

MARKETING MIX ANALYSIS ON DECISION MAKING TO STUDY IN THE CONTINUING HIGHER EDUCATION (STUDIES IN STIKES ANWAR MEDIKA HOSPITAL SIDOARJO)

¹Farida Anwari, ²Hermeindito[†]

Ciputra University Surabaya
INDONESIA

E-mail: faridamph@gmail.com

ABSTRACT

National education as one way to prepare human resources in the future, must be planned carefully from primary, secondary to college. As UU No. 20 (3) of 2003 states that the national education serves to develop skills and character development and civilization of the nation's dignity in the context of the intellectual life of the nation. On the other hand the lack of the state budget for the education sector and the many enthusiasts cause to the limited opportunity to study in state universities. Besides competition among educational institutions are also growing rapidly. Market acceptance of the educational services provided by STIKES RS. Anwar Medika Sidoarjo good enough that can be said with a marked increase in the number of students in 2016. This requires an increase in management to better understand the influence of aspects of the marketing mix to the tendency of students choose STIKES RS. Anwar Medika as a place of study options. This study aims to determine the effect of aspects of the marketing mix of product, price, promotion, location, physical evidence, lecturer and staff, as well as the process of the student's decision to study at STIKES RS. Anwar Medika Sidoarjo. The method used is quantitative study sample as many as 57 students. Data collection techniques in this study conducted by distributing questionnaires using likert scale. Based on the analysis, it can be concluded that the product, price, location, promotion, and physical evidence has a significant influence on the selection decision STIKES RS. Anwar Medika, while lecturer and staff as well as the process does not significantly.

Key Words: Product, price, promotion, location, physical evidence, lecturer and staff, process, study selection decisions

INTRODUCTION

Sustainability of national education is a state guarantee as stipulated in the 1945 Constitution article 31. Law number 20 Year 2003 Article 3 which states that national education serves to develop skills and character development and civilization of the nation's dignity in the context of educating the nation must be addressed properly by the education providers to achieve these objectives.

In conducting its role as an educational institution, a university or high school must be properly managed in order to realize the educational goals that have been formulated with optimal especially to meet the needs of national education itself. The lack of state budget for the education sector and the many enthusiasts of state university cause not all Indonesian citizens have the opportunity to study in Universities. On the other hand, the need for continuing education at the college level is very important in order to improve people's lives. This opens up opportunities for the private sector to participate and help educating the nation through the establishment of private universities.

Purwanto (2011), competition between institutions is an uncontested reality and lasted more strict. Competition no longer concerns the efficiency of education, but it has become a natural thing if educational institutions were selected that have an edge on almost all aspects of. On the other hand, marketing is one of the important factors to promote the quality of education and maintain market competition. According to Kotler and Armstrong (2013), marketing is defined as the process by which companies create value for customers and build strong relationships with consumers in order to acquire the value of the consumer in return. There are seven factors in the marketing mix for services, namely product, price, promotion, place, people, process and physical evidence which in practice will affect your decision in choosing educational institutions. As one of the educational institutions in Sidoarjo, STIKES RS. Anwar Medika can be said to have been growing rapidly, one of which is marked by the increasing number of students in 2016. The increase is demanding the management to better understand the influence of aspects of the marketing mix to the tendency of students choose STIKES RS. Anwar Medika Sidoarjo as the preferred place of study.

LITERATURE REVIEW

Past Research

Yulfita'aini (2010) conducted a study with the aim to determine the effect of the decision hahasiswa Marketing Mix in continuing studies at university (Study at the University of Sand Pengaraian-Riau). This type of research is quantitative research. Based on testing using multiple linear regression analysis, the overall marketing mix elements together significantly influence the student's decision to continue studies at the University of Sand Pengaraian. Partially, it was found that product, price, location, physical evidence and process a significant effect on student's decision, while promotion is not significant. Also concluded that the price has a dominant influence on the student's decision to continuing his studies.

Ujang Muhyidin (2015), in the Proceedings of the National Seminar on Multi Disciplines & Call For Papers University Stikubank Semarang through research entitled "Effect of Educational Services Marketing Mix Decision Against Students Choosing Colleges in West Java". This type of research is quantitative research. By using multiple linear regression analysis, it was concluded that not all elements of the marketing mix has a significant impact on student's decision to choose a private college in West Java. Promotion, price and people are not significant. While the variables that significantly ie products, locations, processes and physical evidence.

