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# Implementation of *Marketing Mix* as Educational Service Marketing Strategy at Langlangbuana University

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**Abstract**---This study aims to describe the application of the marketing mix which is a service marketing strategy at Langlangbuana University, Bandung. The method used in this study is a qualitative method with a descriptive analysis approach based on the stages of planning, and implementing marketing strategies for educational services at Langlangbuana University, Bandung. The results of this study reveal that the marketing mix strategy which includes product, price, location, promotion of human resources, physical evidence, and processes in marketing education services, can be applied at Langlangbuana University.

**Keywords**---educational services, implementation marketing, marketing mix, marketing strategy, physical evidence

## Introduction

High quality human resources are needed in order to fill the development of the era in the 4.0 era. High quality human resources are the result of the process of developing a good quality educational institution. The globalization of education has influenced educational competition in producing high quality human resources. Sumaryanto (2011), said that the globalization of education has a serious impact in the competition in the world of education to be able to produce high human resources. This has an impact on assessors and community selection of educational institutions. Today's society as consumers have been able to assess good quality educational institutions as a place to nurture qualified human resources. This is a demand for educational institutions to continue and always improve the quality of their institutions (Verger et al., 2020; Boja et al., 2013).

The quality of an educational institution, especially private higher education, is strongly influenced by the number and quality of students who register with the institution. When talking about consumer choices in choosing, of course, it is closely related to how the institution markets the products it sells, in this case educational services. Marketing is a method or way to develop the potential of an organization in focusing on targets who really need and want products from the organization. Marketing was initially developed by large multinational companies with great economic strength, but now almost all companies, both small and medium, use this marketing as a strategy in managing their companies. Even companies that operate on a non-profit basis are now using marketing as an element in the development of their organization (David, 2012). Agrees that companies that want to exist and survive in the competitive arena must inevitably adopt the right marketing strategy. Fathonah (2016) defines strategy as a way of placing troops or compiling an army force on the battlefield so that the enemy can be defeated. Meanwhile, according to Macholi & Hidayat (2016), marketing is a social and managerial process, which involves important

activities, which enable individuals or groups to obtain needs and desires, through exchanges with other parties. Based on these two opinions, marketing strategy is an activity that involves an individual or group's way of influencing other people or groups in meeting appropriate needs (France & Ghose, 2019; Slater et al., 2010).

The marketing concept according to economic theory is a management process that is responsible for recognizing, anticipating, and satisfying the wants and needs of buyers in order to achieve profit (Abas, 2015). According to Stanton Swastha (2014), marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy needs both to existing buyers and potential buyers. The core concept of marketing basically emphasizes "customer satisfaction". The purpose of marketing is to satisfy tastes and fulfill the "*needs and wants*" of consumers. *Needs* are defined as "a sense of deficiency in a person that must be fulfilled" while *wants* are desires which are defined as a need that has been influenced by various factors, such as purchasing power, education, religion, belief, family and so on. In order for the main goal in the marketing process to be achieved, a good marketing strategy is needed, so that the expectations and desires of consumers can be fulfilled in accordance with the services obtained. This shows that the role of marketing strategy is very important in realizing customer satisfaction, as one of the main indicators in marketing concept (Constantinides, 2002; Londhe, 2014).

Marketing in the world of educational services is no less important than marketing in large companies, because educational services will produce human resources so that educational institutions must be able to attract as many superior human resources as possible to be developed into superior human beings. According to Kotler (2000), service is an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. Such as providing assistance in satisfying customer needs or desires without certain rewards in return. There are six characteristics of services, namely (1) intangibility (not visible), (2) shability (cannot be stored), (3) heterogeneity (varies), (4) inseparability (cannot be separated between production and consumption), (5) people base (very dependent on employee performance), and (6) customer contact (direct contact with consumers). Education in a management perspective can be understood as a knowledge service process so that the products produced by educational institutions are knowledge services. As service providers, educational institutions are expected to be able to produce products that are in accordance with the needs and demands of customers (society). The concept of marketing strategy to predict the demand and needs of the community towards the output of educational institutions. According to Tjibtono (2014), the concept of marketing in education is an activity of providing educational services to consumers in a satisfactory way. This opinion shows the importance of educational institutions to continue to be active and creative in managing education so that the production of knowledge produced is in accordance with the demands and developments of the times as expected by society (Zinkhan & Pereira, 1994; Ulaga & Chacour, 2001).

