Abstract

Rudi Sanjaya, 21211104, *The Influence of information technology and implementation of adferising on decision to be student in Indonesia computer university, survey at the faculty economics of management and accounting, under the guidance of* Dr. RaeniDwisanty, SE., M.Si.

Research is done at student Indonesia computer university (unikom) .Phenomenon that occurs is in the era of globalization at this time , the level of competition among colleges increasingly tight that it force unikom to start preparing strategic measures to be more reliable and able to compete with all PTN and PTS other .to improve a student decision in UNIKOM utilizing technologi information and advertising as an attration for new student go to collage in Indonesia Computer University, effort to give confidence to prospective new students that want to study in Indonesia Computer University.

Analysis unit of the research is Indonesia computer university students of management and akutansi the 2012 *to* 2014 *which consisted of students* 1681 *.Sample with* 95 *students .Testing statistic that is used is pearson correlation calculations , regression analysis , classical the assumption , correlation , the coefficient of determination , the hypothesis , and also used the aid application program spss 20.0 for windows .*

The results of research suggests that computer university students indonesia only has to use information technology to register to unikom because university which uses information technology in all the activity and advertising study for the implementation of phase of respondents or consumers assess advertising in unikom has been good enough for there are many medium used as a means of advertising promotion.dan to a decision being a student unikom respondents already own of the response that has been good enough in terms of attitude or the motivation to go to college in unikom .To relations variabrl utilization of information technology and implementation of low advertising links to the decision of being a student unikom

Keywods: Technologi information, Advertising, Decision aStudent