

ANALYSIS OF MARKETING-MIX 4PS ON STUDENT DECISIONS CHOOSING THE STUDY PROGRAM OF MANAGEMENT

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ABSTRACT: The purpose of this study was to study most of the marketing mix elements consisting of prices, products, places, and promotions on student decisions to choose management programs at the Faculty of Economics, University of Slamet Riyadi Surakarta, both partially and simultaneously. The research uses taking regrets, with a data sample of 100 students taking Management study programs at Slamet Riyadi University Surakarta. The results show that all 4P marketing mix variables significantly influence the decision to choose management study programs, both partially and simultaneously. The combination of the four has a determination of up to 81.1%.

Keywords: price, product, place, promotion, management

A. BACKGROUND

Slamet Riyadi University Surakarta is one of the 50 universities in Surakarta. Slamet Riyadi University Surakarta currently has 6 (six) faculties, namely the Faculty of Economics, Faculty of Law, Teacher Training and Education Faculty, Faculty of Social and Political Sciences, Faculty of Agricultural Technology and Faculty of Agriculture. In addition to competition from State Universities, in its efforts to obtain students, the Faculty of Economics, Management Study Program of Slamet Riyadi Surakarta University must also face similar competitors, namely those who offer higher education in economics as well. This tight competition requires a reliable marketing strategy. One of them is understanding the wishes of prospective students

In the period of 2015-2017, the number of students applying to the Faculty of Economics of the Management Study Program of Slamet Riyadi Surakarta University has increased. Probably caused by the marketing strategy that is carried out, in the form of implementing a marketing mix strategy. The marketing mix strategy implemented by the Management Study Program refers to Kotler's [6]. Marketing mix theory is a combination of four variables called 4P: product, price, place, and promotion. The selection of Kotler's Marketing Mix is based on the subjectivity and influence of the fame of this theory. Actually, a lot of the development of the marketing mix theory, including 7P (with additional People, Physical, and Process) was developed by Jonathan Ivy [5]. However, there is an opinion from Brook & Simkin [1] which says that there is no certainty about the effectiveness of the variables in the Marketing Mix.

Analysis using Marketing Mix is a very strategic thing because it can describe decisions that are based on a comprehensive assessment of various elements (Kreutzer, 1988). In addition, the marketing mix has a strong relationship with retailer-perceived brand equity. Therefore, many consumer purchasing decisions are influenced by the marketing mix [2]. It has a similarity with the opinion of O'Cass and Heirati [9] which says that a market-oriented organization will always develop marketing elements that are incorporated in the marketing mix. With these theoretical reasons too, the analysis in this article uses the marketing mix.

After determining the marketing strategy with the marketing mix in 2015, the number of students of the Faculty of

Economics, Management Study Program, University of Slamet Riyadi Surakarta in 2015-2017 experienced an increasing trend. In 2015 the total number of students was 144 people, in 2016 it increased to 202 students, in 2017 it also increased to 272 students. Based on data on the increase in the number of these students, the marketing team of the management study program believes that the increase is influenced by several factors determined in the marketing mix. However, which factors are the most dominant, and how the influence of each element is not known with certainty. This is what underlies the research written in this article.

B. RESEARCH OBJECTIVES AND METHODOLOGY

The purpose of this study was to determine how much influence the marketing mix elements consist of price, product, place, consisting motion on the decision of students to choose a management study program at the Faculty of Economics, University of Slamet Riyadi Surakarta, both partially and simultaneously.

In order to achieve that goal, this research is designed quantitatively with a type of field study. The object under study is decision-making when deciding to choose a Management study program at the University of Surakarta Slamet Riyadi FE (Y), and influencing variables, including product (X1), price (X1), place (X3), promotion (X4). The research subjects were Management Study Program students. The population of this study was all students of management study programs, which were then sampled with a random sampling technique of 100 students. The analysis is performed in a multiple linear regression type (ordinary least squares (OLS)).

This study uses data sourced from primary data, namely data obtained directly from respondents through the answers to the questionnaire. Data collection techniques used a five-point Likert scale, namely: starting from Strongly Agree (SS = 5); Agree (S = 4); Neutral (N = 3); Disagree (TS = 2), and Strongly Disagree (STS = 1). Testing the validity of the instrument is done using the Pearson Correlation formula, the testing criteria using a significance level of $\alpha = 0.05$. Instrument points are declared valid if they produce p value < 0.05 . Reliability testing uses the Cronbach Alpha formula, with testing criteria if Cronbach Alpha > 0.60 is reliable, whereas Cronbach Alpha < 0.60 is not reliable [4].

