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Analysis Of The Implementation Of Marketing Mix At Marsekal Suryadarma Dirgantara University In Increasing The Number Of New Students

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Abstract; Business competition in the current era of globalization is increasing and there continues to be competition that touches every aspect of human life. The level of business competition occurs in all fields which results in competition being very competitive and getting tighter. One of them is a business that operates in the field of higher education services. This research aims to analyze the implementation of the marketing mix at Marsekal Suryadarma Dirgantara University in increasing the number of new students. This research uses a literature review method from several previous research results. The research results show that marketing mix is very important to implement in order to win business competition, including in educational services such as universities. Marsekal Suryadarma Dirgantara University has implemented the 7P marketing mix in order to increase the number of new students.

Keywords: marketing mix, new students, universities, Unsurya

INTRODUCTION

Education and learning are essentially the main keys to improving self-quality. Both formal and non-formal education play an important role. Therefore, education taught from an early age, whether related to character, mentality or general knowledge, will be very useful in today's competitive economy. This is the background to the emergence of various educational institutions in all fields to meet human needs for knowledge and win the competition. Universities as the highest educational institutions have an important role in producing superior human resources, and compete to be the best institutions to make this happen (Syam et al., 2019).

Business competition in the current era of globalization is increasing and there continues to be competition that touches every aspect of human life. The level of business competition occurs in all fields which results in competition being very competitive and getting tighter. One of them is a business operating in the service sector.

The parties involved in it always think continuously and work hard and carry out the latest innovations in order to be able to compete and attract the attention of potential consumers. Likewise, in the service business in the education sector, each university will always compete with various strategies used to attract as many prospective new students as possible according to their needs (Ismanto et al., 2022).

Every university will always carry out various kinds of marketing strategies. All elements of the marketing mix designed to achieve marketing objectives must be combined to produce an effective strategy. Paying attention to what is happening in universities today, it is necessary to analyze the factors that can influence the decision in choosing a university, so that prospective students will be interested in choosing the university in question (Ismanto et al., 2022).

The marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers (Tjiptono, 2019). The 7P Marketing Mix (Product, Place, Price, Promotion, People, Process, and Physical Evidence) describes the seller's view of marketing tools that can be used to influence buyers. The approach, called the marketing mix, includes product, place, price, promotion, people, process, and physical evidence (Kotler & Keller, 2016).

The marketing mix can be defined as a set of controlled variables that a company can use to influence how customers react to the products or services it sells. Sales mix or marketing mix is a term that refers to a combination of approaches for a company or organization to achieve its goals by marketing its products or services efficiently to certain target customer groups. Marketing mix can be defined as a combination of various marketing decision variables, strategies, and tactics used by an organization's management to promote its goods and services (Thanseer et al., 2022).

Various efforts have been carried out by several campuses in order to attract new students, such as holding exhibitions/events, visiting secondary schools to carry out outreach and publications, invitation routes, and intensive promotions in various audio and visual media. The aim is none other than to attract the interest and desire of as many prospective students who will later study as possible (Rahman, 2021).

One of the campuses that is making the above efforts to attract new students is Marsekal Suryadarma Dirgantara University. In general, it is a private university under the leadership of the Indonesian Air Force which is organized by the Adi Usaha Foundation (YASAU). UNSURYA is the only university in Jakarta that focuses on aerospace science.

Founded in 1988 with the name Suryadarma Dirgantara Technology Institute (ITD) then in 1989 it changed to Suryadarma Dirgantara Technology College (STTD), as the campus developed, in 1999 STTD changed to Suryadarma University. In 2016, the words "Dirgantara" and "Marsekal" were added so that it became "Marsekal Suryadarma Dirgantara University" to show its identity as a university that has specialties in the field of aerospace in accordance with its vision.

Departing from the description above, this research aims to analyze the implementation of the marketing mix at Marsekal Suryadarma Dirgantara University in increasing the number of new students.

RESEARCH METHODS

This research is literature-review research from several related research results. Literature reviews are carried out in order to obtain an overview of theories, findings and other research materials relating to what other people have done before so that they can be used as a basis for further research. Journal search source via Google scholar in the period 2019 – 2023 or the last 4 years. The keywords that researchers use when searching for articles on Google Scholar are marketing mix, marketing strategy, and number of students.

