



## An Analysis Of Influent The Marketing Mix Against Students Satisfaction Of Insan Kamil High School With Intervening Variables Of Decision Of Students Choosing School

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**Abstract :** The aim of this study is to analysis the Influent of Marketing Mix on Students Satisfaction. This study uses a quantitative approach using both descriptive and associative types of research. The population of this study are 100 students at Insan Kamil High School. The sampling method / technique are used in this study with average sampling, therefore, as many as 100 students are the samples at Kamil Insan High School. The conclusions from the results of this discussion are as follows: 1) variable influence is discovered directly on product quality (X1) having variable influence significantly on students decision choice (Y1). 2) There has been direct variable influence on the location (X2) a significant effect is identified on the student decision choice (Y1) 3) a direct effect is identified on the cost variable (X3) which has a significant effect on the student decision choice (Y1) 4) a direct influence that the physical evidence (X4) has a significant effect is identified on the student decision choice (Y1) 5) There is an effect of Product Quality (X1), Location (X2), Price (X3) and Physical Evidence (X4) simultaneously on student decision choice (Y1) 6) There is a direct influence that the Product Quality (X1) has a significant effect on the Student satisfaction (Y2) 7) There has been direct effect on the location variable (X2) there has been a significant effect on the student satisfaction (Y2) 8) there has been a direct influence that the Student decision choice (Y1) there has been a significant effect on the student satisfacyion (Y2) 9) there has been a direct influence of the price (X3) which has a significant effect on the student satisfaction (Y2) 10) there has been a direct effect that the variable physical evidence (X4) which has a significant effect on the student satisfaction (Y2) 11) The influence has been identified on product quality (X1), location (X2), cost (X3) and physical evidence (X4) and student decision choice (Y1) simultaneously on student satisfaction (Y2).

**Keywords:** Marketing Mix, Product Quality, Location, Price, Physical Evidence, Student Choosing Decisions, Student Satisfaction.

### INTRODUCTION

Government regulation number 48 of 2008 concerning 9 year compulsory education, defines the obligations of a child in Indonesia to have compulsory education up to SMP / MTs / equivalent and it is clearly regulated. Although the government requires Indonesian children to study for 9 years, in fact, many of them only go to elementary level, some are

able to go to junior high school but they can not complete until graduating from junior high school, and currently both high school and vocational high school.

The decision of choosing a school place with criteria and needs are required to each prospective students on the school they take using various consideration in the hope that the school's decision provides added value and fully satisfaction. Moreover, when they have a school satisfactory service, they are naturally agitated to share it with their family, relatives, and friends.

Seeing today's society phenomenon, as many parents are busy at work and spend less to educate their children in depth making a school as the place where they can educate their children. Therefore, the school is an alternative to parents since it is not only where their children be taught, but it is also the place where they can get both religious and independent lessons.

Insan Kamil School Bogor is PG/TK/SD/SMP and SMA which is very competitive with other schools, mainly in terms of its students. In addition, educating their students is utilizing modern technology and teaching about Islamic religious lesson is their superiority as well. With studying at Insan Kamil School Bogor, it is expectedly able to improve good behaviorism for the future generation. However, in the past decade, there have been some new schools established in Bogor. Those schools have to recruit fresh students competitively. Since preserving the amount of their students, therefore Insan Kamil School attempt to construct the school itself by providing some satisfactory facilities, competitive cost, qualified education, and safety location that is reachable by the students. These are in lines, which is combined marketing method to extend the amount of students to decide choosing Insan Kamil School today.

One of marketing strategies has been used by the school. It is combination strategy. The elements of the marketing in service field are including 7P, they are product, cost, promotion, place, people (human resources), physical evidence, capacities and facilities, and learning process service management. In this study, the researcher is limited on four things such as product, cost, promotion, place, and physical evidence.

According to Machali (2012:3), the services product of education is a product offering some reputation, prospective and various options to the costumers. Educational foundation which preserving and winning in the competition of education service is able to provide reputation, prospective, qualified education and bright future opportunities for their students.

Both cost and rate are necessary in educational service. According to Wijaya in Hidayatulloh (2015:16) as follow: first of all, the education cost unit is the cost spending for a year and repeatedly spending for each students in a year. Second, educational cost unit for capital investment development. It is spending for education which is counted on every students per a year. The cost element considers the fix cost such as school tuition, construction, laboratory fees, scholarship and payment procedure.

