uses a Likert scale with 5 (five) answer choices, namely:

1. Strongly Disagree (STS) answers are given a score = 1
2. Answer Disagree (TS) is given a score = 2
3. Neutral Answer (N) is given a score = 3
4. Answer Agree (S) is given a score = 4
5. Answer Strongly Agree (SS) given a score = 5

The validity or validity of a social research result is largely determined by the measuring instrument used. To overcome this, two kinds of tests are needed, namely the test of validity (test validity or validity) and test of reliability (test reliability or reliability).

a. Validity test,Validity test shows whether the questionnaire is able to measure what it is supposed to measure. If it is measured using SPSS statistical software, and produces a significance below the required alpha value, then the instrument is declared valid. Questionnaire items can be said to be valid if they have a component value greater than or at least 30% (0.300).
b. Reliability Test,*The value of correlated item-total correlation*in an indicator to be declared reliable (Reliable) is at least 0.50 (Hair et al., 2010: 125). Researchers in processing data using statistical software SPSS for windows, with a significance level of 0.05 (5%). If the Chi Square value is greater than the real rate of 0.05 (3.841), then there are factors that influence the student's decision to choose STIEPAN Banjarmasin, on the contrary if the Chi Square value is smaller than the 0.05 (3.841) significance level, it has no effect.

b. Classic Assumption Test

The purpose of testing this classical assumption is to provide certainty that the regression equation obtained has accuracy in estimation, is unbiased and consistent. Classical assumption tests used in this study include multicollinearity test, heteroscedasticity test, and normality test.

a. Multicollinearity Test, Seeing the tolerance value, if the tolerance value is greater than 0.10, it means that there is no multicollinearity to the data being tested. And if the tolerance value is less than 0.10, it means that there is multicollinearity to the data being tested. Looking at the value of the variance inflation factor (VIF), if the VIF value is less than 10.00, it means that there is no multicollinearity to the data being tested. And if the VIF value is greater than 0.10, it means that there is multicollinearity to the data being tested.
b. Heteroscedasticity test, analysis of the heteroscedasticity assumption test results SPSS output through a scatterplot graph between Z prediction (ZPRED) for the independent variable (X = Y axis prediction results) and the residual value (SRESID) is the dependent variable (Y = Y axis prediction - real Y). Homoscedasticity occurs if the points resulting from data processing between ZPRED and SRESID spread below or above the origin point (number 0) on the Y axis and do not have a certain pattern and do not collect only

above or below. Heteroscedasticity occurs if the scatterplot points have a regular pattern, either narrowing, widening or wavy.

c. Normality test, if the data distribution is normal, then the data analysis and hypothesis testing used parametric statistics. Testing the normality of the data using the Kolmogorov-Smirnov one sample test with the formula:

$$D = \frac{Max}{Fo(Xi) - SN(Xi)} \qquad SN(Xi) = \frac{Fi}{N}$$

Where:
Fo (X) = the specified cumulative distribution function.
SN (X) = cumulative frequency distribution observed from a random sample with N observations.
I = 1,2,…N

The test criteria: if the significant probability is greater than 0.05 then the data is normally distributed

c. Analysis Tools

The analysis in this study using multiple regression aims to predict or test the effect of an independent variable (independent) on the dependent variable (dependent). If the score of the independent variable is known, then the score of the dependent variable can be predicted. Multiple linear regression analysis in this study consisted of seven independent variables (predictor) and one dependent variable (response) with the following equation:

$$Y = a + 1X1 + 2X2 + 3X3 + 4X4 + 5X5 + 6X6 + 7X7 + e.$$

Where:
Y = Student Decision
a = Constant
1 = Variable Coefficient X1
2 = Variable Coefficient X2
3 = Variable Coefficient X3
4 = Variable Coefficient X4
5 = Variable Coefficient X5
6 = Variable Coefficient X6
7 = Variable Coefficient X7
X1 = *Product*
X2 = *Price*
X3 = *Place*
X4 = *Promotion*
X5 = *Physical Evidence*
X6 = *People*
X7 = *Process*
e = *Standard Error* (error rate)

Hypothesis Testing Criteria are:

H0: Product, Price, Place, Promotion, Physical Evidence, People and Process have no positive effect on student decisions to study at STIEPAN Banjarmasin.

