Marketing Strategy for Higher Education Institution
Based On Marketing Stimuli
(Case Study at Politeknik Pos Indonesia)

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ABSTRACT

The purpose of this study is to examine whether marketing strategies based on the marketing stimuli of higher education services influence the selection of the Politeknik Pos Indonesia as higher education institution to continue their studies, as well as which of these marketing mix factors is most influential. The data collection was carried out by an independent survey involving 356 Politeknik Pos Indonesia students. The results showed that all variables had a significant influence on the decision making of the Politeknik Pos Indonesia by prospective students. Hence, the first and second hypotheses are proven by the most influential factor is the product.

Keywords: Marketing Strategy, Marketing Mix, Marketing Stimuli, Consumer Behavior, Higher Education Institution, Politeknik Pos Indonesia

INTRODUCTION

Higher Education institution is an organization that is not spared from the competition. Based on data published by the Ministry of Technology and Higher Education Research (Kemenristekdikti) through the higher education database, the data until December 2018, that the number of private higher education institutions (PTS) in Indonesia totaled 3,128 PTS, while the number of PTS in LLDIKTI (The Institution of Higher Education Private Region IV West Java) is 478 PTS, consists of 59 Universities, 6 Institutes, 253 Colleges, 130 Academics and 30 Polytechnics

(www.pddikti.ristekdikti.go.id, 2019). The large number of PTS triggers competition among PTS to compete for prospective customers (prospective students). The competition that occurs between institutions of higher education is currently not only happening between private universities (PTS) but also with state universities (PTN), but the competition even more intense occurs between PTS.

Competition is described as a cycle of change determined by four components of competition (4C): companies, customers, competitors, and change (Kartajaya, 2010).

Seeing the background above is possible if the competition between universities to get prospective students even more stringent. Therefore, Politeknik Pos Indonesia, as one of the Higher Education Institutions in West Java, must be able to use the right marketing strategies to attract prospective students to register, one of them is by doing stimulus stimulation strategies. So, the purpose of this research is to examine whether marketing strategies based on marketing stimuli influence prospective students to continue their studies at Politeknik Pos Indonesia, as well as which marketing mix factors are most influential.

Marketing stimulation is one of the factors that underlie prospective students to decide to purchase (elective) private higher education institutions (PTS). For PTS, marketing stimulation is a variable that can be controlled, so knowledge and understanding of the wishes of prospective students is the key to successful marketing activities. Aside from being the basis for making decisions for prospective students, marketing stimuli are used as the basis for a variety of policies and strategies for PTS (voice of the company) marketing mix to influence the activities of prospective students to choose the PTS. The results of this study can be used by PTS to assess whether marketing strategies based on the marketing mix of higher education services are following what the prospective and expected students (voice of the customers) are.

Besides, the relationship between PTS selection activities and marketing stimuli can be used as a reference for PTS to determine the desires and expectations of prospective students and the basis for their future marketing mix strategies. Furthermore, these results will be the basis for developing the concept of PTS education services in the future following the development and changes in the desires and expectations of prospective students and the community at large. PTS will be able to use the dimensions of marketing stimuli found to develop the vocabulary of product attributes and benefits in the process of developing educational services.

Some of the benefits that can be obtained from this research are: (1) Can be used to research marketing stimuli that are dynamic and have a significant influence on the selection of higher education services offered by PTS; (2) Development of conceptual frameworks of various dimensions of marketing stimulation for higher education services as a basis for research on the desires and expectations of prospective students towards developing PTS marketing mix strategies; (3) Input for the government as a basis for developing an evaluation system to determine the accreditation of higher education institutions based on market desires (market-based view); (4) Input for private higher education service consumers as an evaluation material whether their desires (voice of the customers) have been accommodated in the PTS marketing policy and strategy (voice of the company); (5) Understanding of the gaps that occur in the PTS marketing mix strategy implementation with the desires and expectations of consumers as a basis for the development of PTS education service concepts in the future by the development and changes in the desires and expectations of prospective students and the community in general. An important contribution made from the results of this study is the development of knowledge and knowledge about the factors of PTS marketing stimulation as a reference in making marketing strategy decisions.

RESEARCH METHOD

This study using survey methods and the data collection process was carried out at Politeknik Pos Indonesia Jl. Sariasih No.54 Bandung.