RESULTS AND DISCUSSION

This literature review study explains the implementation of the marketing mix at Marsekal Suryadarma Dirgantara University in increasing the number of new students. using ten research results, which are presented in the following table:

Table 1. Literature Review Results

| No. | Year | Author and Research Title | Results |
|-----|------|---|--|
| 1. | 2018 | Nur Qoudri Wijaya "Implementation of Wiraraja University's Marketing Mix in Efforts Increasing the Interest of New Students" | <i>Marketing mix</i> at Wiraraja University in an effort to increase student interest with the 7 P approach, namely: Product, Price, People (human resources), Place, Promotion, Physical Evidence (Physical Infrastructure) , The process (service) can be said to have not run optimally. There is a need to develop strategies in order to increase the interest of new students, equip students with soft skills, improve the educational qualifications of lecturers, not increase education costs, and provide entrepreneurial provisions for students. To increase the number of new students, a new student recruitment agency is also needed with the aim of increasing the number of new students. |

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| 2. | 2019 | <p>Marleny Syam, Baby Karina Fawzeeya Sembiring, & Linda Trimurti Maas</p> <p>"The Analysis of Marketing Mix Strategy Effect on Students Decision to Choose Faculty Economics and Business of Dharmawangsa University Medan"</p> | <p>The attractiveness of marketing mix factors influences prospective students' decisions in choosing the Faculty of Economics and Business, Dharmawangsa University, Medan. There is a positive and significant influence of price on the decision to choose the Faculty of Economics, Dharmawangsa University, Medan, a positive but not significant influence</p> |
|----|------|--|--|

| No. | Year | Author and Research Title | Results |
|-----|------|--|--|
| | | | <p>between product, promotion, place, people, process and physical evidence on students' decision to choose the Faculty of Economics, Dharmawangsa University, Medan.</p> |
| 3. | 2021 | <p>Siti Arpah</p> <p>"Inner Higher Education Marketing Strategy Increasing the Number of New Students in STAI NW Samawa Sumbawa Besar"</p> | <p>The marketing strategy implemented by STAI NW Samawa (marketing mix) and has carried out marketing activities in the fields of advertising, personal selling, and public relations. The impact of marketing carried out by STAI NW Samawa Sumbawa Besar can be seen from the increase in the number of new students in 2019/2020.</p> |

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|----|------|---|---|
| 4. | 2021 | Valentino Rahman "Evaluation of Determinants of Study Interest in Private Universities with a Marketing Mix Perspective" | The marketing mix dimensions, namely Product, Price and Promotion, have a significant influence on Interest in Studying at STIE Dahani Dahana where the Product Dimension has the most significant influence on interest in studying because it is related to the Study Program offered by STIE Dahani Dahanai is The Management Study Program is quite popular among students. |
| 5. | 2022 | Khamdan Suriyok "Marketing Strategy Analysis in Efforts to Increase Numbers Admission of new students" | The more study programs there are, the more options students have for choose. The study programs offered will increase students' interest in registering. |

| No. | Year | Author and Research Title | Results |
|-----|------|---------------------------|--|
| | | | Large financial support for promotion and supported by qualified lecturers and good study programs wide range and affordable prices can increase the number of students. |

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|------------|-------------|--|---|
| 6. | 2022 | Dian Rianawati "Bina Darma University Promotion Strategy" | One of the efforts that can be made to increase new students for sports education study programs is by carrying out more aggressive promotions (Growth Oriented Strategy), including increasing the intensity of promotions for sports education study programs with concentration on target market segments, strategies for utilizing alumni. as a facilitator in promoting, Word of Mouth so that promotional activities run effectively and are on target. |
| 7. | 2022 | Ismanto, Subagiyo, & Darlius "The Impact of the Marketing Mix on College Selection: A 7-Parameter Analysis" | The partial test results (t test) that have a positive and significant effect on the decision to choose (Y) are the Product (X1) and Process (X6) variables, while the Price (X2), Place (X3), Promotion (X4), People variables (X5), and Physical Evidence (X7) has no effect and is not significant on the decision to choose (Y) among students in the Master of Accounting Study Program, Faculty of Economics and Business, |
| No. | Year | Author and Research Title | Results |
| | | | Tarumanagara University in Jakarta. |

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|----|------|---|--|
| 8. | 2023 | <p>Ardiansyah Ardiansyah, Wulan Purnama Sari, & Achmad Sutarmin</p> <p>"Analysis and Study of Promotion Mix at "Z" College</p> | <p>The promotional mix that is considered the most effective in total is Public Relations. The Public Relations strategy at "Z" college is considered successful because it is influenced by several aspects including: explaining the requirements for registration at the college, explaining existing study programs, explaining entrance fees and semester fees, and the existence of scholarships for students who meet the requirements.</p> |
| 9. | 2023 | <p>Bernard Hasibuan & Bunga Cahyaputri</p> <p>"Marketing Mix Analysis (7p) and Consumer Behavior Regarding Study Decisions at University X"</p> | <p>Marketing mix variables simultaneously influence prospective students' decision to study at University,</p> |