Tabita and Halim (2014) investigated the factors that influence high school students in choosing a college. This type of research is quantitative. Based on the analysis using PLS, concluded that

academic factors, economic factors, process factors, factors promotional site factors, and factors of each professor's reputation significantly influence the electoral college in Surabaya.

Marketing Mix

Product

The product is anything that can be offered to the market for attention, acquisition, use or consumption that might satisfy a desire or need. (Kotler and Armstrong, 2013). According to Kotler and Fox (1995), the products in the field of education was given another term that program. The program is the most basic decisions that must be made by educational institutions. The program of an educational institution showing the identity and position of the institution when compared with other educational institutions.

Price

Price is the amount of money that must be spent to get the product or service. More broadly, the price is the sum of all the value that consumers give to get the benefits of having or using the product or service. (Kotler and Armstrong, 2013). According Enache (2011), the price of education is tuition programs that are affected by the cost, demand and price competition.

Location

Location refers to the activity of the institution resulting products / services can be provided to the target consumers. (Kotler & Armstrong, 2013). Mustafa et al. (2014) measured on the aspect of the proximity of the school to the consumers (students). Location also affects the cost of which it is a significant factor in the process of choosing a university. It encourages students to consider choosing a university close to home (Priceet et al., 2003).

Promotion

Promotion is an activity that communicate the benefits of the product and persuade target consumers to buy them. (Kotler and Armstrong, 2013). Li and Hung (2009) measures the promotion of education that includes aspects of mission and vision, latest news, student achievement, parent-teacher meeting, exhibition, and the mass media.

People

People are all human actor who had a part in providing the services. (Zeithaml, 2009). According Enache (2011), education services associated very strongly with people involved in the distribution of services. Faculty and administrative staff is very important to attract students.

Physical Evidence

The physical evidence is a component of the offer tangible services. (Ivy, 2008). According Enache (2011), because the educational product intangible physical evidence has an important role as evidence of the product that will be provided in the registration phase. In the registration phase, building and campus facilities, hardware and all other tangible evidence reflects the quality of the services to be provided.

Process

Processes are the procedures, mechanisms and flow of activities that actually when services are rendered. (Zeithaml, 2009). The process is how things happen in an institution such as process management, enrollment, teaching, learning, social and even sports activities. (Kotler and Fox, 1995).

Study selection decisions

According to Kotler and Armstrong (2013), consumer behavior is influenced by cultural, social, personal, and psychological. Study selection decision in this study refers to the concept of purchasing decisions in the field of marketing. Purchasing decisions consists of five stages: recognition of needs, information search, evaluation of alternatives, purchase decision and post-purchase behavior.

RESEARCH METHODS

Research Approach

This study uses a quantitative approach to causality. According Sugiyono (2013), quantitative research methods can also be interpreted as a method of research that is based on the philosophy of positivism, is used to examine the population or a particular sample, the sampling technique is generally done at random, data collection using research instruments, data analysis is a quantitative / statistics in order to test the hypothesis that has been set. Causality in this case would see a causal link of one or several variable against another.

Place and time of research

The study was conducted in STIKES RS. Anwar Medika Sidoarjo Jalan By Pass Krian Km. 33, Sidoarjo, East Java. First, the authors observation data on the number of students in STIKES RS. Anwar Medika Sidoarjo, then perform final project proposal preparation from March-May 2016 is to make the questionnaire as a source of research data. Authors plan began to collect and process data in mid-May, 2016.

Population and Sample

Population is a generalization region consisting of objects or subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions (Sugiyono 2013). The explanation of the population in this study were students STIKES RS. Anwar Medika Sidoarjo with a total student of class I / 2015 and class II / 2016 as many as 132 people. Slovin formula obtained by using a sample of 57 respondent. The sampling technique used in this research is purposive sampling. Sampling criteria in this study were students who study in STIKES RS. Anwar Medika Sidoarjo. These criteria are taken with the consideration that the students who have to study in STIKES RS. Anwar Medika Sidoarjo better understand the internal conditions, so as to provide more accurate responses about the elements of the marketing mix in STIKES RS. Anwar Medika Sidoarjo besides STIKES RS. Anwar Medika Sidoarjo including educational institutions that are new, namely the number of students as much as two generations. By taking a sample of the student of class I / 2015 and class II / 2016 is expected to provide accurate recommendations to management STIKES RS. Anwar Medika Sidoarjo on effects of marketing mix elements that have been done.

