



Analysis of the Effect of Pricing on Student Satisfaction at Marshal Suryadarma Aerospace University

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Abstract: Price is the amount of money charged for a product or service, or the amount of value that students exchange for the benefit of acquiring or using that product or service. The purpose of the literature review is to find out how the effect of pricing strategies on the level of student satisfaction at Marshal Suryadarma Aerospace University. Method: Literature Review. Of the 6 studies used, 6 of them used quantitative research methods. The population is all consumers in various companies and the sample used is some consumers who feel this pricing strategy in companies in the world. Results: Based on 6 studies, it was found that the analysis of the effect of pricing strategies on the level of student satisfaction of Marshal Suryadarmaini Aerospace University was quite good. Because with the establishment of this strategy, students can feel various benefits. Discussion: The role of pricing strategy as an influence on student satisfaction

Keywords: Pricing Strategy, Student Satisfaction

INTRODUCTION

When Marshal Suryadarma Aerospace University develops its activities engaged in services and goods, it has the same goal, which is to make a profit. In addition, Universitas Dirgantara Marshal Suryadarma also hopes to make students satisfied with the products it produces, because student satisfaction is a benchmark for whether Universitas Dirgantara Marshal Suryadarma can succeed in producing high-quality products and what students want. In realizing the right and optimal marketing strategy to be implemented, Marshal Suryadarma Aerospace University can see the factors of the marketing mix. This is important because the marketing mix is one of the main considerations when students make a purchase decision for a product. If Marshal Suryadarma Aerospace University is not sensitive to the needs of students, it can be determined that Marshal Suryadarma Aerospace University will lose many opportunities to attract students, and the products provided will be wasted.

Marketing is a long-term economics, until now marketing has greatly influenced the ability of Air Marshal Suryadarma University to survive in market

share. Therefore, a marketing strategy is needed to determine the success or failure of product marketing. If the marketing strategy implemented by Marshal Suryadarma Aerospace University can promote its products well, this will affect the objectives of the University. As we all know, the state of the business world is dynamic, always changing at any time, and there is a certain relationship between each other. Therefore, marketing strategy plays a very important role in the success of universities, especially in the field of marketing. In addition, marketing strategies It should be reviewed and formulated based on market developments and the market environment. Therefore, the marketing strategy must be able to explain clearly and directly what Universitas Dirgantara Marshal Suryadarma does in the process of taking advantage of each opportunity or integrating into several target markets.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This discussion exists with authors looking for journals using literature reviews. The literature review journal that I use is internationally based and can be accessed through www.sciencedirect.com. By typing the keywords "Pricing Strategy" came 445,936 findings. Then typing the keyword "The Effect Of Price Strategy On The Level Of Customer Satisfaction" came up with 19,922 findings. Have a journal that is suitable in making this journal. In the choice of language is not done because international journals are based in English.

METHODS

With a method that focuses on in-depth observations in 6 (Six) selected journals, studied with the contents of expert theory and in-depth analysis of the Effect of Pricing Strategies on Student Satisfaction Level at Marshal Suryadarma Aerospace University.

RESULT AND DISCUSSION

1. Emphasis of the problem for research results

The search to understand the effect of the role of Pricing Strategy on student satisfaction that causes satisfaction and/or dissatisfaction in making transactions. The premise is that satisfied students will be more active in making transactions and stick with longer conditions. While it tends to stop because dissatisfied students will become less transacting and even not making transactions.

2. Methods Research steps used

This research uses data collection techniques, where the research carried out is by reviewing data that has a relationship with the problem being studied. Therefore, to get data in this study, the author uses the documentation method, Documentation is a trick to collect data that is not directed directly at the subject to be studied. In doing documentation, researchers examine data sources in the form of written objects such as books, journals, documents, meeting minutes, daily notes, or others.

Analysis of the problems raised from each study

Price refers to the exchange rate of goods or services, usually expressed in units of currency (rupees, US dollars, yen, etc.). According to Stanton, (1984) price is the value expressed in dollars and cents or other medium of currency exchange. This more or less means that prices are expressed in dollars and cents or other monetary media as a medium of exchange. In the business world, prices have many names, for example in the world of trading products are called prices, in the banking world called interest, or in the consulting accounting services industry called fees, and transportation costs by taxis, telephones are called tariffs. In the insurance industry, this is called a premium.

The price also conveys to the market the value proposition that Marshal Suryadarma Aerospace University expects for its product or brand. As a well-designed and well-marketed product, Marshal Suryadarma Aerospace University can set premiums and make huge profits. Price is also one of the important aspects in marketing mix activities, pricing is very important considering that price greatly determines the behavior of products and services of Marshal Suryadarma Aerospace University. Errors in determining prices will be fatal to the products offered. Due to deregulation, increasing global competition, low growth in many markets, and opportunities for Marshal Suryadarma Aerospace University to establish a position in the market and opportunities for Marshal Suryadarma Aerospace University to leverage their advantages, pricing of goods or services is a key strategy for many Marshal Suryadarma Aerospace University. Position in the market. Price affects financial performance and also greatly influences brand perception and positioning decisions.