Deciding the school site will be influenced to the preference of prospective students. It is required for considering the environment where the location is near by central town, housing, parking lot, a conducive learning environment and transportations. Strategic location is accessible for attracting prospective students.

Meanwhile physical evidence is known as facilities and capacities in education. It is both equipment and tools which used directly for education process support. Specifically in learning process (Mulya in Supardi and Susilo, 2016:71). Physical facilities in educational service is an environment where the students can be interacting with tangible components in that performances itself. Informing educational service process toward students, the institute need to pay more attention on building model to encourage them to reach their achievements.

The problem formulas are: 1) is there an effect of product quality on students satisfactory at Insan Kamil school. 2) is there an effect of location on students satisfactory at Insan Kamil school. 3) is there an effect of the cost on students satisfactory at Insan Kamil school. 4) is there an effect of physical evidence on students satisfactory at Insan Kamil school. 5) is there an effect such as product quality, location, cost, and physical evidence on students satisfactory at Insan Kamil school. 6) is there an effect of product quality on

students decision at Insan Kamil school. 7) is there an effect of location on students decision at Insan Kamil school. 8) is there an effect of the satisfactory on students decision at Insan Kamil school. 9) is there an effect of the cost on students decision at Insan Kamil school. 10) is there an effect of physical evidence on students decision at Insan Kamil school. 11) is there an effect such as product quality, location, cost, and physical evidence on students decision and satisfaction at Insan Kamil school as an intervening variable.

The aim of this study are : 1). Determining whether there is an effect of product quality on students satisfaction at Insan Kamil high school. 2). Identifying in what is an effect of the cost on students satisfaction at Insan Kamil high School. 3). Identifying what is an effect of The cost on student satisfaction at Insan Kamil high School. 4). Identifying what is an effect of physical evidence on students satisfaction at Insan Kmail High School. 5) Identifying what is an effect of is an effect of product quality, location, cost and physical evidence simultaneously on student satisfaction at Insan Kamil High School. 6) Identifying what is an effect on the quality of product on students decisions to choose Insan Kamil high School. 7) Identifying what is an effect tof the location on the student's decision to choose Insan Kamil High School. 8) Identifying what is an effect of student satisfaction on student decisions to choose Kamil Insan High School. 9) Identifying what is an effect of the cost on students decisions to choose Insan Kamil High school. 10) Identifying what is an effect of of physical evidence on the student's decision to choose Insan Kamil high School. 11) Identifying what is an effect of the product quality, location, cost and physical evidence on students decisions to choose Insan Kamil High School with student satisfaction as an intervening variable.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Kotler and Amstrong in Yogi Sumirat (2015:22), Marketing Mix is marketing devices that is utilized by companies to keep going on their achievement goals in marketing object. Marketing Mix is divided into two forms, they are:

### **The Quality of Product**

According to Kotler (2014:448), concerning the definition of product are as follows: "product is a thing that can be offering for complying the needs in market. it is offered involving such as physical products, services, experiences, events, people, place, properties, organization, and ides". In addition, Garvim and Timpe in Alma (2011) quality is outperformance of its product. According to costumers, quality has its scope which different from producer view as they produce a product by the real quality. Baker and Wijaya in Kamaludin (2018:170-171) marketing educational services are required to concern with the offering as the main service such as, secondary, and extra services. It is explained as follow :

1. Main service, the school offering teaching and learing process on course program, honesty, skills are needed in industry. It is indicated such as course and curriculum programs.
2. Secondary service, it is some extra programs that is offered by school in learning process support. It is indicated as follows : school facilities, extra curriculum, alumnus and accreditation.
3. The level of en extra educational service. The school with priority service for their students is indicated on the service level.

### **Location**

According to Kotler (2014:16) one of the successfully ways is location. It is began choosing the community. This decision depends on economy growth potential, balancing, competitiveness, political climate, and so on. Murti Sumarni and Jhon Soeprihanto (2015:84) stated that the most ideal location is the place where an organization has low budget as possible. As a factor is obligated to determine carefully for considering the location refers to Tjipto (2015:41-42) encompassing some factors as follows:

1. An access, for instance, it can be accessible for public transportation.
2. Visibility is a visible from sidewalk
3. An extended and secured parking lot.
4. Expansion is providing an extended place for future business.
5. Environment which is supported by local for the offered service encouragement.