Method of collecting data

This final project using an instrument with a likert scale questionnaire. In the measurement, each respondent was asked to comment on a statement, with a rating scale from one (1) to five (5). Responses strongly agree rated most five (5) and responses strongly disagree rated least one (1).

Measurement of Variables

The independent variables used in this research that the marketing mix elements which are composed of a variable product, price, promotion, location, lecturer and staff, physical evidence, as well as the process. The dependent variable is the selection of a student's decision to study in STIKES RS. Anwar Medika Sidoarjo.

Product

The indicator used to measure product STIKES RS. Anwar Medika Sidoarjo draws on research Kotler & Fox (1995); Ivy (2008); Mustafa et al. (2014); Ogunnaiké et al. (2014):

1. The curriculum or program quality lectures.
2. Learning programs that can provide improved student achievement.
3. Lectures practical activities that can provide a new experience to students.

Price

The indicator used to measure prices in STIKES RS. Anwar Medika Sidoarjo draws on research Alipour et al. (2012):

1. Their installments on payment of the cost of money building.
2. Pieces Special fees for students who excel.
3. Details of tuition fees is published in detail through the school website.
4. Brochures containing items about tuition.

Location

Indicators used to measure the location STIKES RS. Anwar Medika Sidoarjo refers to study Li and Hung (2009):

1. Ease to reach public transportation.
2. The location is close to the settlement (residence) Student.
3. Easy road access for students

Promotion

The indicator used to measure promotional STIKES RS. Anwar Medika Sidoarjo refers to study Li and Hung (2009), namely:

1. Delivery of the vision and mission through brochures or leaflets to students.
2. Informasi yang diberikan selalu up-date.
3. The publication of student accomplishments ever achieved.
4. The meeting between the parents of students and the institutions to create a communication positive feedback.
5. Education exhibition for promotional activities.
6. The use of mass media such as newspapers in a media campaign
7. Special event title for the graduation ceremony (graduation) so that other people know more about the existence of the institution.

Lecturer and staff

The indicator used to measure faculty and staff STIKES RS. Anwar Medika Sidoarjo refers to Kotler and Fox (1995), Ogunnaiké et al. (2014) and Mustafa et al. (2014):

1. Qualified lecturers.
2. Lecturers who can express themselves clearly to students.
3. Lecturers can adopt appropriate teaching techniques to the field of study.
4. Lecturers who coined polite behavior
5. Lecturers who have high concern to students.
6. Academic administrative staff who provide excellent service to students.

Physical Evidence

The indicator used to measure physical evidence STIKES RS. Anwar Medika Sidoarjo refers to Kotler and Fox (1995) and Ogunnaiké et al. (2014):

1. The appearance of the building that supports learning fun.
2. And environmental hygiene are well preserved.

3. Academic facilities such as lecture halls are equipped with multimedia and AC.
4. Laboratories that can support learning activities.
5. Amenities featured.
6. Internet connections that support learning activities.

Process

The indicator used to measure processes in STIKES RS. Anwar Medika Sidoarjo refers to research Kotler and Fox (1995):

1. Student enrollment is easy and uncomplicated.
2. The process of re-registration student administration that works effectively.
3. The lecture is executed properly, in accordance with the curriculum department

Study selection decision

Indicators used to measure the selection decision refers to the theory and Armsrong Kotler (2013):

1. The main options for the study according to the needs of students.
2. Election after knowing the information that comes from advertising, and the experiences of others.
3. Selection after high school compared with other similar.
4. The belief of the students after analyzing various information.
5. Recommendations to others in need

RESEARCH METHODS

Validity and Reliability

Validity is a measure that indicates the level of validity of an instrument (Arikunto, 2010). Test validity can be done by performing the correlation between scores on each item answer questions with a total score answers. If the significance of the correlation value generated less than 0.05 ($\alpha = 5\%$), then the item is considered valid statement. Reliability refers to the notion that the instrument trustworthy enough to be used as a tool of data pengumpul (Arikunto, 2010). Reliability indicates whether such instruments consistently deliver results on something the same size as measured at different times. Reliability is measured by Cronbach alpha. If Cronbach alpha greater than 0.60, the questioner is reliable.

