



THE ANALYSIS OF SERVICES MARKETING MIX ON STUDENTS' DECISIONS IN CHOOSING UNIVERSITAS MUHAMMADIYAH SIDOARJO

Rizky Eka Febriansah¹

¹Universitas Muhammadiyah Sidoarjo

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ABSTRACT

In a highly competitive market, companies and service providers, especially those in higher education, may experience frequent shifts in consumer preference. The marketing mix strategy of the 7P can have a significant impact on a student's decision. The fact that public universities in Indonesia dominate the top 10 rankings will push private universities to adopt the 7P service marketing mix strategy to attract potential students. This study used a descriptive quantitative research method, utilizing a Likert scale survey distributed to 89 respondents. Multiple regression analysis was conducted, and the F-test and t-test were used with a 90% confidence level and a value of $\alpha = 0.05$. The regression coefficient of determination revealed that the independent variables explained 68.7% of the dependent variable (student decision). The variable of people had the highest value of 0.689 on the standardized coefficient. The study concluded that the 7P marketing mix variables, particularly promotion, product, location, people, and physical evidence, positively and significantly impact a student's decision to choose Universitas Muhammadiyah Sidoarjo. Although this research examines the element of 7P service marketing mix strategy on consumer behavior, it only discusses dimensions related to student's behaviour. Future researchers should focus on highlighting the dimensions that shape consumer behavior in a more detailed manner.

INTRODUCTION

In Indonesia, the demand for products and services has spurred the emergence of new companies and organizations, as competition among businesses intensifies (Pasaribu, 2020). In this era of globalization, companies are racing to improve their offerings, increase profits, and expand their market share according to their unique strategies. To stay ahead of the game, businesses must be savvy in recognizing opportunities and utilizing effective marketing strategies to influence consumer purchasing decisions, especially as preferences and tastes constantly evolve (Budiarto et al., 2018).

As the market becomes increasingly competitive, companies are producing products and services that are more alike than ever (Zulkarnaen & Amin, 2018). With so many options available, consumers are more likely to switch from one product to another. In response to this trend, companies must prioritize meeting the needs and expectations of their customers (Tirtayasa, Lubis, & Khair, 2021).

A well-crafted marketing plan is vital to enhancing brand visibility and driving sales for businesses. One such marketing strategy, as outlined by Kotler and Fox and detailed in Lupiyoadi's 2014 publication (p. 148), incorporates the 7Ps: Price, Product, Promotion, Places, People, Process, and Physical Evidence. This comprehensive marketing approach has gained widespread popularity for its ability to provide businesses with a clear understanding of what they can offer their customers.

Marketing management is a key idea for the sustainability of a business, where marketing techniques combined with methods of fulfilling customers' desires and needs to achieve their happiness will provide a positive image for a business organization (Astuti & Amanda, 2020). Marketing also represents one of the functional factors that is essential in supporting the survival of a company. In practice, control of market share by a company will depend greatly on the company's ability to formulate and apply marketing strategies (Untari, Djaja & Widodo, 2018) such as: i) how to promote products and services, ii) how to implement product pricing strategies and services, iii) how to promote products and services, iv) how to produce an effective distribution process for products and services, v) how to analyze the market, and so on. In general, all business organizations have the ultimate goal of obtaining maximum profits, so mistakes in implementing marketing activities can have fatal consequences for the organization.

In today's fast-paced world, universities are expected to provide top-notch products and services that cater to the needs of their students (Suciati & Maulidiyanti, 2019). Achieving this goal requires universities to have a deep understanding of their consumers' needs and behaviors within the education industry. To ensure their survival and growth, educational institutions must attract new students each year. A comprehensive comprehension of consumer behavior can assist university managers in the development of effective strategies, programs, and procedures that will identify opportunities and leverage them for the institution's future success and sustainability. The 7p marketing mix strategy, as proposed by Kotler & Fox (in Lupiyoadi: 2014), is a valuable tool for targeting the right market and achieving these objectives.

Table 1. Top 10 University Rankings in Indonesia

Indonesian ranking	University	World Ranking	Excellence Rank
1	Universitas Indonesia	537	1085
2	Universitas Gadjah Mada	667	1301
3	Institut Teknologi Bandung	752	1374
4	Universitas Brawijaya	780	2083
5	Universitas Airlangga	830	1232
6	Institut Pertanian Bogor	892	1929
7	Universitas Sebelas Maret Surakarta	1026	2238
8	Universitas Diponegoro	1090	2241
9	Institut Teknologi Sepuluh Nopember	1114	1903
10	Universitas Pendidikan Indonesia	1126	2634

Source: Webometrics (accessed 24 February 2024)

According to the data provided in Table 1, it is evident that public universities are still the top preference for students in Indonesia. Nevertheless, this poses a golden opportunity for private universities to elevate their quality of service and educational standards. By executing successful marketing strategies such as the 7P marketing mix, private universities can highlight their exceptional features, allure prospective students, and enhance their overall standing. The moment has arrived for private universities to take the lead and offer students an unparalleled education and experience. Based on previous studies, Abdillah & Herawati (2018) suggest that the marketing mix (7p) components, namely product, price, promotion, location, physical evidence, process, and people, can significantly impact students' decision to enroll in a higher education institution. Through successful implementation of the 7P marketing mix, universities can effectively allocate resources to enhance their provision of quality services to registered students, while simultaneously expanding their reach to attract prospective students in the future.

