

**PENGARUH BIAYA PENDIDIKAN, BIAYA PROMOSI, DAN IKLAN
TERHADAP JUMLAH PENERIMAAN MAHASISWA BARU
(STUDI EMPIRIS PADA UNIVERSITAS DAN AKADEMI SEKRETARI
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Abstract

The aim of this study is to determine the influence of the tuition, promotion, and advertising of the number of new students. The method used in this study is the use of sampling techniques by means of convenience sampling. The sample in this study, namely the Faculty of Information Technology (FTI), Faculty of Communication (FIKOM), Faculty of Economics (FE), Faculty of Social and Political Sciences (Social), Faculty of Engineering (FT), and Academy Secretary (Simpson). Testing this hypothesis using multiple regression analysis. The results show that the partial cost of education and had no significant effect on the amount of the negative direction of new admissions with a significance value 0.284 and the partial cost of the promotion and has no significant effect on the amount of the negative direction of new admissions with a significance value 0.405 and influential advertising partially significant and has a positive direction to the number of new admissions to the significant value of 0.000 and in this study proved that together the independent variable is the cost of education, the cost of promotion, and advertising proved to significantly affect the number of new admissions to the significant value of 0.000. As well as the coefficient of determination (R-square) of 0.981, indicating that the increase in the number of new admissions variable (Y) of 98.1% is affected by the cost of education cost variable (X₁), the cost of promotion (X₂), and advertising (X₃), while 1.9% is explained by other variables.

Keywords: new student, tuition, promotion, advertising.