Factors Affecting the Marketing Mix and Internal Resources of Central Javanese Consumers to Purchase PTS

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ABSTRACT

This study aims to analyze the influence of marketing mix factors and internal resources on the purchasing decisions of consumers in Central Java who choose higher education. A combination of descriptive and exploratory methods is used along with research factors such as marketing mix, internal resources and purchasing decisions. This study used a technique called structural equation modeling analysis. The results show that the dimensions of product, price, promotion and location contribute to the marketing mix, with the marketing mix contributing the most to promotion. At the same time, resignation factors such as personal characteristics, processes and physical conditions contribute to internal resources, and personal characteristics are the most important factors. Decisions about the type of product, form of product, brand, seller (informant), time of purchase and payment terms contribute to the purchase decision. It turns out that the most important factor is the moment of purchase. Finally, the marketing mix and internal resources contribute to purchase decisions, with internal resources having the greatest influence on purchase decisions

Keywords: marketing mix, internal resources consumer purchasing decisions

Introduction

The highly competitive global economic phenomenon requires the delivery of quality human resources with a competitive advantage. All this can only be achieved through quality education. In the long term, investment in education has strategic value as it significantly contributes to the progress of development, including economic growth and ultimately improving people's well-being. It seems clear that there is a need to change the development model that originally relied on the power of natural resources (natural resources) to rely more on the power of human resources (human resources) dominated by science and technology, a global economic phenomenon known as the "knowledge economy". . It is clear that "knowledge" will be the new basis of national prosperity, and its success will depend on the extent to which societies/states are able to implement "knowledge" as the foundation of their economic and industrial systems. In this context, Kaho (1997:71-72) claims that education is one of the most important determinants of the quality of human resources. The benefits that people acquire through the educational process include: (1) the acquisition of broad and deep knowledge, especially in one's field, which is important for life and work, and (2) the acquisition of competences and skills, expressing thoughts/opinions to others or acting and behaving / behave rationally, logically and systematically.

Law no. 20 of the Republic of Indonesia of 2003 on the National Education System stipulates in Articles 19 and 20 that higher education refers to the level of education after high school education, including diploma, bachelor's, master's, specialist and doctoral programs; Higher education takes place in an open system. Although Article 20 stipulates that higher education institutions may be in the form of colleges, polytechnics, secondary schools, institutes or universities; Higher education institutions are obliged to organize education, research and social work; Institutions of higher education can be academic, vocational and/or vocational study plans, regulations on higher education according to paragraphs 1, 2 and 3. According to Law no. 20 of the Republic of Indonesia from 2003 and technological progress, educational institutions that provide great support can be required, so that the demand for higher education services increases year by year, the year increases, which leads to an increase in the capacity of higher education services provided by the state to they no longer accept all future students.

Sagir (1986:320-321) argues that Indonesia's formal education system consisting of elementary school, junior high school, high school/secondary vocational school, graduate courses (D1, D2, D3), S1, S2 (Master's) has clear standards and goals are set. However, this always leads to discrepancies with the needs of the world of work.

A few decades ago, universities, as producers of educational services, were a seller's market where potential students enrolled. The General Administration of Higher Education (2004: 3) shows a growth in the number of higher education institutions in Indonesia in 2004, including 81 national universities (PTN), of which 6 became state-owned legal entities (BHMN), from about 88 in 2003, including and People's Open University million, while the number of PTS students reached 1.7 million. The gross student enrollment rate increased from 9% in 1985 to 12.8% in 2002.

The rationality of the potential users served by higher education and the level of competition among higher education institutions require the administration of higher education to always be proactive in responding to social needs and changes in the environment. Simonson (1993:68) states that striving to meet the needs of customers and potential customers is the key to winning the competition. This work is done in a way to get closer to consumers, so that they can see exactly what they want and use this information as a basis for developing a marketing strategy. Private higher education institutions (PHEs) use various methods to recruit students, including advertisements in print or electronic media, brochures, leaflets, banners and lectures in several secondary and vocational schools and billboards. In addition, PTS also has very different pricing/tuition policies as well as different institutions for teaching and learning processes. It is about attracting students to PTS. Although these efforts are undertaken by the PTS in Central Java, in practice the number of candidates for each PTS varies greatly from year to year.