Due to the urgency of using marketing strategies, the role of the 7p marketing mix is an influential and very important stage in obtaining sales of products and services, especially in understanding consumer behavior and factors that influence the perception of customer decisions in using products and services provided by educational institutions. Muhammadiyah University of Sidoarjo must formulate a strategy based on 7P marketing mix to be able to maintain its existence and to be able to compete and win the competition with other educational institutions, such as enhancing educational services which involve modifying the curriculum, offering scholarships, constructing state-of-the-art campuses, and implementing effective promoting strategies. So that in turn, Muhammadiyah University of Sidoarjo can direct prospective students to choose higher education institutions as a place for them to continue their studies.

The objective of this study is to optimize the quality of educational services offered by the university and expand its student enrollment, with a specific emphasis on boosting prospective student outreach, enhancing

existing student support, and fostering continued involvement from graduates of the Faculty of Management Study Program in Business Law and Social Sciences at Muhammadiyah University of Sidoarjo.

LITERATURE REVIEW

This section of the article will provide a foundation of knowledge on a topic and also identify the relationship of works in the context of their contribution to the topic and other works. By diving into the extent of scholarly works, it will allow us to pinpoint essential theories and concepts, and offers comprehension of the methodologies employed by others. This not only facilitates the establishment of a substantive groundwork for the ensuing study but also precludes the inadvertent duplication of scholarly endeavors.

Marketing Management

Marketing management encompasses a range of activities that aim to create, communicate, deliver, and exchange valuable offers for consumers and the wider community (Kotler & Armstrong, 2018). Originally, marketing operations were centered around meeting human needs, but have since expanded to include fulfilling human hopes and aspirations. Marketing emerged as a way to address these needs, hopes, and aspirations, through product development, pricing strategies, advertising, and the integration of technology (Kotler & Keller, 2016). In today's marketing landscape, organizations are not only focused on buyers but also on the greater society and the well-being of individuals.

Marketing strategy

Efficiently managing resources is crucial for business organizations to stay competitive and achieve their goals. A comprehensive marketing strategy plays a key role in achieving this. It involves planning, pricing, promoting, and distributing products to meet consumer demands and market conditions. This strategy establishes targets, objectives, and policies to guide sales efforts in response to changing competitive and environmental conditions. The marketing mix, which consists of 7 components - product, price, promotion, place, people, process, and facilities/physical evidence - synergizes to provide uniqueness to a company's products and services. This helps companies identify target markets, position themselves, and segment their markets effectively.

In his book "Strategi Pemasaran, Prinsip dan Penerapan," (2019) Tjiptono highlights the objectives of marketing strategies, which include enhancing long-term thinking, ensuring business continuity, refining marketing coordination, establishing clear company goals, and improving the effectiveness of monitoring marketing activities against performance standards.

Services Marketing Mix 7p

The 7P marketing mix comprises a collection of strategic marketing components that businesses utilize to attain their intended response from their target market. As per Kotler & Fox (as cited in Lupiyoadi, 2014), the 7P marketing mix encompasses all the measures that a company can adopt to impact the demand for its products or services.

As stated by Kotler and Fox (Lupiyoadi, 2014), the components that make up the 7p marketing mix services are:

- a. **Product:** an overall description of a process or object that offers various values to customers. In this research, the study program is the subject of the product that will be discussed.
- b. **Promotion:** is one of several determining factors for the success of a marketing program. The promotional element forms a crucial role in the service marketing mix by supporting the communication of the positioning of the service to consumers. Astuti & Amanda (2020) state that promotion is an activity in notification (information), wooing (persuasion), and influencing (influence).
- c. **Price:** Kotler and Armstrong (2018) state that the decision in determining the amount of price is very substantial in forming value for customers, and has a primary role in creating an image for the service or services offered. Pricing objectives include: (1) business continuity (2) profit maximization, (3) marketing optimization, (4) prestige, as well as (5) return on investment (ROI).
- d. **Location (place):** access and the area used as a base of operations in maintaining the supply of goods and services to customers in the target market is one of several key decisions in a successful marketing strategy. The more strategic the business location, the greater the potential for profit profits and competitive advantages obtained by the organization. Distribution channels have a set of activity frameworks in the form of planning the distribution of goods and services from producers to final consumers (Kotler & Armstrong, 2018).
- e. **Humans (People):** humans have a very critical role in marketing, this is because success in a service marketing strategy in an organization will greatly depend on recruitment, selection, motivation, training and education of human resources carried out by the organization's human resource management (Febriansah & Firdaus, 2022). The criticality of the human element in services marketing refers to the performance of employees in applying the services marketing strategy that has been formulated. Another important human factor is motivation, commitment and attitude of employees in the service industry