Regression analysis

To test the effect of variable product, price, location, promotion, faculty and staff, physical evidence, and the proceedings against the electoral college decision in this study used multiple linear regression analysis, which the model is (Sugiyono, 2013):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

Information:

Y = The decision electoral college

a = Intercept

b_i = Regression coefficient

X_1 = Product

X_2 = Price

X_3 = Location

X_4 = Promotion

X_5 = Lecturer and staff

X_6 = Physical evidence

X_7 = Process

e = Error

Results and Discussion

Characteristics of Respondents

Respondents identified by gender, age, national origin, as well as the work of parents. Based on the results of data processing is concluded that the majority of students who are the sample were female (80.7%), aged between 18-20 years (75.4%), derived from Sidoarjo (56.1%) and had parents with private jobs (54.4%).

Descriptive analysis

The average value and standard deviation calculated the respondents' answers to a description of the answers in the questionnaire. Based on the results of data processing is concluded that the student has a good perception on aspects of product, price, location, promotion, faculty and staff, physical evidence, as well as the process. This is indicated by the value of the average response at each variable at 3.51-3.77 with the agreed categories. Moreover the perception of the election decision STIKES RS. Anwar Medika can also be said to be high, with an average of 3.87. Standard deviation for answers in each item also shows the diversity of data is relatively low.

Validity and Reliability Test Results

Test the validity of using the Pearson correlation showed that each indicator generates significance value less than 0.05, so it can be said that the indicators used in the questionnaire was valid. Each variable produces Cronbach alpha values greater than 0.6, between 0.642-0.828, in addition to the value of Cronbach alpha if item deleted every indicator does not exceed Cronbach alpha values for each variable. From these results it can be concluded that the questionnaire in this study can be expressed reliably.

Regression Analysis

Regression analysis was performed using SPSS 20.0. Here are the results:

Table 1. Regression analysis result

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
B	Std. Error	Beta						
1	(Constant)	.168	.206		.815	.419		
	X1	.096	.036	.142	2.631	.011	.734	1.363
	X2	.153	.065	.192	2.338	.024	.317	3.151
	X3	.226	.107	.249	2.113	.040	.155	6.445
	X4	.181	.074	.194	2.447	.018	.342	2.922
	X5	.073	.115	.081	.629	.532	.129	7.746
	X6	.244	.110	.222	2.214	.031	.214	4.676
	X7	.022	.102	.023	.211	.834	.187	5.343

a. Dependent Variable: Y

According to the table above, the regression model can be written as follows:

$$\hat{Y} = 0,168 + 0,096 X_1 + 0,153 X_2 + 0,226 X_3 + 0,181 X_4 + 0,073 X_5 + 0,244 X_6 + 0,022 X_7$$

The value of F count generated is equal to 59 558 with a significance value of 0.000, where significant value is smaller than 0.05 ($\alpha = 5\%$), which means that there is significant influence from variable products (X1), Price (X2), location (X3), promotion (X4), Lecturer and staff (X5), Physical evidence (X6), and process (X7) simultaneously to decision electoral college (Y).

Based on the regression results in the table above is known that the variable Products (X1), Price (X2), Location (X3), Promotion (X4), and Physical Evidence (X6) each generate significant t-value is smaller than 0.05, with conclusion that partially these five variables, namely Product (X1), Price (X2), location (X3), promotion (X4), and Physical evidence (X6) has a significant influence on the electoral decree STIKES RS. Anwar Medika. Meanwhile, the results of testing the effect of variable Lecturers and staff (X5) and Process (X7) of the Electoral

Decree STIKES RS. Anwar Medika generate significant value greater than 0.05, or with the conclusion that the variables of faculty and staff as well as process variables, partially no significant effect on the Electoral Decree STIKES RS. Anwar Medika.

