

THE INFLUENCE OF THE MARKETING MIX ON DECISIONS PROSPECTIVE STUDENTS CHOOSE HIGHER EDUCATION AT BANYUWANGI MARINE ACADEMY

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ARTICLE INFO

Keywords :
 College Competition,
 marketing mix,
 College potential.

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ABSTRACT

This study aims to determine the effect of the *Product, Price, Promotion and Place marketing mix* simultaneously or partially for each variable on the decision of prospective students to continue their education at the Banyuwangi Maritime Academy. A quantitative research method with a saturated sample system was used in a study of 62 respondents in the registration for the first wave of the 2022/2023 academic year, the research results obtained were processed with the help of the SPSS program. Based on the results of the F test, it is known that *Product, Price, Promotion and Place* simultaneously have an effect significant to the Choice Decision, referring to the value of the Coefficient of Determination (R^2) which is 0.359 which means that there is an influence of 35.9% while 64.1% of the decision to choose by prospective students is influenced by other variables not examined in this study. Partially, *Product* has a partially significant effect on the decision to choose. *Price* has no significant effect partially on the Choosing Decision. Variable *Promotion* also has no significant effect partially on the decision to choose. Variable *Place* has no significant effect partially on the decision to choose.

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1. INTRODUCTION

Higher education has now become a necessity for every citizen. The reasons that make higher education important in people's lives today, among others, are because higher education expands knowledge and increases the rationality of thinking which influences the decision-making process for the better. Thus, to meet the need for higher education, many institutions have established private tertiary institutions (PTS) as an alternative choice for continuing education after high school. Based on data from Region VII East Java Higher Education Service Institutions as of June 30, 2021, the number of tertiary institutions and study programs can be identified as follows:

Table : 1 Data on the Number of Universities in East Java in 2021

No	Form PT	Number of Active PTS	Number of Accredited PTS							Not Accredited yet	expired
			A	B	C	Superior	Very well	Well	Total		
1	University	96	7	42	29	0	7	3	88	7	1
2	Institute	23	0	5	1	0	6	1	13	10	0
3	High School	124	0	37	48	0	15	1	101	17	6
4	Academic	51	0	8	15	0	5	0	28	18	0
5	Polytechnic	12	0	1	2	0	5	0	8	4	0

6	Community Academy	10	0	0	0	0	0	0	0	10	0
Amount		316	7	93	95	0	38	5	238	66	7

Data As of 30 June 2021

[source : https://www.kopertis7.go.id/ptsKL](https://www.kopertis7.go.id/ptsKL)

Minister of Education and Culture No. 3 of 2020 concerning the National Standards for Higher Education, this regulation will encourage each tertiary institution to improve its quality and at the same time serve as a direction for healthy competition for each tertiary institution. An atmosphere of competition arose among private tertiary institutions in the process of recruiting prospective new students. The number of private tertiary institutions is quite large, causing intense competition in the recruitment of prospective students, the various potentials and advantages possessed by each private tertiary institution must be mobilized as much as possible to face this competition, so that *branding* very important to introduce their campus. The enchantment of state universities still strongly influences the thinking of the Indonesian people, selection for admission to state universities is still the main goal of teachers at the SMA/SMK/MA level, this will certainly add to the reasons for private universities to bring out their added value in order to increase public trust.

Banyuwangi Maritime Academy As a maritime and transportation tertiary institution has distinct characteristics from higher education institutions in general, namely in the competency of graduates who are experts in port operations, shipping fleet management, container handling, export/import and logistics, supported by the application of educational patterns, semi military / cadet. According to data in the Banyuwangi Marine Academy's self-evaluation report, outcomes and performance achievements in the education sector show a high absorption value (80%) of graduates of the Banyuwangi Marine Academy have worked according to their field of expertise for a period of 6 months after graduation. The rest choose entrepreneurship, or continue to a higher level of education. As the main goal of the educational process, of course this is very good and must continue to be improved. Different conditions occur in the input process for prospective new students, even though there has been an increase, when viewed from the total number of students for a private tertiary institution, it is believed that this is still not within normal limits. In other words, there is an increase in the number of students but they still do not meet the standards. Data on the number of students for the last 3 years at the Academic Administration Bureau of the Banyuwangi Maritime Academy can be seen from the data on the number of students as follows:

Figure 1 Graph of Data on the Number of Students / Cadets of the Banyuwangi Marine Academy Last Three Years

Source: Banyuwangi Maritime Academy Academic Administration Bureau (2022)

Figure 1 above depicts a graph of the increase in the number of new students at the Banyuwangi Maritime Academy for each study program, so that several assumptions can be taken as follows;

- There is an increase in the number of students
- The total number of students is not in an ideal position

The description of the conditions seen in the graph above is not a coincidence but rather a manifestation of the work of the Banyuwangi Maritime Academy promotion team which needs to be

improved so that it can meet the specified standards. the increasing number of students reflects the higher level of public trust in the Banyuwangi Marine Academy educational institution.