1. Data Analysis Techniques:

Usability	Item	Use
Classic assumption test	Multicollinearity	Inflation Factor Variance (VIF)
	Heteroscedasticity	Glejser test
	Normality	Kolmogorov-Smirnov test
	Autocorrelation	Run Test
Hypothesis testing	Partial Influence Test	T test
	Simultaneous Influence Test	Test F
	Coefficient of Determination	R ²
	Coefficient of Regression	Constant value; value of b

2. Variable definitions

Notation	Variable	Definition	Indicator
Y	Student Decision	the attitude of students in choosing the Faculty of Economics, Management Study Program, Slamet Riyadi University, Surakarta.	a. Academic quality b. Cost of education c. Campus location d. Promotion
X1	<i>Product</i>	The Management study program is offered by the Economics Faculty of Slamet Riyadi University Surakarta	a. Quality of Education b. Prospect of getting a job c. Accreditation in the Management study program d. Choice of study programs as needed
X2	Price	the amount of money spent by students to take part in lectures in the Management Study Program of the Faculty of Economics, Slamet Riyadi University, Surakarta	a. Affordable tuition fees b. Affordable campus development donation fees c. The existence of scholarships d. Flexible payment system
X3	Place	place or location of the Faculty of Economics, Slamet Riyadi University Surakarta.	a. Access, the location traveled is easily accessible by public transportation facilities. b. Visibility, for example, a location that can be clearly seen from the edge of the road. c. Large and safe parking lot d. Government regulations
X4	<i>Promotion</i>	marketing activities that attempt to disseminate information, influence or persuade, or remind prospective students to be willing to make a decision to choose the Faculty of Economics, Slamet Riyadi University Surakarta.	a. Advertising activities (newspapers, TV, radio and brochures) b. Conduct public relations activities c. Hold direct contact with prospective students d. Hold social activities to the community

C. RESEARCH RESULT

1. Description of Respondents

The characteristics of respondents used as research samples are shown in table 1 as follows:

Table 1: Overview of Characteristics of Respondents

Characteristics	Information	Number of people	Procentage(%)
Gender	Man	50	50
	Woman	50	50
	Total	100	100
Age	< 20 year	48	48
	20 – 25 year	43	43
	> 25 year	9	9
	Total	100	100,00

Source: Primary Data processed, 2018

2. Classical Assumption Test Results

Table 2: Classical Assumption Test Results

Classic assumption test	Test Result	Conclusion
Multicollinearity test	Tolerance: 0,820; 0,829; 0,364; 0,403 > 0,10 VIF : 1,220; 1,206; 2,746; 2,483 < 10	There is no multicollinearity
Autocorrelation test	p: 0,549 > 0,05	There is no autocorrelation
Heteroscedasticity test	p: 0,944; 0,137; 0,2142; 0,0513 > 0,05	There is no heteroscedasticity
Normality test	P: 0,200 > 0,05	Residuals are normally distributed

Source: Primary Data processed, 2018

3. Analysis of Multiple Linear Regression

Table 3: Results of Multiple Linear Regression Analysis

Variables	B	T	Sig.
(Constant)	1,547	1,064	0,290
Product	0,157	3,510	0,001
Price	-0,121	-2,643	0,010
Place	0,616	7,770	0,000
Promotion	0,252	3,533	0,001

Adjusted R Square = 0,811

F-count = 107,361

Sig. F = 0,000

Source: Primary Data processed, 2018

Based on the results of multiple linear regression analysis the regression line equation is obtained as follows:

$$Y = 1,547 + 0,157X_1 - 0,121X_2 + 0,616X_3 + 0,252X_4$$

Based on the regression output above, it can be seen that both partially and simultaneously, the independent variables consisting of Product, Price, Place, and Promotion all significantly influence the dependent variable, namely the decision-making of choosing the Management study program. This can be seen from the value of t count and the calculated F value which all have a significance level at $\alpha = 0.01$. The Adjusted R Square value shows the number 0.811. This means that the determination of all independent variables (product (X1,1), price (X2), location (X3) and promotion (X4)) in influencing student decisions in choosing the Management Study Program at Slamet Riyadi University Surakarta at 81.1%. While the rest (100% - 81.1%) = 18.9% is influenced by other factors outside the variables studied, for example, education staff, lecture process, and so forth.

In the regression equation, it is known that the number constant is 1.547. This shows that the regression line intersects the Y-axis at point 1.547 above the origin (O). Product variables have a regression coefficient of 0.157. This shows that when the quality of the management study program is improved, the student's decision to enter the management study program also increases, with a ratio of 1: 0.157, which also applies to the opposite. If the tuition fee is increased, it will reduce the number of students entering, with a ratio of 1: 0.121. Vice versa. Variable Place illustrates that if the lecture place is improved, then the decision of students to choose the management study program will increase, with a ratio of 1: 0.616, and vice versa. Whereas if the promotion is improved, then the decision of students to choose a management study program will also increase with a ratio of 1: 0.252. Vice versa. Based on the regression coefficient figures it appears that Place variable has the highest influence in influencing student decisions in entering the management study program, then followed by variable promotion, product, and the last is place. However, all of these influences are classified as inelastic.

The results of this study show that 4P marketing mix variables have a significant influence both partially and simultaneously in influencing consumer decisions (Y) consistency with other similar studies [8, 11, 3]. However, this consistency is limited to market conditions that are in the characteristics of perfect competition. In other market characteristics, such as monopoly, oligopoly, and monopolistic competition market, this research cannot be said to be consistent, considering the character of the other three markets is indeed different from perfect competition market.

D. CONCLUSION

Variable 4P marketing mix which consists of product, price, place, and promotion is a good predictor to determine student decisions in choosing study programs in higher education in general, and specifically at the Selamet Riyadi Surakarta university. Its toughness can be seen in the influence partially or simultaneously. This toughness is closely related to the characteristics of the management study program which are classified as the characteristics of perfect competition. The management study program is categorized in the characteristics of perfect competition because many universities offer management programs with equal quality and equal marketing patterns. In addition, from the regression coefficients, each variable clearly shows its inelastic nature, with a range of values between 0 - 1.

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