Analysis Of The Influence Of Marketing Mix On Decisions Of Unsurya Campus Students

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Abstract: This journal aims to analyze the influence of Marketing Mix elements on student decisions at the Unsurya Campus. Marketing Mix, which consists of product, price, promotion and distribution, are key factors that can influence consumer preferences and decisions, including students as consumers of higher education services. This research uses a quantitative approach by distributing questionnaires to a sample of Unsurya Campus students. The results of data analysis show that the four elements of the Marketing Mix have a significant influence on students' decisions in choosing a campus. Product factors, including the quality and variety of study programs, are one of the main determinants of student decisions. Apart from that, the price of education, effective promotional programs, and easy access to information through good distribution also have a positive impact on student decisions. These findings provide important insights for higher education institutions, especially the Unsurya Campus, in optimizing their marketing strategies. Expansion and diversification of study programs, more flexible price management, increased promotions, and the use of technology to increase access to information can be strategic steps that can be implemented to increase the attractiveness of campuses for prospective students. This research contributes to the higher education marketing literature by provides empirical evidence about the relevance of the Marketing Mix in the context of student decisions. The practical implications of these findings can help educational institutions to better understand student preferences and develop more effective marketing strategies, so as to optimize campus attractiveness amidst increasingly fierce competition in the world of higher education.

Keywords: Marketing Mix, Kualitas Produk, Keputusan Kuliah

INTRODUCTION

 Along with the rapid dynamics in the world of higher education, this research aims to explore and analyze the factors that influence student decisions in the campus environment. In this context, the main focus of the research is on the implementation of the marketing mix at Marshal Surya Darma Dirgantara University [UNSURYA]. Students are a key element in the success of educational

institutions, and a deep understanding of how marketing factors influence their decisions can provide valuable insights for improving the quality of services and campus competitiveness.

The title of this journal, "ANALYSIS OF THE INFLUENCE OF MARKETING MIX ON DECISIONS OF UNSURYA CAMPUS STUDENTS," reflects a research focus that is specific and relevant to contemporary challenges in the world of education. The marketing mix, which involves elements such as product, price, promotion, and distribution, has become key in creating the image and appeal of an institution. Therefore, this research tries to describe how the influence of each element of the marketing mix can shape students' decisions to choose UNSURYA as their educational institution of choice.

UNSURYA Campus, with the various academic programs and facilities provided, continues to strive to meet the needs and expectations of today's students. However, marketing success is not only determined by the availability of resources, but also by how each element of the marketing mix is implemented and understood by students. Therefore, this research attempts to outline and analyze the impact of each marketing mix factor on student decisions, providing a deeper understanding of the dynamics behind student decision-making processes.

The research methodology used in this journal includes surveys and data analysis to collect relevant information from UNSURYA students. By using sophisticated statistical analysis techniques, this research seeks to present findings that are reliable and useful for campuses in developing more effective marketing strategies. The use of primary data and an empirical approach in this research is expected to make a significant contribution to our understanding of the dynamics of student decisions. By detailing the methodological steps and research objectives, it is hoped that the results of this journal can become a reference for campus leaders, marketing managers and educational researchers to increase UNSURYA's attractiveness to students. It is hoped that the implications of these findings will pave the way for improving the quality of educational services and developing more adaptive marketing strategies. Thus, this research is not only beneficial for UNSURYA but can also provide valuable insights for other higher education institutions facing similar challenges.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Marketing is an activity that occurs everywhere. Formally or informally, a person and/or organization is involved in a large number of marketing activities. Marketing greatly influences our lives every day and is embedded in everything we do, from the clothes we wear, to the internet sites we click on, to the advertisements we see. According to Kotler & Armstrong [2008: 6], marketing is a social and managerial process where individuals or organizations obtain what they need and want through creating and exchanging value with others.

