Navigating Higher Education: Exploring the Influence of Marketing Strategies on Student Choice

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Abstract. This study aims to determine the effect of the PMB UMSIDA marketing mix simultaneously and partially on the decision of new students in 2021 to choose UMSIDA as the campus where they study. The method used in this research is quantitative in the form of numbers analyzed using statistical analysis, data collection was carried out by distributing questionnaires to new UMSIDA students in 2021. The data analysis technique in this study uses multiple linear regression because the variables in this study are more than one. The result of this study is that the decision to choose (Y) together has a simultaneous influence on the Marketing Mix (X) because it explains that the simultaneous (f) significant f test of 0.000 <0.05 is known that the multiple linear regression equation can produce and be used to predict the Choosing Decision. Thus H0 is rejected and it is proven that the Marketing Mix (X) together has a simultaneous influence on the Choosing Decision (Y). And the decision to choose students in the Marketing Mix is in the "good" category (77.7%). The results of the Marketing Mix explain that the partial test (t test) of the product variable of (3.557), the promotion variable of (4.346), the human resources / people variable of (2.643), the physical evidence variable of (5.06), the process variable of (-2.821) each has a significant effect because the significance value (0.000) is smaller than the significance alpha (0.05). In addition, the most influential indicator in improving the Marketing Mix in this study is location.

Keywords: marketing mix, PMB UMSIDA, decision to choose

1 Introduction

This study aims to determine the effect of the PMB marketing mix on the decision of 2021 teaching year students to choose UMSIDA as a campus for college. In the final months of 2019 the whole world was shocked by one of the deadly viruses originating from Wuhan, China. The virus began to enter Indonesia in early March 2020[1]. Much has changed after the entry of covid-19 into Indonesia because the government gave an appeal to the public to do more activities at home. Quoted from the akpelni web page which states the impact of the covid 19 disaster, among others, limiting the number of working employees which has led to demonstrations in several places due to unilateral dismissal of employees, online or online learning for students or students and the application of WFH (work from home) for workers. Not only that, companies or agencies need new ways for the marketing or promotion process to avoid obstacles caused by the pandemic.kotler Muhammadiyah University of Sidoarjo or known as UMSIDA is one of the leading institutions or universities in Sidoarjo City. UMSIDA has more new students than other universities in Sidoarjo city. The following is data on the number of new students for

the 2021/2022 academic year from 3 universities in Sidoarjo, including Muhammadiyah University of Sidoarjo, Nahdlatul Ulama University of Sidoarjo, and PGRI Sidoarjo College of Teacher Training and Education.

Table 1. Data on the number of new students for the 2021/2022 academic year from 3 universities in Sidoarjo

No.	Higher Education	Number of New Students	Faculty	Study Program
1	Muhammadiyah University of Sidoarjo	2.201	5	33
2	University of Nahdlatul Ulama Sidoarjo	500	4	11
3	PGRI Sidoarjo College of Teacher Training and Education.	200	-	4

PMB (New Student Admission) is the party responsible for the implementation and development of new student programs. Getting or attracting new students is one of the goals of PMB. PMB needs to provide good management and services to achieve these goals.

Fig. 1. Data on the number of new students

Source: PMB Data

However, from 2020 to 2021 Muhammadiyah Sidoarjo University experienced a decrease in the number of new students from 2,475 new students to 2,201 new students. Apart from the impact of the

covid-19 event described above, of course there are other factors that influence the decline in the number of new students. In the research results said that one of the factors that influence students' decisions in choosing an entrepreneur-based school is the marketing mix [2].

The marketing mix is an intervention strategy in carrying out marketing activities so that a maximum combination is needed to achieve satisfactory results. [3]. Marketing is a form of communication aimed at strengthening marketing strategies, in order to achieve customer loyalty to products, namely goods and services owned by the company Didik (2009). Marketing is a production that is composed of various elements of a marketing program and must be considered in implementing a previously created program or it can be said to be a tool to support potential success. There is a relationship that occurs between the marketing mix and consumer behavior where the marketing mix influences consumer purchasing decisions that occur. Because consumer behavior is behavior that is directly related to the acquisition, consumption and purchase of products and services, including the decision-making process [4].