(Febriansah, 2019). Attitude can be applied to various forms, such as appearance, speech and voice intonation, body language, and facial expressions. Meanwhile, motivation and commitment will ensure that an employee will try his best to complete his duties and obligations. Good performance, supported by attitude skills and supported by high motivation and commitment, will direct employees in completing their tasks effectively and efficiently, and in turn will determine the success of the organization in the target market (Febriansah, 2018).

- f. Process: The process is the totality of work activities. The process refers to how the company attempts to serve each consumer's request, starting with the consumer ordering until the consumer gets the desired goods or services (Swastha, 2019). Certain organizations generally have unique or distinctive ways of providing services to their customers.

Consumer Behavior

Consumer behavior is a fundamental concept in marketing that explores how individuals and groups assess, purchase, use, and evaluate products and services to fulfill their needs and desires. According to Kotler and Armstrong (2018), marketers must possess a thorough understanding of their target audience and their decision-making process. Moreover, marketers should also recognize all the stakeholders that contribute to the buying decision, observe buyer behavior at each stage of the purchase, and comprehend the factors that influence such behavior. The absence of knowledge regarding these influencing factors can pose significant challenges for marketers to comprehend consumer behavior. The following are factors that influence consumer behavior:

1. Cultural factors
Culture is the primary driver of an individual's desires, perceptions, preferences, and behavior, influencing their values and interactions with other important institutions. Cultural factors, which include Culture, Subculture, and Social class, have the most extensive and profound impact on consumer behavior.
2. Social factors
Social class is an enduring and structured division of society that reflects a person's social and economic status. Members of a social class share common values, beliefs, interests, and behavior. Social class is a defining feature of a person's identity and can have a significant impact on their social interactions, lifestyle, and access to resources. Social factors, including group membership, family dynamics, and social roles and status, can influence a person's social class and shape their experiences within society.
3. Personal Factors
Personal factors refer to an individual's unique psychological characteristics that differentiate them from others and result in a consistent and enduring response to their surroundings. These factors include age and the stage of one's life cycle, the nature of their work and work environment, their lifestyle choices, as well as their personality traits and self-concept. Understanding these personal factors can provide insightful knowledge of an individual's behavior and decision-making processes.
4. Psychological Factors
Psychological factors play a crucial role in shaping our thoughts and actions, both in the present moment and in the future. These factors include motivation, perception, learning, beliefs, and attitudes. Motivation drives us to pursue our goals and desires, while perception helps us interpret and make sense of the world around us. Learning enables us to acquire new knowledge and skills, while beliefs and attitudes shape our values and guide our behavior. By understanding these psychological factors, we can gain a deeper insight into our thoughts and actions, as well as those of others.

To create impactful marketing strategies and activities, it is essential to comprehend consumer behavior. Peter and Olson's 2014 publication highlights how marketers can utilize this knowledge to develop a marketing mix, segment the market, plan product differentiation and positioning, analyze the business environment, and conduct marketing research.

Buying Decision

Tjiptono (2019) defines a purchasing decision as the final choice made by consumers when buying a product, after taking into account various factors. Consumer decision-making begins with the recognition of a desire or need, which prompts consumers to go through several stages of consideration before reaching the evaluation stage post-purchase. Kotler & Keller (2016) state that different variables influence individuals in deciding to buy a product or service, such as its characteristics, price, and whether it is recognized or used by the local community.

Furthermore, according to Tjiptono (2019), individuals undertake problem-solving activities while making purchasing decisions, which entails selecting the most appropriate option from a pool of two or more alternatives. This process encompasses multiple stages, such as 1) Problem Recognition, (2) Information Search, (3) Alternative Evaluation, (4) Purchase Decision, and (5) Post-Purchase Behavior. Thus, consumers traverse

through these stages to arrive at the optimal purchasing choice.

