

ABSTRACT

The phenomenon to be analyzed in this research is the problem of the decrease of admission of new students enrolling at Dian Nuswantoro University's engineering faculty which decrease every year compared to other universities. This phenomenon is also supported by the results of a research gap that shows inconsistency results in previous studies. This indicates a decrease in student decisions in applying to the engineering faculty of Dian Nuswantoro University. This declining decision is thought to have occurred due to the lack of excellence and uniqueness of the engineering faculty at Dian Nuswantoro University when compared to other university engineering faculty.

The population in this study were students of 96 new students of Faculty of Engineering Udinus. Technique of collecting data by passing some question submitted or given to new student in the form of questionnaire. Respondents will be given a sheet containing a list of questions related to the data required in this study.

Based on the research, strategic planning has a positive influence on sustainable competitive advantage. The existence of strategic planning will greatly assist the company in directing its business and evaluating the business. Implementation of strategic planning in the company is expected to increase the competitive advantage of the organization. The quality of human resources has a positive influence on sustainable competitive advantage. Human resources are required to perform effective management in order to create competence for the company. Thus the competitiveness of organizations in the face of globalization will increase. In addition, the phenomenon of HR diversity is expected to be a source of competitive advantage for the company. Sustainable competitive advantage has a positive influence on the decision to register. Competitive advantage affects positional superiority and directly affects new student decisions to register. Thus, a private university that has successfully established a marketing strategy appropriately will have a high positional advantage and attract student decisions.

Keywords :

Registering decisions, competitive advantage, strategic planning, quality of human resources.