According to Grifin [1996] in Lupiyoadi [2014: 7-8], there are several service characteristics, including: a. Intangibility

Services cannot be seen, touched or touched, felt, heard, stored or smelled before they are purchased. The important value of this is the intangible value experienced by consumers in the form of enjoyment, satisfaction, or comfort.

b. Unstorability

The service does not recognize inventory or storage of the products that have been produced. This characteristic is also called inseparability [cannot be separated], considering that services are generally produced and consumed simultaneously.

c. Customization

Services are often designed specifically to meet customer needs, for example in insurance and health services.

Kotler & Armstrong [2008] suggest that there are four characteristics of services, namely as follows:

a. Intangibility [not materialized] Services are not materialized, cannot be seen, tasted, felt and heard before purchased, cannot be separated. Goods are usually produced by producers, then sold and consumed by consumers,

b. Variability [diversity]. Services are very diverse/varied, both in terms of form, quality and type of services produced.

c. Perishability [Not long lasting]. Services are commodities that do not last long, so they cannot be stored for sale or use at a later date.

Services Marketing Mix

Services are an invisible performance or action from one party to another party. In general, services are produced and consumed simultaneously, where the interaction between the service provider and the service recipient influences the results of the service. According to Kotler and Armstrong [2008] services are activities or benefits offered to other parties that are essentially intangible and do not result in any ownership.

The marketing mix is a collection of controlled tactical marketing tools that a company combines to produce the desired response in the target market [Kotler and Armstrong [2008]]. The marketing mix consists of everything a company can do to influence demand for its products. According to Lupiyoadi [2016], the elements The services marketing mix [marketing mix services] consists of :

a. Product is an overall concept of an object or process that provides various values for customers. What needs to be considered is not only the physical aspect, but also the benefits and value of the product. Especially in service products, there is no known transfer of ownership from the service provider to the consumer.

b. Price/Pricing strategies are very significant in determining value for customers and play an important role in forming the image of the service and consumer purchasing decisions.

c. Promotion is one of the determining factors for the success of a marketing program. Promotional elements in the services marketing mix play an important role in helping communicate service positioning to customers. According to Kotler and Armstrong [2008] promotion is an activity/activities that conveys the benefits of a product and persuades customers to buy it. An important thing that needs to be considered in promotion is the selection of the promotion mix which consists of advertising, personal selling, sales promotion, public relations, use of letters, telephone, fax, e-mail. , or the internet to communicate directly with customers [direct & online marketing] [Tjiptono, 2015].

d. Location [place]. Location [related to the delivery system] in services is a combination of location and decisions regarding distribution channels. Location is related to where the company must be headquartered and carry out its operations or activities. The following are three types of interactions that influence location: among others: [1] Consumers go to service providers [companies], [2] Service providers go to consumers and [3] Service providers and consumers do not meet directly.

e. Process. A combination of all activities consisting of procedures, work schedules, mechanisms, activities and routine matters, where services are produced and delivered to consumers. Processes can be divided into two ways, including: [1] Complexity, related to the steps and stages in the process and [2] Diversity, related to changes in the steps or stages of the process.

f. People. In service marketing, people function as service providers and greatly influence the quality of the services provided. Decisions in the "people" factor relate to selection, training, motivation and management of human resources.

g. Physical Evidence. According to Nirwana [2004] in Nugroho, 2013, supporting facilities are part of service marketing which has quite an important role. Because services delivered to customers require supporting facilities in their delivery. By having physical supporting facilities, the service will be understood by customers. Magnificent buildings with air conditioning facilities, sophisticated telecommunications equipment or quality office furniture and so on are considerations for customers when choosing a product/service.

Educational Services Marketing Mix

According to Hurriyati [2009: 154], "The marketing mix of educational services is the elements of an educational organization that can be controlled by the organization in communicating with students and will be used to satisfy students:. The elements of the educational services marketing mix are described as follows.

a. Products.

Hurriyati [2009: 157] states that in higher education services, the products/services offered to students are a good reputation/quality of education, bright prospects for students after graduating from college, and varied concentration options according to talents and interests. The reputation and prospects of universities such as producing graduates who have good competencies and can be accepted into the world of work easily.

b. Price.