However, in recent years, it has become more and more difficult to find suitable students, students have become more selective, and there are fewer and fewer applicants. When several national universities are run as a self-sustaining entity, after realizing that several national universities must become BHMNs in their own right, an atmosphere of competition is created between faculties and domestic and foreign universities. The life and continuity of private universities began to be disrupted. The main problem facing PTS is how leaders need to change the "image" of teaching process services by providing buildings, facilities, quality faculty, status of study programs, majors or study programs, affordable prices and running frequently used attractions. Strategies based on the PTS experience seen in PTS advertising, which highlights the attractiveness of advertising (newspapers, radio, TV news, banners, brochures) that actually creates student satisfaction and prevents symptoms of use. A

symptom of consumerism is one where (including students) or interest groups are dissatisfied with the educational services they receive because they are out of balance with the "costs" they bear and are ready to protest. The behavior of students as consumers of these universities can serve as a basis for improving the quality of teaching.

Competition is described as a cycle of change that is determined by the four components of competition (4Cs), namely company, customer, competitor and change. For private providers of higher education services, the users who directly use their services are students, and competitors are providers of similar educational services at the same level. Changes include academic and non-academic internal initiatives and various forms of external pressure. One of the sources of change A, of which the needs of customers changed in relation to the various features and performance of the educational services they receive. In order for the agency to be successful in the long term, the agency must provide services that meet the needs of its clients. To create this desired service, the agency created a marketing mix. The elements of this marketing mix strategy include the 7Ps in service marketing, i.e. H. 4P marketing mix (product, price, location, advertising) and internal 3P resources (people, processes, physical evidence).The process of providing these services is important to support the success of educational services marketing and student satisfaction. Of course, some students are dissatisfied with the study process. These complaints should be followed up and dealt with immediately. Good complaint handling offers the opportunity to turn dissatisfied students into very satisfied students. Satisfied students upon completion of their studies become supporters of the institution and actively participate in the promotion of the educational institution in the wider community.

According to Dharmmesta and Handoko (2000:102), a customer's purchase decision is actually a set of decisions, namely product type decision, product shape decision, brand decision, salesperson decision, product decision. Quantity, purchase time decision and payment method decision. Changes in the environment that are underway from time to time lead to changes in decisions about the purchase of higher education services. If private universities are to survive and thrive in an increasingly competitive environment, they must obtain consumer demand inputs as a basis for university management policies and strategies. Based on the above descriptions, researchers are interested in a deeper understanding and analysis of the marketing mix, including products (academic services, sociocultural services), pricing (SPP, DP, other costs), promotions (advertising, sales promotion, public relations, and relationship) . Communities), localities (accessible places, public facilities), as well as resources within PTS, including personal characteristics (leaders, faculty, staff), processes

(interactive activities, teaching activities) and spatial conditions (physical buildings, building levels, parks) and consumption of the Customer's purchase decisions (product type decisions, product form decisions, brand decisions, seller decisions, purchase decisions, payment decisions). The result of this research is the formulation of the problem.

