

## ABSTRAK

MAYSARAH SIREGAR. Pengaruh Bauran Promosi terhadap Minat Siswa Baru di SMK Negeri 1 Pematang Siantar. Skripsi. Program Studi Ekonomi Manajemen, Konsentrasi Pemasaran, Fakultas Ekonomi dan Bisnis, Universitas Islam Sumatera Utara. Dibimbing oleh Dr. T. Ahmad Helmi, S.E., M.Si dan Ismail Nst, S.E., M.M. Tahun 2025.

Penelitian ini bertujuan untuk mengetahui pengaruh bauran promosi terhadap minat siswa baru di SMK Negeri 1 Pematang Siantar. Bauran promosi dalam penelitian ini meliputi lima indikator, yaitu iklan, promosi penjualan, penjualan personal, hubungan masyarakat, serta pemasaran langsung dan digital. Minat siswa baru diukur melalui empat indikator: perasaan senang, ketertarikan, perhatian, dan keterlibatan.

Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Populasi penelitian mencakup seluruh siswa baru yang mendaftar di SMK Negeri 1 Pematang Siantar, yaitu sebanyak 1.270 orang. Sampel penelitian diambil menggunakan teknik *proportional stratified random sampling* sebesar 10%, sehingga diperoleh 127 responden. Teknik analisis data mencakup uji validitas, reliabilitas, normalitas, linearitas, korelasi Pearson, regresi linear berganda, uji F dan uji t.

Hasil penelitian menunjukkan bahwa bauran promosi berpengaruh signifikan terhadap minat siswa baru. Nilai koefisien korelasi (R) sebesar 0,986 mengindikasikan hubungan yang sangat kuat, sedangkan nilai determinasi ( $R^2$ ) sebesar 0,973 menunjukkan bahwa 97,3% variasi minat siswa dapat dijelaskan oleh variabel bauran promosi. Uji t menunjukkan bahwa seluruh indikator bauran promosi berpengaruh secara parsial, dengan promosi penjualan sebagai indikator yang paling dominan.

Dengan demikian, bauran promosi merupakan faktor strategis dalam meningkatkan minat siswa baru. Disarankan agar sekolah lebih mengoptimalkan strategi promosi penjualan dan pemasaran digital, serta melakukan evaluasi berkala terhadap efektivitas program promosi yang dijalankan.

**Kata Kunci:** Bauran Promosi, Minat Siswa Baru, Regresi Linier, Strategi Pemasaran Pendidikan.

## **ABSTRACT**

MAYSARAH SIREGAR. *The Influence of Promotional Mix on New Student Interest at SMK Negeri 1 Pematang Siantar. Undergraduate Thesis. Study Program of Management Economics, Marketing Concentration, Faculty of Economics and Business, Islamic University of North Sumatra. Supervised by Dr. T. Ahmad Helmi, S.E., M.Si and Ismail Nst, S.E., M.M. Year 2025.*

*This study aims to determine the influence of the promotional mix on the interest of new students at SMK Negeri 1 Pematang Siantar. The promotional mix in this study consists of five indicators: advertising, sales promotion, personal selling, public relations, and direct/digital marketing. Meanwhile, new student interest is measured through four indicators: enjoyment, attraction, attention, and engagement.*

*The research method used is a quantitative approach with a survey design. The population includes all new students who registered at SMK Negeri 1 Pematang Siantar, totaling 1,270 individuals. The sampling technique used was proportional stratified random sampling, with 10% of the population selected, resulting in a sample of 127 respondents. Data analysis techniques included validity test, reliability test, normality test, linearity test, Pearson correlation, multiple linear regression, F-test, and t-test.*

*The results show that the promotional mix has a significant influence on new student interest. The correlation coefficient (R) value of 0.986 indicates a very strong relationship, while the determination coefficient (R<sup>2</sup>) of 0.973 shows that 97.3% of the variation in student interest can be explained by the five promotional mix indicators. The t-test results reveal that all independent variables have a partial significant effect, with sales promotion being the most dominant indicator.*

*Therefore, the promotional mix is a strategic factor in increasing new student interest. It is recommended that the school optimize its sales promotion and digital marketing strategies and conduct regular evaluations of promotional effectiveness.*

**Keywords:** *Promotional Mix, New Student Interest, Linear Regression, Educational Marketing Strategy.*