

**INFLUENCE OF MARKET MIX STRATEGY (MARKETING MIX)
TOWARDS THE INCREASE IN THE NUMBER OF NEW STUDENTS OF
SDIT AR-TREATISE SETELUK**

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Abstract (Indonesia)

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Latar Belakang: Pendidikan merupakan salah satu usaha yang dilakukan untuk meningkatkan mutu sumber daya manusia yang pada hakikatnya membantu manusia untuk menjadi cerdas, pintar dan baik. Sekolah merupakan salah satu lembaga yang menyediakan pendidikan dan pembelajaran bagi anak yang tidak hanya normal tetapi juga berkebutuhan khusus.

Tujuan: Untuk menjelaskan pengaruh bauran pemasaran (*marketing mix*) pendidikan di SDIT Ar-Risalah terhadap peningkatan jumlah peserta didik.

Metode: Berdasarkan judul yang diajukan peneliti yaitu “Pengaruh Bauran Pemasaran (*Marketing Mix*) Pendidikan Terhadap Peningkatan Peserta Didik di SDIT Ar-Risalah Seteluk” maka penelitian ini menggunakan penelitian kuantitatif, yaitu suatu proses dimana data penelitian berupa angka- angka, kemudian di analisis menggunakan uji statistik.

Hasil: Layanan jasa pendidikan di SDI Surya Buana dan MIN Malang 2 memprioritaskan upaya terpenuhinya kepuasan para pelanggan. Strategi pemasaran dalam meningkatkan citra dilakukan yakni langsung, tidak langsung, differensiasi, dan pembiayaan. Dampak strategi pemasaran dan implikasinya terhadap pencitraan di SDI Surya Buana dan MIN Malang 2.

Kesimpulan: Dari hasil Analisa data dan pembahasan penulis dapat menyimpulkan bahwa: Bauran Pemasaran (*Marketing Mix*) berpengaruh positif dan signifikan terhadap Peningkatan Peserta Didik di SDIT Ar-Risalah Seteluk.

Kata kunci: marketing mix, Pendidikan, pembelajaran

Abstract (English)

Background: Education is one of the efforts made to improve the quality of human resources which in essence helps, humans, to be smart, smart and smart. The school is one provides institutions that provide education and learning for children who are not only normal but also have special needs.

Objective: To explain the effect of the educational marketing mix at SDIT Ar-Risalah on the increase in the number of students.

Method: Based on the title proposed by the researcher, namely "The Effect of Educational Marketing Mix on the Improvement of Students at SDIT Ar-Risalah Seteluk", this study uses quantification research, which is a process where research data in the form of numbers, then analyzed using statistical tests.

Results: Education services at SDI Surya Buana and MIN Malang 2 prioritize efforts to fulfill customer satisfaction. Marketing strategies in improving the image are carried out, namely direct, indirect, differentiation, and financing. The impact of marketing strategies and their implications on imaging at SDI Surya Buana and MIN Malang 2.

Conclusion: From the results of data analysis and discussion, the author can conclude that: Marketing Mix has a positive and significant effect on the Increase of Students at SDIT Ar-Risalah Seteluk.

Keywords: marketing mix, Education, learning

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INTRODUCTION

Education is one of the efforts made to improve the quality of human resources which in essence helps humans to become smart, smart, and good. (Sudrajat, 2011). School is one of the institutions that provide education and learning for children who are not only normal but also have special needs (Praptiningrum, 2010). Children with special needs are a child with special characteristics that are different from children in general without always showing mental incapacity, emotion, or fission. Children with special needs experience abnormalities or deviations in the growth process compared to other normal children so they need special education services various educational services for children with special needs, both regarding learning management, facilities, and infrastructure, as *Influence of Market Mix Strategy (Marketing Mix) Towards the Increase in the Number of New Students of SDIT Ar-Treatise Seteluk*

well as the role of teacher, In Education, actually has a very important role in the life of the nation and state, namely in create quality human resources. Education is a factor of basic needed every human being, because through education efforts to progress the nation and state and improve the welfare of the people can be realized.

Education is also a supporting factor that plays an important role in all sectors of the life of the nation and state. Man needs education in his life. Education is an effort so that humans can develop their potential through the learning process or other ways that are known and recognized by society in general.

