

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Akuntansi
2022

Fathimah

121.2018.042

Pengaruh Kualitas Layanan, Promosi, Biaya Studi, Lokasi, dan Penerapan Kurikulum Terhadap Keputusan Mahasiswa Dalam Memilih Fakultas Ekonomi dan Bisnis Universitas YARSI Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas YARSI Angkatan 2018-2021).

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, promosi, biaya studi, lokasi, dan penerapan kurikulum terhadap keputusan mahasiswa dalam memilih fakultas ekonomi dan bisnis Universitas Yarsi angkatan 2018-2021. Jenis penelitian ini merupakan penelitian kuantitatif dengan penelitian bersifat deksriptif. Sampel dalam penelitian ini adalah mahasiswa/i fakultas ekonomi dan bisnis Universitas Yarsi angkatan 2018-2021 yang disesuaikan menjadi 95 responden dari total keseluruhan. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah sampel random berstrata. Teknik analisis data yaitu menggunakan uji regresi linear berganda. Hasil penelitian ini menunjukkan bahwa variabel kualitas layanan secara parsial tidak berpengaruh terhadap keputusan mahasiswa, sedangkan variabel promosi, biaya studi, lokasi, dan penerapan kurikulum secara parsial berpengaruh terhadap keputusan mahasiswa. Hasil penelitian yang dilakukan secara simultan (bersama-sama) menunjukkan bahwa kualitas layanan, promosi, biaya studi, lokasi, dan penerapan kurikulum berpengaruh positif terhadap keputusan mahasiswa. Dalam tinjauan Islam mengenai pengaruh kualitas layanan, promosi, biaya studi, lokasi, dan penerapan kurikulum terhadap keputusan mahasiswa dalam memilih Fakultas Ekonomi dan Bisnis Universitas Yarsi telah sesuai dengan prinsip-prinsip ajaran islam. Dimana dalam melayani konsumen dengan ramah, sopan dan bertanggung jawab atas pekerjaan yang dipercayakan, tidak adanya unsur penipuan dan pembohongan pada promosi yang dijalankan, menetapkan harga sesuai dengan ajaran-ajaran islam, memilih lokasi yang mudah dijangkau, lingkungan yang aman dan nyaman, dan membimbing serta mendidik mahasiswa/i dengan mengedepankan aspek agama/akhlak karimah.

Kata kunci: kualitas layanan, promosi, biaya studi, lokasi, dan penerapan kurikulum terhadap keputusan mahasiswa

ABSTRACT

Faculty of Economics and Business

Undergraduated Program Bachelor of Accounting

2022

Fathimah

121.2018.042

The Influence of Service Quality, Promotion, Study Costs, Location, and Application of Curriculum on Student Decisions in Choosing the Faculty of Economics and Business, YARSI University (Case Study on Students of the Faculty of Economics and Business, YARSI University Class of 2018-2021).

Abstract Description

This study aims to determine the effect of service quality, promotion, study costs, location, and curriculum implementation on student decisions in choosing the faculty of economics and business at Yarsi University batch 2018-2021. This type of research is a quantitative research with descriptive research. The sample in this study were students of the economics and business faculty of Yarsi University class 2018-2021 which were adjusted to be 95 respondents from the total. The sampling technique used in this study was a stratified random sample. The data analysis technique is using multiple linear regression test. The results of this study indicate that the service quality variable partially has no effect on student decisions, while the variables of promotion, study costs, location, and curriculum implementation partially affect student decisions. The results of research conducted simultaneously (together) show that service quality, promotion, study costs, location, and curriculum implementation have a positive effect on student decisions. In an Islamic review of the influence of service quality, promotion, study costs, location, and curriculum implementation on student decisions in choosing the Faculty of Economics and Business, Yarsi University has been in accordance with the principles of Islamic teachings. Where in serving consumers in a friendly, polite and responsible manner for the work entrusted, there is no element of fraud and deceit in the promotion being carried out, setting prices in accordance with Islamic teachings, choosing locations that are easily accessible, safe and comfortable environment, and guiding as well as educating students by prioritizing aspects of religion/morals.

Key Words: *service quality, promotion, study cost, location, and application of curriculum on student decision*