

The Effects Of Education Service Marketing Mix And Institution Profile Image Forming On Student Decisions In Selecting Health College (Case Study At Academic Of Medical Recorders And Health Information Bandung)

By

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Abstract

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Introduction

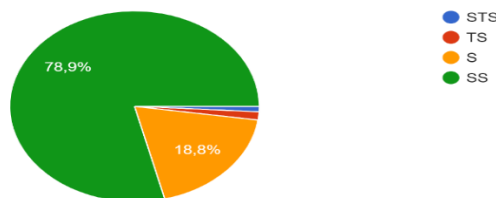
Education is a strategic means to improve the quality of human resources, both through education that takes place naturally in the family, the community environment and systematic education organized by educational institutions. Law No. 12 of 2012 concerning Higher Education defines that higher education as part of the national education system has a strategic role in educating the nation's life and advancing science and technology by paying attention to and applying humanities values as well as sustainable culture and empowerment of the Indonesian nation.

Academy of Medical Recorders and Health Informatics (APIKES) Bandung is one of the universities engaged in the health sector, especially vocational education (D3) Medical Recorders and Health Informatics since 2001. APIKES Bandung is under the auspices of the Foundation for Administrative Development, Campus 1 is located on Jalan Old Muararajeun No. 51 Bandung City and Campus 2 are located at Jalan Cipagalo Girang No. 24 Margasari Stone fruit Bandung.

APIKES Bandung, which has been active for more than 20 years in the world of higher education, public trust has grown from year to year. The graduates from the APIKES Bandung campus, which almost 79% find it easy to get a job in the health sector. This is evident from the APIKES Bandung 2020 questionnaire data with 218 answers from APIKES Bandung alumni.

Figure 1.1 APIKES Bandung questionnaire diagram

7. Kemudahan untuk mendapatkan pekerjaan setelah lulus kuliah
218 jawaban



Source: APIKES Bandung alumni questionnaire 2020

The following researchers will also attach the total number of APIKES Bandung students from 2017 to 2021;

Table 1.1 Number of new students from APIKES Bandung in 2017 – 2021

Tahun	Jumlah Mahasiswa
2017	116
2018	176
2019	222
2020	247
2021	199

Source: APIKES Bandung student data

From the table above, it can be seen that the number of APIKES Bandung students from year to year is increasing, except that in 2021 there will be a decrease in the number of students due to the influence of the Covid-19 pandemic which has become a world outbreak until now. Seeing the phenomenon of the decline in the number of students, the researchers conducted this study aimed at obtaining information about the influence of the 7p marketing mix for higher education services and image formation on student decisions in choosing health schools.

Literature Review And Research Framework

To examine more deeply about the 7P marketing of higher education services, image formation and student decisions, the following authors will describe a literature review:

Understanding Marketing

Marketing according to Kasmir (2008: 53) quoted by Desi Afriwanti states that the marketing concept emphasizes profitable marketing starting from the discovery and understanding of consumer needs and desires.

Almost the same opinion was expressed according to the American Marketing Association 1960 in (Assauri, 2017) which stated that "Marketing is the result of the work performance of business activities related to the flow of goods and services from producers to consumers".

A different opinion is expressed by Kotler and Keller (2012:27) in Dadang Dally (2021) that marketing is "Marketing is about identifying and meeting human and social needs." One

of the shortest good definition of marketing is "meeting needs profitably".

From the three opinions above, the researcher can conclude that marketing is identifying and meeting human and social needs related to the flow of goods and services from producers to consumers so that both can meet needs profitably.

According to Phillip Kotler (2002: 559) marketing itself has the following functions:

- A Collecting information about current and potential customers, competitors and other actors and forces in the marketing environment;
- B Develop and disseminate persuasive communications to stimulate purchase;
- C Reach a final agreement on prices and other terms so that the transfer of ownership can take place;
- D bear the risks associated with the implementation of the marketing channel function;
- E Manage the continuity of storage and movement of products to the end customer.

Definition of Service

The definition of service according to Cristopher H. Lovelock and Lauren K. Wright (2007; 5) in Dadang Dally (2021), that service is an action or performance offered by one party to another. Although the process may be related to a physical product, its performance is essentially intangible and does not usually result in ownership of the factors of production.

The same opinion was expressed by Philip Kotler (2013:112) in Muhammad In'amul Chulaifi (2018) services are any actions or activities that can be offered by one party to another, which are basically intangible and do not result in any ownership.

Ratih Hurriyati (2010; 28) in Imam Faizin (2017) states a more complete understanding of services. Whereas service is basically something that has the following characteristics: A. An intangible, but can meet consumer needs; B. The service production process may or may not use the assistance of a physical product; C. The service does not result in the transfer of rights or ownership; D. There is interaction between service providers and service users.

From the three opinions above, the researcher can conclude that service is something that is intangible and does not result in ownership of the factors of production but even so can meet the needs of consumers who want it.