In Amide's moral and multidimensional crisis that chastens this nation, the realization of high-quality educational institutions has become a non-negotiable necessity in society. Therefore, every element, especially education practitioners, must strive more collegially to advance educational institutions which are the main focus of the nation's progress. Quality improvement is the main challenge in every path, type, and level of education. Quality must be improved so that educational institutions arecanovide meaning for the provision of students' lives in the future. Marketing is one of the qualities driving the progress of educational institutions. The challenges of the global era are increasingly complex and must be responded to with the presence of high-quality educational institutions (Khasanah, 2015).

Institutions and Companies in carrying out their business and activities, both companies engaged in services and goods have the same targets and goals, and ideals, namely obtaining maximum profits in the business being run. Therefore, institutions and companies must also provide increased satisfaction to consumers for the products produced, increasing consumers is a benchmark for the success of companies and institutions, school educational institutions are a company engaged in services to provide superior products and quality in the community.

Marketing (mix) is one of the economic sciences that has long been developing in society, and until now marketing mix greatly affects the success of a company and institution to be able to survive in market competition. Therefore, a marketing strategy is needed that can influence determine whether it is successful in improving or not marketing its products. If the marketing strategy implemented by the company market its products well and there is an increase before and after implementing the marketing mix, this will affect the company's goals for future progress.

Among the forms of marketing strategies that are support in marketing products to create improvement and consumer satisfaction is the use of *a marketing mix*. Thus, the factors in the *marketing mix* are various variables that are expected to be able to create an increase and consumer satisfaction, or in other words, these variables will affect the increase in consumers in a product. The increase in customers will have an impact on customer loyalty, s and the business built will continue to survive and grow.

This is important because the marketing mix is one of the main considerations and choices of the community in choosing an institution for education and a better future for their children. If the institution is insensitive to what is needed by today's society, then it is certain that it will lose many opportunities or opportunities and lose come petition with other institutions.

A marketing mix is a mix of controllable marketing variables used by a company to pursue the desired level of sales in the target market (Philip Kotler, 1996). The Marketing Mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers and these tools can be used to strategize long-term strategies and also to design short-term tactical programs (Tjiptono, 2014).

Anstitution has a way in every business always trying to make the products that have been made in expectations. The development between educational institutions is

Influence of Market Mix Strategy (Marketing Mix) Towards the Increase in the Number of New Students of SDIT Ar-Treatise Seteluk

increasing rapidly and the competition of each educational institution is getting tighter and increasing. This has an impact on education providers being required to be more innovative and creative in exploring the uniqueness and excellence of their schools so that they are more attractive to students as well as a way to survive in increasingly fierce competition.

Quality institutions and schools are the ideals and hopes of the nation because they will make quality individuals who regaining great changes to the nation. According to Sudarwan Danim, high-quality schools are schools that satisfy customers (Khasanah, 2015).

Customer improvement and satisfaction is always the expectation of a company. With satisfaction, it can make the benchmark of a company knowing if the product made can be well received in the market. In addition to the important factor for the survival of the company, improving and satisfying customer need can increase competitive advantage competition. Customers who are satisfied with the product they get tend to buy and use the product again when the same need arises in the future. This results in increased satisfaction making the key factor of customers repurchasing and marketing to others.

In the world of education there is a complex system that has many elements that must be present in it. One of the most important elements is the learner who is also the main subject of education. In this case, students are customers who contribute to the success of educational institutions in marketing.

Recently, there has been a shift in views on education in line with social *demand* which is developing on a more macro scale. According to him, parents are linked and worried about the phenomenon of juvenile delinquency. Therefore, to anticipate and equip children as early as possible from elementary school with the habituation of noble values of intimacy or character education, schools are needed that make these values in daily teaching and learning activities.

The dominance of Islamic boarding schools, madrasahs, and (public) schools that became the mainstream model of educational institutions at the end of the 20th century has shifted along with the presence of integrated Islamic schools. This educational institution has been able to take the hearts of the people, especially the Indonesian Muslim middle class. This is because the Integrated Islamic School is a model of educational institutions that see seek combine science and religion in one integrative curriculum package. Integrated Islamic Schools have their ownmentation. Pesantren is a traditional Islamic educational institution that is in demand by parents who hope that their children understand religious science more deeply. Public schools are in demand among parents who prioritize modern sciences. Madrasah from the beginning wanted to widen *the gap* between pesantren and public schools, but this hope has never come true because until now it can be said that madrasah alumni have actome alumni who have only half-mastered religious knowledge and general science. This is where the Integrated Islamic School comes in to fill the void. So moeslim communities, especially those in the upper middle class, are willing to spend more to send their children to Islamic-based educational institutions.