The main question of this study is to analyze the influence of marketing mix factors and internal resources on consumer purchasing decisions when choosing a private university (PTS) in Central Java. Marketing mix factors (product, price, advertising, location), PTS internal resource factors (people, processes and physical conditions) and consumer purchase decisions (product decisions, product type decisions, brand decisions, consumer decisions Decision on to the seller, B. purchase decision time, payment method decision) using the method of confirmatory factor analysis tested by SEM. Based on the main questions, the research questions can be formulated as follows: 1) How does the description of academic services and socio-cultural services contribute to the marketing mix of PTS products in Central Java, and which dimensions among these factors make the dominant contribution? 2) How do descriptions of SPP, DP and other costs contribute to the marketing mix for PTS prices in Central Java and which of these factor dimensions dominates? 3) How do advertising, promotion, public relations and public relations descriptions affect the marketing mix for Central Java PTS promotions and which dimensions of these factors play a dominant role? 4) How do descriptions of accessible places and public facilities contribute to the marketing mix of PTS locations in Central Java and which of these factor dimensions dominate? 5) How do descriptions of elements such as leadership, teachers, staff, etc. internal resources contribute to personal characteristics in Central Java PTS, and which of these factor dimensions makes the dominant contribution? 6) How did the description of interactive activities and teaching activities contribute to the internal resources of the Central Java PTS process and which factor dimensions made the main contribution? 7) How do the physical descriptions of buildings, classrooms, and indoor resource parks contribute to the physical conditions in Central Java PTS, and which of these factor dimensions dominate? 8) How the variable descriptions of product type decision, product shape decision, brand decision, retailer decision, purchase time decision, payment method decision affect consumers' purchase decisions in Central Java PTS and what are the dimensions of the factors important contributions? 9) How do product description, price, promotion and location affect the

marketing mix factors and which factors play a dominant role? 10) How do the descriptions of personal characteristics, processes and physical conditions affect the factors of internal resources and which factors dominate? 11) How do marketing mix factors and internal resource factors of PTS influence the decision of consumers in Central Java to choose PTS when purchasing and which factors play a leading role among marketing mix factors and internal resource factors of PTS?

Literature Review

1. Higher Education as a Service Organization

a. Definition of Service Organization

Kotler (1997:428) A service is "an act or activity that can be done by one party to another that is essentially intangible and does not result in ownership of anything. Production may or may not be associated with a physical product. according to Stanton (1996: 529) "independently identifiable activities that are intangible in nature and represent the satisfaction of needs that are not necessarily related to the sale of other products or services." The provision of a service may or may not require the use of a tangible object. But even if the thing has to be used, the ownership of the thing is not transferred (permanent ownership). Furthermore, it is pointed out that services have four characteristics, namely: virtual or intangible, inseparable, heterogeneous, transitory and variable demand.

2. Consumer Purchase Decision

A customer's purchase decision is actually a collection of decisions. According to Dharmmesta and Handoko (2000:102), every purchase decision has a structure of seven components. These components are listed below when purchased:

1) Deciding on the type of product. Consumers can choose to buy goods or services or use their money for other purposes. In this case, the company should focus on people who are interested in buying the good or service and the alternatives they are considering.

2) Decisions on the shape of the product. Consumers can choose to buy certain types of goods or services. The decision also affects size, quality, etc. In this case, it is imperative for companies to conduct market research to understand consumer preferences for related products to increase their brand appeal.

3) Branding decisions. Consumers have to choose which brand to buy. Each brand has its differences. In this case, companies need to know how consumers choose brands.

4) Decisions about the seller. Consumers must decide where to buy a good or service, either in a bookstore or where it is already available. In this case, the company needs to know how consumers choose specific sellers.

5) Deciding on the quantity of products. Consumers can decide how many products to buy at once. There may be multiple options for purchased items. In this case, the company needs to prepare the quantity of products according to the different requirements of the customers.

6) Purchase decisions. Consumers can choose when to shop. This question refers to the availability of funds to purchase goods or services. Therefore, companies need to understand the factors that influence consumers' purchasing decisions. This enables companies to manage production time and marketing activities.

7) Decision on payment method. Consumers must choose how or how to pay for the purchased products, either in cash or in installments. This decision will affect decisions about who to sell and how much to buy. In this case, the company must understand the customer's wishes regarding payment methods. When purchasing a product, the decisions to be made are not always made in the order described above. In buying situations such as B. extensive troubleshooting, the decision can be made based on the decision about the seller because the seller can help with the product. It can also predetermine the time and quantity. It is important that marketers must build a general purchase decision structure to help consumers make a purchase decision.