The population was all Politeknik Pos Indonesia students registered in the Higher Education Database (PDPT) DIKTI

(Directorate General of Higher Education) until 2018/2019 Odd Academic Year, totaling 3,085 students. The sampling technique used is nonprobability sampling using a convenience sampling method. The sample was students who came from nine departments at the Politeknik Pos Indonesia: DIII and DIV Informatics Engineering, DIII Informatics Management, DIII and, DIV Business Logistics, DIII and DIV Accounting, DIII Marketing Management and DIV Business Management. By using the formula of Yamane (Sugiyono, 2017) found a total of 356 respondents.

Data collected through a questionnaire. In measuring items that represent the constructs shown in our research model, we use a multi-scale method, the Likert scale (5 points). The questionnaire was distributed to respondents using a self-administered survey approach.

This study uses a regression analysis model to determine the effect of marketing stimuli on the election of the Politeknik Pos Indonesia.

RESULT AND DISCUSSION
Result

The questionnaire was distributed to 360 respondents. However, only 356 questionnaires returned and were found to meet the criteria and could be continued for further processing. From the results of data processing, it was found that female respondents had a dominant contribution with a percentage of 66% and male respondents had a contribution of 34% of the total population. As for the results of the regression analysis can be seen following table 1 below:

Table 1. Descriptive Analysis

Variable	Unstandardized coefficients ß	Std error	t	Sig
Constant	-0,745	0,921		
Product*	0,079	0,024	3,243	0,0015
Price*	0,068	0,025	2,707	0,0076
Place*	0,100	0,045	2,186	0,0304
Promo*	0,097	0,042	2,297	0,023 1
People*	0,157	0,055	2,860	0,0049
Physical Evidence*	0,067	0,030	2,187	0,0304
Process*	0,089	0,039	2,297	0,0231

Source: Primary Data, 2019

From the table above can be arranged multiple regression equations as follows:

Y= -0,745 + 0,079 X1 + 0,068 X2 + 0,100 X3 + 0,097 X4 + 0,157 X5 + 0,067 X6 + 0,089 X7 + e

From this equation can be described as follows: Constants have negative coefficients. This means that in the absence of a marketing mix (product, price, location, promotion, people, physical and process), the decision of prospective students in choosing Politeknik Pos Indonesia is negative. This means that without the stimulation of marketing prospective consumers will not make an election to study at Politeknik Pos Indonesia.

The product variable has a coefficient marked positive, this means an increase/increase in the product offered, the decision of prospective students in choosing the Politeknik Pos Indonesia will also rise. Improvements can be made by offering potential new study programs or improving the quality of existing education programs, improving the quality of existing programs, increasing the status of accreditation, increasing student activities, increasing scholarship programs, evaluating and providing appropriate curricula and improving teaching

methods used and following the demands of the world of work.

This is consistent with what was stated by Lovelock (in Payne, 2000) which states there are six innovations for service companies, namely (1) major innovations that are presenting new markets, (2) new business is a new way to meet consumer needs, (3) new products for the market currently served, (4) expansion of product lines by offering a variety of choices among existing service lines, (5) product improvements to improve the characteristics of existing services, (6) style changes including changing or development of service characteristics. The results of this study support the opinion of Ginting & Ginting (2019), Chairiyaton (2019), Mulyanti, Mailinarti, & Masruri (2016), Muhyidin (2015), Sudarso & Suryati (2014), Suyatno (2013), Nasution (2008), and Lupiyoadi (2013).

The variable price has a coefficient marked positive, this means an increase/increase in price, the decision of prospective students in choosing the Politeknik Pos Indonesia will also rise. Even though prices have risen, because education is a service, consumers will compare prices with the value provided. Price can affect the image. Prices provide perceptions about quality and price determines a value for customers and plays an important role in shaping the image of the service (Payne, 2000). If the consumer feels that the price is proportional to the value offer given, the price increase will not be a problem. This research is also in line with a study conducted by Sudarso & Suryati (2014), and Chairiyanton (2019). But contrary to research, Mulyanti, Mailinarti, & Masruri (2016), Ginting & Ginting (2019), Muhyidin (2015), and Suyatno (2013).

