

Abstrak

Penelitian ini bertujuan untuk menggali persepsi para mahasiswa di Perguruan Tinggi Swasta mengenai pengaruh *People, Process, Physycal Evidence, Promotion*, terhadap Keputusan Mahasiswa memilih Kuliah di Universitas Muhammadiyah Jember. Penelitian ini termasuk penelitian kuantitatif dengan metode survei. Jenis data yang digunakan adalah data primer yang dikumpulkan melalui penyebaran kuesioner. Sampel penelitian ini sejumlah 50 mahasiswa dari seluruh fakultas yang ada di Universitas Muhammadiyah Jember. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *Promotion* terhadap keputusan mahasiswa memilih kuliah di Universitas Muhammadiyah Jember, terdapat pengaruh positif dan tidak signifikan antara *People, Process, Physycal Evidence* terhadap keputusan mahasiswa memilih kuliah di Universitas Muhammadiyah Jember.

Kata kunci: *People, Process, Physycal Evidence, Promotion*, dan Keputusan Mahasiswa

Abstract

This study aims to explore the perception of the students in private universities regarding the influence of People, Process, Physycal Evidence, Promotion, to the Decision of Students choosing Lecture at Muhammadiyah University of Jember. This research includes quantitative research with survey method. The type of data used is the primary data collected through questionnaires. The sample of this research is 50 students from all faculties in Muhammadiyah University of Jember. The result of the research shows that there is a positive and prominent influence between Promotion on student decision to choose lecture at Muhammadiyah University of Jember, there is positive and insignificant influence between People, Process, Physycal Evidence towards student decision to choose lecture at Muhammadiyah University of Jember.

Keywords: People, Process, Physycal Evidence, Promotion, and Student Decision