

## **THE MARKETING MIX STRATEGY ANALYSIS TO ATTRACT PROSPECTIVE STUDENTS IN SELECTING PROGRAMS IN ISLAMIC INSTITUTE OF SULTAN MUHAMMAD SYAFIYUDDIN – SAMBAS**

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### **ABSTRACT**

The service marketing mix strategy is important to improve the Islamic high school. The integrated service marketing strategies from higher education institutions is a major factor in attracting prospective students which requires the Islamic Institute of Sultan Muhammad (IAIS) - Sambas to act professionally in every academic activity. The problem of this research was to analyze the effect of integrated marketing approach program consisting of; study programs, tuition fees, location, promotions, employees, physical facilities, accreditation status, reputation, alumni, leadership, students, research and publications, and other tridarma activities on decisions and attractiveness of prospective students to choose IAIS Sambas. This study aimed to determine the effect of a service program marketing integrated strategy on the attractiveness of students choosing IAIS Sambas as their college campus candidate. To find out how the service program's mixed strategy was affected, a series of structured interviews were conducted with 205 prospective students with a sample - Proportionate Stratified Random Sampling to Islamic Religious Education students (Independent Class and Transfer Class students). In addition to interviews, data collection was also carried out through questionnaires with Liker scale measurement units under the case study approach. After the data was collected, quantitative descriptive analysis was carried out; coding, revision, evaluation, in-depth interpretation and drawing conclusions to prove the findings of this study in accordance with the formulation of the research question as to get the validity and reliability of these findings. Finally, we can conclude that joint or integrated marketing strategy of study programs, tuition fees, location, promotion, staffing, learning facilities, alumni, accreditation, teaching staff and academic community activities, which together have a significant influence on decisions and the attractiveness of prospective students in choosing courses at IAIS Sambas.

**Keywords:** *Integrated Marketing, Decision of Choosing, Prospective Students, and Strategy Analysis*

## **INTRODUCTION**

The progress of a country is largely determined by the quality of the education of its people. Mainstay colleges bring renewal to face a future full of dynamics and challenges. Higher Education is an educational institution that produces experts to be ready to get involved in the community, to lead the development and renewal network.

Johnson et al., (2016) Therefore, all parties representing the layers of society related to education, both directly and indirectly, should provide an opportunity for the community to get better education up to the tertiary level of Higher Education in order to create quality human resources. Thus the State of Indonesia will have solid foundation joint development, with the availability of quality human resources that is evenly distributed in all sectors. To realize this task as a mandate bearer to print professional staff from state and private universities always make improvements both inside and outside. These improvements can take the form of; the construction and renewal of campus infrastructure, qualified and experienced lecturers, an orderly, regular, planned lecture process and professional / satisfying administrative services.

The quality of education from each region will always improve when its human resources have been prepared, (Aslan, 2018), including the Sambas Regency region which is part of West Kalimantan Province and located on the border between Malaysia and Indonesia, has schools from low to tertiary levels. (Aslan, 2019); Aslan and Hifza, 2020); Aslan and Setiawan, 2019), which requires cooperation with all components of the community to advance the quality of education services especially at the tertiary level because the contribution of graduates will produce changes for the advancement of the Sambas District development.

The paradigm of the value of education in Sambas Regency is seen from the number of students graduating from the level of Public and Private High Schools, each year showing significant growth. From year to year, the number of high school graduates always increases, so that it becomes an opportunity and opportunity for universities in Sambas to accept high school graduates so they can continue their studies at Sambas, one of them is the Sultan Muhammad Syafiuddin

Sambas Islamic Institute.

All private universities in Sambas Regency have the same opportunity to be selected by prospective students who are not accommodated in state universities in continuing their studies. The ability to get students depends on the delivery of information or promotions about the private university concerned, which is clearly seen from the service marketing strategy adopted by each private university. This also applies to the Sultan Muhammad Syafiuddin Sambas Institute of Islamic Religion.

