

ABSTRACT

Kahar, 2022. The Impact of Marketing Communication Mix in Increasing the Number of Students at Universitas Muhammadiyah Mamuju. Supervised by H. Oesman Lewangka and Hj. Ruliaty.

This study aimed at determining the impact of the marketing communication mix on the number of students at Universitas Muhammadiyah Mamuju. So the purpose of this research was to find out and analyze the influence of several marketing communication mix variables including Advertising, Promotion, Direct Selling, Direct Marketing the n increasing the number of students at Universitas Muhammadiyah Mamuju.

This research was conducted at the Universitas Muhammadiyah Mamuju with a total of 92 respondents. The technique used in selecting the sample was accidental sampling. The research method used was a quantitative research method with multiple linear regression analysis with data collection techniques in the form of observation, literature study, questionnaires and documentation.

The results showed that the analysis of the coefficient of determination (R^2) was known to be 0.792. This showed that 72.2% of the variable in the variation of the increase in the number of students was influenced by the marketing communication mix variable, while 20.8% is influenced by other variables not included in the model. The results showed that there was a significant simultaneous and partial influence between the marketing communication mix on the increase in the number of students at the Universitas Muhammadiyah Mamuju.

Keywords: *Marketing Communication Mix, Increasing Number of Students*



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