

ABSTRACT

Tutoring service providers attempt to be the first choice of students in the choice of tutoring services. Preliminary research shows that the brand image, promotion and selection process for tutoring services by PPLS BKB students Nurul Fikri Buah Batu is not optimum. This study aims to determine the effect of brand image and promotion on the selection process of tutoring (a survey of PPLS BKB Nurul Fikri Buah Batu students) either simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 55 respondents. The sampling technique used is a saturated sampling technique using the entire population as research subjects. The data analysis method used is multiple linear regression analysis, multiple correlation and the coefficient of determination.

The results showed that there was a positive and significant influence between brand image and promotion on the decision process for selecting tutoring (purchase decision process). The magnitude of the influence of brand image and promotion of the purchasing decision process simultaneously is 87.8%. And the remaining 12.5% is influenced by other variables not examined. Partially the influence of brand image on the purchasing decision process is 47.5% and the influence of promotion of the purchasing decision process is 40.3%. So that it can guarantee that brand image has the greatest influence on the selection decision process of tutoring institutions (purchase decision process).

Keywords: Brand Image, Promotion, and Purchase Decision Process