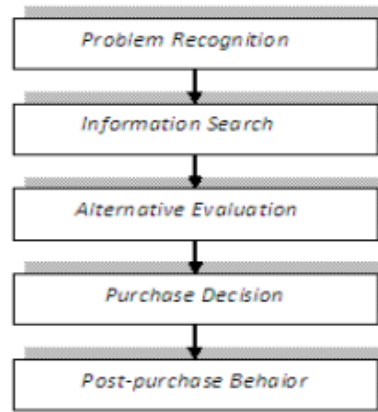


Figure 1. Stages of Buying Decision

Source: Tjiptono (2019)

It is an absolute necessity to have multiple options to choose from to make a decision. Any actions taken without available choices cannot be considered a decision.

Higher Education Institutions

In the education industry, higher education institutions are organizations that provide educational services to students. As Handoko (2019) notes in his book, these institutions offer higher education programs that aim to produce skilled and competent professionals. Typically, universities offer three types of products, including educational services that prepare students for the workforce.:

- a. The implementation of educational processes and values for students prepares them to enter the workforce and society confidently.
- b. Conducting scientific research and making discoveries that contribute to technological innovation.
- c. Organizing community services such as counseling, coaching, and guidance for the community.

Empirical Review and Hypothesis

To make informed purchasing decisions, understanding consumer behavior is crucial (Swastha, 2019). The process of purchasing involves recognizing needs, seeking out relevant information, evaluating alternatives, making a choice, and forming attitudes after the purchase (Semaun, 2019). Therefore, it's important to conduct a marketing mix analysis to ensure each element has a mutual effect on one another. Inaccuracies in one element can affect the overall marketing strategy.

As per Alma's insights in his book "Manajemen Pemasaran dan Pemasaran jasa" (2016), consumer purchasing decisions are shaped by a variety of factors, ranging from financial economics and technology to politics, culture, and more. This research in particular, only delves into the impact of the 7P elements (products, price, location, people, processes, promotions, and physical evidence) on purchasing decisions, with a focus on how these elements influence prospective students' choices when selecting a university.

Dharma & Putri (2019) researched how people choose products and services. They found that products, price, location, people, processes, promotions, and physical evidence are important factors in prospective students' decision-making when choosing private higher education institutions in Surakarta. On the other hand, Suciati & Maulidiyanti's (2019) research showed that the marketing mix, which includes product, promotion, price, location, process, physical evidence, and people, has a significant but not very large impact on prospective students' decisions when choosing a vocational education program at the University of Indonesia.

According to a study by Winasis & Widiyanti (2019), promotions can sway purchasing decisions by generating consumer interest and creating market demand. Meanwhile, Febriansah & Yani (2023) found that university products, such as study programs, strongly influence prospective students' decisions to attend a particular school. Research from Zulkarnaen & Amin (2021) highlights the importance of location in consumer purchasing decisions, as strategic placement can facilitate the delivery of goods and services. Septyadi & Salamah (2022) further emphasize the impact of price on purchasing decisions, where favorable perceptions can increase the likelihood of product or service acquisition. Caroline & Santoso's (2021) research underscores the role of human relationships in purchasing decisions, with excellent service from company employees being a key

factor. Finally, Khotimah and Jalari's (2021) study demonstrates the importance of process in driving positive purchasing decisions, as creativity, discipline, and management structure all contribute to superior customer service. Abdillah & Herawati's (2018) research supports the idea that physical evidence, such as the environment in which a product or service is presented, can greatly influence consumer behavior.

Based on these findings, the hypothesis for this research can be stated as:

- H1: 7p Marketing mix variables including; promotion, product (study program), location, price (educational funds), people, process, and physical evidence, simultaneously affect students' decision to choose Universitas Muhammadiyah Sidoarjo.
- H2a: There is a relationship between the promotion variable and students' decisions in choosing Universitas Muhammadiyah Sidoarjo
- H2b: There is a relationship between the product variable (study program) and students' decisions in choosing Universitas Muhammadiyah Sidoarjo
- H2c: There is a relationship between location variables and students' decisions in choosing Universitas Muhammadiyah Sidoarjo
- H2d: There is a relationship between the price variable (education costs) and students' decisions in choosing Universitas Muhammadiyah Sidoarjo
- H2e: There is a relationship between human variables and students' decisions in choosing Universitas Muhammadiyah Sidoarjo
- H2f: There is a relationship between process variables and students' decisions in choosing Muhammadiyah University of Sidoarjo
- H2g: There is a relationship between the physical evidence variables and students' decisions in choosing Universitas Muhammadiyah Sidoarjo