The analysis of the consumer purchase decision in this study used six of the seven components of the purchase decision proposed above by Dharmmesta and Handoko to select PTS, so the indicators and items related to each component must be performed according to the argument of the service offering of PTS. As noted by Lingga Purnama (2002:193-194), services have 4 key characteristics that greatly influence the design of marketing programs, namely: inviolability, indivisibility, changeability and impermanence. Because these attributes are primarily intangible, indivisible, easy to lose, and cannot be stored, product quantity determination is not used as an indicator of consumer purchasing decisions when selecting a PTS.

3. Marketing Mix in Service Marketing

Service is an achievement, so how important is the quality of people in a company in building relationships with consumers? In product marketing, we know the traditional 4P terminology: P1 = product, P2 = price, P3 = place/location, P4 = promotion. According to Lamb, Hair, McDaniel (2000:488), the unique characteristics of services: intangible, inseparable, diverse and changeable make marketing even more difficult. The elements of the marketing mix (product, distribution, advertising and price) in combination with internal marketing imply treating employees as consumers, designing systems that meet their needs and developing benefits adapted to special needs driven by these features. According to Alma (2003: 36), the term 4P marketing mix is known in merchandising marketing, namely P1 = product, P2 = price, P3 = location, P4 = promotion. While Boom and Bitner in their book Alma (2003:37) in Marketing of services propose additional 3 P's, namely P5 = personal characteristics, P6 = physical evidence/condition and P7 = process/procedure.

According to Alma (2000:102), PTS has external resources in the form of factors that support its existence (product, price, location, advertising) and internal resources that need to be developed to be effective, such as: B. Personal characteristics. /person (managers, educators), physical conditions (equipment, buildings) and processes

4. Internal Resources

As already mentioned, according to Alma (2003: 36), the term 4P marketing mix is known in merchandising marketing, namely P1 = product, P2 = price, P3 = position, P4 = promotion. While Boom and Bitner in their book Alma (2003:37) in Service Marketing propose additional 3 P's, namely P5 = personal characteristics, P6 = physical evidence/condition and P7 = process/procedure. In addition, according to Alma (2000:102), PTS has external resources in the form of vital factors (product, price, location, promotions) and internal resources that need to be developed to be effective, such as: B. personal characteristics/people (leaders, educators), physical conditions (equipment, buildings) and processes. The university service delivery model according to Alma (2003: 72) can be graphically shown in Figure 2.9. In this study, the Alma concept was developed by separating external marketing from internal resources, with the aim of analyzing which of these two factors plays a greater role in the purchasing decision of Central Javanese consumers to choose PTS.