The coefficient of determination showed kindness size regression model or size of data variation in the dependent variable (Y) which can be explained by variations in the data in the independent variable (X). Here is the value of the coefficient of determination resulting in the regression model in this study:

Table 2. Coefficient of determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.946 ^a	.895	.880	.17694	1.885

a. Predictors: (Constant), X7, X1, X4, X2, X6, X3, X5

b. Dependent Variable: Y

The coefficient of determination for 0.895 show that 89.5% of variation of data Decisions Selection of students can be explained by Product (X1), Price (X2), location (X3), promotion (X4), Lecturer and Staff (X5), Physical Evidence (X6), and process (X7). With the other interpretation can be concluded that the product (X1), Price (X2), location (X3), promotion (X4), Lecturer and Staff (X5), Physical Evidence (X6), and Process (X7) has the effect of 89.5% the selection of the Decision RS STIKES. Anwar Medika.

Discussion

Based on the results of the regression analysis concluded that the product significantly influence selection decisions STIKES RS. Anwar Medika. Kotler and Fox (1995), suggests that aspects of the product of a college education is a program that identifies an educational institution. In connection with this opinion, STIKES RS. Anwar Medika presenting educational programs on the basis of medical science as the basis for the curriculum, which is expected to meet the needs of consumers. In addition to the courses offered by the program D3 Midwifery and S1 Pharmacy with the assurance of higher education accreditation adds value for STIKES RS. Anwar Medika, of course, with the support of hospital facilities as a means of supporting the practical activities of lectures for students is expected to increase the interest of students or prospective students to choose STIKES RS. Anwar Medika as a place to continue higher education.

Price significant effect on selection decisions STIKES RS. Anwar Medika. In accordance with the opinion of Ivy (2008), the price also affects the perception of students in a lecture at the institution pendidikan.Biaya STIKES RS. Anwar Medika determined by considering aspects of consumers competitively specified in detail in the components of the charge before the lecture was held. In addition STIKES RS. Anwar Medika also provides convenience fees for students with their college scholarship program, installment plans building costs money, as well as pieces of special fees for students excel. With the program selection decision is expected STIKES RS.Anwar Medika increased.

Significant effect on the location selection decision STIKES RS. Anwar Medika. According to Price et al. (2003) The location has an impact on costs, where it is a significant factor in the selection process of the university. The location is within easy reach of public facilities, close to the settlement of students, as well as the ease of access will form one of the considerations in the selection of the university. STIKES RS. Anwar Medika founded in Jalan By Pass Krian Km. 33, Sidoarjo, East Java. With these locations make STIKES RS. Anwar Medika very easy to reach by public transportation such as city buses and other transport equipment because it is located on the main road Krian. Besides its strategic location makes it possible for students from

the region to reach out to support the decision of increasing the student to select STIKES RS. Anwar Medika.

Promotion significantly influence the election decision STIKES RS. Anwar Medika. According to Li and Hung (2009) sale either through formal or informah media (pamphlets, letters, brochures, or internet portals) is an important element in marketing. In this regard, STIKES RS. Anwar Medika very concerned about the promotional aspects, through both education fairs, promotion through graduation activities, the vision and mission as outlined in the brochure, as well as through the publication of student achievement in a variety of media.

Based on the results of the regression analysis concluded that faculty and staff did not significantly influence the election decision STIKES RS. Anwar Medika. STIKES RS. Anwar Medika is one of RS. Anwar Medika development unit working in the field of education. From the aspect of public service in general, or students in particular will see the RS. Anwar Medika as consideration to make your choice RS. Anwar STIKES Medika, so RS. Anwar Medika become a brand that stands out in the election STIKES.

Physical evidence of significant effect on selection decisions STIKES RS. Anwar Medika. According to the Ivy (2008), components of physical evidence, namely the building and campus facilities, hardware and all other tangible evidence to contribute to the first impression of the students. In this regard STIKES RS. Anwar Medika very concerned about the physical aspects, by providing facilities such as laboratories or lecture facilities directly connected with a hospital facility or school building facilities that are currently in the process of remodeling construction. Hopefully, by the adequate physical facilities, the tendency election Medika increased STIKES RS. Anwar.