The phenomenon of increasing the number of new students and the desire to achieve this number standard when viewed from marketing science there is something that needs to be considered in more depth regarding what causes the increase in the number of applicants so that it can be developed so that it can meet the specified standard number of students.

An American marketing professor and writer *Edmund Jerome McCarthy* in 1960 was the first to put forward the 4 P marketing strategy (*Product, Price, Promotion & Place*) in his book entitled " *Basic Marketing: A Managerial Approach* ". Are these variables influencing the dynamics of the number of students at the Banyuwangi Maritime Academy, of course this requires studies and research in order to prove it. Like the research conducted by Samata, Luis Marnisahb, Omar Hendroc, Tirta Jaya Jenahard in 2017 researching "Marketing Mix on Student Decisions Choosing Private Universities in Palembang City". The purpose of this study is to discuss the Marketing Mix on Student Decisions to Choose Private Universities in Palembang City.

This marketing strategy is expected to be studied and applied by the Banyuwangi Marine Academy so that it can develop its "market potential" apart from that institutionally the Government through the Ministry of Education and Culture of the Republic of Indonesia has issued policies in terms of efforts to improve higher education in Indonesia which in principle provide directions for organizing good higher education. One form of this policy is the Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 3 of 2020 concerning National Higher Education Standards. In this regulation, we can learn the things that must be met in order to become a good tertiary institution which is of course in accordance with market needs. There are indications that cause prospective students to choose higher education at the Banyuwangi Maritime Academy, researchers focus on the 4 P marketing mix variables (*Product, Price, Promotion & Place*), so the purpose of this study is to analyze the influence of the marketing mix both simultaneously and partially on decisions chose higher education at the Banyuwangi Maritime Academy.

2. METHOD

The research was carried out at the Banyuwangi Maritime Academy campus in the Diploma III program in Shipping and Port Business Management (KPNK) and the Diploma III Logistics Management program. The planned time allocation starts from 01 February 2022 to 30 June 2022. The address for the research location is Jl. Transmigration No. 05 Banyuwangi. The population to be studied is prospective students/registrants who have carried out registration/registration in batch 1 of the 2022 new student admissions program with a total of 66 people. The population is considered to still remember the reasons for choosing higher education at the Banyuwangi Maritime Academy. The sampling technique used is saturated sampling. According to Sugiyono (2014: 68), that saturated sampling technique is a sampling technique when all members of the population are used as samples. This is because research wants to make generalizations with very small errors.

2.1 Types and Sources of Data

This study uses primary data and secondary data obtained by distributing questionnaires, interviews, observation and documentation.

2.2 Data Analysis Methods

Methods of data analysis using (1) Test Instrument data consisting of; validity and reliability test, (2) Classical Assumption Test which consists of; normality test and multicollinearity test and heteroscedasticity test (3) Multiple Linear Analysis which is used to measure how much influence the independent variable and the dependent variable have (4) Coefficient of Determination. together (simultaneously) affect the dependent variable which can be indicated by the value of *adjusted R - Squared* (Ghozali, 2016) (5) Hypothesis Testing, Hypothesis testing is a process for evaluating the strength of evidence from samples, and providing a basis for making decisions related to population, this test consists of; Simultaneous significance test (F test) and individual parameter significance test (t test).

3. RESULTS AND DISCUSSION

The classic assumption test is used to find out whether the model used meets the classic assumption, namely the model is right to produce an accurate value. In terms of the normality test according to Muhammad Firdaus (2019) in the graphical method the basis for making decisions to determine whether

data is normally distributed or not is as follows; (a) if the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph, then the distribution pattern is normal, meaning that the regression model meets the assumption of normality. (b) if the data spreads away from the diagonal line and/or does not follow the direction of the diagonal line or the histogram graph then it does not show a normal distribution pattern, it means that the regression model does not meet the assumption of normality. Here is a *print out* computer results of data processing with the SPSS program for normality tests with P plot diagrams and histogram graphs.