Ha: Product, Price, Place, Promotion, Physical Evidence, People and Process have a positive effect on student decisions to study at STIEPAN Banjarmasin.

To test the significance of these factors together on the student's decision to choose to study at STIEPAN Banjarmasin, the F test formula is used (Sugiyono, 2002), namely:

$$Fh = \frac{r^2/k}{(1 - r^2)/(n - k - 1)}$$

Information:

R^2 = Multiple correlation coefficient

k = Number of independent variables

n = Number of sample members

In the F test, with a 95% confidence interval or = 0.05 if the calculation result of the significant value of F is less than = 0.05 then Ho is rejected and Ha is accepted, this means that the independent variables together -the same has a significant effect on the dependent variable. Conversely, if the significant value of F is greater than = 0.05 then Ho is accepted and Ha is rejected, this means that the independent variables together have no significant effect on the dependent variable.

To partially test the significance of these factors on the decisions of students studying at STIEPAN Banjarmasin, the t-test formula was used, (Sugiyono, 2002), namely:

$$t = \frac{rp.\sqrt{n-2}}{\sqrt{1 - rp^2}}$$

Information:

rp= partial correlation found

n = number of samples

t = t count which is then compared with t table.

If the results of the t test with a confidence level (Confident Interval) of 95% or = 0.05, the significant value of t is less than = 0.05, then Ho is rejected.

IV. Results and Discussion

4.1 Results

a. Validity Test Results

From the results of the validity test, it shows that the questionnaire is able to measure what should be measured. The questionnaire items contained in the product (X1), Price (X2), Place (X3), Promotion (X4), Physical Evidence (X5), People (X6) and Process (X7) variables can be said to be valid because the test results show the component values greater than 30% (0.300).

b. Reliability Test Results

From reliability testing (reliable) it can be seen that student decision variables (Y) = 0.621, Product (X1) = 0521, Price (X2) = 0.552, Place (X3) = 0.675, Promotion (X4) = 0.697, Physical Evidence (X5)=0.811, People (X6)=0.686 and Process (X7)=0.740 All of them are reliable because they have exceeded the number 0.5 and the average reliability with Cronbach's alpha value above 0.5 is reliable.

c. Multicollinearity Test Results

Based on the output of the multicollinearity test, it is known that the tolerance value of the product variable (X1) = 0.697, price (X2) = 0.711, place (X3) = 0.755, promotion (X4) = 0.862, physical evidence (X5) = 0.465, people (X6) = 0.580 and process (X7)=0.646 which is greater than 0.10. Meanwhile, the VIF value of the product variable (X1) = 1.435, price (X2) = 1.406, place (X3) = 1.324, promotion (X4) = 1.160, physical evidence (X5) = 2.150, people (X6) = 1.726 and process (X7)=1.548 which is less than 10.00. From these results, it can be concluded that there is no multicollinearity between the independent variables.

d. Heteroscedasticity Test Results

From the output of SPSS scatterplots it can be analyzed that:

1. The data points spread above and below or around the number 0 (zero).
2. The dots don't collect just above or below.
3. The spread of data points does not form a wavy pattern that widens then narrows and widens again.
4. And the spread of data points is not patterned.

Thus, it can be concluded that there is no heteroscedasticity problem in the variables, so that a good and ideal regression model can be fulfilled.

e. Normality Test Results

Based on the output of Kolmogorov Smirnov, it can be seen that the significance value of sebasar = 0.915, which means it is greater than 0.05, so it can be concluded that the data tested on the research variables are normally distributed.

f. Multiple Regression Test Results

Based on the results of multiple regression calculations, the regression equation obtained is:

$$Y = 2.873 + 0.336X1 + 0.074X2 - 0.073X3 - 0.016X4 + 0.098X5 + 0.95X6 + 0.154X7 + 0.05$$

And based on the results of the SPSS output, it can be explained as follows:

1. The regression coefficient value of the product variable (X1) is 0.336, which is positive (+). Based on the decision-making method of regression analysis, it can be concluded that H0 is rejected and Ha is accepted, which means that the product variable (X1) has a positive effect on student decisions at STIEPAN Banjarmasin.
2. The regression coefficient value of the price variable (X2) of 0.074 is positive (+). Based on the regression analysis decision-making method, it can be concluded that H0

is rejected and Ha is accepted, which means that the price variable (X2) has a positive effect on student decisions to study at STIEPAN Banjarmasin.