Meanwhile, according to The marketing mix is a marketing method that is continuously used by a company or manufacturer to fulfill its mission in their target market [5]. There are 7 marketing mix factors, namely: (i) Product is something that is offered to the market to be observed, owned, used, or consumed and can satisfy wants or needs. The products in this study are study programs, practicum labs, classrooms and UKM (Student Activity Units) from the Muhammadiyah Sidoarjo University campus. (ii) Price is one of the elements of the marketing mix and needs to be carefully considered in several aspects of strategic pricing. The prices in this study are tuition fees from each study program, scholarships, KKN fees and graduation fees provided by UMSIDA. (iii) Location (place) is the place chosen by the company in establishing a business. The location in this study is UMSIDA. (iv) Promotion is the communication used by producers to encourage consumers to make purchases. Below are several ways of promotion carried out by PMB, including billboards, newspapers, television, websites, brochures, Instagram, partners and TPPMB (PMB Promotion Team). (v) people are an important player in providing services that can influence buyer perceptions. The HR that will be discussed in this study is the attitude of the service provided by the PMB team. (vi) physical evidence is a physical environment that includes the attributes, design, and arrangement of products from UMSIDA, which will increase consumers' desire to buy. (vii) process is a method or mechanism carried out by employees to carry out services to consumers who will buy the services offered.

The research conducted is related to research previously conducted by Fajarini, (2021) entitled "The Influence of Customer Service on New Student Perceptions and Services Upt PMB Muhammadiyah Sidoarjo University" [6]. The purpose of this study was to determine the influence of Customer Service variables on the perceptions of new students and services at the UPT for New Student Admission at Muhammadiyah Sidoarjo University. And get the results that there is a very strong perception and service of Customer Service in the Work Unit (Upt) New Student Admission (PMB) Muhammadiyah Sidoarjo University, meaning that there is an influence of Customer Service on perceptions and services in Upt new student admissions UMSIDA.

Researchers also found research that is in line with this research, namely research from Wahyu Abdillah (2018), which also discusses the marketing mix that affects decision making. The title of the study is "The Effect of Marketing Mix (7p) on Student Decision Making in Choosing an Entrepreneur-Based School (Study at SMA Muhammadiyah 9 Surabaya)". The results of the study stated that the marketing mix component (7p) influenced students' decisions to choose entrepreneur-based SMA Muhammadiyah 9 Surabaya, while the partial test results showed that only 2 variables influenced,

namely physical evidence and process, while the other 5 variables had no effect. The dominant variable in this study is the process variable.

The process of making student decisions in choosing Umsida is certainly influenced by many of the factors described above, as well as fierce competition and changes in the tastes of enthusiasts who enter Umsida from time to time, let alone the decline in the number of students. This is important to study because it aims to determine the effect of the 7p marketing mix according to Kotler on Umsida student decision making for 2021. And it is hoped that it can provide an overview of the influence of the UMSIDA PMB Marketing Mix on New Student Decisions for FY 2021.

1.1 Marketing Mix

The marketing mix is a combination of seven variables: product, price, location, promotion, people, physical evidence and process. The seven elements of the marketing mix are interrelated and influential, so efforts are needed to develop marketing policies that lead to effective service and customer satisfaction. Therefore, the marketing mix has variables that support each other. The service marketing mix according to Kotler and Fox in offering services with a marketing mix consists of 7 marketing tools known as 7p, namely [7]:

a. Product, is an overall concept of objects and processes that can provide a number of values to consumers.

b. Price, is a very significant determination strategy in providing value to consumers in order to influence product image, as well as consumer decisions to buy.

c. Location or place, is the location (related to the delivery system) in services is a combination of location with decisions on distribution channels. This has a relationship in how to deliver a service to consumers and where the right and strategic location is.

d. Promotion, there are several things that are important to consider in promotion, namely, the selection of a promotional mix, which consists of: advertising, personal selling, sales promotion, public relations, word of mouth, direct mail.

