

ABSTRACT

IMPROVING EFEKTIFITAS PROMOTION ACCEPTANCE OF NEW STUDENT AT MARKETING OF SCHOOL OF SMK PRIVATE SECTOR Study at SMK Muhammadiyah Bawang sub-province Batang

Competition market pattern oblige all perpetrator of education world race- race have competition to bring school of masing- masing near by to ' Goals of Market' with various promotion effort. Schools under wings of Dikdasmen Head Area of Muhammadiyah kabupaten Batang range of time 3 year lately start to feel tight impact of emulation him. Real matter which seen is to minus of animo registrant in SMK Muhammadiyah sub-province Batang, even in some school happened degradation of accepted student amount drastically effect of more and more available him of choice alternative go to school with excellence of masing-masing. this bad matter of course in the long term so that need the existence of innovation so that how promotion efektifitas can mount, promotion efektifitas it is important to know later on have to be improved to registrant goals can reach, factor of efektifitas promotion in influencing by : promotion intensity, promotion media and message of promotion

Model used to analyse data in this research is Structural Equation Modelling (SEM). Responder in this research is student of SMP, MTS becoming promotion goals. Model tested pursuant to data of kuesioner gathered from 200 student of SMP, MTS sub-rovince Batang. Based on process analyse data of model equation structural full make an index to fit of goodness is Chi - Square = 228,435, Probability = 0.062, RMSEA = 0.028, GFI = 0.909, AGFI = 0.884, TLI = 0.982, CFI = 0.985. where this matter indicate that up to standard model as a whole and can be accepted. From result of examination of raised to be causality link to be obtained by result of which is signifikan that is all indicator causality link show positive link to promotion efektifitas, existence of policy basing on result of this research is expected by the make-up of registrant goals as according to specified goals and proportional with expense of promotion which in allocation.

Keyword : Competition, Goals, Intensity Promotion, Media Promotion and Message of Promotion

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