When it is difficult for buyers to evaluate complex products, price becomes the standard for measuring product quality. Pricing has a very wide scope of functions in a marketing plan. Pricing means how to connect our products with the wants of the target market, it also means we have to study the needs, wants and expectations of students.

Pricing is also one of the elements included in the marketing mix, and is related to strategic and tactical policies regarding price levels, discount structures and payment terms. Price is one of the important factors that affect product marketing. High and low prices are always the problem that students pay the most attention to when looking for products. Therefore, before they decide to buy goods or use services, the price offered becomes a special consideration. From the habits of students, it can be concluded that pricing strategies are very influential on the sales and marketing of the products offered.

Table 1. method that focuses on in-depth observations in 6 (Six) selected journals

No	Author	Title	Design	Respondent	Procedure Results	Assessment
1.	Ruixiao Kong, F. Keblis	The effects of BOPS implementation under different pricing strategies in omnichannel retailing	Quantitative Studies	This research draws on the sample of many retailers implementing online purchase and in-store pickup (BOPS) by integrating online channels and offline them	The study was conducted using a comparative analysis of 2 online and offline pricing strategies	<p>The conclusion is that when the cost of BOPS complexity is high, there is actually no need for retailers to adopt BOPS because BOPS channels are less attractive to customers and unprofitable for retailers.</p> <p>Conversely, when the cost of BOPS complexity is relatively low, the results show more diversity.</p> <p>Specifically, when unit operating costs are lower, retailers can gain increased demand and profits by setting lower prices, indicating that implementing BOPS is a decision that profitable for retailers. However, as unit operating costs increase, retailers need to set higher prices to offset those high costs. Although higher cross-selling profits and lower BOPS complexity costs can increase demand, increased profits cannot cover increased costs when unit operating costs are high enough, resulting in decreased profits. . In addition, total demand also increases when cross-selling profits are high and BOPS complexity costs</p>

						are low, as retailers can gain more additional benefits. However, an increase in demand does not necessarily mean increase profits.
2.	Haohan Xiao, Meng Xu, Hai Yang	Pricing strategies for shared parking management with double auction approach: Differential price vs. uniform price	Quantitative Studies	Respondents were conducted in metropolitan cities suffering from a shortage of parking spaces general, such as Beijing, Shanghai, Guangzhou, dll	The analysis was carried out using the shared parking price (UPS) method and parking prices differential (DPS)	The conclusion is that DPS and UPS are compared from the perspective of parking platform payments and participant utilities, theoretically and numerically. This shows that DPS is superior to UPS in terms of parking platform payments while UPS outperforms DPS in terms of participant utility. The result is that both pricing strategies can simplify shared parking management procedures, policymakers can freely choose DPS or UPS in particular preferences, either a commercial

						platform-oriented shared parking market, or a participant-oriented shared parking market. Second, if the shared parking market is oriented towards commercial platforms, policymakers can adopt additional strategies to set reserved payout rates for parking platforms to ensure desired outcomes, which helps to bring parking management along from the concept come true.
3.	Isabella Blengini, Cindy YoonjoungHeo.	How do hotels adapt their pricing strategies to macroeconomic factors?	Quantitative Studies	The study Analyze hotel performance data monthly Switzerland during the period January 2000 until January 2018 provided by Smith Travel Research (STR)	Using pricing strategy analysis, namely endogenous variables, average daily rate (ADR), and income Using pricing strategy analysis, namely endogenous variables, average daily rate (ADR), and income	Hotels are classified into one of three categories: independent, franchise or management. The real exchange rate (RER) between the Swiss franc and its main trading partners was the main independent variable of the study. Very effective exchange rate index, calculated by Swiss National Bank (SNB), measures the real external value of the Swiss franc. It is calculated as a nominal exchange rate adjusted for price developments in Switzerland and abroad. The rise in the RER index indicates appreciation in the Swiss franc. In addition, the control variables of this

						study include room market demand and supply as well as quarterly dummy, to Controls for each season.
4.	Asuncion Beerli-Palacio, Josefa D. Martin-Santana, Crisanto Roman-Montoya	Complementary services at Hotels in Accordance with their pricing strategy and the price sensitivity of tourists	Quantitative Studies	The analysis used empirical studies and was conducted, through in-depth interviews, among experts at tourist hotels, and surveys, which were distributed to a sample of 1,100 tourist.	Analysis methods used i.e. Delphi methodology	The results showed that, for some types of hotels, there was a set of free expendable services (low importance and frequency of use). low) which can therefore be eliminated or outsourced by the hotel with cost-saving consequences, since customers do not attach much importance to them or use them often. However, the decision to eliminate or outsource these services will depend on management. Final assessment based on cost impact and customer reaction Potential. Some of the free services that can be shared include, for example, candy trays and 'Welcome' fruit baskets in rooms for all hotels, luggage services in economy and medium price hotels, and daytime entertainment and activities in mid to high priced hotels and medium to high priced hotels. With regard to services that must be paid, half of the services fall within the range