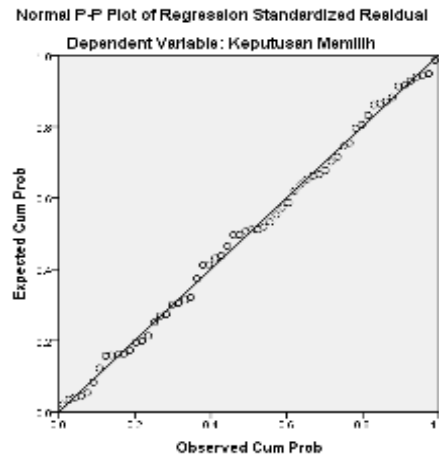


Figure 2 P Plot Graph

Source: Results of Data Processing with the SPSS Program

The output of the SPSS program above shows that the dots spread following the diagonal line, this indicates that the data is normally distributed. The P plot graph shows that the distribution follows the direction of the diagonal line, so it can be concluded that the variable data is normally distributed.

The results of data processing using the SPSS program obtained VIF values as can be seen in the following table :

Table 2. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	1,811	2,291		.790	.433		
	Product	.173	.088	.274	1.962	.055	.575	1,739
	Price	.048	.080	.080	.599	.552	.637	1,569
	Promotions	.084	.076	.156	1.104	.274	.567	1,765
	place	.209	.114	.243	1.835	.072	.640	1,561

a. Dependent Variable: Choosing Decision

Paying attention to the results of data processing in table 4.10 above, it is known that the VIF value of each variable is greater than 1 and the tolerance value is greater than 0.1, so, according to the opinion (Imam Ghazali, 2016; 104) the test results state that there is no multicollinearity.

The results of data processing are referred to in the following diagram :

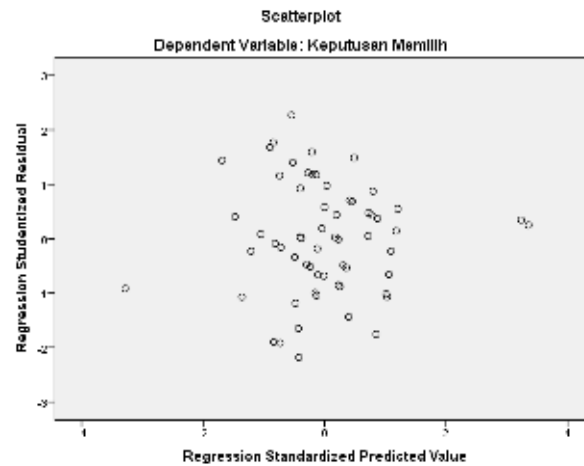


Figure 3 Scatter plot graph
 Source: Results of Data Processing with the SPSS Program

Based on the SPSS print out in Figure 4.4 above, there are no dots that form a certain regular pattern, and the dots on the *scatterplot* above spread randomly above and below the number 0 on the y-axis. This means that there is no heteroscedasticity problem.

The resulting regression equation is as follows;

$$Y = 1.811 + X1 + X2 + X3 + X4$$

A constant/intercept of 1.811 mathematically states that if the values of the independent variables X1, X2, X3 and X4 are equal to zero then the value of Y is 1.811. The decision of prospective students to choose higher education at the Banyuwangi Maritime Academy is positive regardless of *product*, *price*, *promotion* and *place*. The results of data processing are known to be $R^2 0.359$ as in the following table :

Table 3 Determination Coefficient Test Results (R^2)

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.599 ^a	.359	.314	2.40478

a. Predictors: (Constant), Place, Product, Price, Promotion

Guided by the theoretical basis put forward by Imam Ghozali in 2016 and based on table 4.11 above in column 3 of the second row it is known that the value of the coefficient of determination (R^2) is 0.359, so it can be interpreted that there is a simultaneous influence of X1, X2, X3 and X4 on Y of 35.9%. While the remaining 64.1 % is influenced by other variables not tested in research .

The results of data processing are as shown in the table below :

Table 4 F test results

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	184,838	4	46,209	7,991	.000 ^b
	residual	329,630	57	5,783		
	Total	514,468	61			

a. Dependent Variable: Choosing Decision

b. Predictors: (Constant), Place, Product, Price, Promotion

Based on table 4.12 above, it is known that a sign value of $0.00 < 0.05$ means that H_0 is rejected, and it can be concluded that *Product* (X1) , *Price* (X2) , *Promotion* (X3) & *Place* (X4) simultaneously influence significant to the Voting Decision (Y) Higher Education At the Banyuwangi Maritime Academy, in other words H_1 is accepted.