Mudie, Peter and Angela Pirrie (2006; 3) in their book *Service Marketing Management* cited by Imam Fauzin (2017) state that services have four main characteristics that greatly influence the design of marketing programs, namely as follows:

- a. Intangibility (intangibility). Services are intangible, meaning that services cannot be seen, tasted, smelled, heard, or touched before they are purchased or consumed;
- b. Inseparability (inseparability). Services are inseparable, meaning that services cannot be separated from the source, namely the company that produces them;
- c. Variability (varies). Services are variable, meaning that the services provided often change depending on who provides them, when and where the service is presented;
- d. Perishability (easy to destroy). Services are perishability, meaning that services cannot be stored or perish easily so that they cannot be sold in the future.

When associated with education, services can be defined as the activities of educational institutions that provide services in the form of educational services to consumers.

Formation of Marketing Mix in Educational Services

After knowing the meaning of marketing and services, of course the two things cannot be separated in order to increase profits, the same thing happens in the marketing of educational services, which can be done with various strategies according to market conditions and situations.

In education marketing, a strategy that is very suitable to be implemented is the existence of a marketing mix in education. The marketing mix in the context of education is very important elements and can be combined with each other so as to produce a marketing strategy that can cover all aspects of marketing.

In most companies/organizations, the marketing mix is commonly known as the 4Ps: product, price, place, and promotion. Over time, customer involvement, the physical environment, time, and processes also become effective factors in the delivery of educational services. Thus, the "education service marketing mix" which was originally 4P changed to 7P plus persons, physical environment, and process Alipoor M, Darabi (2011; 68) quoted by R. Ravangard (2020).

To deepen the implementation of the marketing mix in the marketing of educational services, the researcher will first describe the elements of the 7P's Marketing Mix as follows:

- Product is anything that can be offered to the market to meet and satisfy consumer needs. Kotler and Keller (2016)
- Price is an element that generates income and others generate costs (cost). Chandra in Christine & Budiawan (2017)
- Promotion is an activity to communicate information from sellers to consumers so that they buy products. Promotional activities tell about the advantages of the products offered and persuade the target market to buy them. Kotler and Keller (2016)
- Place is also known as distribution channel. Kotler and Armstrong (2016) state that distribution channels are the overall activities or functions in moving products from producers to consumers.
- People are employees of product or service providers or sales, or people who are directly or indirectly involved in the process Kotler & Keller (2016)
- Process is an activity that shows the services provided to consumers during the selection to decide on the purchase of goods
- Physical Evidence is a condition or condition in which it can describe the geographical situation and institutional environment, decoration, room, sound, aroma, light, weather, laying and layout of Assael in Sukotjo & Radix (2010)

Research Methodology

Understanding Research Methods according to Darmadi (2013:153), research methods are a scientific way to obtain data with the aim of certain uses. Meanwhile, according to Sugiyono (2013: 2), the research method is basically a scientific way to obtain data with certain goals and uses. Based on the opinions of the experts above, the researcher can conclude that the research method is a scientific way to obtain data with certain purposes and uses.

This research is a research with a quantitative approach that aims to develop and use mathematical models, theories and or hypotheses related to the influence of the education service marketing mix and the formation of institutional profile image on student decisions in choosing health colleges.

Sanusi (2011; 14) in Norrahmiati states that quantitative research is research that is structured to examine the causal relationship between variables and the causal relationship is predictable so that the classification of causal variables and dependent variables can be stated.

The population in this study were all alumni of APIKES Bandung, totaling 537 people. The sample studied amounted to 100 respondents. The sampling technique used purposive sampling method, namely the selection of samples based on certain criteria (Sugiyono, 2011). Data collection techniques through questionnaires, namely data collection is done by providing alternative questions - questions in writing to respondents.

Conclusions And Suggestions

Conclusion

Based on the results of previous research and discussion, the researchers can obtain the following conclusions:

- a. The results showed that the implementation of the marketing mix of education services had an effect on student decisions in choosing a health college, the greater the implementation of the marketing mix the higher the student's decision in choosing the APIKES Bandung campus.
- b. The results showed that the formation of the institutional profile image affects student decisions in choosing a health college, the better the institutional profile image, the higher the student's decision in choosing the APIKES Bandung campus.
- c. The results of the study indicate that the implementation of the marketing mix and the formation of institutional profile images affect student decisions in choosing the APIKES Bandung campus. Thus, the better the implementation of the marketing mix and the formation of the institutional profile image, the higher the student's decision in choosing the APIKES Bandung campus.

Suggestions

The suggestions that researchers can convey based on the results of research that have been carried out are as follows:

- a. APIKES Bandung must always implement the education service marketing mix system that has been implemented, hence, that there is an increase in the number of new students studying at the APIKES Bandung health campus
- b. APIKES Bandung must always maintain and improve the image of the institution's profile so that it always looks good in the eyes of the community, thereby increasing student decisions to study at the APIKES Bandung health campus
- c. APIKES Bandung must always improve all existing aspects from product, price, location, promotion, human resources, physical evidence and processes to give influence in improving student decisions in choosing APIKES Bandung campus

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