In conducting and planning marketing strategies, several companies have used various methods which are then combined into one, for this type of marketing strategy more familiarly known as "Marketing Mix". Marketing Mix is a set of marketing tools used by companies to pursue marketing objectives in the markets. (Goi, 1970; Goi, 2009; Dominici, 2009; GbolagadeAdewale and Oyewale, 2013). If used in education, marketing mix is a competitive strategy among other educational institutions. (Hifza and Aslan, 2020; Hifza et al., 2020; Maesaroh et al., 2020). For this reason, leadership strategies need to master a variety of leadership styles, according to the era and period of challenges in education in the 21st century. (Dewi et al., 2020; Hifza et al., 2020; Hutagaluh et al., 2020; Putra et al., 2020).

Therefore, in order to maintain and increase the number of students each year the Sultan Muhammad Syafiuddin Sambas Islamic Institute continues to carry out activities to improve marketing strategies that can attract prospective students to study at the Sultan Muhammad Syafiuddin Sambas Islamic Religious Institute through integrated marketing in the service industry that consists of product, price, promotion, place, physical evidence, people and process.

Research related to Marketing Mix has been carried out by many studies such as Nasution, (2007), Kalsum, (2008), Rezeki (2004), and other studies. This research examines products, tuition fees, promotions, places, employees, processes, and services. The results show a significant effect on the addition of the number of students choosing to study at STIE IBBI Medan. Then, Yulita (2003) examined the factors that were important for prospective students enrolling in universities both in Sumatra and on the island of Java. According to this researcher prospective students state that in making decisions in choosing tertiary institutions, the choice of

consumers (evoked set or consideration set) is influenced by several factors. This study factors that consumers consider in choosing tertiary institutions are limited to only 7 factors, namely: Department/ product of study programs available, costs, academic quality, facilities, location, reputation and social life influence choosing the College of Economics IBBI Medan ". The number of samples were 347 student considerations in choosing a tertiary institution. The analytical model used is the Multiple Linear Regression Analysis Model.

According to the study, both of them have similarities because they examine the influence of marketing mix factors of higher education institutions on the decision to choose students, while the differences include different time and place of research, namely researching higher education institutions under the supervision of the Director General of Islamic Education Ministry of Religion through the Education Coordinator Islamic Higher Education under the Coordinator of the Private Islamic Higher Education Region XI Kalimantan is not under the supervision of the Director General of Higher Education as generally higher education institutions. Therefore, this research was conducted to find out more about the influence of the marketing mix service strategy to find out about the student's decision to choose the Islamic Institute of Sultan Muhammad Syafiuddin Sambas.

## **RESEARCH METHODOLOGY**

To understand the effect of integrated marketing strategy services in an effort to attract prospective new students to make choices in the program at IAIS Sambas, a series of data collection was carried out including structured interviews and questionnaires to Sultan Muhammad Syarifuddin High School Institute students in the City of Sambas. . (Kuncoro, 2003). This descriptive study was carried out with a case study approach by reviewing the related information owned by this IAIS. (Yin, 2017). by detailing information that influenced the existence of this tertiary institution over a period of five years with a detailed and in-depth description of information including the environment and conditions the past. (Umar, 2005). The study population as mentioned above are students at the Sultan Muhammad Safiudin Sambas Institute of Islamic Religion in the academic year 2019-2020, totaling 422 people. Umar, (1999), states "To determine how minimum a sample is needed if the population size is known, the Slovin formula can be used", as follows:

$$n = \frac{N}{1 + N e^2}$$

Note : n = sample  
N = population  
e = level of error

If the population (N) is 422 people and the level of error (e) is 5%, assuming the error level is 5%, the error rate will be smaller because the total sample obtained can represent the population compared to if using a 10% error rate of a large total population then the number of samples does not represent what is expected, then the size of the sample (n) if using an error level of 5% is:

$$N = \frac{422}{1 + 422(0,05^2)} = 205 \text{ participants}$$

Method of sampling through Proportionate Random Sampling. This technique is used if the population has members or elements that are not homogeneous and proportionally distributed. (Sugiyono, 2002). To determine who will be the respondent from each strata is done randomly or randomly. The details of the number of samples to be taken are based on the type of study program offered by the Sultan Muhammad Syafiuddin Sambas Islamic Institute of Religion.