## Cost

According to Assauri (2014:223), cost is one of Marketing Mix components producing sale acceptance. Beside, it is related to other funding. Whereas, Ginting (2012:10), stated that the cost is some money spent by costumers for having product. On other hand, Kotler and Keller (2012:67), it is one of Marketing Mix elements to gain profit and funding. Pusdiklat Depdiknas, Wijaya in Kamaludin (2018:171) agglomerating an educational service payment is derived from well-operated funding unit and construction investment. There are two types of school fee unit. They are:

1. Operational unit is educational service payment input which is spent for more than a year. And its funding is spent repeatedly by each student annually. It is indicated such as monthly school fees, mid semester and exam fees for semester.
2. construction investment funds is an input for education that has been used and calculated on each student annually. It is indicated by registration, re-registration and school development fees.

## Physical Evidence and facilities

Related to Zeithaml, Bitner and Gremler (2013:26) stated that Physical Evidence is an environment conveying both company and costumers interaction. In brief, the whole components is visible for facilitating and communicating its services. Meanwhile, according to Lupiyoadi (2011:148), Physical Evidence or tangibles is a company capability to show its existent to external side involving Physical facilities such as building, warehouse, equipment for technology use and employees performance as well.

## Decision Choice

Decision is integration process combining science to evaluate more than alternatives each others (Setiadi, 2011:332). Kotler dan Keller (2010:214) explaining that decision choice is a base physiological process to act an important role in understanding actually costumers to decide buying. In addition, it is how to choose a favorite school which is assumed individually (parents) and referring on three choice step process. deciding the choice, and decision choice (dalam Nurul Khasanah, 2012:137-138). Arroba in Sudrajat (2011) mention five factors effecting to decision choice as follows:

1. Recognizable information on dealing some problems.
2. Educational degree.
3. Personality
4. Coping in life experiences that is related to process and adjustment
5. Cultures

## Students Satisfactory

According to Sopiadin dalam Yedi Riyadi, (2014:14-15), students satisfactory is one of students positive behaviorism on teaching and learning process that is conducted by teacher due to agreements between expectation and needs with realistic acceptance. Based on the view above concerning about students satisfactory contextual, Suhardan dalam Yedi Riyadi, (2014:14-15), students satisfactory is one of educational services at school and they can be seen positively on the lessons they have from their teachers.

In Sallis view (2012:68) educational costumers are divided into three parts. First, main costumers. Second, parents. And the third is government. Therefore, main costumers is necessary to be concerned by school. Later on, according to Sopiadin (2012:36) factors influencing student satisfactory is divided into two parts. They are internal and external factors. Internal factors has some parts such as high achievement, hope, and talent.



Meanwhile, external factor is encompassing teachers qualities in teaching process, school habit, and climates.

## METHODES

This study uses a quantitative approach using both descriptive and associative types of research. According to Sugiyono (2010:56), descriptive research is observing to identify its independent variable scores whether in one or more than it without any comparatives or connecting other variable. Descriptive research purposes is gaining description and picture related to Mix Marketing analysis on students decision choice with their satisfactory as an intervening variable.

Associative research is one of research types asking between variable and more correlations. There are three forms in Associative research. They are symmetrical, causal, interactive/ reciprocal and feedback correlations. Sugiyono (2010:57), the method of collective data using in this study is survey method which collecting data through the field.

On other hand, according to Sugiyono (2012:116) sample is part of amount and characteristic for its population. The method used by the researcher is averages sampling. And it is called census. In other words, the whole averages are being researched. Every population elements should have an equal opportunities which is chosen for its sample as many as 100 students at Insan Kamil School.

## RESULT AND DISCUSSION

**Table 1. Coefficient Path Result I**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	56,681	18,837		3,009	,003
Kualitas Produk (X1)	,232	,108	,207	2,146	,034
Lokasi (X2)	,166	,064	,251	2,577	,011
Harga (X3)	,146	,073	,199	2,007	,048
Bukti Fisik (X4)	,328	,163	,316	2,006	,048

Source: Research data, 2020

**Table 2. The Result of Summary Path Model I**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,423 <sup>a</sup>	,179	,145	11,14441

Source: Research data, 2020

Based on the table above, it can be explained as follows :