e. Human resources / people, have a relationship with service marketing, "people" here who function as providers of services provided. And to achieve the best quality, employees must be trained so that they can realize how important their work is, namely when providing consumers in terms of satisfaction and can meet their needs.

f. Physical Evidence, physical evidence is the physical environment where services are created and then directly interact with consumers. There are two types of physical evidence, namely:
   - Essential evidence, is the satisfaction created by service providers regarding the design and layout of buildings, spaces, and so on.
   - Peripheral evidence, is added value that, standing alone, would not mean anything. So it only functions as a complement.

g. Process, are all activities that are combined into one, which consists of procedures, work schedules, mechanisms, and other routine matters, after which the resulting services will be delivered to consumers.

1.2 Purchase Decision/Choosing Decision

When making a selection of a product, both goods and services, you will definitely go through a decision-making process. The purchase decision is one of the stages in the purchasing decision process before post-purchase behavior. Before entering the purchasing decision stage, consumers are faced with several alternative choices which can result in consumers taking action in deciding what product to buy based on predetermined choices. According to there are 5 stages to reach a service purchase decision, namely [8]:

1. The need recognition stage, in this study the stage / process of making service purchase decisions is where consumers try to recognize an internal need from themselves.
2. The information search stage, this stage shows when consumers are interested in getting more information. At this stage, consumers will increase more attention or even actively seek more information.
3. The stage of evaluating various alternatives, in this study the stage of evaluating various alternatives explains that consumers can use information to evaluate several choices that are their goals.
4. The purchase decision stage, this stage is the stage where finally consumers have actually made the decision to buy a product or in this study, registering at UMSIDA with a study program or other factors that have influenced their choice.
5. The post-purchase behavior stage, at this stage consumers take further action after buying a product and judge based on the satisfaction or dissatisfaction they feel. This role can determine whether customers buy the product again or talk about pleasant or unpleasant things to others.

1.3 Consumer Behavior

Consumer behavior is the dynamic relationship between effects and consciousness, behavior, and the environment in which people exchange aspects of their lives. In other words, consumer behavior includes the thoughts, feelings and actions experienced during the consumption process. It also includes all the environments that influence those thoughts, feelings and actions. Examples: consumer comments, advertisements, price information, packaging, product displays, blogs, etc. (American Marketing Association (AMA) in [9]. Consumer behavior is concluded as a certain action when obtaining, consuming and spending a product and service, including the decision process that precedes and follows these actions. [10].

Consumer behavior, in short, is the act of purchasing end consumers, both individuals and households who buy products for personal consumption. [11].

Marketing activities must be familiar with consumer behavior because meeting and satisfying the desires of target consumers is the goal of marketing. Many economists assume that consumers are frugal / economical buyers (considering a logical comparison between costs and value received or benefits). Based on this estimate, it can be said that consumer behavior is dominated by economic needs. Because in fact to understand a consumer behavior is not as easy as it seems, consumers may understand their needs and wants but they can also act otherwise.

2   Research Methods

This research is quantitative research, because in this study using data in the form of numbers which are then analyzed using statistical analysis. According to Quantitative research is defined as a method used to research on certain populations or samples [12]. There is a purpose in this study, namely to determine whether or not the influence of the PMB marketing mix includes 7p (product), (place), (price), (promotion), (people), (physical evidence), (process) on the decision of TA 2021 students to choose UMSIDA as a campus for college.

This type of research is a causal associative type of research, namely research that is useful for the influence on the knowledge of the marketing mix variables product (X1), price (X2), location (X3), promotion (X4), people (X5), physical evidence (X6), and process (X7) on the decision of TA 2021 students in choosing UMSIDA as a campus for college (Y). This study in terms of data collection methods is included in survey research, namely research taking samples from a population and using a questionnaire as the main data collection tool.

The location of this research was at Universitas Muhammadiyah Sidoarjo Campus 1, The research population in this study were new students in 2021 at Universitas Muhammadiyah Sidoarjo, totaling 2,201 students. Muhammadiyah Sidoarjo University was chosen because from the last few years the number of new students at UMSIDA has decreased. Therefore, researchers want to know about the things that cause a decrease in the number of new students.