						<p>that can be issued, since, in general and regardless of the type of hotel, guests are not willing to pay for such services.</p> <p>And furthermore, in general, there is no 'desirable' demand for services (high importance and low frequency of use). In mid to high priced hotels, unlike other hotels, there are a number of services that should be provided as a basis rather than complementary services because they are often used, but they are not as important. Free service</p> <p>Included "A la carte" pillows, online check-in and room selection, segmented hotels, and express check-out. Finally, in relation to essential services (high importance and high frequency of use), for all three types of hotels, pool towel lending and evening entertainment/Evenings as well as shows are rated as complimentary services, for economically priced hotels, kettle and tea making facilities. With respect to services that can be paid, in all categories of hotels, security and premium internet services are emphasized. For mid to high priced</p>
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						hotels, guests will be willing to pay for a pool towel change and additional charges at breakfast.
5.	Ruijia Zhao, Xinlian Xie, Xinyang Li, Guodong Li	Game-theoretical models of competition analysis and pricing strategy for two modes for repairing damaged marine structures at sea	Quantitative Studies	This study analyzes competition in the reparation market for marine structures between shipyard mode and support ship mode and Repair	The method used is the game method using partial differentiation.	The comparison results show that support and repair ship modes can clearly reduce the downtime of marine structures, avoiding the cost and risk of transporting them to shipyards to some extent and increase efficiency Production. Competition between shipyard mode and support and repair ship mode when entering the marine repair market. The structure is analyzed using game theory. First, the study presents a game theory model of competition analysis and pricing strategies based on the lowest cost and obtains a closed form of calculating the optimal pricing strategy, market share and maximum profit using partial differentiation with respect to repair pricing. This research also proves the importance and attractive prospects for the application of support and repair ship modes to improve marine structures in the deep sea. The

					<p>greater the offshore distance, the higher the repair price determined by the support and repair ship mode, and this mode will occupy a larger market share and have stronger competitiveness. When decision makers Repairs choose the mode based on the lowest cost, the profit of the two modes increases as the shipping price decreases, but the support and repair ship mode will also lose a small part of the market share. Therefore, it is important that the support and repair ship mode must balance its profit and market share. And when marine structures suffer severe damage and need to be repaired at a higher cost or when support and repair ships are more difficult to do work in the deep sea, it will benefit shipyards by increasing market share and profits. However, the support and repair ship mode still occupies more than half of the market and has considerable advantages. Therefore, it is imperative to take measures to reduce the technical difficulties of engaging in deep-sea work for</p>
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						increase competitiveness Ship mode of support and repair.
6.	Paolo Malighetti, Stefano Paleari, Renato Redondi	Pricing strategies of low-cost airlines: The Ryanair case study	Quantitative Studies	The study examined all flights scheduled by Ryanair from 1 July 2005, until June 30 2006.	The study analyzed the pricing policy adopted by Ryanair, Europe's premier low-cost airline, with a relative regression analysis method.	The results show that, as flight dates approach, price trends tend to resemble hyperbole. And the study also found a positive correlation between fares and route length, route frequency, and the percentage of fully booked flights. Route length and frequency are also significant variables with a negative correlation to dynamic price intensity. Ryanair provides fewer discounts on long-haul and high-frequency routes, despite having purchased at place.

CONCLUSIONS

From the 6 studies presented, it was found that the pricing strategy simultaneously had a positive and significant effect on students. Price is the background of a product. So, how can we attract customers to like and buy our products through price. Price is also a major determinant of buyer choice although non-price factors also play an important role in influencing buyer behavior, price remains one of the most important factors determining market share and profits of Marshal Suryadarma Aerospace University. In determining prices, Marshal Suryadarma Aerospace University must pay attention to targets in setting prices. Price is one of the determinants of the success of Marshal Suryadarma Aerospace University because the price is determined how much profit the University will get from selling its products in the form of goods and services. Excessive prices will lead to lower sales, but too low prices will reduce the profits of Marshal Suryadarma Aerospace University. When making a decision to determine the selling price of a product or service, Marshal Suryadarma Aerospace University have specific goals and objectives, including long-term and short-term goals and objectives. This is to maintain the survival of Marshal Suryadarma Aerospace University and improve it in the future.

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Based on the conclusions about the research of this literature review journal, the author advises that when determining prices, Marshal Suryadarma Aerospace University must not only pay attention to prices, but also pay special attention to factors other than prices that affect demand, global market conditions, student behavior, product life cycles, etc., so that this pricing strategy can be a learning, effective, and consistent with Marshal Suryadarma Aerospace University. And the purpose of the product or service it produces.

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