Sumber: Alma (2003:72), dimodifikasi
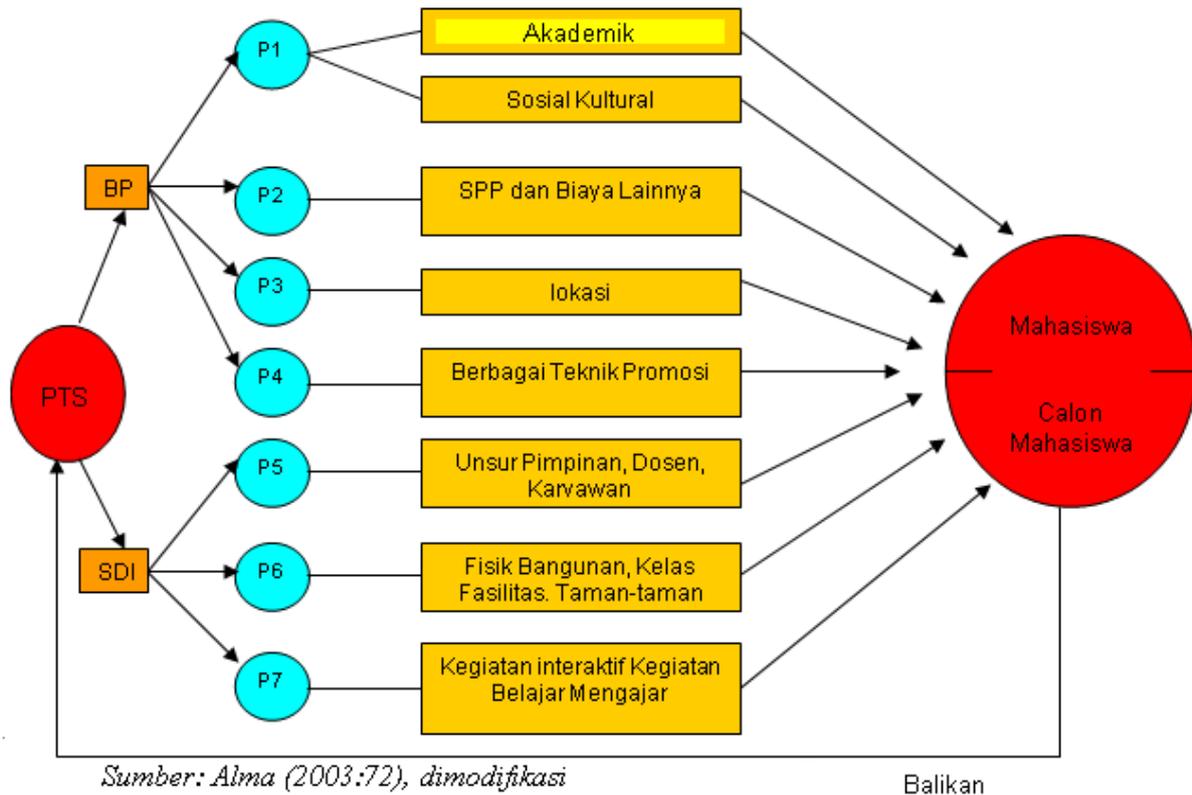
RESEARCH METHOD

1. Research design

This research first describes the factors of the marketing mix including: product (with dimensions of academic services, social and cultural services), price (with dimensions of SPP, DP, other costs), promotion (with dimensions of advertising, sales), Promotion, public relations and relations with the public), location (factor of location with accessibility, dimension of public facilities). Then describe the internal resource factors including: personal characteristics (dimensioned by leadership, faculty, and staff), process (dimensioned by interactive, teaching, and learning activities), and physical conditions (dimensioned by construct dimensions). rooms, libraries, laboratories, parking lots). The consumer's purchase decision is also described, including factor dimensions: product type decision, product shape decision, brand decision, seller decision, purchase decision, payment decision. Therefore, starting from the descriptive data related to the study variables, this study conducts SEM analysis to test or prove the assumptions of factor loadings and regression weights.

2. Population and sampling techniques

Population

In this study, the population consisted of students from the academic year 2004-2005. private university in Central Java with a total of more than 1000 students. With regard to the 2004-2005 school year, these students are classified as first-year students who decide to purchase when choosing PTS. Population for the school year 2005-2006. not used because PTS has not published the data yet.

According to the rough description for the academic year 2004-2005. (2004:1-74l), the number of students enrolled in the academic year 2004-2005. at Central Java Private Universities (PTS) was 140,820.

b. Number of samples

There are 24 observed variables in this study, so the sample size is 24 x 7 = 168 samples. Since the subject sample is representative of 32 large PTS students from the class of 2004-2005. in Central Java, and the data collection technique used questionnaires, the sample is the respondents. By minimizing the SEM sample, i.e. H. 120, and comparing 5 - 10 observations, i.e. H. 24 x 7 = 168, therefore, this study uses 168 respondents to predict the presence of unanswered questionnaires and meet the minimum sample size of 120.