Source:(Ardiansyah et al., 2023; Arpah, 2021; Hasibuan & Cahyaputri, 2023; Ismanto et al., 2022; Rahman, 2021; Rianawati, 2022; Suriyok, 2022; Syam et al., 2019; Wijaya, 2018)

Wijaya's research (2018) with the title "Application of the Marketing Mix at Wiraraja University in an Effort to Increase New Student Interest" revealed that the Marketing mix at Wiraraja University in an effort to increase student interest uses a 7 P approach, namely: Product (product), Price (price), People (human resources), Place (location), Promotion (promotion), Physical Evidence (Physical) Infrastructure), Process (Service) can be said to have not run optimally. There is a need to develop strategies in order to increase the interest of new students, equip students with soft skills, improve the educational qualifications of lecturers, not increase education costs, and provide entrepreneurial provisions for students. To increase the number of new students, a new student recruitment agency is also needed with the aim of increasing the number of new students.

Syam et al's (2019) research entitled "The Analysis of Marketing Mix Strategy Effect on Students Decision to Choose Faculty of Economics and Business of Dharmawangsa University Medan" reveals that the attractiveness of marketing mix

factors influences prospective students' decisions in choosing the Faculty of Economics and Business of Dharmawangsa University Medan. There is a positive and significant influence of price on the decision to choose the Faculty of Economics, Dharmawangsa University, Medan, a positive but not significant influence between product, promotion, place, people, process and physical evidence on students' decision to choose the Faculty of Economics, Dharmawangsa University, Medan.

Arpah's research (2021) with the title "Higher Education Marketing Strategy in Increasing the Number of New Students at STAI NW Samawa Sumbawa Besar" reveals that the marketing strategy implemented by STAI NW Samawa (marketing mix) has carried out marketing activities in the fields of advertising and sales. individuals (personal selling), public relations (public relations). The impact of marketing carried out by STAI NW Samawa Sumbawa Besar can be seen from the increase in the number of new students in 2019/2020.

Rahman's research (2021) with the title "Evaluation of the Determinants of Study Interest in Private Universities with a Marketing Mix Perspective" reveals that the marketing mix dimensions, namely Product, Price and Promotion have a significant influence on Study Interest at STIE Dahani Dahana where the Product Dimension has an influence The most significant impact on interest in studying is because the study program offered by STIE Dahani Dahanai is the Management Study Program which is quite popular with students.

Suriyok's research (2022) entitled "Marketing Strategy Analysis in an Effort to Increase the Number of New Student Admissions" revealed that the more study programs there are, the more options students have to choose. The study programs offered will increase students' interest in registering. Large financial support for promotion and supported by qualified lecturers, various study programs and affordable prices can increase the number of students.

Rianawati's research (2022) with the title "Bina Darma University Promotion Strategy" reveals that one of the efforts that can be made to increase new students for the sports education study program is by carrying out more aggressive promotions (Growth Oriented Strategy), including by increasing the intensity of promotions for more sports education study program with a concentration on the target market segment, strategy for using alumni as facilitators in promotion, Word of Mouth so that promotional activities run effectively and are right on target.

Research by Ismanto, Subagiyo, & Darlius (2022) with the title "The Impact of the Marketing Mix on College Selection: A 7Parameter Analysis" reveals that the results of the partial test (t test) which has a positive and significant effect on the decision to choose (Y) is Product variables (X1) and Process (X6) while Price (X2), Place (X3), Promotion (X4), People variables (X5), and Physical Evidence (X7) have no effect and are not significant on the decision to choose (Y) in student of the Master of Accounting Study Program, Faculty of Economics and Business, Tarumanagara University in Jakarta.

Research by Ardiansyah et al (2023) entitled "Analysis and Study of Promotion Mix at "Z" College reveals that the promotion mix that is considered the most effective in total is Public Relations. The Public Relations strategy at "Z" college is considered

successful because it is influenced by several aspects including: explaining the requirements for registration at the college, explaining existing study programs, explaining entrance fees and semester fees, and the existence of scholarships for students who meet the requirements.

Hasibuan & Cahyaputri's research (2023) with the title "Analysis of Marketing Mix (7p) and Consumer Behavior Regarding the Decision to Study at University Process is a variable that has a significant influence, while the physical environment, price and promotion variables do not have a significant influence on individual students' decision to study at University X.

In the world of marketing, there is a marketing strategy called the marketing mix which has an important role in influencing consumers in choosing products or services offered by the company. The elements of the marketing mix consist of all the variables that the company can control to satisfy consumers. The marketing mix is a good marketing tool within a company, which the company is able to control in order to influence the response of the target market (Rianawati, 2022).