The educational marketing strategy is technically divided into three, namely: (1) external marketing, namely normal activities carried out by educational institutions in preparing products, setting prices, distributing information, and promoting products and services of superior value to customers, (2) Internal marketing, namely the duties and functions carried out by educational institutions in order to train and motivate educators and education staff, as well as students as the main assets of the organization in order to serve customers optimally, and (3) interactive marketing, namely the interaction between customers and educators and education personnel and organizational managers. The three forms of marketing strategies need to be carried out simultaneously, in order to provide maximum impact on excellent service to customers. The importance of educational institutions to maintain community satisfaction, because the more expensive the cost of education, the consumers will demand that the quality of education must be of good quality in turn. This provides a basic awareness, that it is not the issue of the high or low cost of education that is the main problem, but rather the quality of the educational institution that is more in question. Through the implementation of a good marketing strategy, it is expected to be able to balance the cost of education with the quality of the educational institution itself. This is important to give satisfaction to the community as consumers, and at the same time to motivate educational institutions to continue to progress and develop (Strong et al., 2005; McNeill et al., 2006).

The market concept is the key in analyzing the concept of marketing strategy for educational services, including higher education services, which is an aspect of human resources. Through a market perspective, the application of marketing strategies for educational services is understood as a social and managerial process, to get what is needed and wanted, through creation, offering, exchanging products of value with other parties, in the field of education. The marketing ethics in the world of education is to offer high quality intellectual services, and overall character building. According to Macholi & Hidayat (2016) in carrying out an educational marketing strategy, there are three basic components that are very influential, namely: (1) *integrated marketing* , (2) *create customer satisfaction* , and (3) *a profit* . These three components are the main prerequisites that need to be considered in implementing a

marketing strategy for educational services in order to produce a high quality marketing process that is easily accepted by the community, as education customers (Piercy et al., 2012; Swastha, 2014).

## **Research Method**

The methodology used in this study is a qualitative method with a descriptive analysis approach based on the stages of planning, and implementing marketing strategies for educational services at Langlangbuana University, Bandung. Data were obtained through documentation studies and interviews with several components on the Langlangbuana University campus. The data obtained were then analyzed and presented descriptively.

## **Result and Discussion**

Langlangbuana University is a private university in the city of Bandung which has been around for a long time, it has been almost 38 years since this university was established. Langlangbuana University is geographically located in the middle of the city which is easily accessible by various city transportations close to the city square of Bandung as an icon of the city of Bandung. This geographical location is very helpful for students to comfortably study on this campus. Langlangbuana University puts forward a vision in shaping its student's character, besides being a university that is fostered under the Indonesian's retired police foundation, which of course has a disciplined character in carrying out activities. The findings in the field related to the marketing mix strategy for each period will be described as follows:

### *Planning Stage*

#### *Market Identification*

Market identification needs to be done to determine the level of consumer needs as prospective students who will study at Langlangbuana University. In a marketing strategy, of course, market identification is the first thing an organization does in marketing its products. By identifying the market, it is hoped that initial information from the market can be obtained regarding the public's response or the condition of consumers before choosing Langlangbuana University. The market identification carried out by Langlangbuana University is to collect data and study the data as well as the characteristics of senior high schools in the City and Regency of Bandung. Furthermore, it is adjusted to the existing study program at Langlangbuana University.

#### *Market Segmentation*

Market segmentation is a continuation of the market identification process. This is done to strengthen the data that is already owned and focus more on the characteristics of the target. The market segmentation process carried out by Langlangbuana University is divided into two segments, namely the segment that focuses on the police, namely to be educated to become students with police skills, namely Associate's degree in police study. And the second segmentation is the general student candidate segmentation, namely prospective students like the general public who choose to go to other universities.

#### *Product Differentiation*

Product differentiation, is an effort made by the organization, in this case Langlangbuana University to distinguish the character of the product produced compared to products produced by other universities. In implementing product differentiation, Langlangbuana University has given special courses that other universities are not given, namely police law and criminology. This course discusses how to uncover crimes and how to punish them from the perspective of police law. So that students who graduate from Langlangbuana University in addition to having the competence of their respective study programs also have the competence of police and criminology as a provision to take part in society.

#### *Marketing Communication*

Marketing communication is an effort made to convey messages to the public, regarding the superiority of products produced by an institution in general in the marketing concept. Marketing communication activities are generally

carried out by an institution, namely through TV, radio, newspapers, magazines, and others. In the implementation of marketing communications, Langlangbuana University does many things, such as on TV, after graduation the Chancellor usually conveys his opinion which is covered by several private and national TVs, also almost every event the university held is published in the daily newspaper, *Pikiran Rakyat*, in addition to promotional activities ahead of new students admissions are usually promoted through radios in the city of Bandung. In addition to communication through the media, Langlangbuana University also conducts direct marketing communications, namely by making an MoU and MoA with high schools in Bandung City and Bandung Regency and others in West Java.

### *University Service*

University services are seen as very important in marketing strategy, because marketing is directly felt by consumers who have joined the University through good service to student consumers, prospective students, parents of students and the community in general. Efforts are made to serve university students by providing scholarships, providing adequate facilities for student needs and an integrated academic information system.