The research area includes the theory of service product marketing, especially the analysis of purchase decisions of Central Javanese consumers who choose PTS. This study also analyzes the marketing mix factors and internal resources of PTS and will test their influence on the purchase decision of Central Javanese consumers who choose PTS.

4. Research Variables

The classification of variables in this study includes exogenous variables and endogenous variables.

a. The exogenous latent variable of the marketing mix is in the form of a second order, consisting of endogenous latent variables:

       1) Product factors, including factor dimensions:

       X1 = Academic services

       X2 = Socio-cultural services

       2) Price factor, including factor dimensions:

       X3 = SPP

       X4 = DP

       X5 = Other costs

       3) Promotion factors, including factor dimensions:

       X6 = Ads

       X7 = Sales promotion

X8 = Publicity and public relations

4) Location factors, including factor dimensions:

X9 = Location is easy to reach

X10 = Public facilities

b. Internal resource exogenous latent variables are in the form of second order, consisting of endogenous latent variables:

1) Personal traits factors, including factor dimensions:

X11 = Leadership element

X12 = Lecturer

X13 = Employees

2) Process factors, including factor dimensions:

X14 = Interactive activity

X15 = Teaching and learning activities

3) Physical condition factors, including factor dimensions:

X16 = Physical building

X17 = Class facilities

X18 = Park

c. Endogenous latent variables Consumer purchasing decisions, including factor dimensions:

Y1 = Decision about product type

Y2 = Decision about product form

Y3 = Decision about the brand

Y4 = Decision about the seller

Y5 = Decision about the time of purchase

Y6 = Decision on how to pay

5. Data Analysis Methods

The analytical method used to answer the hypotheses put forward includes descriptive analysis and SEM analysis. The basis of SEM analysis is the analysis of loading factors and regression weight analysis, the processing is assisted by the AMOS 4 for MS Windows program.

a. Descriptive Analysis

Description analysis with the help of AMOS 4 for windows. Descriptive analysis was carried out to find out an overview of respondents' responses about the variables: Product, Price, Promotion, Location, People, Process, and Physical Conditions of PTS consumers (students) in Central Java. In this case analysis of relative frequency, average count, maximum value, minimum and standard deviation of variables, indicators and research items is carried out.

b. SEM analysis

SEM (Structural Equation Modeling) analysis with the help of Amos 4 for windows.

D. Analysis of research results

1. Analysis of research results

This subsection introduces the data description for the research variables and factor dimensions. The dimensions of these factors are academic achievements (X1), socio-cultural achievements (X2), SPP (X3), DP (X4), other expenses (X5), advertising (X6), promotions (X7), publications and public relations (X8), convenient location (X9), public institutions (X10), elements of leadership (X11), faculty (X12), staff (X13), interactive activities (X14), teaching activities (X15), physical buildings (X16), classrooms , parking (X17), purchase decision on product type (Y1), product shape decision (Y2), brand decision (Y3), seller decision (Y4), purchase time decision (Y5), payment decision (Y6). The variable in this study is the latent oxygen variable in the marketing mix. The endogenous latent variable is the purchase decision.

2. Analysis of research results

one. Model test: before index change

After testing and developing the relationships in the previous chapter, the next step in structural equation modeling (SEM) is to perform the model testing phase. When testing a model using SEM, it is used to find the best model (goodness of fit) before considering the contribution of each factor dimension and regression weights.

Tabel Indek Pengujian Kelayakan Model (*Goodness-of-fit*)
Sebelum Modifikasi Indek