Data collection techniques using interviews, observation and documentation. The type of data collected consists of primary and secondary. Variables used in this study consisted of independent variables and dependent variables. The independent variable in question is the overall mix variables marketing services consisting of product ( $X_1$ ), price ( $X_2$ ), place ( $X_3$ ), promotion ( $X_4$ ), people ( $X_5$ ), physical evidenc ( $X_6$ ) dan process ( $X_7$ ). Meanwhile, the dependent variable is the Student's decision to choose the Sultan Muhammad Syafiuddin Sambas Islamic Institute as a place to get an education (Y), which is the whole effort or action of students who directly in their efforts to choose the Islamic Muhammad Institute of Sultan Muhammad Syafiuddin Sambas as a place to demand science.

So to be clearer the operational definitions of the independent and dependent variables are explained in Table 3.2 which will also

explain each indicator that supports the independent variables and the dependent variables that are available and the type of measurement scale will be determined.

Table. 1  
 Definition of Variable Operations Tabel. 1

<b>Research Variable</b>	<b>Definitive Variable</b>	<b>Indicator</b>	<b>Measurement Scale</b>
X <sub>1</sub> Product (Learning program)	All services offered and member benefits for all IAIS Sambas students	Study programs offered, suitability of study with the job market, scholarships, accreditation, programs in accordance with the world of education	Scala Likert
X <sub>2</sub> <i>price</i> Tuition	All financial sacrifices incurred by students to be able to study at IAIS Sambas	The ability of students to pay tuition fees, comparison of fees with other tertiary institutions, ease of payment, deductions	Scala Likert
X <sub>3</sub> <i>place</i> Location	It is the campus location and strategic location of IAIS Sambas	In the city center, residences and other campuses / offices, offices, markets, public facilities	Scala Likert
X <sub>4</sub> <i>promotion</i>	IAIS Sambas provides information to the community / prospective students to know their services	Newspaper publications, radio publications, educational exhibitions, cooking banners/ billboards, school visits / invitations	Scala Likert
X <sub>5</sub> <i>people</i>	Overall individuals who help / contribute so that all operational activities of IAIS Sambas run well	Sambas professional staff, lecturers, lecturers, educational background of staff and lecturers, security, staff / security guards	Scala Likert
X <sub>6</sub> <i>physical of evidenc</i>	The real situation of objects that support teaching and learning activities and other activities at IAIS Sambas	Pay attention to the place, layout, cleanliness, parking space, decoration, lighting and air conditioning.	Scala Likert

X <sub>7</sub> <i>process</i>	Overall teaching and learning activities and other supportive learning activities at IAIS Sambas	Procedure for admission test entry students, registration of teaching and learning facilities lab hall facilities. The parking lot computer	Scala Likert
Y Candidate students decision	Efforts or actions of students who directly / indirectly in an effort to choose IAIS Sambas as a place to study	1. Needs initiative 2. Search for information 3. Evaluate information 4. Accuracy in deciding 5. Psychological impact after deciding	Scala Likert

## RESEARCH RESULTS AND DISCUSSION

### Validity Test Results

Tests are used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. In the field of social science, the measuring instrument can be in the form of a questionnaire (questionnaire) or a set of test kits.

Testing the validity of this study by taking 30 respondents who were not included in the study sample. According to Sugiyono, (2002), that "if the validity value of each question is greater than 0.30, then the item question is considered valid.

### Reliability Test Results

From the reliability test results above, it can be seen that the reliability of decision-making variables Based on the reliability testing of the instruments, it is known that the results of testing the decision-making variables, products (study programs), prices (SPP money), location, promotions, people, physical facilities and processes are all reliable because it has exceeded the number 0.7 and the average reliability with Cronbach alpha above 0.8 is good. Respondents used in this reliability test were 30 IAIS Sambas students who were not sampled.