This phenomenon also occurs in the West Sumbawa Regency area, initially, the Integrated Islamic School developed rapidly in Talthe iwang district which is the center of the government of West Sumbawa Regency. Since 2017, an Integrated Islamic School has been established in Seteluk District, West Sumbawa, namely TK IT Ar-Risalah and SD IT Ar-Risalah which are under the Darul Furqan Foundation.

SD IT Ar-Risalah Seteluk is an elementary school located in Bda Rea Subdistrict, Seteluk District, West Sumbawa Regency, and is one of the educational institutions and is the author's choice to study its marketing.

SD IT Ar-Risalah became one of the first Integrated Islamic Schools established in Setthe eluk District. At the time of its establishment, SD IT Ar-Risalah was faced with a

Influence of Market Mix Strategy (Marketing Mix) Towards the Increase in the Number of New Students of SDIT Ar-Treatise Seteluk

challenge that was big enough to be able to attract students. Many people in Seteluk Subdistrict have not received information about the added values of Islamic Elementary Schools, coupled with free education programs from the Local Government, making it more difficult to attract the interest of the surrounding community.

Number of New Students of SDIT Ar-Risalah

No	School Year	Number of New Students
1.	2017/2018	10
2.	2018/2019	18
3.	2019/2020	34
4.	2020/2021	57
5.	2021/2022	79
6.	2022/2023	120

In the 2017/2018 school year, SD IT Ar-Risalah received 10 students, which then increased to 18 students in 2018/2019. In the next school year it increased gradually in

Along with the development of the times from year to year, SD IT Ar-Risalah Seteluk began to show that SD IT is a school that should be taken into account and is in great demand by the surrounding community. Several supporting factors are the cause, one of which is increasing public awareness and marketing strategies carried out by SDIT Ar-Risalah. SDIT Ar-Risalah uses a marketing mix strategy to increase the number of learners. This strategy is what makes a difference from other schools in Seteluk District.

Therefore, researchers consider it necessary to conduct a study with the title "The Effect of Educational *Marketing Mix* on the improvement of Students in Ar-Risalah Integrated Islamic Elementary School. Is important to provide motivation and direction on the implementation of educational services for children with special needs. Incursion tools are considered appropriate for children with special needs, namely regular schools intended to serve the needs of children who have disorders and have the potential for intelligence and special talents in a systematic unit.

Inclusion schools are educational service systems that allow children with special needs to learn together with other peer learners in regular schools. Or a school that accommodates all students in the same class by providing a decent educational program tailored to the abilities and needs of each student. Inclusive education is not a new topic to be discussed in the world of education in Indonesia. Inclusive education in Indonesia is developing and is always being updated to provide better services for its students. Inclusive education is an education that places the fulfillment of children's right to obtain the same education for all children, both regular and children with special needs according to their needs (Wardah, 2019).

The existence of an inclusive school is not just a place for the existence of a school. Great responsibility is borne by inclusive schools to provide optimal services for their students, especially children with special needs. Schools are required to realize an optimal service for their students, both regular and special needs. The special guidance teacher is one of the persons in charge and has an important role in meeting the needs of children with special needs in inclusive schools. Through this literature review, it will be reviewed how the learning process for children with special needs in inclusive schools.

RESEARCH METHODS

Based on the title proposed by the researcher, namely "The Effect of Educational *Marketing Mix* on the Improvement of Students at SDIT Ar-Risalah Seteluk", this research uses quantification research, which is a process where research data is in the form of numbers, then analyzed using statistical tests (P. Sugiyono, 2015).

The type of research used by researchers is intended to obtain information about the Effect of the Educational *Marketing Mix* on Student Improvement in SDIT Ar-Risalah Seteluk in in-depth comprehensively.