Location variable has a positive coefficient. This means, an increase in location determination, the decision of prospective students in choosing the Politeknik Pos Indonesia will also rise. Efforts to determine the location can be done by selecting strategic locations, which are easily affordable, safe and location selection in the city of education. This research is in line with research by Chairiyanton (2019), Muhyidin (2015), Suyatno (2013), Sudarso & Suryati (2014). But it is not in line with the investigation of Ginting & Ginting (2019), Mulyanti, Mailinarti, & Masruri (2016).

The promotion variable has a coefficient marked positive, this means an increase in the promotion made then the decision of prospective students in choosing the Politeknik Pos Indonesia will also rise. Promotion can be through image enhancement, publication through mass media, brochures, or through word of mouth promotion. This research is not in line with a study conducted by Ginting & Ginting (2019), Mulyanti, Mailinarti, & Masruri (2016), and Muhyidin (2015). But in line with research Sudarso & Suryati (2014), Suyatno (2013), and Chairiyanton (2019).

Variable people have a positive value coefficient, this means an increase in the quality of human resources, the decision of prospective students in choosing the Politeknik Pos Indonesia will also rise. Increasing human resources can be through improving the quality of lecturers, as well as training for employees. This research is in line with the study conducted by Chairiyanton (2019), Suyatno (2013), Mulyanti, Mailinarti, & Masruri (2016). But contrary to the results of research Muhyidin (2015), Ginting & Ginting (2019), Sudarso & Suryati (2014).

Physical variables have a positive value coefficient, this means an increase in physical facilities offered, then the decision of prospective students in choosing the Politeknik Pos Indonesia will also rise. Improvement of physical evidence can be done both in terms of quality and quantity. This study is in line with the results of research by Chairiyanton (2019), Mulyanti, Mailinarti, & Masruri (2016), Muhyidin (2015). But contrary to a study

conducted by Ginting & Ginting (2019), and Suyatno (2013).

The process variable has a coefficient marked positive, this means an increase in the process offered, then the decision of prospective students to choose the Politeknik Pos Indonesia will also rise. Improving the process of education services can be done by increasing practicum, collaborating with external parties and strengthening alumni relations. This research contradicts the research conducted by Ginting & Ginting (2019). But in line with the opinions of Mulyanti, Mailinarti, & Masruri (2016), Sudarso & Suryati (2014), Chairiyanton (2019), Suyatno (2013), and Muhyidin (2015).

Hypothesis Testing

To test the hypothesis, the F test is used. The F test is used to determine whether together the independent variable influences the dependent variable.

Table 2. F-Test

Model	Sum of squares	Mean square	F	Sig.
Reg	315,021	45,003	30,652	0,000
Res	208,478	1,468		

*Sig pada level of significant 5%
Source: Primary Data, 2019

Based on these results it can be seen that the calculated F value of 30,652 is greater than the F table of 2.01 or a smaller F 0,000 probability value of 0.05. From these results, H0 results were rejected and Ha was accepted, which means that there was a significant influence together with the marketing incentive variables (product, price, location, promotion, people, physical and process) on the decision variable of the Politeknik Pos Indonesia selection. Thus, the first hypothesis is proven.

To prove the second hypothesis, a t-test was performed. This test is to determine the effect of each independent variable on the dependent variable, whether it has a significant effect or not. From table 2 with a confidence level of 0.05 and a value of t table 1.96 it can be seen t calculate each variable is as follows:

The t value of the product variable is 3.243 and the probability value is 0.0015. This means that H0 is rejected and Ha is accepted, which means that there is a significant influence on the product variable on the decision of prospective students to choose the Politeknik Pos Indonesia.

The value of t table 1.96 value of t calculated price variable of 2.707 and the probability value of t 0.0076. This means that

H0 is rejected and Ha is accepted, which means there is a significant influence on the price variable on the decision of prospective students in choosing the Politeknik Pos Indonesia.

The t value of the calculated location variable is 2.186 and the probability value of t is 0.0304. This means that H0 is rejected and Ha is accepted, which means there is a significant influence of location variables on the decision of prospective students in choosing Politeknik Pos Indonesia.

The t value of the promotion variable is 2,297 and the probability t-value is 0.023. This means that H0 is rejected and Ha is accepted, which means there is a significant influence of the promotion variable on the decision of prospective students in choosing Politeknik Pos Indonesia.

The t-value of the variable person is 2.860 and the probability value of t is 0.0049. This means that H0 is rejected and Ha is accepted, which means that there is a significant influence on the variable of people on the decision of prospective students in choosing the Politeknik Pos Indonesia.