1. Based on stational variable calculation on product quality (X1) has significantly effect on students decision choise (Y1). In this case, it can be proved by Coefficients path as much as 0.232 in score T calculation is 2.146 in probability (0.034<0.050). it indicates that product quality (X1) has significantly effect toward students satisfactory (Y1).
2. Based on stational variable calculation on location (X2) has significantly effect on students satisfactory variable (y1). In this case, it can be proved by Coefficients path as much as 0.166 in score T calculation is 2.577 in probability is 0.011 (0.011< 0.05). it indicates that location (X2) has significantly effect toward students satisfactory (y1).
3. Based on stational variable calculation on location (X2) has significantly effect on students satisfactory variable (Y1). In this case, it can be proved by Coefficients path as much as 0.146 in score T calculation is 2.007 in probability is 0.048 (0.048< 0.05). it indicates that cost (X3) has significantly effect toward students satisfactory (Y1).
4. Based on stational variable calculation on physical evidence (X4) has significantly effect on students satisfactory variable (Y1). In this case, it can be proved by Coefficients path

as much as 2.006 in score T calculation is 2.006 in probability is 0.048 ( $0.048 < 0.05$ ). it indicates that physical evidence (X4) has significantly effect toward students satisfactory (Y1).

- Based on the contribution of the product quality variable (X1), location (X2) and cost (X3) can be seen from score R square as much as 0.179. in other word 17.9% costumers satisfactory variables (Y1) is effected by free effect such as product quality (X1), location (X2), cost (X3), and physical evidence(X4). Beside, the variable of costumers satisfactory is 82.1% (Y1) effected by other non-discussed variables in this research.

**Table 3. Coefficient path II**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	-34,467	12,742		-2,705	,008
Kualitas Produk (X1)	,571	,072	,534	7,966	,000
Lokasi (X2)	,142	,043	,226	3,304	,001
Harga (X3)	,249	,048	,355	5,170	,000
Bukti Fisik (X4)	,283	,067	,298	4,203	,000
Kepuasan Siswa (Y1)	,270	,066	,284	4,095	,000

Source: Research data, 2020

**Table 10. The Result of Summary Path Model II**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,783 <sup>a</sup>	,613	,593	7,32139

Source: Research data, 2020

Based on the table of coefficients and summary model above, it can be explained as follows :

- Based on stactical variable calculation on product quality (X1) has significantly effect on students students decision choice variable (Y2). In this case, it can be proved by Coefficients path as much as 0.571 in score T calculation is 7.966 in probability 0.000 ( $0.000 < 0.05$ ). it indicates that product quality variable (x1) has significantly effect toward students decision choice (y2).
- Based on stactical variable calculation on location (X2) has significantly effect on students decision choice variable (Y2). In this case, it can be proved by Coefficients path as much as 0.142 in score T calculation is 3.304 in probability 0.001 ( $0.001 < 0.05$ ). it indicates that location variable (X2) has significantly effect toward students decision choice (Y2).
- Based on stactical variable calculation on cost (X3) has significantly effect on students decision choice variable (Y2). In this case, it can be proved by Coefficients path as much as 0.249 in score T calculation is 5.107 in probability 0.000 ( $0.000 < 0.05$ ). it indicates that cost variable (X3) has significantly effect toward students decision choice (Y2).
- Based on stactical variable calculation on physical evidence (X4) has significantly effect on students decision choice variable (Y2). In this case, it can be proved by Coefficients path as much as 0.283 in score T calculation is 4.203 in probability 0.000 ( $0.000 < 0.05$ ). it indicates that physical evidence variable (X4) has significantly effect toward students decision choice (Y2).
- From the stactical variable calculation on students satisfactory (Y1) has significantly effect on students decision choice variable (Y2). In this case, it can be proved by Coefficients path as much as 0.270 in score T calculation is 4.095 in probability 0.000

( $0.000 < 0.05$ ). it indicates that students satisfactory variable (Y1) has significantly effect toward students decision choice (Y2).

As much as the contribution of product quality variable (X1), location (X2), cost (X3), physical evidence (X4) and students satisfactory (Y1) can be seen from score R square as 0.613. in other words, students decision choice variable (Y2) is effected by free variable. It is product quality (X1), location (X2), cost (X3), physical evidence (X4) and students satisfactory (Y1). Besides, students decision choice variable (Y2) effected by other variables is not discussed in this research. The result data of independent variable effect process is related that can be seen on this table below:

**Table 4. The Effect of Direct Calculated Variable**

Variabel	Direct	Total
X <sub>1</sub>	Ke Y <sub>1</sub> = 0.232	0.232
X <sub>2</sub>	Ke Y <sub>1</sub> = 0.166	0.166
X <sub>3</sub>	Ke Y <sub>1</sub> = 0.146	0.146
X <sub>4</sub>	Ke Y <sub>1</sub> = 0.328	0.328

