**DIM 61-001**

**Pengaruh Nilai Pelanggan dan Kelompok Referensi Terhadap Citra Institusi Serta Dampaknya pada PROSES PENGAMBILAN Keputusan MENDAFTAR KE Perguruan Tinggi**

**(Survei Pada Mahasiswa Tingkat Pertama Politeknik Di Lingkungan Kopertis Wilayah IV Jawa Barat dan Banten)**

***The influence of costumers value and reference groups towards institution’s image and its impact on decision makingto register to higher education institutions (A SURVEY ON THE FIRST YEAR STUDENTS OF POLYTECHNIC IN KOPERTIS REGIONAL 4 WEST JAVA AND BANTEN)***

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**DISERTASI**

**Untuk Memperoleh Gelar Doktor dalam Ilmu Manajemen**

**Pada Universitas Pasundan**

**dengan Wibawa Rektor Universitas Pasundan**

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**Sesuai dengan Keputusan Senat Komisi I / Gurubesar Universitas**

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**BANDUNG**

**2018**

**Pengaruh Nilai Pelanggan dan Kelompok Referensi terhadap Citra Institusi serta dampaknya pada Proses Pengambilan Keputusan Mendaftar Ke Perguruan Tinggi (Survei pada Mahasiswa Tingkat Pertama Politeknik Di Lingkungan Kopertis Wilayah IV Jawa Barat dan Banten)**

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**ABSTRACT**

 Dhany Isnaeni Dharmawan.The influence of customers’ values and reference group toward institution’s image and its impact on decision making of registering to higher educational institutions. (Survey on the first-year students of Politeknik in Kopertis Region IV West Java and Banten), under the supervision of Prof. Dr. Ir. H. Eddy Jusuf Sp. M.Si., and Dr.H.Juanim, S.E., M.Si.

This research is aimed at gaining empiric evidences and searching for clarity of the phenomenon as well as conclusion on the influence of customers’ values and reference group toward institution’s image and its impact on decision making of registering to higher educational institution.

This research is conducted using **verificative** and descriptive method by gaining, providing, analyzing and testing hypothesis. Respondents attitude is in the form of 400 responses toward 60 statements in quesionare presented in cross sectional survey. Customer value Variabel is measured through functional and relational value dimensions. Group referenceVariabe is measured through normative and comparative group reference dimensions. Institution image Variabel is measured through learning environment, particularity and conservative dimensions.. Student’ decision Variabel to register to higher learning institutions is measured through problem identification, information seeking, alternative evaluation, decision to register and post-registration behavior.

Data processing is conducted using SEM – Lisrel resulting inter-variable relation which can be concluded that the model of this research has shown the result of the test as expected, and that marketing management theory, as the framework of the research has resulted accurate or non-bias and significant path coefficient, which means that analysis assumption has been fulfilled and probability of statistical error of the model is low.

**Keywords:**Customer Value, Reference Group,  Institution Image,  Decision Making Process

**ABSTRAK**

Tujuan penelitian ini adalah untuk memperoleh bukti-bukti empiris dan menemukan kejelasan fenomena serta kesimpulan tentang pengaruh Nilai Pelanggan dan Kelompok Referensi terhadap Citra Institusi serta dampaknya pada Proses Pengambilan Keputusan Mendaftar Ke Perguruan Tinggi

Penelitian dilakukan dengan menggunakan metoda deskriptif verifikatif, yaitu; mengumpulkan, menyajikan, menganalisis dan melakukan pengujian hipotesis. Sikap responden berupa 400 tanggapan terhadap 60 pernyataan dalam kuesioner dihimpun secara cross sectional survey. Variabel nilai pelanggan diukur melalui dimensi nilai fungsional dan dimensi nilai relasional. Variabe kelompok refensi diukur melalui dimensi kelompok referensi normatif dan kelompok referensi komparatif. Variabel citra institusi diukur melalui dimensi lingkungan pembelajaran, praktikulariti dan konservatif. Variabel keputusan mahasiswa untuk mendaftar ke perguruan tinggi diukur melalui pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan mendaftar dan perilaku pasca pendaftaran.

Pengolahan data dilakukan dengan SEM – Lisrel menghasilkan model hubungan antar variabel yang dapat disimpulkan bahwa, model penelitian ini memperlihatkan bahwa hasil uji sesuai dengan ekspektasinya dan teori manajemen pemasaran yang menjadi dasar pemikiran, model penelitian ini menghasilkan estimator koefisien jalur yang akurat atau tidak bias dan signifikan, asumsi analisis terpenuhi dan probabilitas kesalahan statistik dari model sangat rendah.

**KataKunci:** Nilai Pelanggan, Kelompok Referensi, Citra Institusi, Proses Pengambilan

Keputusan

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