

UNIVERSITAS BINA NUSANTARA

Communication Department, BINUS Graduate Program,
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Tesis Magister Ilmu
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PENGARUH SALES PROMOTION, ELECTRONIC WORD OF MOUTH, SOCIAL MEDIA, PERSONAL SELLING DAN PERCEIVE VALUE TERHADAP PURCHASE INTENTION CALON MAHASISWA PENDIDIKAN JARAK JAUH STUDI EXPLANATIF : BINA NUSANTARA ONLINE LEARNING

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Topik : Manajemen dan Komunikasi Bisnis

Abstrak

Pendidikan jarak jauh merupakan inovasi dunia pendidikan yang memungkinkan para siswa untuk dapat terus belajar tanpa adanya batasan jarak, namun pendidikan jarak jauh khususnya dipasar Indonesia belum sebanding dengan pendidikan reguler. Penelitian ini merupakan studi kasus yang bertujuan untuk meningkatkan niat pembelian dari pendidikan jarak jauh pada salah satu universitas dengan pendidikan jarak jauh terbaik di Indonesia. Penelitian ini membahas mengenai pengaruh promosi penjualan, *word of mouth*, media social, persepsi nilai, dan penjualan personal terhadap *Purchase Intention* Bina Nusantara Online Learning. Penelitian ini menggunakan calon mahasiswa dari Bina Nusantara Online Learning sebagai sampel penelitian, jumlah responden yang berpartisipasi dalam penelitian ini adalah sebanyak 182 responden. Metode yang digunakan pada penelitian ini adalah metode Structural Equation Modeling (SEM) - *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antara variabel promosi penjualan, *word of mouth*, media sosial, persepsi nilai, dan penjualan personal terhadap *Purchase Intention*.

Kata Kunci: Pendidikan jarak jauh, keinginan membeli, promosi penjualan, elektronik mulut ke mulut, media sosial, persepsi nilai, dan penjualan personal

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THE EFFECT OF SALES PROMOTION, ELECTRONIC WORD OF MOUTH, SOCIAL MEDIA, PERSONAL SELLING AND PERCEIVE VALUE TOWARDS PURCHASE INTENTION CANDIDATE PROSPECTIVE STUDENTS OF DISTANCE DISTANCE EXPLANATIVE STUDY: BINA NUSANTARA ONLINE LEARNING

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Topic : Management And Business Communication

Abstract

Distance education is an innovation in education which enables students to keep learning regardless the distance. Nevertheless, distance education especially for Indonesian market is nothing compared to regular education. This research is a case study aiming at increasing the purchase intention of distance education at one of the best universities that offer long-distance learning in Indonesia. This research discusses about the impact of sales promotion, word of mouth, social media, perceived value, and personal sales of Bina Nusantara Online Learning Purchase Intention. The research samples were distance education prospective students of Bina Nusantara University; there were 182 respondents participating in this research. The method used in this research is Structural Equation Modeling (SEM) - Partial Least Square (PLS) method. The results showed that there was a significant influence between the variables of sales promotion, word of mouth, social media, perceived value, and personal sales of Purchase Intention.

Keywords: *Distance education, purchase intention, sales promotion, electronic word of mouth, social media, perceived value, and personal sales*