The process does not significantly influence the selection decision STIKES RS. Anwar Medika. This suggests that the selection decision by the student does not make the process as considerations which mean, this is because the registration and re-registration process students have effectively done online, making it easier for students. The lecture does not affect significantly the selection decision STIKES RS. Anwar Medika pretty confident is because students with curriculum suitability is given especially with the support of hospital.

Managerial implications

Research has been done on the effect of the marketing mix is the decision-making students in choosing STIKES RS. Anwar Medika can ultimately provide managerial implications that can be used as internal guidelines STIKES RS. Anwar Medika to improve the marketing mix.

Relating to the variable products, has implications for the improvement of the quality of the instrument of accreditation under the terms of BAN-PT, which is associated with learning programs and lectures, study visits to educational establishments other, with regard to the effectiveness of learning programs and learning activities as well as Perform advanced studies on the effectiveness of learning programs and learning activities in STIKES RS. Anwar Medika. With regards to price, namely by completing the draft of school fees through the website, along with details, giving installment terms with a much longer time and conduct further studies with the aim that the opportunity for prospective students to get fee waivers running on target and evenly.

With regards to location, the implication that the procurement of public transport such as buses or metromini campus once a public bus stop, provides residential facilities (mess) for students around the campus, as well as increase security around the campus area, and ensure that no flooding.

In connection with promotion, holding implications for the need to further study on the effectiveness of the media campaign of STIKES RS. Anwar Medika, as well as promotion through cooperation with local television stations, to strengthen the brand in the first.

In connection with lecturer and staff, has implications for the need for improvement of high concern to students is evidenced by the group in social media between lecturers and students, as well as the improvement of services of administrative staff when serving to give a smile and a faster turnaround.

In connection with the physical evidence, implications for the Development of physical facilities do STIKES new building with adequate facilities, as well as the renovation (repair) the entrance to the location.

In connection with the process, the implications for the re-registration process only through academic administration, as well as the lecture was orderly process that is the subject that must be taken in accordance with the Ministry of Health and Higher Education with the appropriate number of credits.

Conclusions and recommendations

Conclusions

Based on the analysis, it can be concluded as follows:

1. The result of partial effect.
 - a. Variables that affect the decision are Product (X1), Price (X2), Location (X3), Promotion (X4), and Physical Evidence (X6) thus concluded that partial these variables have a significant influence on the Student Decision to Continuing Studies in STIKES RS. Anwar Medika. As for who has the highest influence Physical Evidence (X6) and low of influence Products (X1).
 - b. Variables which do not affect that lecturers and staff (X5) and Process (X7), so that it can be concluded that the partial variable does not affect the student's decision to Continuing Studies in STIKES RS. Anwar Medika.
2. The test results influence simultaneously shows that the significance value of $0.000 > 0.05$ thus concluded that there is significant influence from variable products (X1), Price (X2), location (X3), promotion (X4), Lecturer and Staff (X5), Physical Evidence (X6), and process (X7) simultaneously to the Decision of Students for Continuing Studies in STIKES RS. Anwar Medika (Y).
3. The coefficient of determination is equal to 0895. This value indicates that 89.5% of variation of data Decisions Selection of students can be explained by Product (X1), Price (X2), location (X3), promotion (X4), Lecturer and Staff (X5), Physical Evidence (X6), and Process (X7). With the other interpretation can be concluded that the product (X1), Price (X2), location (X3), promotion (X4), Lecturer and Staff (X5), Physical Evidence (X6), and Process (X7) has the effect of 89.5% the selection of the Decision RS STIKES. Anwar Medika.

Recommendations

Based on the conclusion, it can be submitted several suggestions as follows:

1. For STIKES RS. Anwar Medika:
 - a. Should pay more attention to product variable, price, location, promotion, and Physical Evidence even need to be improved these factors have a significant influence on the Electoral Decree STIKES RS. Anwar Medika.
 - b. Increased competence of lecturers and staff services Stikes Anwar Medika Hospital will continue to be a priority in its development, although in this study was not a factor for students in choosing a college.

2. For academics in particular further research is to see the value of R square is 0895, or 89.5%, so there is 10.5% variable or other factors that influence the decision making in choosing a college, so researchers can further increase the number of variables or factors other than variables or factors has existed in this study.