Source: Research data, 2020

Direct effect is one of exogen variable effects toward endogen which is occurred without any other endogen variables. It can be explained as follows:

1. Product quality effect (X1) toward students satisfactory (Y1). Table 4 indicates that the location effect (X1) toward students satisfactory (Y1) indicated coefficient path scores is totally 0.232. in this case, it indicates that the students satisfactory variable (Y1) is effected by product quality variable (X1).
2. Location effect (X2) toward students satisfactory (Y1). Table 4 indicates that the product quality effect (X2) toward students satisfactory (Y1) indicated coefficient path scores is totally 0.166. in this case, it indicates that the students satisfactory variable (Y1) is effected by product quality variable (X2).
3. Cost effect (X3) toward students satisfactory (Y1). Table 4 indicates that the cost effect (X3) toward students satisfactory (Y1) indicated coefficient path scores is totally 0.146. in this case, it indicates that the students satisfactory variable (Y1) is effected by product quality variable (X3).
4. Physical evidence effect (X4) toward students satisfactory (Y1). Table 4 indicates that the physical evidence effect (X4) toward students satisfactory (Y1) indicated coefficient path scores is totally 0.328. in this case, it indicates that the students satisfactory variable (Y1) is effected by product quality variable (X4).

**Table 5. The Effect of Indirect Calculated Variable**

Variabel	Direct	Indirect	Total
X <sub>1</sub>	Ke Y <sub>2</sub> = 0.571	(0.571)(0.270) = 0.154	0.725
X <sub>2</sub>	Ke Y <sub>2</sub> = 0.142	(0.142)(0.270) = 0.017	0.159
X <sub>3</sub>	Ke Y <sub>2</sub> = 0.249	(0.249)(0.270) = 0.067	0.316
X <sub>4</sub>	Ke Y <sub>2</sub> = 0.283	(0.283)(0.270) = 0.076	0.359
Y <sub>1</sub>	Ke Y <sub>2</sub> = 0.270		0.270

Source: Research data, 2020

Indirect effect is one of exogen variables with endogen variable happens through other endogen variables that has been found on being analyzed causal model.

1. The quality product effect (X1) toward students decision choice (Y2) by Student satisfactory.

Table above indicates that product quality effect (X1) toward students decision choice (Y2) indicating coefficient path is 0.725, and an indirect coefficient path scores on students satisfactory variables (Y1) as an intervention is 0.154. moreover, an indirect product quality (X1) toward students decision choice (Y2) is producing from : An indirect effect =  $0.571 * 0.270 = 0.154$ . In other words, an indirect product quality effect (X1)

toward students decision choice (Y2) through students satisfactory (y1). Total effect is produced from : Total effect = direct + indirect effects =  $0.571+0.154 = 0.725$

Table above explained that product quality effect directly and indirectly toward students decision choice through students satisfactory is totally 0.725. in this case, it is indicated that students satisfactory variable to fortify the effect of product quality on students decision choice. Table above explains that Product Quality has a direct and indirect effect on the variable Student Decision Choosing through Student Satisfaction with a total effect of 0.725. This indicates that the Student Satisfaction variable reinforces the influence of Product Quality on Student Choosing Decisions.

2. The Influence of Location (X2) on Student Decision to Choose (Y2) through Student Satisfaction (Y1)

Table above indicates that the influence of Location (X2) on Student Choosing Decision (Y2) indicates a total path coefficient value of 0.159, and the indirect path coefficient value of Student Satisfaction (Y1) as the intervening is 0.017. The indirect influence of Location (X2) on Student Choosing Decisions (Y2) is the result of: Indirect influence =  $0.142 * 0.270 = 0.017$ . Means there is an indirect influence of Location (X2) on Student Decision to Choose (Y2) through Student Satisfaction (Y1). Total effect is the result of: Total Influence = Direct Influence + Indirect influence =  $0.142 + 0.017 = 0.159$

Table above explained that Location has a direct and indirect effect on the variable Student Decision Choosing through Student Satisfaction with a total influence of 0.159. This indicates that the Student Satisfaction variable (Y1) strengthens the influence of Location (X2) on Student Choosing Decisions (Y2).