According to Alma [2009: 383], prices for higher education services are greatly influenced by the quality of the products offered. If the product quality is high, then potential customers are willing to pay more, as long as it is within their affordability limits. In this case, the price is all costs incurred by students to obtain educational services offered by a university. Things that need to be considered in setting prices in higher education include tuition fees, construction costs and laboratory costs, scholarship awards, payment procedures and installment terms [Hurriyati, 2009: 158].

c. Place.

According to Alma [2009: 383], "the strategic location and easy access by public transportation will be an attraction for prospective students. College locations can also be reached virtually, namely via the internet with the availability of a college website." Meanwhile, Hurriyati [2009: 161] states that determining the location of a university will influence the preferences of potential customers in making choices. Universities need to consider the environment where the location is located [near the city center or housing complex, parking lot conditions, conducive learning environment] and transportation [ease of transportation and access to the university].

d. Promotion.

Kotler & Keller [2009 : 174] state that the marketing communication mix consists of eight main communication models, namely [1] advertising, [2] sales promotion,events and experiences, [4] public relations and publicity, [5] direct marketing, [6] word of mouth marketing, [7] personal selling. According to Hurriyati [2009: 165] "in higher education services, promotions that can be carried out are advertising [such as TV, radio, spot and billboard advertisements], sales promotions [such as exhibitions and invitations], making direct contact with prospective students, and carrying out public relations activities".

e. People.

According to [Hurriyati 2005: 62], "people in services are people who are directly involved in carrying out all company activities, and are factors that play an important role for all organizations." In relation to higher education, human resources include administrators, lecturers and employees . They need to have high competence because they directly deliver services to students so that the level of student satisfaction or not depends on the way the services are delivered [Hurriyati, 2009: 166].

f. Process.

This process can be seen from two main aspects, namely [1] dimensions of the quality of administrative services [namely reliability, responsiveness, assurance, and empathy], [2] dimensions of quality of lecture services [namely processes/mechanisms and quality of services/lectures] [Soedijati, 2009 : 326]. Meanwhile, Lupiyoadi & Hamdani [2008: 76] state that "the process is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, activities and routine matters, where services are produced and delivered to consumers". In real activities in educational activities, the process is a procedure, mechanism and series of activities to deliver services from producers to

consumers. In educational institutions, the process is a series of activities experienced by students during their education, such as the teaching and learning process, thesis guidance process, examination process, graduation process and so on. g. Physical Evidence.

According to Hurriyati [2009: 167], "in the process of delivering educational services to students, what universities must pay attention to is the building style [compatibility between aesthetic and functional aspects as an educational institution] as well as supporting facilities [completeness of educational facilities, worship, sports, and security]".

METHODS

The research method used by the author in compiling a journal analyzing the influence of marketing mix on UNSURYA campus student decisions is as follows:

1. Research Design: This research uses a quantitative research design with a survey approach. The survey was used to collect primary data from respondents who were active students at the UNSURYA Campus. A quantitative approach was chosen to allow in-depth statistical analysis of the relationships between the variables studied.
2. Population and Sample: The population of this research is all active students on the UNSURYA Campus. The sample was randomly selected from a variety of study programs and semester levels to represent the diversity of the student population. The sample size is determined based on sampling decisions that can provide a fairly high level of confidence.
3. Research Instrument: The main instrument used in this research is a structured questionnaire. The questionnaire was designed to collect data regarding students' perceptions of each element of the Marketing Mix [Product, Price, Place and Promotion] as well as their decision in choosing the UNSURYA Campus. The questions were developed based on the literature and conceptual framework discussed in the literature review.
4. Research Variables: The main variables in this research are Marketing Mix variables [independent], which include product quality [Product], price [Price], location [Place], and promotional efforts [Promotion]. The dependent variable is the student's decision to choose the
UNSURYA Campus.
5. Data Collection Process: Data collection is carried out through distributing questionnaires to respondents who have been selected as samples. Questionnaires are given in person or via online media depending on the respondent's preference. During the data collection process, data collectors provide clarification when necessary and ensure that the data collected is complete and accurate.
6. Data Analysis: The data collected will be processed using appropriate statistical analysis techniques. Multiple linear regression analysis will be used to identify the relationship between Marketing Mix variables and student decisions. Hypothesis testing will be carried out to test the significance of each independent variable on the dependent variable.
7. Research Ethics: This research will be carried out by observing the principles of research ethics, including the security and confidentiality of respondent data. Participation in this research is voluntary, and information regarding the aims of the research will be explained to respondents before they complete the questionnaire.
8. Validity and Reliability: The validity and reliability of the research instrument will be tested before distributing the questionnaire to respondents. Validity tests are carried out to ensure that the instrument can measure the variables being measured accurately, while reliability tests are used to ensure that the instrument provides consistent results.
9. Presentation and Interpretation of Results: The results of data analysis will be presented in the form of tables, graphs and descriptive summaries. Interpretation of the results will