### Explanation of Variables

This study observes one dependent variable (variable Y), the student's decision to choose and also observes seven independent variables (independent variables) namely product variable X<sub>1</sub> (study

program), price variable,  $X_2$  (SPP money), location variable  $X_3$ , promotion variable  $X_4$ , person variable  $X_5$ , physical means variable  $X_6$ , process variable  $X_7$ .

### Explanation of Product Variables (Study Programs)

Product Variables (study programs) are offered study programs are: Study programs are scarce, the suitability of study material with the job market, lecturer qualifications, the only study program in Sambas Regency and accreditation education programs are provided according to the needs of the business world.

Respondents about product variables (study programs) to the decision to choose can be seen in Table 4.4 as follows:

Table 2  
 Response Respondent Toward question Variable Programs

Categori												
Item No	Strongly agree		Agree		Netral		Not agree		Strongly Disagree		Total	
	Frk	%	Frk	%	Frk	%	Frk	%	Frk	%		%
1	27	13,2	104	50,7	70	34,1	4	2,0	0	0	205	100
2	7	3,4	131	63,9	62	30,2	5	2,4	0	0	205	100
3	9	4,4	86	42,0	93	45,4	17	8,3	0	0	205	100
4	11	5,4	93	45,4	90	43,9	10	4,9	1	0	205	100
5	9	4,4	124	60,5	70	34,1	2	1,0	0	0	205	100

Source: Research Results (2012) Statistical Processing

Explanation, Frk: frequency of the number of respondents who answered the question

Table 4.4 it can be explained that the responses of respondents about the questions on the questionnaire stating the rare study programs in Kal-Bar in item no.1 are as follows: respondents answered strongly agree 13.2% and agree 50.7% answered Neutral as much as 34.1%, disagree 2.0% and strongly disagree is as much as 0%. According to the response the opening of several Study Programs at IAIS Sambas with various study programs, so that study programs that have a great opportunity to get a job so the response answers Agree 50.7% and 34.1%, Neutral.

Respondents about the questions on the study program questionnaire in accordance with the work world item no.2 are as follows: respondents answered strongly agree 3.4% and agree as much as 63.9%, Neutral answer as much as 30.2%, the rest answered disagree 2.4% and strongly disagree as much as 0%. Explanation of respondents to the suitability of study programs

offered at IAIS Sambas with the needs of the world of work is very much needed so that the response to agree is more due to the transfer classes being opened which in general they already work.

The responses of respondents answered questions on the Lecturer Qualification questionnaire in accordance with the study program offered item no.3 are as follows: respondents answered strongly agree 4.4% and agree as much as 42.0%, respondents answered neutral as much as 45.4% and the rest answered no agree 8.3% and strongly disagree as much as 0%. According to respondents answered more neutral, it is not too much attention of respondents but some of the responses answered agreed because currently lecturers at IAIS Sambas have many Masters and Doctoral degrees in accordance with the study program disciplines that are opened.

Respondents' responses to questions on the only IAIS Sambas item no. 4 as follows: respondents answered strongly agree 5.4%, answered agree as much as 45.4%, neutral answer as much as 43.9%, the rest answered disagree 4.9% and strongly disagree 0.5%. Respondents answered more agreed because indeed IAIS Sambas is currently the only one in Sambas Regency.

Respondents' responses to questions on the questionnaire one of the study programs at IAIS Sambas have received the title item Accreditation no.5 are as follows: respondents answered strongly agree 4.4%, agree as much as 60.5%, neutral answer as much as 34.1% and the rest disagree 1.0%, strongly disagree as much as 0%. The majority of respondents answered agree because Islamic Education Study Program since it was opened until now there are more applicants than other study programs because the study program has been accredited.