3. The Effect of Price (X3) on Student Decision to Choose (Y2) through Student Satisfaction (Y1)

Table above indicates that the effect of Price (X3) on Student Choosing Decision (Y2) indicates a total path coefficient value of 0.316, and the indirect path coefficient value of the Student Satisfaction variable (Y1) as the intervening is 0.067. The indirect effect of Price (X3) on Student Choosing Decision (Y2) is the result of: Indirect Influence =  $0.249 * 0.270 = 0.067$

Meaning there is an indirect influence of Price (X3) on Student Choosing Decision (Y2) through Student Satisfaction (Y1). Total effect is the result of: Total Influence = Direct Influence + Indirect influence =  $0.249 + 0.067 = 0.316$

4. The Effect of Physical Evidence (X4) on Student Choosing Decisions (Y2) by Student Satisfaction (Y1)

Table above indicates that the influence of Physical Evidence (X4) on Student Choosing Decisions (Y2) indicates a total path coefficient value of 0.316, and the indirect path coefficient value of the Student Satisfaction variable (Y1) as the intervening is 0.067. The indirect influence of Physical Evidence (X4) on Student Choosing Decisions (Y2) is the result of: Indirect Influence =  $0.283 * 0.270 = 0.076$  Meaning there is an indirect influence of Physical Evidence (X4) on Student Choosing Decisions (Y2) through Student Satisfaction (Y1). Total effect is the result of: Total Influence = Direct Influence + Indirect influence =  $0.249 + 0.076 = 0.359$

Table above explained that Price has a direct and indirect effect on the variable Student Decision Choosing through Student Satisfaction with a total influence of 0.316. This indicates that the Student Satisfaction variable (Y1) strengthens the influence of Price (X3) on Student Choosing Decisions (Y2).

### Path Analysis Test

From the two path coefficients shown by the coefficients table and the summary model, path equations can be created as follows:

