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ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN MAHASISWA DALAM MEMILIH KULIAH DI POLTEKKES DENPASARI G. Sudarmanto1 dan I B. Oka Suyasa2Abstract. Based on the report of Sipensimaru Diknakes Poltekkes Denpasar during the last three years in 2007 until 2009 Academic year, showed the decreasing number of students studying at Poltekkes Denpasar. During those three years the average of students studying at Poltekkes Denpasar just 243 people. Analyzing the marketing factors from marketing mix variables that influence student decisions to choose studying at Poltekkes Denpasar is a very important thing for institution, as well as self-evaluation, can later be used as the basis for developing marketing strategy for the institution in the effort actualize themselves to survive (exist). This research is analytical descriptive, cross sectional research design. The samples were students on second Semester, sorted by proportional random sampling, physically fit, willing to become research subjects. Data collection methods used were interview methods. The resulting data is presented in table form and teks, then processed and analyzed use processing software. The results obtained in this study, all variables marmix influence the decision to choose studying in Poltekkes Denpasar. Partially, a significant marmix variable that influence students decisions choose studying in Poltekkes Denpasar include promotion, school location, personal traits, learning process, physical evidence. Marketing mix variables that affect dominant against the decision is the promotion by using brochures and banners, as evidenced by the value of Rs (0,666) and Sig (0,000). Keywords: marketting mix, students decisionSalah satu masalah yang dihadapi bangsa Indonesia saat ini adalah masalah tenaga kesehatan. Kelemahan pembangunan kesehatan dari sudut tenaga kesehatan adalah yang menyangkut penyebaran belum merata, mutu pendidikan yang belum memadai, komposisi tenaga kesehatan yang timpang karena masi