Table 5 Test Results t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	std. Error	Betas			
1	(Constant)	1,811	2,291			.790	.433
	Product	.173	.088	.274		1962	.055
	Price	.048	.080	.080		.599	.552
	Promotions	.084	.076	.156		1.104	.274
	place	.209	.114	.243		1835	.072

a. Dependent Variable: Choosing Decision

Based on the theoretical foundation and paying attention to the results of data processing in table 5 as mentioned above it is known that;

The X1 sign value is $0.055 = 0.05$, which means that H0 is rejected, in other words H2 is accepted and it can be interpreted that *Product* (X1) has a partially significant effect on the decision of prospective students to choose education at the Banyuwangi Marine Academy (Y). X2 sign value $0.552 > 0.05$ means H0 is accepted, in other words H3 is rejected and it can be interpreted that *Price* (X2) has no partial significant effect on the decision of prospective students to choose education at the Banyuwangi Marine Academy (Y). X3 Sign value $0.274 > 0.05$ means H0 is accepted, in other words H4 is rejected and it can be interpreted that *Promotion* (X3) has no significant effect partially on the decision of prospective students to choose education at the Banyuwangi Maritime Academy (Y). X4 Sign value $0.072 > 0.05$ means H0 is accepted, in other words H5 is rejected and it can be interpreted that *Place* (X4) has no partial significant effect on the decision of prospective students to choose education at the Banyuwangi Maritime Academy (Y).

3.1 Interpretation

It is proven that there is harmony between the hypothesis and the results of this study with the opinions of experts and previous research which states that the 4P components or variables have an influence on the marketing of an institution/institution. However, the magnitude of the joint effect on all these variables can be seen in the value of the coefficient of determination. The value of the coefficient of determination is between zero and one. If the value R^2 is small, it means that the ability of the independent variables to explain the dependent variable is very limited. Meanwhile R^2 , a value close to one means that the independent variable provides almost all the information needed to predict the dependent variable (Imam Ghozali, 2016 ; 95). Paying attention to table 4.11 column 3 second row it is known that the coefficient of determination (R^2) is 0.359, so it can be interpreted that there is a simultaneous influence of the 4 P marketing mix (*product, price, promotion and place*) on the decision of prospective students to choose higher education at the Banyuwangi Maritime Academy by 35.9%. The value of the coefficient of determination as one of the results of this study states that there is a significant influence of the four factors in the marketing mix, so the Banyuwangi Marine Academy must make changes to its marketing strategy because it is known that the influence of these 4 variables is below 50%. Based on the results of observations in the field, it is known that the profile data of prospective students who will be accepted do not yet have the new cadet admission unit team at the Banyuwangi Maritime Academy. So far, the profiles of prospective students are only based on standards determined in the form of criteria for prospective students who can be accepted according to the normative principle of entry requirements for private tertiary institutions. However, if we discuss further about the implementation of the STP (*Segmenting, Targeting, Positioning*) marketing strategy, which is one of the concrete steps of marketing, where the terms are *measurable, substantial, accessible, differentiable* .), and *actionable* it seems there is no database available yet. Partially, *Product* has a partially significant effect on the decision to choose. *Price* has no significant effect partially on the Choosing Decision. Variable *Promotion* also has no significant effect partially on the decision to choose. Variable *Place* has no significant effect partially on the decision to choose.

4. CONCLUSION

The conditions that occur at the Banyuwangi Marine Academy, especially in terms of the number of students/cadets who are considered to have increased in number even though they have not met the standards, based on the results of the research and discussion in the previous chapter the researcher can draw several conclusions, including:

That the marketing mix which includes Product, Price, Promotion & Place simultaneously has a significant effect on the decision of prospective students to choose higher education at the Banyuwangi

Maritime Academy. Product, which includes accreditation status, diversity in choice of study programs, graduate competence, job opportunities and the graduate waiting period which is carried out with a cadet education pattern partially has a significant effect on the decision of prospective students to choose higher education at the Banyuwangi Maritime Academy. Price, which includes tuition fees and living expenses partially, has no significant effect on the decision of prospective students to choose higher education at the Banyuwangi Maritime Academy. Promotion, which includes information, promotional media and personal selling partially has no significant effect on the decision of prospective students to choose higher education at the Banyuwangi Maritime Academy. Place, which includes location and display partially has no significant effect on the decision of prospective students to choose higher education at the Banyuwangi Maritime Academy.

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