No	*Goodness-of-Fit*	Nilai Kritis (Cut-of-*Value*)*)	Hasil Uji Model	Keterangan
1	X^2 (*Chi-square*)	Diharapakan kecil	1204.954	Besar
2	RMSEA	≤0.08	0.154	Besar
3	GFI	≥0.90	0.649	Kurang
4	AGFI	≥0.90	0.568	Kurang
5	CMIN	≤2.00	4.938	Besar
6	TLI	≥0.90	0.596	Kurang
7	CFI	≥0.94	0.643	Kurang

b. Model test: After changing the index

The results of the processing model tests show that there are still variables with modification indices (MI) greater than or equal to 4.0 (Arbucke 1999, Hair et al, 1995 in Ferdinand, 2002:65), so modification is required. Modify to look at the value of the largest denomination change, which is 0.592 in the d6 and z2 variables. The reasoning behind the two correlated variables is that advertising requires a price. Match d4 to d6. The basic explanation is that DP (Development Fund) has a great influence on advertising. Match d3 to d6. The fundamental reason is that SPP (Contribution to the Development of Education) strongly influences advertising. Connect e5 to z7. The reasoning behind the two variables that can be correlated is to determine the timing of the purchase with respect to the physical condition of the PTS. Connect d12 to d11. The basic idea is that lecturers pay a lot of attention to the leadership factor. Match e2 with e3. The rationale is that decisions about product form influence branding decisions. Connect d17 to e5. The underlying rationale is that classrooms affect the timing of purchasing decisions. The results of this modified index are as follows:. From the model feasibility test results before index revision, the main chi-square value is 1204.954, RMSEA is greater than 0.08 or 0.154, GFI is less than 0.90 or 0.649, AGFI is less than 0.90 or 0.568 CMIN/ DF is greater than 2 or 4.938 and TLI is less than 0.90 which is 0.596 and CFI is less than 0.94 which is 0.643. Table 5.39 shows the complete test result data for the modified metric.

Tabel :Indek Pengujian Kelayakan Model (*Goodness-of-fit*)
Setelah Modifikasi Indek

No	Goodness-of-Fit	Nilai Kritis (Cut-of-Value)*)	Hasil Uji Model	Keterangan
1	X^2 (*Chi-square*)	Diharapakan kecil	452.134	Kecil
2	RMSEA	≤0.08	0.077	Baik
3	GFI	≥0.90	0.819	Margin
4	AGFI	≥0.90	0.760	Margin
5	CMIN/DF	≤2.00	1.992	Baik
6	TLI	≥0.90	0.898	Margin
7	CFI	≥0.94	0.916	Margin

Discussion

Hypothesis 1: Academic services and social and cultural services contribute to PTS products, and contributions to scientific services dominate. This assumption turned out to be acceptable, i.e. if you want to improve the PTS product, the development of academic services must be a priority. The contribution of academic services to PTS products is

dominant and needs to be improved. From the results of the description, most respondents agree on the importance of academic services. It shows that the quality of learning outcomes (quality of graduates) and the number of graduates who are widely accepted in the profession are more important than the large number of graduates in academic service programs. With an increase in the quality of graduates (alumni), the reputation of the university improves (Alma, 2003: 149). This is supported by Kotler's statement in Alma (2003:149) that universities that enjoy strong alumni support are indeed fortunate. You'll raise more money, enroll better students, and enjoy many other benefits.

Hypothesis 2

Hypothesis 2 is the contribution of SPP, DP and other costs to the price of PTS, and other costs play a leading role. It turned out to be an acceptable assumption that tuition, DP and other costs contribute to the price of PTS, but instead of other costs dominating, DP dominates. The results of the description show that some respondents agree with DP, so it is necessary to pay attention to DP. This means that students are more likely to choose a lower DP PTS than a higher DP PTS, but the benefits offered are balanced. PTS uses DP to build buildings, classrooms, administrative offices, libraries and laboratories that students can use for teaching and learning. This means that PTS must provide facilities, classrooms, libraries, laboratories and student activity areas to conduct all academic activities. SPP also helps PTS prices as SPP needs to be rechecked. Among the SPP items that are considered important, there is a low SPP and a high SPP, but compared to students who do not see a high or low SPP, it is enough. Alma (2003:116)