REFERENCES

- Abdillah, W., & Jogiyanto, H.M. 2009. *Konsep dan Aplikasi PLS Untuk Penelitian Empiris*. Edisi 1. Yogyakarta: BPFE.
- Alipour, M., et al. 2012. A new educational marketing mix: The 6ps for private school marketing in Iran. *Research Journal of Applied Sciences, Engineering and Technology*, 4(21), 4314-4319.
- Arikunto, S. 2010. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Buchari, Alma. 2009. *Manajemen Pemasaran dan Manajemen Jasa*, Edisi II. Bandung: Alpha Beta.
- Enache, I. C. 2011. Marketing Higher Education Using the 7 Ps Framework. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 4(1), 23-30.
- Ghozali, I. 2011. *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square PLS*, Edisi 3. Semarang: BP. UNDIP. 2011. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: BP. UNDIP
- Glava, C. C., & Glava, A. E. 2015. Moment of Truth in Educational Marketing. Factors That Contribute to the Decision Making on the Educational Market in Romania. *Procedia Social and Behavioral Sciences*, 180 (November 2014), 170-175.
- Ho, H.F. 2014. Revamping the Marketing Mix for Elementary Schools in Taiwan. *Asian Social Science*, 10(3), 15-25.
- Ivy, J. 2008. A new higher education marketing mix: the 7Ps for MBA marketing. *International Journal of Educational Management*, 22(4), 288-299.
- Kotler, P., & Armstrong, G. 2013. *Principles of Marketing*. World Wide Web Internet And Web Information Systems, 42, 785.
- Kotler, P., & Fox, K. F. A. 1995. *Strategic marketing for educational institutions*. Engle Wood Cliffs Prentice Hall.
- Li, C., & Hung, C. 2009. Marketing tactics and parents' loyalty: the mediating role of school image. *Journal of Educational Administration*, 47(4), 477-489.
- Lupiyoadi, R dan A. Hamdani. 2008. *Manajemen Pemasaran Jasa Edisi II*. Jakarta: Salemba Empat.
- Muhyidin, U. 2015. Pengaruh Bauran Pemasaran Jasa Pendidikan Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta Di Jawa Barat. *Prosiding Seminar Nasional Multi Disiplin Ilmu & Call For Papers Universitas Stikubank*. Semarang: ISBN:978-979-3649-81-8.
- Mustafa, L. M., et al. 2014. An Overview of Private Preschool in Malaysia: Marketing Strategies and Challenges. *Procedia-Social and Behavioral Sciences*, 130, 105-113.
- Ogunnaiké, O. O., et al. 2014. Empirical Analysis of Marketing Mix Strategy and Student Loyalty in Education Marketing. *Mediterranean Journal of Social Sciences*, 5(23), 616-625.
- Oentoro, D. 2012. *Manajemen Pemasaran Modern*. Yogyakarta: Laksbang Pressindo.
- Price, I., et al. 2003. The impact of facilities on student choice of university. *Facilities*, 21(10), 212-222.
- Purwanto, N. A. 2011. Strategi bersaing dalam bisnis pendidikan. *Jurnal Manajemen Pendidikan*, 7(01), 9-16.

- Santoso, S. 2014. Panduan Lengkap SPSS Versi 20. Edisi revisi. Jakarta: Gramedia.
- Sugiyono. 2013. Metode Penelitian Bisnis. Bandung: Alfa Beta.
- Tabita & Halim. 2014. Faktor-faktor yang mempengaruhi siswa SMA dalam Memilih Perguruan Tinggi. Prosiding Seminar Nasional Teknik Industri UK Petra 2014. ISBN 978-602-71225-1-2.
- Yoo, B., et al. 2000. An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211.
- Yulfita'aini. 2010. Analisis Pengaruh Marketing Mix Terhadap Keputusan Mahasiswa Dalam Melanjutkan Studi Pada Perguruan Tinggi (Studi Pada Universitas Pengaraian-Riau). Tesis, Universitas Brawijaya, Malang.
- Zeithmal, V. A., et al. 2009. *Service Marketing: Integrating Customer Focus Across The Firm*. London: Mc. Graw Hill
- <http://www.republika.co.id>
- <http://www.kopertis7.go.id>
- <http://www.stikesanwarmedika.ac.id>