### *Implementation Stage*

#### *Product Strategy*

Product strategy is a strategy carried out by an institution in the superior product offered to the public as a market. The product strategy carried out by Langlangbuana University is to display superior courses, namely police law and criminology courses. In addition, the superior product of graduates is the competence produced by Langlangbuana University graduates, which have been widely spread in national and international companies, and many have become civil servants, both teachers and non-teachers. And what is more promising for the community, Langlangbuana university is more famous for its Indonesian's retired police foundation, so with the chancellor as a retired police officer, of course, many Associate's degree police alumni have become police civil servants.

#### *Pricing Strategy*

Pricing strategy is a strategy offered by institutions in prices that are adjusted to market share. In the market strategy, Langlangbuana University certainly looks at the prices offered by competitors around Langlangbuana University. The benchmark price given by Langlangbuana University ranges from 4 million to 8 million according to their respective faculties. This price is a competitive price with universities around it and arguably affordable by the market community of Langlangbuana University, besides that at this price students have got all the facilities available at Langlangbuana University. The price presented is the package price per semester and is no longer required for credit fees.

#### *Location Strategy*

The location strategy is where the institution is located and the ease of access to the institution. Langlangbuana University is a university that stands in the middle of the city of Bandung and is very easily accessible by all people. All city transportation passes through Langlangbuana University, both residents of Bandung City and residents of Bandung Regency. The many boarding houses scattered around the campus make students out of town comfortable studying at Langlangbuana University. In addition, facilities that support lectures where photocopying and printing are readily available on campus and around campus.

#### *Promotion Strategy*

The promotion strategy is an institution's step to introduce its institution to the general public. The promotional strategy carried out by Langlangbuana University in various ways (1) through radio, several radios in the city of Bandung are partners of Langlangbuana University, many radio stations catering to young and adults have collaborated with Langlangbuana University. The radio promotes the campus almost two to four times a week. (2) Private and Government-owned TV, every event carried out by the campus are covered by TV such as the Senate open session for graduation, and new student admissions, the university's anniversary and other activities. (3) The daily newspaper *Pikiran Rakyat*. This newspaper is a newspaper for the consumption of the people of West Java, Almost every week, news of Langlangbuana University appears in this newspaper. (4) distribute brochures and

banners. No less important than other forms of promotion, the University also distributes brochures and banners at several places around Bandung City to market Langlangbuana university. (5) cooperation with high school counseling guidance teachers in the City and Regency of Bandung.

#### *Human Resource Strategy*

Human resource strategy is a very influential factor in society. The university will be known around the world of education if the campus has a lot of research papers in their belt. The University has 5 professors and very many Doctors. These human resources are a weapons for the University to be able to appear on the education world's surface through the results of its research papers. Qualified lecturers with doctorate education qualifications become the pride and trust of the community. In addition to the existing human resources, the university continues to promote and encourage and motivate all its lecturers to continue their education to the doctorate level so that by 2025 all lecturers have doctoral qualifications. And for lecturers who have doctoral qualifications, they are continuously encouraged to become professors.

#### *Physical Evidence Strategy*

The physical evidence strategy is a strategy that can be seen directly in the eyes of the community, so that in implementing this strategy, Langlangbuana University must be able to compete with other universities in its class. Physical evidence of the facilities offered by Langlangbuana University as a physical strategy, namely an adequate parking space for both cars and motorbikes, supported by a robust security system complete with security guards. As an institution that is famous for its police force, it makes the community feel comfortable and safe. The building, which soars with its 6 floors, is a strong capital to gain public trust. All buildings are equipped with air conditioning facilities and cleaners on each floor. Toilets and other public facilities have certainly become service standards for universities in serving their students. Mosques, engineering laboratories, economics laboratories, language laboratories and teaching laboratories are all available at Langlangbuana University. So this physical evidence strategy is fully available here.

#### *Process Strategy*

The process strategy relates to the implementation mechanism that has been recognized in marketing. In the marketing of educational services, it is hoped that the educational process carried out has met the standards of the national education process that have been set by law. In the implementation of education, Langlangbuana University has won the trust of the community as evidenced by the government providing excellent accreditation. This shows that Langlangbuana University has implemented a very good education process.

### **Conclusion**

The marketing mix strategy in educational services can be interpreted as a managerial social process with the aim of getting what is needed and desired through the creation, offering, and exchanging of products that have value with other parties. The educational service marketing paradigm basically takes the marketing concept, which is growing massively in the industrial world. This is not intended to divert educational institutions to become profit-oriented, unlike other forms of industry, but rather to improve the quality and qualifications of educational institutions, in order to survive and be able to meet customer needs, which are constantly changing and evolving.

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