Conceptual Framework

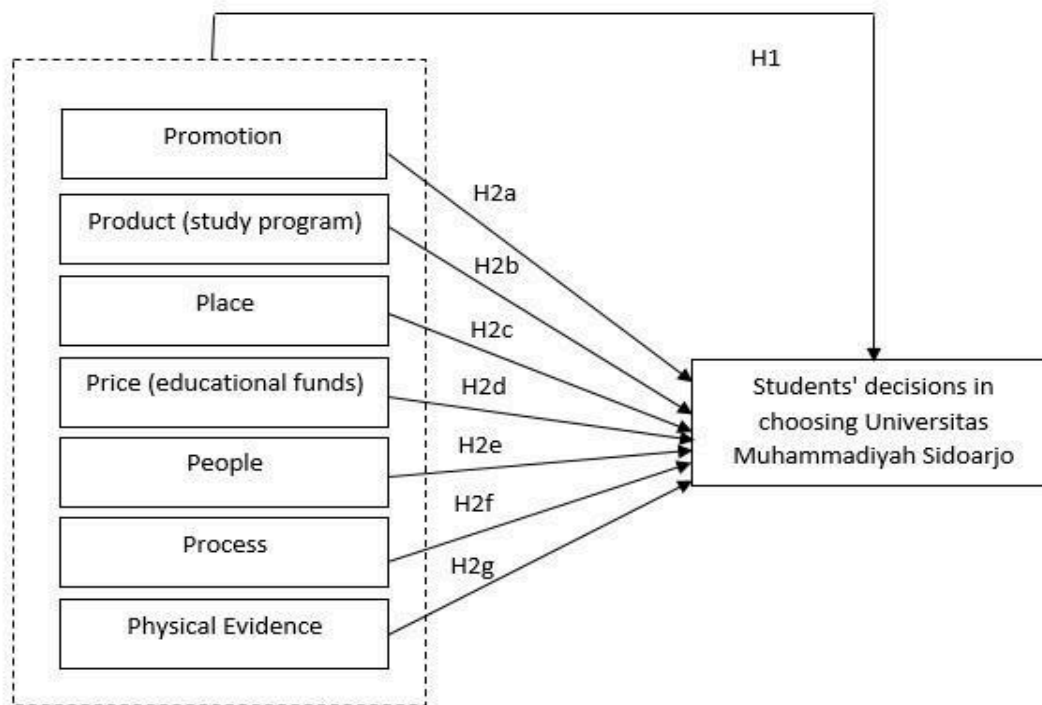


Figure 2. Conceptual Model of the Study
 Source: Authors (2023)

RESEARCH AND METHODOLOGY

Population and Sample

Our research methodology involves a quantitative descriptive approach to examine the impact of service marketing mix variables and service quality on students' decisions to enroll at Muhammadiyah University of Sidoarjo. The study focuses on students from the Management Study Program, Faculty of Business, Law and Social Sciences, Muhammadiyah University of Sidoarjo (UMSIDA), including both alumni and active students in semester 7 of the class of 2018 and 2019, with a total population of 777 individuals (Source: UMSIDA

Academic Directorate).

Considering the large population above, the researcher determined the sample size using the Slovin formula with a precision level determined in determining the sample of 10%. The reason researchers use a precision level of 10% is because the population is large, more than 500 (Sekaran & Bougie, 2016). So:

$$n = \frac{N}{1 + N e^2} = \frac{777}{1 + 777 (0,10)^2} = 88, 597 \text{ rounded up to } 89 \text{ people}$$

According to the aforementioned calculations, the research in question required 89 students to participate as respondents. The sample size was determined through a simple random sampling method. By using random sampling, data bias was greatly reduced. This is because every member of the population had an equal chance of being selected, ensuring a fair representation of the entire group. The data collected from the questionnaires distributed among the 2018 and 2019 Management Study Program students at Muhammadiyah University of Sidoarjo from February 2023 to April 2023 will be analyzed using SPSS 26 for Windows. The online questionnaires were distributed via Google Forms.

The researchers' reasons for determining the population of the 2018 and 2019 classes are:

- a. Muhammadiyah University of Sidoarjo's Management Study Program has had the highest number of student registrations in the past five years, both prospective and active.
- b. The graduating class of 2018 was the last to use the old curriculum, making them an ideal comparison group for assessing satisfaction with the new curriculum among the 2019 class.
- c. The simulation class, designed to foster character and skills in Management Study Program students, was introduced to the 2018 class and continued with the 2019 cohort.
- d. They are expected to be able to be more critical in filling out questionnaires compared to other management study program students.

Research Variables

In this research, the variables in the marketing mix used in this research are 4P+3P service marketing variables, where P1 = Promotion, P2 = Product, P3 = Location, P4 = Price, P5 = Human (People), P6 = Process (Process), P7 = Physical Evidence (Physical Evidence). Each variable of the marketing mix is composed of several indicators. In this research, 37 indicators were used from 7 variables marketing mix variables and 1 variable from student decisions.