In carrying out research, a researcher needs to use the right type of research. In the research that has been carried out, the researcher explained the influence of the educational *marketing mix* on the improvement of students at SDIT Ar-Risalah Seteluk. The research method used in this study is to use quantitative research methods. Quantitative research methods are research methods used to research on tain populations or samples. The data collection uses quantitative or statistical research and data analysis instruments that aim to test predetermined hypotheses (S. Sugiyono, 2012).

In this study, it is also through hypothesis testing and then statistical tests are carried out so that these data can provide explanations and information about the data so that researchers can analyze explanations.

RESULTS AND DISCUSSION

The data collected in this study was 80 samples, the data was *Marketing Mix* (X) there were twelve (12) statement items, Increased Number of Learners (Y) there were four (4) statement items where the data was obtained from the distribution of questionnaires that had been filled out by respondents. It can further be broken down by gender, age, and recent education.

Characteristics of Research Respondents

- a. Description of respondents' characteristics by gender. Based on the results of a study conducted on 80 people as respondents, data can be obtained regarding the gender of the respondents studied as follows.

Table 4.1

Description of Respondents' Characteristics By Gender

No	Gender	Frequency (People)	Presentation (%)
1.	Man	45	56,25%
2.	Woman	35	43,75%
Sum		80	100%

Source: *Primary Data Processed, 2022.*

Table 4.1 above shows that 45% or 56.25% of male respondents or 56.25% and 35 female respondents or 43.75%. It can be concluded that most of the Parents (Respondents) at SDIT Ar-Risalah are male as many as 45 people or 56.25%.

- b. Description of Respondents' Characteristics By Age

Based on the questionnaire data obtained, it is known that respondents have a variety of ages. This is seen in the table below.

Influence of Market Mix Strategy (Marketing Mix) Towards the Increase in the Number of New Students of SDIT Ar-Treatise Seteluk

Table 4.2
Description of Respondents' Characteristics By Age

No	Age Level (Year)	Frequency (People)	Presentation (%)
1.	20-25	10	12,5%
2.	26-29	20	25%
3.	30-39	25	31,25%
4.	40-45	25	31,25%
Sum		80	100%

Source: Primary Data Processed, 2022.

Table 4.2 above shows that from the description of respondents based on age, the most are those aged 20-25 years as many as 10 people, aged 26-29 years as many as 20 people, aged 30-39 years as many as 25 people, and aged 40-45 years as many as 25 people. It can be concluded that the respondents in this study when viewed from the highest number of ages of most of the Parents (Respondents) at SDIT Ar-Risalah are those aged 30-39 years totaling 25 people and 40-45 years totaling 25 people as well.

c. Description of Respondents' Characteristics Based on Recent Education

Based on the questionnaire data obtained, it is known that respondents have a variety of educational levels. This can be seen in the table below.

Table 4.3
Description of Respondents' Characteristics Based on Recent Education

No	Education Last	Frequency (People)	Presentation (%)
1.	SD	10	12,5%
2.	JUNIOR	10	12,5%
3.	SMA	40	50%
4.	D1	0	0%
5.	D2	0	0%
6.	D3	7	8,75%
7.	D4	0	0%
8.	S1	13	16,25%
Sum		80	100%

Source: Primary Data Processed, 2022.

Table 4.3 above shows that from the description of respondents based on their first education, the most number of respondents were parents of high school graduates as many as 40 people or 50%.

d. Description of Respondents' Responses to Marketing Mix Variables (X) and Increased Number of Learners (Y)

1. Description of respondents' responses to the *marketing mix* variable (X)

The respondents' responses to the *Marketing Mix* variable (X) are seen in the following table:

Influence of Market Mix Strategy (Marketing Mix) Towards the Increase in the Number of New Students of SDIT Ar-Treatise Seteluk

Table 4.4
Description of respondents' responses to the *marketing mix* variable (X)

Revelation	Answer Criteria				Total
	STS	TS	S	SS	
1.	0	11	26	43	80
2.	5	5	36	34	80
3.	1	16	38	25	80
4.	3	10	37	30	80
5.	3	9	32	36	80
6.	4	13	38	25	80
7.	6	15	24	35	80
8.	4	4	35	37	80
9.	0	6	29	45	80
10.	0	8	53	19	80
11.	0	1	47	32	80
12.	0	9	38	33	80
Total	26	107	433	394	960

Source: Primary Data Processed, 2022

Based on table 4.4 above, it is known that out of 80 respondents, the number of respondents to the *Marketing Mix variable (X)* in answering the statement submitted a total score of 433 from the answer agreed, a total score of 394 from the answer strongly agreed, a total score of 107 from the answer disagreed, and a total score of 26 from the answer strongly disagreed.