Hypothesis 3 Advertising, promotions and PR contribute to the promotion of PTS, where the contribution of advertising dominates. The assumption turned out to be acceptable, namely advertising, promotion and public relations contribute to the promotion of PTS, but the dominant factor dimension is promotion. That is, if you want to increase PTS advertising, the first thing you need to do is increase advertising, except for advertising and public relations, because it has a higher load factor than advertising. Descriptive results show that most respondents agree on the importance of promotion. Among the promotional items, the most important are tuition discounts for non-academic students and tuition reductions for family members of former students or staff compared to reduced tuition for academically successful students. Long-term strategy for the development of higher education 2003-2010. (2004:26) Scholarships for academic performance

Hypothesis 4 is that locations with good traffic connections and proximity to public facilities contribute to the location of PTS, while locations with good traffic connections dominate.

The assumption that accessibility and proximity to utilities contribute to the location of the PTS proved to be acceptable, but the main contribution is made by proximity to utilities. This means that if you want to build a PTS site, the proximity to public facilities is the most important. Descriptive results show that the majority of respondents agree on the importance of public facilities, that public facilities should be supported by public transport services. Amenities considered more important include secure parking and dormitories/accommodation.

Hypothesis 5 is that the elements of leadership, lecturers and employees have a contribution to the personal traits of PTS, and lecturers make a dominant contribution. This hypothesis is proven to be accepted because the elements of leadership, lecturers and employees have contributed to personal traits, but the dominant factor dimension is employees. This means that if you want to increase the personal traits factor, the priority is developed for employees who are the spearhead of financial administration services and academic administration.

Hypothesis 6 claims that both interactive and teaching and learning activities contribute to the PTS process, with teaching and learning activities playing a leading role. Not all of these hypotheses were rejected, since interactive and teaching activities contributed to the process, but interactive activities made a dominant contribution. This means that interactive activities will be prioritized if you want to improve and develop process factors. The described results showed that most respondents agree that interactive activities need to be improved.

Hypothesis 7

That the physical building, class facilities and parks contribute to the physical condition of PTS. This hypothesis is proven that the physical building, class facilities and parks contribute to internal resources, but the dominant factor dimension is class facilities. This means that in order to improve the physical condition one has to pay attention to class facilities, from this class facility based on the descriptive items that are mainly assessed are the white board.

Hypothesis 8 that decisions about product types, decisions about product forms, decisions about brands, decisions about sellers/information sources, decisions about timing of purchases and decisions about how to pay contribute to purchasing decisions. This hypothesis is proven that decisions about product types, decisions about product forms, decisions about brands, decisions about sellers/information sources, decisions about timing of purchases and

decisions about how to pay contribute to purchasing decisions. However, the dominant factor dimension is the decision about the time of purchase.

Hypothesis 9: Whereas product, price, promotion and location factors contribute to the marketing mix where products, especially academic services, make a dominant contribution. This hypothesis is proven that the product, price, promotion and location factors make a significant contribution to the marketing mix, but the promotion factor gives the dominant contribution. Promotional factors include indicators of advertising, sales promotion, as well as publicity and public relations. Based on the results of the description, especially sales promotions that support promotion factors.

Hypothesis 10 : Whereas personal traits, processes and physical conditions contribute to internal resources and personal traits, especially lecturers, which make a dominant contribution. This hypothesis is proven that personal traits, processes and physical conditions make a significant contribution to PTS internal resources, but personal traits that influence dominant.

Hypothesis 11: that the marketing mix and internal resources have a significant effect on consumer purchasing decisions in choosing PTS in Central Java where internal PTS resources, especially personal traits, make a dominant contribution. This hypothesis is proven to be accepted because the marketing mix and internal resources have a significant influence on consumer purchasing decisions, and internal resources have a dominant influence. Internal resources include personal traits, processes, and physical conditions. Based on hypothesis 10, it turns out that personal traits make a dominant contribution to internal resources. This fact supports testing of hypothesis 11 that personal traits make a dominant contribution to PTS internal resources and have a dominant influence on consumer purchasing decisions

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