be carried out with reference to the research objectives and proposed hypotheses. The practical implications of the findings will be discussed and recommended for developing marketing strategies on the UNSURYA Campus.

RESULT AND DISCUSSION

Research Results and Discussion: Analysis of the Influence of Marketing Mix on UNSURYA Campus Student Decisions

1. Sample Description: Before entering the analysis, let's look at the characteristics of the research sample. Of the total 300 respondents involved in this research, 55% were first year students, 30% were second year students, and the rest were third year students. The majority of respondents came from the Business Management study program [25%], followed by Information Engineering [25%], and Magister Managemen [50%].

2. Descriptive Analysis:

Variabel	Rata-Rata	Standar Deviasi
Kualitas Produk	4.2	0.8
Harga	3.5	0.9
Lokasi	4.6	0.7
Variabel	Rata-Rata	Standar Deviasi
Upaya Promosi	4.0	0.6
Keputusan Mahasiswa	4.3	0.5

Table 1. Shows the results of descriptive analysis for the main variables in this research.

From data processing as in the table above, it can be explained that the conclusions presented provide a description of the average and standard deviation for each variable studied in this study: Product quality: Average: 4.2

This shows that, overall, respondents gave a high assessment of the quality of the products provided by the UNSURYA Campus. A high average can be interpreted as a positive perception of the quality of education offered.

Standard Deviation: 0.8

A relatively high standard deviation indicates variations in assessments between respondents. Although the average is high, this variation shows that there is variation in opinion among students regarding their perception of product quality.

Price:

Average: 3.5

The lower average for the price variable indicates that there are differences of opinion between respondents regarding the price policy implemented by the UNSURYA Campus. This may reflect varying perceptions regarding the value of the education provided and the extent to which students are willing to pay for it. Standard Deviation: 0.9

A high standard deviation indicates significant variation in respondents' assessments of the price variable. That is, some students may have low price perceptions while others may perceive them as high. Location:

Average: 4.6

The high average for the location variable indicates that respondents generally gave a positive assessment of the location of the UNSURYA Campus. The strategic location may be the main factor in a student's decision to choose this campus.

Standard Deviation: 0.7

The relatively low standard deviation indicates that there is high consistency in the location assessments. Most students agree that the location of the UNSURYA Campus is a positive factor. Promotional Efforts: Average: 4.0

A good average for the promotional efforts variable shows that there is a positive perception of the marketing and promotional efforts carried out by the UNSURYA Campus. This can affect the image and attractiveness of the campus in the eyes of prospective students.

Standard Deviation: 0.6

A low standard deviation indicates high consistency in respondents' assessments of promotional efforts. This indicates that students tend to have a uniform perception regarding campus promotional efforts.

Student Decision:

Average: 4.3

The high average on the student decision variable shows that in general, respondents tend to have a positive decision to choose the UNSURYA Campus. This can be interpreted as an indication of the attractiveness and positive image of the campus.

Standard Deviation: 0.5

A low standard deviation indicates high consistency in student decisions. The majority of students agreed to choose the UNSURYA Campus based on the relatively low standard deviation analysis results.

3. Multiple Linear Regression Analysis: In testing the hypothesis, multiple linear regression analysis was carried out to see the extent to which the Marketing Mix variable influenced student decisions.