The t value of the physical variable is 2.187 and the probability value of t is 0.0304. This means that H0 is rejected and Ha is

accepted, which means there is a significant influence of physical variables on the decision of prospective students in choosing Politeknik Pos Indonesia.

The t-value of the calculated process variable is 2.279 and the profitability t-value is 0.0231. This means that H0 is rejected and Ha is accepted, which means there is a significant influence of the process variables on the decision of prospective students to choose Politeknik Pos Indonesia.

Based on the results of the analysis on the t-test above, each independent variable separately has a significant influence on the decision of prospective students in choosing Politeknik Pos Indonesia.

Seeing the t-value of each independent variable it will appear if the product variable has the highest t-value among the other independent variables that are equal to 3.243. This shows that the product variable is the most influential factor in the decision of prospective students to choose Politeknik Pos Indonesia. Thus the second hypothesis states that the product is the most influential factor in the decision of prospective students in choosing Politeknik Pos Indonesia as a place of study

The Coefficient of Determination (R^2)

The coefficient of determination (R^2) test is performed to see what proportion of the variation of the independent variables together affect the dependent variable. Based on the results of data processing, the adjusted R square value is 0,582. This implies that the decision to choose Politeknik Pos Indonesia by prospective students is influenced by marketing mix variables (product, price, location, promotion, people, physical and process) of 58.2% while the remaining 41.8% is influenced by other variables not included in the model. These variables can be caused by environmental, economic, technological, political or cultural influences or variables caused by the characteristics of the consumers themselves.

CONCLUTION AND RECOMMENDATION

Conclution

The results of this study can be concluded as follows:

The regression coefficients of the product, price, location, promotion, people, physical and process, have a positive direction, which is indicated by the parameters of each regression coefficient. This means that every effort to improve these variables both in terms of quality and quantity will be followed by an increase in the desire to make decisions choosing Politeknik Pos Indonesia as a place for study.

In the F-test with a confidence level of 0.05, the probability value of F is 0,000 with an F value of 30.65 which is greater than the F table 2.01. This means that H0 is rejected and Ha is accepted, which means there is a significant influence together with the marketing mix variables (product, price, location, promotion, people, physical and process) on the decision variable of the Politeknik Pos Indonesia selection by prospective students.

The adjusted R-squared in this study was 0.58213. This means that the decision to choose Politeknik Pos Indonesia by from the results of the t-test conducted obtained results that separately marketing stimulation variables have a significant effect. The most influential variable in the decision of prospective students to choose Politeknik Pos Indonesia is the product, this is indicated by the biggest t-value compared to the t-table of other variables, which is 3,243.

Recommendation

From the results of data analysis, several recommendations that may be useful for interested parties are presented.

First, in this study, the results obtained that the marketing mix has a significant influence on the decision of prospective students in choosing Politeknik Pos Indonesia

as a place to study. Thus, every PTS must be able to apply the right strategy for products, prices, locations, promotions, human resources, physical facilities, and higher education processes so that it can stimulate prospective students in choosing PTS as well. Product improvement can be done by offering new programs or improving the quality of existing educational programs, increasing the status of accreditation, increasing student activities, providing appropriate curriculum and improving teaching methods. Efforts to determine the location can be done by selecting strategic locations, which are easily affordable, and safe location. Promotion can be through image enhancement, publication through mass media, brochures, or through word of mouth promotion. Increasing human resources can be through improving the quality of lecturers, as well as training for academic staff. Improving the process of education services can be done by increasing practicum, collaborating with external parties and strengthening alumni relations.

Second, the product is the most influential factor in the decision of prospective students in choosing Politeknik Pos Indonesia. For this reason, PTS must be able to maintain and even improve the quality of their products to attract prospective students. These efforts include offering new programs that have advantages, efforts to increase accreditation and other businesses.

For future research, other variables should be examined, in addition to marketing stimuli that are expected to influence consumer purchasing decisions such as environmental, economic, technological, political and cultural influences as well as consumer characteristics in terms of cultural, social, personal and psychological aspects.

The author is aware of the limitations in this study partly because the sample taken is limited to only Politeknik Pos Indonesia, so there will be a possibility that the results of this study will be different if the samples taken are from all or several similar PTS. Therefore, the authors hope that further research is carried out to make it more useful in the future.

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