Operational Definitions of Variables

- a. Promotion, is a unified concept and strategy formulated by educational institutions in articulating information to all levels of society. We have selected these indicators to assist the institutions in evaluating whether your product or service is the right fit for your intended audience.
- b. The product (study program), is the entire educational service provided and offers value to all students. These indicators have been chosen to assist institutions in gaining a better understanding of the products or business services they can offer to their customers.
- c. Location, is where the campus stands. To determine an institution's strategic value, its location and accessibility must be assessed. The selected indicators provide valuable insights into these factors, which are instrumental in evaluating the institution's operational efficacy and overall value.
- d. Price (educational funds), is the total financial amount borne by students so that they receive educational services. By utilizing chosen indicators, organizations can enhance their abilities by capitalizing on their advantages and reducing expenses.
- e. Humans are people, whether in groups or individually, who play a role or carry out all operational activities of educational institutions so that the services provided can run well. Hiring the right employees is crucial for success. They bring talent, experience, and values that can make or break a product. These indicators can help to determine whether the institution has the necessary capabilities to hire the right person for the right job.
- f. The process, is the entire implementation of teaching and learning activities, as well as its supporting aspects. The selected indicators allow researchers to assess institutional efforts to make business services more proactive, while also making institutions more reliable in facing risks.
- g. Physical evidence, is the physical form or condition of a Higher Education Institution. Composed of

building cleanliness and tidiness, complete laboratory equipment, teaching facilities that are in line with current developments, information systems and computer centers, etc. The selected indicators will describe the institution's ability to influence consumer decisions to use the services offered.

- h. The student's decision, is a student's conscious action in devoting the energy and resources he has to be able to study at the Muhammadiyah University of Sidoarjo. By examining these indicators, organizations can identify opportunities to enhance their ability to attract and retain customers, or to further their customer base.

RESULT AND DISCUSSION

Result

This section contains the results of data analysis, testing instruments and hypotheses (if any), answers to Based on the data presented in Table 1, we can infer that the correlation coefficient (R) is 0.791, indicating a remarkably strong and positive relationship between the marketing mix variable and student decisions. Additionally, the coefficient of determination (R Square) is 0.687, which suggests that 68.7% of the student decision variable is influenced by the service marketing mix variables such as promotion, product/study program, location, price/educational funding, people, processes, and physical evidence. It is important to note that the remaining 31.3% is influenced by other variables not accounted for in this study.

Table 2. Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collineary Statistics	
	B	Std. Err	Beta			Tolerance	VIF
(Constant)	7.351	1.291		4.111	0.000		
Promotion	0.447	0.071	0.575	2.317	0.000	0.451	1.239
Product	0.376	0.064	0.013	6.192	0.348	0.889	1.665
Place	0.221	0.048	0.007	2.037	0.495	0.613	0.987
Price	- 0.225	0.093	- 0.388	- 0.726	0.018	0.467	1.369
People	0.116	0.087	0.689	3.298	0.877	0.521	1.448
Process	- 0.084	0.068	- 0.356	1.753	0.000	0.767	0.958
Physical Evidence	0.004	0.079	0.314	0.314	0.004	0.546	1.726
	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>		<i>Std Err of the Est</i>		<i>DW</i>
	0.791	0.687	0.581		1.4195		1.946

Source: Data Processed by Authors (2023)

Discussion

From the results presented in table 1, the simultaneous test results show that the service marketing mix which is composed of promotions, products/study programs, location, price/educational funds, people, processes, and physical evidence has an influence on students' decisions to choose Universitas Muhammadiyah Sidoarjo. Simultaneously, hypothesis testing shows a p-value of 0.000. So it can be concluded that the marketing mix has an influence on student decisions. These results support previous research from Semaun (2019) and Martana & Andriana (2019), which stated the service marketing mix that can be used to fulfill the desires of consumers / prospective students in choosing a university.

Meanwhile, partial test results show that:

1. Partial test results on the promotion variable have a positive influence on students' decisions to choose Muhammadiyah University of Sidoarjo. This is proven by Table 1 with a calculated t value of 2.317, which is greater than the t table of 1.9869, with a significance value of 0.000 and smaller than 0.05. These results support the findings of Hutabarat (2017) who stated that promotions significantly increased sales of Suzuki Satria motorbike products in Medan City. The results of this research also support the findings of Samat, Marnisah, and Hendro (2017) where promotions have a positive influence on students' decisions to choose private higher education institutions in Palembang City. The promotional element in the services marketing mix has a major role in helping to deliver goods and services to a wide audience. Indicators on promotional variables can be studied using: the use of social media, use of Inbound marketing, creating websites, placing digital advertisements, exploring collaboration with other education institutions, participating in educational exhibitions, owning and running campus career center programs, and providing special prices/discounts Price, it turns out, has a significant influence on students' decisions in choosing Muhammadiyah Sidoarjo University. Apart from implementing this strategy, the university can also

implement a scheme using SEO (Search Engine Optimization) so that websites and digital advertising can attract more users, as well as using referrals (word of mouth) from active students or alumni to help promote the University.

