

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh promosi, kepercayaan masyarakat dan kualitas pelayanan terhadap pengambilan keputusan santri Pada Pesantren Insan Cendekia Boarding School Payakumbuh. Metode yang digunakan adalah SPSS 23.0 windows Evaluation Version. Dengan mengedarkan kuesioner sebanyak 81 responden. Hasil penelitian yang didapatkan yaitu: a) Promo berpengaruh positif dan signifikan terhadap pengambilan keputusan santri Pesantren Insan Cendekia Boarding School, hal ini dinyatakan dari hasil uji-t yaitu nilai thitung variabel rekrutmen = 3,235 dan nilai ttabel 1,990 dengan tingkat singnifikan  $0,002 < 0,05$ . b) Kepercayaan Masyarakat berpengaruh positif dan signifikan terhadap pengambilan keputusan santri Pesantren Insan Cendekia Boarding School, hal ini dinyatakan dari hasil uji-t yaitu nilai thitung  $>$  ttabel ( $2,682 > 1,990$ ) dengan tingkat singnifikan  $0,009 < 0,05$ .c) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap pengambilan keputusan santri Pesantren Insan Cendekia Boarding School, hal ini dinyatakan dari hasil uji-t yaitu nilai thitung  $>$  ttabel ( $3,437 > 1,990$ ) dengan tingkat singnifikan  $0,001 < 0,05$ .d) Promosi, kepercayaan masyarakat dan kualitas pelayanan secara bersama-sama berpengaruh terhadap pengambilan keputusan santri. Dengan uji t yang nilai thitung  $>$  ttabel ( $3,437 > 1,990$ ) dengan tingkat singnifikan  $0,001 < 0,05$ . Dengan demikian hipotesis diterima yang berarti ada pengaruh antara promosi, kepercayaan masyarakat dan kualitas pelayanan terhadap pengambilan keputusan santri Pada Pesantren Insan Cendekia Boarding School Payakumbuh.

**Kata Kunci : Promosi, Kepercayaan Masyarakat, Kualitas Pelayanan, Pengambilan Keputusan.**

## **ABSTRACT**

*This study aims to determine how much influence promotion, public trust and service quality have on student decision making at the Insan Cendekia Boarding School Payakumbuh Islamic Boarding School. The method used is SPSS 23.0 Windows Evaluation Version. By circulating the questionnaire as many as 81 respondents. The research results obtained are: a) Promo has a positive and significant effect on the decision making of the Insan Cendekia Boarding School Islamic Boarding School students, this is stated from the results of the t-test, namely the tcount value of the recruitment variable = 3.235 and the ttable value is 1.990 with a significant level of  $0.002 < 0.05$  . b) Community Trust has a positive and significant effect on the decision-making of the Insan Cendekia Boarding School Islamic Boarding School students, this is stated from the results of the t-test, namely  $t_{count} > t_{table}$  ( $2.682 > 1.990$ ) with a significant level of  $0.009 < 0.05$ . c) Quality of Service has an effect positive and significant impact on the decision making of the Insan Cendekia Boarding School Islamic Boarding School students, this is stated from the results of the t-test, namely the value of  $t_{count} > t_{table}$  ( $3.437 > 1.990$ ) with a significant level of  $0.001 < 0.05$ . d) Promotion, public trust and overall service quality jointly influence the decision making of students. With the t test, the value of  $t_{count} > t_{table}$  ( $3.437 > 1.990$ ) with a significance level of  $0.001 < 0.05$ . Thus the hypothesis is accepted, which means that there is an influence between promotion, public trust and quality of service on the decision making of students at the Insan Cendekia Boarding School Payakumbuh Islamic Boarding School.*

**Keywords: Promotion, Public Trust, Service Quality, Decision Making.**