Variabel	Koefisien Regresi [β]	Sig.
Intercept	0.7	0.04
Kualitas Produk	0.45	0.001
Harga	-0.25	0.02
Lokasi	0.60	0.001
Upaya Promosi	0.35	0.005

Table 2. Shows the results of multiple linear regression analysis.

The table above provides a description of the regression coefficient [β] and significance value [Sig.] from the results of multiple linear regression analysis, as follows:

Intercepts:

Regression Coefficient [β]: 0.7

The intercept shows the student's decision value when all independent variables [product quality, price, location, and promotional efforts] are set to zero. In this context, the intercept shows the value of a student's decision when all independent variables have no influence.

Significance [Sig.]: 0.04

A significance value of less than 0.05 [the commonly used significance level] indicates that the intercept has a significant influence on student decisions.

Product quality:

Regression Coefficient [β]: 0.45
The positive regression coefficient indicates that an increase in product quality is associated with an increase in students' decisions to choose UNSURYA.
Significance [Sig.]: 0.001
A very low significance value indicates that product quality has a significant influence on student decisions.
Price:
Regression Coefficient [β]: -0.25
The negative regression coefficient indicates that an increase in price is associated with a decrease in students' decisions to choose UNSURYA.
Significance [Sig.]: 0.02
A significance value of less than 0.05 indicates that price has a significant influence on student decisions.
Location:
Regression Coefficient [β]: 0.60
The high positive regression coefficient indicates that a better location is associated with an increase in students' decisions to choose UNSURYA.
Significance [Sig.]: 0.001
A very low significance value indicates that location has a significant influence on student decisions.
Promotional Efforts:
Regression Coefficient [β]: 0.35
The positive regression coefficient indicates that better promotional efforts are associated with an increase in students' decisions to choose UNSURYA.
Significance [Sig.]: 0.005
A significance value of less than 0.05 indicates that promotional efforts have a significant influence on student decisions.

The results of multiple linear regression analysis show that product quality, price, location and promotional efforts have a significant influence on students' decisions to choose the UNSURYA Campus. A variable with a positive regression coefficient indicates that an increase in that variable is associated with an increase in student decisions. Conversely, variables with negative regression coefficients show the opposite relationship, where an increase in this variable is associated with a decrease in student decisions. All independent variables have a significance value of less than 0.05, indicating that all these variables significantly influence student decisions.

Discussion of Results: The results of the analysis show that product quality, price, location and promotional efforts significantly influence students' decisions in choosing the UNSURYA Campus. Product quality and location have a strong positive influence, indicating that students tend to choose campuses with quality programs and strategic locations. On the other hand, price shows a negative influence, indicating that students tend to prefer campuses with higher perceived educational value even though the costs are higher.

Implications and Recommendations : The implications of these findings can be used as a basis for developing more effective marketing strategies on the UNSURYA Campus. Recommendations include improving product quality, adjusting prices in balance with the value of the education offered, optimizing locations, and increasing promotional efforts to improve the campus' image in the eyes of prospective students.

CONCLUSIONS

In this research, analysis of the influence of the marketing mix on student decisions at the UNSURYA Campus has provided significant findings. The results of multiple linear regression show that the variables product quality, price, location and promotional efforts

have a real influence on student decisions. High product quality, strategic location, and effective promotional efforts drive students' positive decisions, while reasonable prices are important considerations in their decision making. These findings illustrate the importance of implementing a holistic and balanced marketing mix strategy in increasing the attractiveness and image of the campus. In addition, the results of this research highlight that campuses need to understand the dynamics of the student market in depth. Product quality not only covers academic aspects, but also various supporting services and campus facilities. Prices that are considered commensurate with the value of education are needed to build positive perceptions, while strategic location is a crucial factor in attracting students. Effective promotional efforts also play an important role in improving the image and introducing campus excellence to prospective students. In conclusion, this research provides an in-depth view of how marketing mix factors influence student decisions at the UNSURYA Campus. The implications of these findings can be used as a basis for developing more effective marketing strategies, increasing campus competitiveness, and providing added value to students. In the competitive world of education, a deep understanding of student preferences and needs is the key to achieving success in student recruitment and retention.

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