#### Path I Coefficient

$$Y1 = 56,681 + 0.232 X1 + 0.166 X2 + 0.146 X3 + 0.328 X4$$



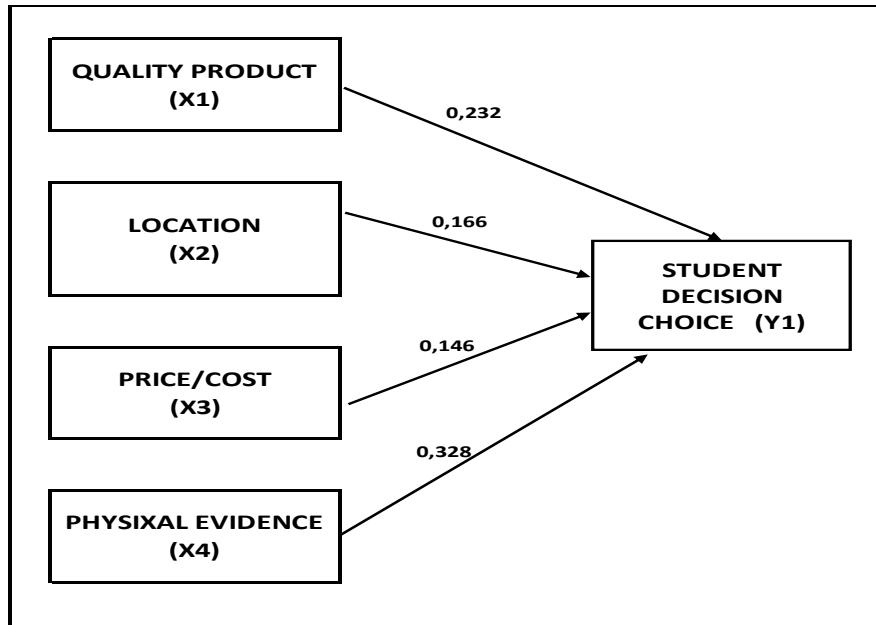


Figure 1. Path Analysis I

### Koefisien Path II

$$Y_2 = (-34.467) + 0.571 X_1 + 0.142 X_2 + 0.249 X_3 + 0.283 X_4 + 0.270 Y_1$$

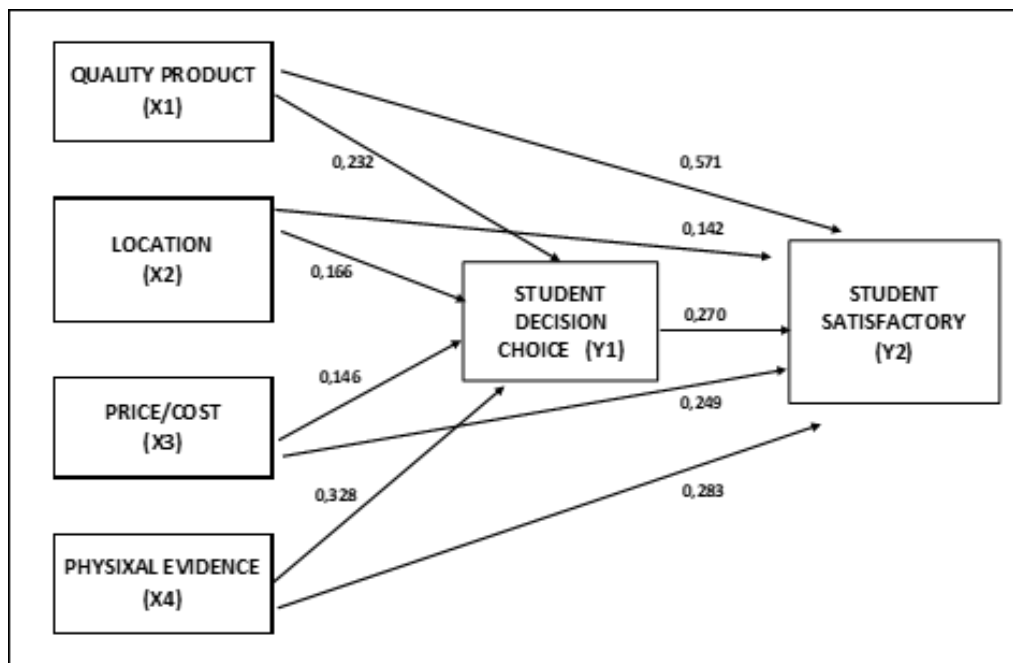


Figure 2. Path Analysis II

Tabel 6. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7990,094	5	1598,019	29,812	,000 <sup>p</sup>
Residual	5038,656	94	53,603		
Total	13028,750	99			

Source: Research data, 2020

From the analysis in the table above, ANOVA test obtained F<sub>calculated</sub> value of 29,812, while F<sub>table</sub> (α 0.05) for n = 100 of 2.19. So F<sub>calculated</sub> > of F<sub>table</sub> (( 0.05) or 29,812 >

2.19 with a significant rate of 0.000 because of  $0.000 < 0.05$ , it can be said that Product Quality (X1), Location (X2), Price (X3), Physical Evidence (X4) and Student Satisfaction (Y1) jointly have a positive effect on Student Choosing Decisions (Y2). Product Quality (X1), Location (X2), Price (X3), Physical Evidence (X4) and Student Satisfaction (Y1) jointly have a positive effect on Student Choosing Decisions (Y2).

## CONCLUSION

The result of this research are:

1. Direct influence of quality product (X1) has a significant influence on student decision choice (Y1).
2. Direct influence of location (X2) has a significant influence on the student decision choice (Y1).
3. Direct influence of price (X3) has a significant influence on the student decision choice (Y1).
4. Direct influence of physical evidence (X4) has a significant influence on student decision choice (Y1).
5. There is an effect of quality product (X1), location (X2), price (X3) and physical evidence (X4) together on student decision choice (Y1).
6. Direct influence of quality product (X1) has a significant influence on student satisfaction (Y2).
7. Direct influence of location (X2) has a significant influence on the student satisfaction (Y2).
8. Direct influence of student decision (Y1) has a significant influence on student satisfaction (Y2).
9. Direct influence of price (X3) has a significant influence on the student satisfaction (Y2).
10. Direct influence of physical evidence (X4) has a significant influence on student satisfaction (Y2).
11. There is an influence of quality product (X1), location (X2), price (X3), physical evidence (X4) and student decision choice (Y1) together on student satisfaction (Y2).

In the closing chapter, the author tries to provide suggestions that may be useful to the school. The suggestions are as follows:

1. Insan Kamil Schools should pay more attention to the marketing mix strategies that are popular in educational institutions. By using the marketing mix strategy, it is expected that students as customers of educational services in schools can have high satisfaction.
2. Insan Kamil School is expected to maintain the quality of the facilities provided.
3. Insan Kamil School is expected to provide attractive offers included in the promotion such as providing scholarships for applicants who have achievements or giving discounts to applicants.

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