### **Explanation of Student Decision Variable Choices**

Student Decision Variable is an effort or action of students directly to determine their choice in deciding where to continue their studies. The student decision variable descriptors used in this study were: initiative to the needs, search for information, accuracy, correct decisions, satisfaction and pride. The results of research on the responses of respondents regarding the decision decision variable can be seen in the following Table:

Table 3  
 Respondents' Responses to the Decision Variable Question

Kategori												
Item No	Strongly Agree		Agree		Netral		Not Agree		Strongly disagree		Total	
	Frk	%	Frk	%	Frk	%	Frk	%	Frk	%		%
1	47	22,9	91	44,4	63	30,7	4	2	0	0	205	100
2	27	13,2	118	57,6	55	26,8	5	2,4	0	0	205	100
3	23	11,2	78	38,0	81	39,5	23	11,2	0	0	205	100
4	22	10,7	86	42,0	81	39,5	15	7,3	1	0,5	205	100
5	11	5,4	123	60,0	69	33,7	2	1,0	0	0	205	100

Source: Research Results (2012) Statistical Processing

Explanation, Frk: frequency of the number of respondents who answered the question

Table 4.11 can be explained that the responses of respondents regarding questions on the questionnaire entered into IAIS Sambas because of the need for item no.1 are as follows: respondents answered strongly agree 22.9% answered agreed 44.4% answered Neutral 30.7%, while the rest answered 2.0% disagreed and 0% strongly disagreed. According to respondents, the large number of Islamic Religion Teachers' needs in Sambas District made students make study choices at IAIS Sambas.

Respondents' responses to questions on the questionnaire actively looking for university information item no.2 are as follows: respondents answered strongly agree 13.2% answered agreed as much as 57.6%, answered Neutral as much as 26.8%, the rest answered disagreed 2.4% and strongly disagree as much as 0%. According to respondents the search for state and private tertiary institutions is very necessary because with complete information the satisfactory account selection.

Respondents answered questions on the questionnaire before choosing evaluated item no.3 are as follows: respondents answered strongly agree 11.2% answered agree as much as 38.0%, respondents answered Neutral as much as 39.5% the rest answered disagreed 11.2%. and strongly disagree as much as 0%. According to respondents evaluating and comparing with other tertiary institutions is very important.

Respondents' responses to questions in the lecture questionnaire at IAIS Sambas are the right decision item no.4 as follows: respondents answered strongly agree 10.7% answered agree as much as 42.0%, neutral answered as much as 39.5%, the rest answered disagreed 7, 3% and strongly disagree as much as 0.5%. According to respondents taking the decision to study at IISM

Sambas, some students answered agree but some also answered neutral and some disagreed, reaching 7.3% of this disagreement just as they had their own reasons.

Respondents' responses to questions on the questionnaire were satisfied with lecturing at IAIS Sambas item no.5 are as follows: respondents answered strongly agree 5.4% answered agree as much as 60.0%, answered neutral as much as 33.7% the rest disagreed 1.0%. And strongly disagree as much as 0%. According to respondents the satisfaction rate for students was quite high reaching 60.0% according to them IAIS Sambas was in line with what was expected even though there were still many shortcomings.

## **CONCLUSION**

From the results of the research and discussion in the previous chapter, the following conclusions can be drawn:

Based on hypothesis testing using the simultaneous test (F-test), it is known that the marketing mix strategy variables consisting of products (study programs), prices (tuition fees), location, promotion, people, physical facilities and processes together have a significant influence on the decision of students in choosing courses at IAIS Sambas, meaning that the marketing mix strategy variables must complement each other as a whole or cannot be given one by one to create confidence in students in determining their choice of lecturing at IAIS Sambas.

In the partial test (t-test) it is known that the variable tuition does not have a significant influence on the student's decision in choosing courses at IAIS Sambas, meaning that price (tuition) as one of the variables in the marketing mix strategy that has been carried out by IAIS Sambas does not influence the students' decision in choosing IAIS Sambas.

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