2. According to Table 1, partial test results on the study program offered at Universitas Muhammadiyah Sidoarjo have a positive influence on students' decisions to choose the university. The calculated t value of 6.192 is greater than the t table of 1.9869, with a significance value of 0.048 and smaller than 0.05. These results confirm the findings of Muhyidin (2015) that there is a significant relationship between study programs and students' decisions to choose private universities in West Java. Additionally, the findings of Dharmawan and Madiwati (2020) reveal that the study programs offered at the Faculty of Business Communication can influence prospective students' interest in choosing to study at Telkom University over other universities. The product/study program variable is comprised of university curriculum materials that meet the needs of the labor market, emphasize moral and character education, provide scholarship programs, offer good accreditation, and hold skills development programs that align with the needs of the industrial world. To continue to attract prospective students, Muhammadiyah University of Sidoarjo must continue to improve the quality of its study programs. This can be achieved by opening new potential study programs, achieving superior accreditation, offering more scholarship programs, using creative and effective learning media, and continuously evaluating the curriculum to ensure it aligns with technological developments and the labor market.
3. According to the data presented in Table 1, the partial test results regarding the location variable have a positive impact on students' decisions to enroll at Muhammadiyah University of Sidoarjo. The calculated t value of 2.037 exceeds the t table value of 1.9869, with a significance level of 0.025 and less than 0.05. This research aligns with the findings of Dharma and Putri (2019), demonstrating that the study location plays a crucial role in students' decisions when selecting an educational institution. Additionally, this study supports the results of Santoso & Dimiyati's (2017) research, indicating that a university's proximity to public transportation and urban centers can significantly increase prospective students' interest in attending. Thus, factors such as accessibility, location, and a conducive learning environment will directly influence a student's decision to choose Muhammadiyah University of Sidoarjo.
4. The partial test results on the price/education funding variable have no influence on students' decisions to choose Muhammadiyah University of Sidoarjo. This is proven by Table 1 with a calculated t value of -0.726, which is smaller than the t table of 1.9869, with a significance value of 0.877 and greater than 0.05. This research strengthens the findings of Suciati & Maulidiyanti (2019) which stated that the price/education fees charged to students do not affect students' interest in continuing their education at the University of Indonesia's Vocational Education Program. However, the results of this research are contrary to what was found by Tanti & Ginting (2019) that the better the amount of tuition fees charged by institutions to students, the more positive impact it will have on students' interest and decision to continue their education at private universities in North Sumatra. In this research, there was no evidence that the price variable would play an important role in shaping the image of Muhammadiyah University of Sidoarjo, which can be concluded that the amount of education funding determined has not influenced the perceptions of prospective students. This phenomenon can be interpreted as meaning that the amount of education funding set by the Muhammadiyah University of Sidoarjo is considered more affordable compared to similar universities in the Sidoarjo area and its surroundings. However, the Muhammadiyah University of Sidoarjo must pay attention to the negative impact regarding the price variable because in this research a negative regression result was found in Table 1 of -0.255. This may occur due to: (1) price increases that always occur every year, (2) payment infographics that are difficult to understand, (3) complicated payments, (4) payment systems that are often disrupted, and (5) applications for tuition fee dispensations that are difficult to understand. complicated, thus creating negative word of mouth from active students and alumni, thereby influencing the perception of prospective students to study at Muhammadiyah University of Sidoarjo
5. The positive impact of partial testing on human variables has been demonstrated in students' decisions to select Muhammadiyah University of Sidoarjo, as evidenced by the calculated t value of 3.298 in Table 1. This value surpasses the t table of 1.9869, with a significance value of 0.018 which is lower than 0.05. This research aligns with Semaun's (2019) assertion that providing complete information and exhibiting good behavior can reinforce consumer interest in university selection. However, Triyoga's (2015) findings that human instruments do not affect students' decisions in choosing higher education institutions contradict these outcomes. The 7P marketing mix refers to higher education institution employees, consisting of administrative and teaching staff who deliver educational services to consumers. The indicators of human variables are professional employees and lecturers, as well as trained cleaning and security personnel, who can influence prospective students to choose Muhammadiyah University of Sidoarjo. Despite their influence, universities must prioritize the recruitment and selection of new personnel in the future. Attracting professional personnel of higher quality will enhance institutional services, positively influence

prospective students' perceptions, and ultimately impact their educational institution decisions.