In this research, the type of data used is quantitative data or what can be called numerical data. Quantitative data can be processed or analyzed using statistical calculation methods, depending on the format.[13]. In this study, the primary data used was a questionnaire.

The sample is part of the population that becomes the actual data. This study uses a random sampling technique method using the Yamane formula to determine a random sample of new students in 2021. So it can be seen that this study used 96 respondents who had been selected and were new students of FY 2021, University of Muhammadiyah Sidoarjo. Data processing is a process that is carried out simply on the data into a form that is easier to read. By using quantitative methods in this study, it is hoped that it can get precise and accurate measurement results on the responses given by respondents, namely regarding whether or not there is a relationship between product, price, distribution, and promotion on purchasing decisions. The data obtained must be in the form of numbers so that it can be processed using statistical methods. [14]. The data is tested with validity tests, reliability tests and classical assumption tests.

The data analysis technique used in this research is multiple regression analysis. The reason for using multiple regression is because the X variable is more than one. The analysis tool is determined on the data and is adjusted to the type of data or type of research being conducted. Data analysis techniques are activities to classify, organize, interpret and validate data so that these phenomena have social, academic and scientific values [15].

3   Result and Discussion

Instrument trials were carried out in this study with the aim of knowing whether the research instrument used was good or bad. This study used a questionnaire with 96 respondents, UMSIDA students in 2021.

Table 2. Percentage of Marketing Mix Variables

No.	Indicator	%
1	Products	77,5
2	Price	77,5
3	Location	84,2
4	Promotion	62,1
5	Sdm/Person	81,9
6	Physical Evidence	79,8
7	Process	81
	Total Average	**77,7**

Based on the respondents' responses in the table above, it can be seen that each percentage of each indicator. Product indicators get a percentage of 77.5% including the good category. In the product indicator there are study programs, practicum laboratories, lecture rooms, student activity units (UKM), accreditation and infrastructure facilities. Study programs and practicum labs are the products most chosen by respondents because the study programs at UMSIDA are in accordance with what the respondents need and UMSIDA has a complete practicum lab. The price indicator gets a percentage of 77.5%, including the good category. In the price indicator there are tuition fees, prices that match the quality, price pots from UMSIDA alumni relatives and achievement path discounts. Prices that match the quality and price pots from UMSIDA alumni brothers are the most chosen by respondents because at an affordable price respondents also receive good quality from UMSIDA and many respondents are helped by discounts from UMSIDA alumni brothers.

The location indicator received a percentage of 84.2%, including in the very good category. In the location indicator, there is a UMSIDA location which is close to the city center, easily accessible by public transportation, close to public facilities, close to the highway. The majority of respondents feel helped by the location of UMSIDA which is easily accessible by public transportation and close to public facilities. The promotion indicator received a percentage of 62.1%, including in the good category. Within the promotion indicator there are promotions through billboards, brochures, websites, Instagram, relatives, friends, parents and the PMB promotion team. Promotion through relatives and the PMB promotion team is the most chosen by respondents because family recommendations are more trustworthy and the PMB promotion team can also provide a good understanding.

The HR / people indicator gets a percentage of 81.9 including the very good category. In the HR / people indicator there is the appearance of PMB officers, the service of PMB officers and the ability of PMB officers to use computers. The majority of respondents chose the ability of PMB to use computers and PMB officers to quickly serve new students because it was very helpful for time efficiency. The physical evidence indicator gets a percentage of 79.8% including the good category. In the physical evidence indicator there is a building interior design, building exterior design, canteen and parking lot. The majority of respondents chose a large and multi-storey parking lot because they felt it was never difficult to park and a spacious and comfortable canteen. The process indicator gets a percentage of 81% including the very good category. In the process indicator, PMB officers provide solutions for new

students, PMB officers assist new students in registration until completion, PMB officers have clear service standards, UMSIDA PMB officers prioritize the interests of new students and provide instructions on how to fill out the registration application. The majority of respondents chose PMB officers to provide solutions for new students and provide instructions on how to fill out the registration application which was most helpful during new student registration. For the dependent variable, the percentage of 75.8% is included in the good category. In this voting decision variable there are indicators of need recognition, information search, alternative evaluation, purchase decisions, post-purchase behavior.

