

ABSTRAK

Suwandayani, Ni Kadek (2023), *Pengaruh Citra Merek Dan Bauran Pemasaran Terhadap Keputusan Memilih Lembaga Pelatihan Kerja Swasta (Studi Kasus Di Lpk Royal Bali College)*, Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: citra merek, bauran pemasaran, keputusan memilih, lembaga pelatihan kerja

Penelitian ini bertujuan untuk mengetahui pengaruh variabel (1) citra merek, elemen bauran pemasaran (2) *product*, (3) *price*, (4) *promotion*, (5) *place*, (6) *people*, (7), *process*, (8) *physical evidence*, (9) citra merek, *product*, *price*, *promotion*, *place*, *physical evidence*, *process*, *people* dan secara bersama-sama terhadap keputusan memilih lembaga pelatihan kerja swasta. Penelitian menggunakan metode kuantitatif kausal. Populasi dalam penelitian ini adalah peserta pelatihan LPK Royal Bali College Angkatan X tahun 2022 Penelitian ini dirancang dalam bentuk penelitian kuantitatif kausal. Penentuan sampel pada penelitian ini menggunakan teknik *purposive sampling* yang mengambil sampel peserta pelatihan pada semester II pada setiap masing-masing program studi sebanyak 66 orang. Data dalam penelitian ini dikumpulkan dengan menggunakan kuesioner variabel citra merek, *product*, *price*, *promotion*, *place*, *people*, *process*, *physical evidence* dan keputusan memilih. Data analisis menggunakan uji regresi berganda dengan alat analisis pada software SPSS 27. Hasil penelitian menunjukkan bahwa: (1) citra merek berpengaruh signifikan terhadap keputusan memilih, (2) *product* berpengaruh signifikan terhadap keputusan memilih, (3) *price* tidak berpengaruh signifikan terhadap keputusan memilih, (4) *promotion* tidak berpengaruh signifikan terhadap keputusan memilih, (5) *place* tidak berpengaruh signifikan terhadap keputusan memilih, (6) *physical evidence* berpengaruh signifikan terhadap keputusan memilih, (7) *process* berpengaruh signifikan terhadap keputusan memilih, (8) *people* berpengaruh signifikan terhadap keputusan memilih, (9) citra merek dan bauran pemasaran bersama-sama berpengaruh signifikan terhadap keputusan memilih dimana sebanyak 74,2% sedangkan sisanya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Berdasarkan analisis ini dapat disimpulkan bahwa citra merek dan bauran pemasaran secara simultan maupun parsial berpengaruh signifikan terhadap keputusan memilih LPK Royal Bali College.

ABSTRACT

Suwandayani, Ni Kadek (2023), *The Effect of Brand Image and Marketing Mix on Decision to Choose Private Job Training Institutions (Study Case at LPK Royal Bali College, Thesis, Management Science. Post Graduate Program, Ganesha University of Education.*

The thesis has been approved and reviewed by First Advisor: Trianasari, M.M., Ph.D., and Second Advisor Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M. Si.

Keywords: brand image, marketing mix, Decision to Choose, Private Job Training Institutions

The purpose of this study was to determine the effect of (1) brand image, element of marketing mix (2) product, (3) price, (4) promotion, (5) place, (6) people, (7), process, (8) physical evidence, (9) brand image and product, price, promotion, place, physical evidence, process and people on Decision to Choose Private Job Training Institutions (Study Case at LPK Royal Bali College). The research method is using quantitative clausal. The population is the apprentices of LPK Royal Bali College Batch X year 2022 in the second semester from each program study. Data collection technique by distributing questioners to 66 respondents. The data analysis technique used is test with the SPSS 27 software analysis tool. The results showed that: (1) brand image has a significant effect on decision to choose, (2) product has a significant effect on decision to choose, (3) price has no a significant effect on decision to choose, (4) promotion has no a significant effect on decision to choose, (5) place has no a significant effect on decision to choose, (6) process has a significant effect on decision to choose, (7) physical evidence has a significant effect on decision to choose, (8) people has a significant effect on decision to choose, (9) brand image and marketing mix together have a significant effect on decision to choose where as much as 74,2% while the rest are influenced by other factors not examined in this study. Based on this analysis, it can be concluded that brand image and marketing mix simultaneously or partially have a significant effect on the decision to choose LPK Royal Bali College.