6. According to Table 1, the t value calculated from partial testing on process variables is 1.753, which is smaller than the t table of 1.9869. Additionally, the significance value of 0.419 is greater than 0.05. These findings prove that the process variables do not influence students' decisions to choose Muhammadiyah University of Sidoarjo, which is in line with the research of Tanti & Ginting (2019). On the other hand, Muhyidin (2015) found that the process has significant results in students' decisions to choose Private Universities (PTS) in West Java. The research suggests that complicated procedural matters, including registration and admission procedures, class procedures, unclear information, and complicated processes related to the lecture curriculum, are not preferred by respondents. Therefore, it is concluded that the higher the procedural level in lectures, the less comfortable and satisfied students will be. As a result, it is essential to break down the procedural level into a fast and simple process.
7. According to the research, the partial test results regarding the physical evidence variable have a positive impact on students' decision to choose Muhammadiyah University of Sidoarjo. Table 1 shows that the calculated t value of 5.046 is higher than the t table of 1.9869, with a significance value of 0.004, which supports the research done by Santoso, Dimiyati & Suryaningsih in 2016. They explained that better physical facilities at Jember Midwifery Academy have a significant impact on students' decisions to choose an educational institution. Similarly, Retnaningtyas & Hasyim's research in 2016 also states that the physical facilities of a hospital, such as comfortable waiting rooms, clean bathrooms, accessible canteens, and supporting facilities like parking and Automated Teller Machines (ATMs), influence patients' desire to use outpatient services at Bina Sehat Jember Hospital. Muhammadiyah Sidoarjo University has identified three main indicators of physical evidence variables that shape students' decisions: (1) decent and adequate office and lecture buildings, (2) cool and clean classrooms, and (3) computer laboratory facilities and Language. Additionally, supporting facilities such as spacious parking facilities, clean toilets, accessible canteens, and proportional meeting rooms also act as added value in influencing prospective students to choose Muhammadiyah University of Sidoarjo. Therefore, the better the physical evidence that is provided, the higher the potential for attracting students to choose a particular educational institution.

CONCLUSION

Based on the results and previous discussion, the following conclusions are obtained:

1. The hypothesis test produced in this research states that there is a simultaneous influence between the 7P marketing mix (marketing mix) of services which consists of promotion, product / study program, location (place), price / educational funds, people, process, and physical evidence on students' decisions in choosing Universitas Muhammadiyah Sidoarjo (UMSIDA).

Merely having a quality product is insufficient for achieving a competitive edge. Educational institutions must cultivate an effective marketing strategy to boost awareness and demand for their offerings. By applying the 7p marketing mix approach, Muhammadiyah University of Sidoarjo can adeptly devise a more successful plan for attracting new students. Moreover, such institutions can precisely convey their products to the appropriate audience with optimal messaging.

Partial hypothesis testing generated in this research:

- a. There is a positive influence between the promotion variable and students' decisions in choosing Universitas Muhammadiyah Sidoarjo. Campus promotional activities are necessary for Universitas Muhammadiyah Sidoarjo to increase student interest by socializing a positive image and attracting attention from the community and stakeholders.
- b. There is a positive influence between the product/study program variable and students' decisions in choosing Universitas Muhammadiyah Sidoarjo. The educational program provides graduates with pertinent technical and interpersonal proficiencies. Universitas Muhammadiyah Sidoarjo should tailor their course offerings to align with the demands of the job market.
- c. There is a positive influence between the location variable and students' decisions in choosing Universitas Muhammadiyah Sidoarjo. When contemplating prospective universities, there are numerous factors to weigh. Among them is the university's location. Opting to study in the city center can facilitate student mobility and accessibility, making for a smoother experience.
- d. There is a negative influence between the price/education funding variable and students' decisions in choosing Universitas Muhammadiyah Sidoarjo. The steep expenses of pursuing higher education at Universitas Muhammadiyah Sidoarjo present a considerable hurdle for lower-middle-class households striving to provide their children with top-notch education. It is imperative to tackle this challenge and guarantee equitable opportunities for deserving students.
- e. There is a positive influence between human variables and students' decisions in choosing Universitas Muhammadiyah Sidoarjo. Effective HR management is essential. Universitas Muhammadiyah Sidoarjo

must take bold steps to improve employee and lecturer welfare and abilities so they can provide better services to students and stakeholders.

- f. There is no influence between process variables and students' decisions in choosing Universitas Muhammadiyah Sidoarjo. Every organization aspires to provide a seamless, streamlined, and user-centric experience. By comprehending the various stages of the customer journey, starting from online inquiries to information requests and payments, Universitas Muhammadiyah Sidoarjo can identify the necessary measures to guarantee that students enjoy a favorable encounter.
- g. There is a positive influence between the physical evidence variable and students' decisions in choosing Universitas Muhammadiyah Sidoarjo. Universitas Muhammadiyah Sidoarjo needs to understand that physical evidence speaks volumes about the quality of service they provide. The way they organize their buildings and infrastructure can significantly impact the students' motivation to learn.

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