3. The value of the regression coefficient for the place variable (X3) is -0.73 with a negative value (-). Based on the regression analysis decision-making method, it can be concluded that H0 is accepted, Ha is rejected, which means that the place variable (X3) does not have a positive effect on student decisions at STIEPAN Banjarmasin.
4. The value of the regression coefficient of the promotion variable (X4) is -0.16 with a negative value (-). Based on the decision-making method of regression analysis, it can be concluded that H0 is accepted, Ha is rejected, which means that the promotion variable (X4) does not have a positive effect on the decisions of students studying at STIEPAN Banjarmasin.
5. The regression coefficient value of the physical evidence (X5) variable is 0.098, which is positive (+). Based on the regression analysis decision-making method, it can be concluded that H0 is rejected, Ha is accepted, which means that the physical evidence variable (X5) has a positive effect on student decisions to study at STIEPAN Banjarmasin.
6. The regression coefficient value of the people variable (X6) is 0.095, which is positive (+). Based on the decision-making method of regression analysis, it can be concluded that H0 is rejected, Ha is accepted, which means the people variable (X6) has a positive effect on student decisions at STIEPAN Banjarmasin.
7. The regression coefficient value of the process variable (X7) of 0.154 is positive (+). Based on the regression analysis decision-making method, it can be concluded that H0 is rejected, Ha is accepted, which means the process variable (X2) has a positive effect on student decisions at STIEPAN Banjarmasin

4.2 Discussion

a. Simultaneous F Test

Based on the results of the simultaneous test that has been carried out, it is obtained that the calculated F value of the first hypothesis is = 7.016, which means that the calculated F value is greater than F table of = 3.27,with a significant level below 0.05 which is 0.000.This means that the independent variables (product, price, place, promotion, physical evidence, people and process) together have a significant influence on student decisions (the dependent variable) in choosing to study at STIEPAN Banjarmasin. Thus, the management of STIEPAN Banjarmasin really needs to maintain and even continue to improve its marketing mix strategy so that variables such as; The product, price, place, promotion, physical evidence, people and process are more optimally applied as a marketing tool and establish better and sustainable communication with prospective new students in order to achieve common goals on the STIEPAN Banjarmasin campus.

In implementing a marketing mix strategy at an educational institution, it must be carried out continuously because prospective students who are looking for their ideal campus every year will always be there because schools such as high school, vocational and Aliyah each year graduate students who are not small, this is certainly a market potential for all universities. The implementation of the marketing mix strategy continuously slowly but surely will have a positive impact on increasing the number of students who decide to study at STIEPAN Banjarmasin.

b. Partial t Test

Based on the results of the partial test that has been carried out, the following results are obtained:

a. The t-value of the product variable (X1) is greater = 3.374 than the t-table value = 1.661 with a significant level below 0.05, namely = 0.001. From these results, it can be concluded that the product variable (X1) partially has a significant effect on the decisions of students studying at STIEPAN Banjarmasin. And in the future, of course, it must continue to be maintained even if it needs to be improved again, STIEPAN products such as; study program, curriculum according to the needs of the world of work and campus conditions according to the wishes of students are positive values because they have the potential and contribute greatly as one of the variables that influence the decisions of new students to study at STIEPAN Banjarmasin.
b. The t-value of the price variable (X2) is smaller = 0.883 than the t-table value = 1.661 with a significant level above 0.05, namely = 0.379. From these results, it can be concluded that the price variable (X2) partially has no significant effect on the decisions of students studying at STIEPAN Banjarmasin. In this case the price or price, such as; registration fees, tuition fees and other campus activity costs, new students consider that they do not have a significant influence on the decision to study at STIEPAN Banjarmasin. A fair price and commensurate with what is obtained in studying on a campus is certainly the desire of all students,
c. The t-value of the place variable (X3) is smaller = 1.040 than the t-table value = 1.661 with a significant level above 0.05, namely = 0.301. From these results, it can be concluded that the place variable (X3) partially has no significant effect on the decisions of students studying at STIEPAN Banjarmasin. In this case, regarding place, students feel that the location of the campus, campus access and distance to campus are something that does not have a significant influence on their decision to study at STIEPAN Banjarmasin. What management needs to do is plan ahead for the long term how to make the STIEPAN Banjarmasin campus known more quickly by planning a new campus that is more strategically located and easy to access and visible to the general public.
d. The t-count value of the promotion variable (X4) is smaller = -0.358 than the t-table value = 1.661 with a significant level above 0.05, namely = 0.721. From these results, it can be concluded that the promotion variable (X4) partially has no significant effect on the decisions of students studying at STIEPAN Banjarmasin. In this case related to promotion such as; advertisements, billboards and personal selling do not have a significant influence on student decisions to study at STIEPAN Banjarmasin. In the future it is necessary for the management to maximize the dissemination of information through radio, tv, billboards and personal selling media so that the STIEPAN Banjarmasin campus is increasingly recognized and becomes a disseminator of information so that it has a positive impact on increasing the number of enthusiasts who will continue their education at STIEPAN Banjarmasin.
e. The t value for the physical evidence variable (X5) is smaller = 0.907 than the t table value = 1.661 with a significant level above 0.05, namely = 0.366. From these results, it can be concluded that the physical evidence variable (X5) partially has no significant effect on the decisions of students studying at STIEPAN Banjarmasin. In this case, it concerns things such as; physical buildings, infrastructure and the environment have no significant effect on students' decisions to study at STIEPAN Banjarmasin. In the

future, what management needs to do is to continue to improve campus facilities and infrastructure to be better and more attractive for the purpose of the institution going forward to become an advanced campus and the most attractive to prospective new students.

f. The t-value of the people variable (X6) is smaller = 1.122 than the t-table value = 1.661 with a significant level above 0.05, namely = 0.264. From these results, it can be concluded that the people variable (X6) partially has no significant effect on the decisions of students studying at STIEPAN Banjarmasin. In terms of people variables such as; academic services, lecturers and fellow students feel that it has no significant effect on their decision to study at STIEPAN Banjarmasin. In the future, it is necessary for the campus management to recruit or coach all employees and teachers in order to continue to improve professionalism and friendliness to students so that in the future the STIEPAN Banjarmasin campus will increasingly have a place in the hearts of students.
g. The t-value of the process variable (X7) is greater = 1.919 than the t-table value = 1.661 with a significant level above 0.05, namely = 0.057. From these results, it can be concluded that the process variable (X2) partially has a significant effect on the decisions of students studying at STIEPAN Banjarmasin. This must be maintained in the future, processes such as class schedules, lecture hours and student activities have a significant effect on student decisions to study at STIEPAN Banjarmasin. The role of the campus which takes into account the ability of students to participate in the lecture process and time is a positive attraction considering that students come from various backgrounds, professions and occupations.

c. Dominant Test

The most dominant variables affecting the dependent variable are; student decisions (Y) is the product variable (X1) with the greatest beta value = 0.316 with a significant level of = 0.001. Where students feel that the STIEPAN Banjarmasin product is very in line with the wishes and aspirations of students studying at the campus, besides that studying at STIEPAN Banjarmasin is considered to be in accordance with the needs of today's employment plus students are also satisfied with the study program at STIEPAN Banjarmasin, This must be maintained and if necessary increased so that in the future new students who want to study at the campus will continue to increase.

V. Conclusion

From the results of research and discussion in the previous chapter, conclusions can be drawn based on the hypothesis testing used as follows:

1. Simultaneous test (F-test) it is known that the service marketing mix strategy variable consisting of product, price, place, promotion, physical evidence, people and process together has a significant influence on student decisions in choosing college at STIEPAN Banjarmasin, meaning that the variable marketing mix strategies must complement and synergize as a whole or cannot be given one by one to create interest in prospective students in determining their decision to study at STIEPAN Banjarmasin.

2. By partial test (t-test) it is known that product and process variables have the most significant influence, while price, place, promotion, physical evidence and people variables have no significant effect on student decisions at STIEPAN Banjarmasin.
3. The most dominant variable on student decisions in choosing college at STIEPAN Banjarmasin is product, students feel that they are in accordance with their wishes or aspirations, according to work needs and the study program at STIEPAN Banjarmasin is satisfactory.

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