If the answer to the question in the questionnaire is categorized into two, where the answer strongly disagreed and disagrees is judged as a negative answer, while the answer agrees and strongly agree is judged as a positive answer, the following results will be obtained:

Table 4.5
Description of Respondents' Responses Categorized into Positive and Negative Responses

Components of the marketing mix	Question	Negative answer	Positive answer
Product	1	11	69
	2	10	70
	3	17	63
	Sum	38	202
Place	4	13	67
	5	11	68
	6	17	63
	Sum	41	198
Price	1	21	59
	2	8	72
	3	6	74
	Sum	35	205
Promotions	1	8	72
	2	1	79
	3	9	71
	Sum	18	222

Source: primary data processed, 2022.

Influence of Market Mix Strategy (Marketing Mix) Towards the Increase in the Number of New Students of SDIT Ar-Treatise Seteluk

From the table above, the most points that give positive results are the promotion and price sub variables. This means that the marketing mix strategy used in SDIT Ar-Risalah is quite good in terms of promotion and price. Meanwhile, products and places are still biased to be further optimized to increase the role of the marketing mix to increase SDIT Ar-Risalah students.

The picture is biased into data that will influence the decision-making of foundation management when determining the priority scale of midwives to be improved and improved.

2. Description of respondents' responses to the variable increase in the number of learners (Y)

The responses to the variable Increase in the Number of Learners (Y) are seen in the following table:

Table 4.6
Description of respondent's responses to the variable increase in the number of learners (Y)

Revelation	Answer Criteria				Total
	STS	TS	S	SS	
1.	0	3	43	34	80
2.	0	0	34	46	80
3.	0	4	33	43	80
4.	0	0	51	29	80
Total	0	7	161	152	320

Source: Primary Data Processed, 2022

Based on table 4.6 above, it is known that the number of respondents to the variable Increase in the Number of Learners (Y) at SDIT Ar-Risalah School in answering the statement that the author submitted to 80 Respondents with a total score = 161 answers that agreed, total score = 152 answers strongly agreed, total score = 7 answers disagreed, total score = 0 answers strongly disagree.

Based on the results of statistical testing, it can be seen that the *Marketing Mix* variable has a positive and significant effect on the Student Increase variable in SDIT Ar-Risalah Seteluk. This means that the *Marketing Mix* will always have a positive and significant effect on the variable of Student Improvement if SDIT Ar-Risalah continues to maintain and improve the quality of quality and harmony to increase students so that many people send their children to SDIT Ar-Risalah schools.

The results of this study are relevant to Aditia Fradito's thesis research with the title Educational Marketing Strategy in Improving the Image of Islamic Educational Institutions (Multicasus Study at SDI Surya Buana and MIN Malang 2. The purpose is to find out (1) How are educational services to improve the image? (2) 11 What is the marketing strategy to improve the image? (3) What is the impact of marketing strategy and its implications for the image of SDI Surya Buana and MIN Malang 2 schools? The results of the study are: (1) Educational services at SDI Surya Buana and MIN Malang 2 prioritize efforts to fulfill customer satisfaction. (2) Marketing strategies in improving the image are carried out, namely direct, indirect, differentiation, and financing. (3) The impact of marketing strategies and their implications for imaging at SDI Surya Buana and MIN Malang 2 are a) high loyalty of users of educational services b) trust from the community or consumers, c)

community support, and d) the establishment of effective and smooth cooperation between schools and parents (Tantra & Marcelina, 2017).

CONCLUSION

From the results of the data analysis and discussion, the author can conclude that: The *Marketing Mix* has a positive and significant effect on the Increase of Students at SDIT Ar-Risalah Seteluk.

Suggestion

Based on the results of the research that has been carried out, the author provides the following suggestions:

- a. Subsequent researchers are expected to use more accurate data with larger numbers. The use of more accurate data allows for even better results.
- b. Subsequent researchers are expected to use more complete and accurate methods and test tools so that more valid conclusions are obtained.

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