A university must be able to formulate an appropriate marketing mix, so that the university must pay attention to the opinions and input of its students. Therefore, every university must be able to know what factors can influence its students in making decisions about choosing the desired university. The service marketing mix concept according to Hurriyati (2019) consists of 4Ps, namely Product, Price, Place, Promotion. However, for marketing services in the education sector, it is necessary to expand the services marketing mix by adding non-traditional marketing mix elements, namely People, Process and Physical Evidence, so that it becomes seven elements (7P) (Hurriyati, 2019).

In an effort to increase the number of new students, Marsekal Suryadarma Dirgantara University has implemented the 7P marketing mix, as follows:

1. *Products*

A product is anything that can be offered by a producer for attention, request, search for, purchase, use or consumption by the market to fulfill the needs or desires of the relevant market, whether in the form of goods or services (Fahrizal et al., 2022).

According to Soedijati and Pratiminingsih (2011) in (Syam et al., 2019) states that products in higher education are more often referred to as educational programs or services. Programs are the most basic thing in higher education institutions. Products can be seen from two points of view, namely: if students are consumers, the product refers to the services offered by universities to meet students' needs, while in the job market as consumers, students are products of universities. Regarding products, currently Marsekal Suryadarma Dirgantara University has 4 (four) faculties, 11 study programs and 2 Special Training Programs

2. *Price (Cost of education)*

Price is the amount of money charged for a product or service or the amount of consumer exchange value for the benefits of owning or using the product or service.

The price in question is the amount of money that customers must pay to get the product or service offered (Fahrizal et al., 2022)

Costs are an amount of money that is provided or allocated and used or spent for the implementation of various functions or activities to achieve a goal and objective within the framework of the management process. Education costs can be said to be an important factor in the process of providing education, if there is no support from education costs then the process of providing education will be disrupted. Regarding education costs, Marsekal Suryadarma Dirgantara University sets quite affordable fees, namely IDR 1,425,000 - IDR 10,350,000 per semester.

3. *Place*

Wulandari dalam (Syam et al., 2019) states that location is the place where a business or business creativity is carried out. Important factors in developing a business are location, proximity to cities, how to get there, and travel time to the location. Easy access to universities, location not too far from the city center and easy access to important objects. This can influence prospective students' decision making in choosing a university. Marsekal Suryadarma Dirgantara University is located in the Halim Perdana Kusuma Airport area, East Jakarta. This location is easily accessible to prospective new students.

4. *Promotion*

Promotion is one of the variables in the marketing mix that is very important for companies to market service products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers to buy or use services according to their desires and needs. Marsekal Suryadarma Dirgantara University regularly carries out promotions, especially via social media Instagram.



Figure 1. One of the Promotional Posts on Marsekal Suryadarma Dirgantara University's Official Instagram

Source: @unjungyajakata

5. *People*

The public are all actors who have an important role in the presentation of services so that they can influence buyers' perceptions. The human element is company employees, consumers and other consumers. The importance of people in services marketing has led to greater interest in internal marketing. The entire academic community at Marsekal Suryadarma Dirgantara University is qualified in providing services to students.

6. *Process*

The process here is about how a company or organization serves the requests of each consumer. Starting from the consumer placing an order until finally getting what he wants. Certain companies usually have unique or special ways of serving their customers (Fahrizal et al., 2022)

Process is all the actual procedures, mechanisms and flow of activities. The service process is the main factor in the service marketing mix. A customer will be happy to experience the service delivery system as part of the service itself. Marsekal Suryadarma Dirgantara University has clear procedures regarding both new student registration and lecture activity procedures.

7. *Physical Evidence*

Physical Evidence is the physical environment in which the service is created, which interacts directly with its consumers. The characteristics of the physical environment are the most visible aspects of the situation. What is meant by this situation is the geographical situation and conditions as well as the institutional environment.

Physical evidence is a supporting factor in determining prospective students' decisions in choosing which university to enter. Among them is a process that begins with a visit to see buildings, lecture halls, libraries, computer laboratories and people, where service providers and consumers interact and each component actually facilitates the emergence or communication of the service.

In supporting learning activities, supporting facilities and infrastructure for academic and non-academic activities such as lecture halls, administration rooms, laboratories, libraries, sports fields, multipurpose rooms, student activity rooms, prayer rooms, polyclinics, parking lots, canteens and parks, have been provided. owned by Elements. The mechanisms and use of lecture halls, multipurpose rooms and sports fields are regulated centrally.

Management and maintenance of campus facilities and infrastructure is also carried out centrally under the General Administration Bureau (BAU).

CONCLUSION

Marketing mix the marketing mix is very important to implement in order to win business competition, including in educational services such as universities. Marsekal Suryadarma Dirgantara University has implemented the 7P marketing mix in order to increase the number of new students. It is hoped that in the future, Marsekal Suryadarma Dirgantara University will further improve the 7P marketing mix so that it will increasingly attract the interest of prospective new students.

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