

ABSTRACT

Andi Julius P. (07.2.025) Analisis Bauran Pemasaran Jasa Yang Mempengaruhi Keputusan Orangtua Anak Sekolah Dasar (SD) Dalam Memilih Suatu Bimbingan Belajar (Bimbel) di Palembang

This study was to determine the services marketing mix decisions affecting the child's parents of primary school (SD) in choosing a tutoring (Bimbel) in Palembang. Researchers chose the city of Palembang as a research site. The data obtained by observation or field studies, by distributing questionnaires to 100 respondents. Keputusan parents of elementary school children were measured with a variable product, price, Public Relations, Facilities, Location, Teaching and reputation. The method of analysis used in this study was the Multiple Linear Regression analysis to determine what the influence of marketing mix decisions parents of elementary school (SD) in choosing a tutoring or Bimbel in Palembang. Based on the results of data analysis, there is a positive influence of marketing mix attributes to the decision of the child's parents, where the factors that influence the products, methods of teaching and reputation.

Keywords: Marketing Mix, Decision parents.