The Effect of Marketing Mix Simultaneously (F) and Partially (t) on the Decision of FY 2021 Students in Choosing UMSIDA as a Campus for College.

The following are the results of the SPSS version 20 output for the simultaneous test (F test) and partial test (T test).

Table 3. Marketing mix variables influencing choice decisions

No.	Variables	Regression Coefficient	t-count	Sig
1	Constant	8.112	3.999	0.000
2	Product (X1)	0.330	3.557	0.001
3	Price (X2)	0.100	0.855	0.395
4	Location (X3)	-0.185	-1.451	0.150
5	Promotion (X4)	0.163	4.346	0.000
6	HR / People (X5)	0.544	2.643	0.010
7	Physical Evidence (X6)	0.741	5.06	0.000
8	Process (X7)	-0.408	-2.821	0.006

Description:
N : 96 R : 0,868
R Square: 0.754 Adjusted R Square: 0.734
F count: 38.436 df = 7 Sig F: 0,000
Sig α: 0,05
Durbin-Watson: 1.65 < 2.139 < 2.35 (no autocorrelation)
Data Distribution: Normal
Model equation: Y = 8.112 + 0.330 X1 + 0.100 X2 + (-0.185) X3 + 0.163 X4 + 0.544 X5 + 0.741 X6 + (-0.408) X7
Predictors : (Contans), product, price, location, promotion, human resources/people, physical evidence, process
Dependent Variable: decision to choose

Based on SPSS output, the results showed that there is a joint influence between product, price, location, promotion, human resources / people, physical evidence and process on the decision of TA 2021 students to choose UMSIDA as a campus for college. This can be shown by the ANOVA test or the F test with the simultaneous test results (F test) of 38.436 with a significance value (Sig) of 0.000

<0.05 where this value is positive, meaning that the marketing mix variables influence the decision of FY 2021 students to choose UMSIDA as a college campus. It can be interpreted that the better the product, price, location, promotion, HR / People, physical evidence and process, the decision of students in 2021 in choosing UMSIDA as a campus for college will also be higher, and vice versa. This is in accordance with research from with the results that product, price, distribution, and promotion variables affect the decision making of purchasing Yamaha motorbikes at PT Suraco Jaya Abadi Motor in Makassar City, especially the Antang Branch [16]. This is also in line with the research that I have done by obtaining the results that the seven variables of product, price, location, promotion, HR / People, physical evidence and process together have an effect on the decision to choose.

Statistical calculations also resulted in a partial influence between product, promotion, human resources/people, physical evidence and process on the decision of FY 2021 students to choose UMSIDA as a campus for college. This is indicated by a partial test (t test) with a significance value (Sig) of 0.000 <0.05 where this value is positive, meaning that the marketing mix variables influence the decision of FY 2021 students to choose UMSIDA as a campus for college. Meanwhile, the price and location variables have no individual effect on the decision of FY 2021 students to choose UMSIDA as a campus for college because (Sig) 0.395> 0.05 and (Sig) 0.150 <0.05.

4   Conclusion

This research hypothesis states that the variables of product, price, location, promotion, human resources/people, physical evidence and process are thought to have an effect on the decision of FY 2021 students to choose UMSIDA as a college campus. The results of the F test as in table 3 show that the variables product, price, location, promotion, human resources / people, physical evidence and process positively influence the decision to choose with the significance of F count (0.000) smaller than α (0.05). The coefficient (R^2) of influence of product variables, price, location, promotion, HR / People, physical evidence and process on perceptions is 0.754. This means that the variables of product, price, location, promotion, human resources / people, physical evidence and process influence the decision to choose by 75.4% and the remaining 24.6% is influenced by other variables. From the percentage of the marketing mix value, the location variable has the best category, with a value of 84.2%. This means that the marketing mix is able to influence new students to study at UMSIDA.

Acknowledgments

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