JURNAL ILMIAH MANAJEMEN DAN BISNIS

The Influence of The Marketing Mix on Educational Decision-Making Is A Fascinating Area of Study

Budianto Sitorus[1], Realize
Putera Batam University, Indonesia
Email: budiantositorus.bs@gmail.com

Abstract
This research employs a quantitative approach, utilizing a survey method as its chosen research design to investigate factors influencing students' decisions in choosing private junior high schools in Sekupang Subdistrict, Batam. Through the distribution of questionnaires to 159 students in the specified area, data is collected on various marketing mix components and their correlation with school choice decisions. The collected data undergoes rigorous multilinear regression analysis using the SPSS tool, employing statistical methods to test formulated research hypotheses and establish relationships between marketing mix variables and school choice decisions. The interpretation of results is presented, drawing meaningful conclusions and offering implications and recommendations for further development in the context of private junior high school selection. The final stage encompasses the meticulous creation of a research report adhering to scientific standards, comprehensively detailing the research stages, findings, data analysis, conclusions, and recommendations. This study contributes to a quantitative understanding of the multifaceted factors influencing students' decisions in the specified educational context.

INTRODUCTION

Education, a pivotal investment in shaping one's future, significantly influences academic journeys through the selection of an appropriate educational institution (Jariah & Ismail, 2023). In this context, the marketing mix, as highlighted by numerous studies (Angreni, 2020; Hidayati, 2022; Hidayat et al., 2021; Rafdinal et al., 2021; Sadheli, 2023; Sila et al., 2021; Suwandayani et al., 2023). plays a crucial role in shaping decisions related to education. Interactions among various marketing elements intricately influence prospective students' perceptions of educational institutions. Global Education Market research by Kingpin Market Research (2023) suggests significant growth until 2030, emphasizing the importance of the marketing mix in understanding and responding to trends. This report underscores the need for educational institutions to design effective marketing strategies, focusing on innovation and technology, to stay competitive and ensure success in a dynamic market.

Figure 1 presents data on the number of schools in different districts of Batam, categorized as Public School and Private School. In Kecamatan (Kec.) Batam Kota, there are a total of 41 schools, with 8 being Public Schools and 33 being Private Schools. Similar patterns are observed across other

districts, such as Kec. Sagulung, Kec. Batu Aji, Kec. Sekupang, Kec. Bengkong, Kec. Lubuk Baja, Kec. Nongsa, Kec. Se Beduk, Kec. Batu Ampar, Kec. Galang, Kec. Belakang Padang, and Kec. Bulang. The total number of schools in each district is the sum of Public and Private Schools, providing a comprehensive overview. For instance, in Kec. Batam Kota, the total number of schools is 41, consisting of 8 Public Schools and 33 Private Schools. The overall total for all districts combined is 200 schools, with 65 being Public Schools and 135 being Private Schools. This breakdown offers a clear understanding of the distribution of Public and Private Schools across different districts in Batam, contributing to insights into the local education landscape. It is crucial to study how parents choose schools for their children as this decision-making process significantly impacts the educational experiences and opportunities available to students.
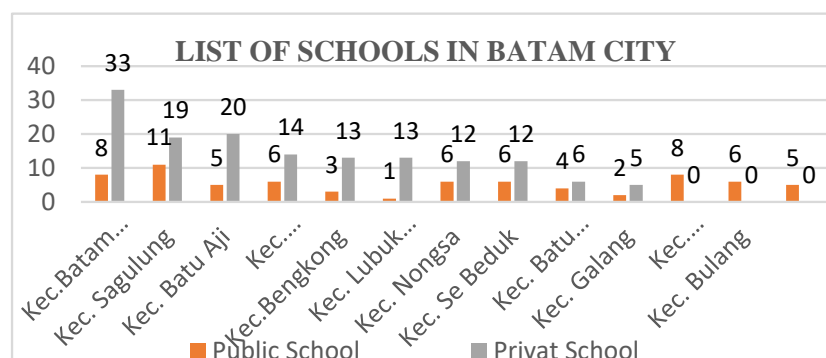

Figure 1. List of School in Batam City

The According to Kotler et al. (2023:72), the marketing mix, often referred to as the marketing mix, includes four key elements that form the basis of a company's marketing strategy. First, the Product element includes characteristics of goods or services offered, such as design, quality, and product features. Second, the Price element relates to determining the amount of money paid by consumers to obtain the product or service. Meanwhile, the Promotion element involves various marketing activities designed to increase consumer awareness and interest, such as advertising and sales promotion. Finally, the Distribution element is related to how products or services are distributed to consumers through efficient distribution channels. This concept is embodied in the 4P (Armstrong et al., 2017:62), and some modern approaches combine additional elements into 7P, namely People, Process, and Physical Evidence (Kotler et al., 2023:261). People emphasize the importance of human interaction in service, processes focus on the efficiency of business procedures, and physical evidence indicates concrete proof of the product or service's value. The marketing mix helps companies plan holistic marketing strategies, ensuring that each element contributes to the overall marketing goals. By designing the right marketing mix, companies can enhance their competitiveness, meet consumer needs, and achieve success in the market.

Decision-making, a vital process in individuals' daily lives, is influenced by diverse factors, including individual traits and elements of the marketing mix such as product, promotion,

discounts, pricing, and distribution (Novitri & Realize, 2023). This complex process entails careful consideration of multiple options to fulfill specific needs or address particular problems, extending beyond goods and services to encompass areas like education, career, and lifestyle. Influencing factors span considerations of price, quality, brand, personal preferences, and available information. Notably, the establishment of pricing holds paramount significance in the service marketing mix as it directly impacts the revenue generated by a business (Realize & Sudjono, 2023). Additionally, the influence of social, family, friends, and advertising environments also plays a crucial role in shaping individual preferences and decisions.

The decision-making process involves several interconnected stages, starting from recognizing a problem or need to evaluating the results of the decision made. Information search, alternative evaluation, and decision-making are crucial steps in this process. In addition to rational factors such as product or service features, emotional factors can also play a significant role, creating a deeper experience in decision-making.

Decision-making is often influenced by specific contexts and situations, as well as individual psychological factors. Therefore, understanding the dynamics behind decision-making is key in the fields of consumer psychology and marketing. In-depth research and analysis of factors influencing decision-making not only provide insights into consumer behavior but also help companies design more effective and relevant marketing strategies according to market needs and preferences.

The structural framework guiding the trajectory of this research is as follows:

Figure 2. Research Framework

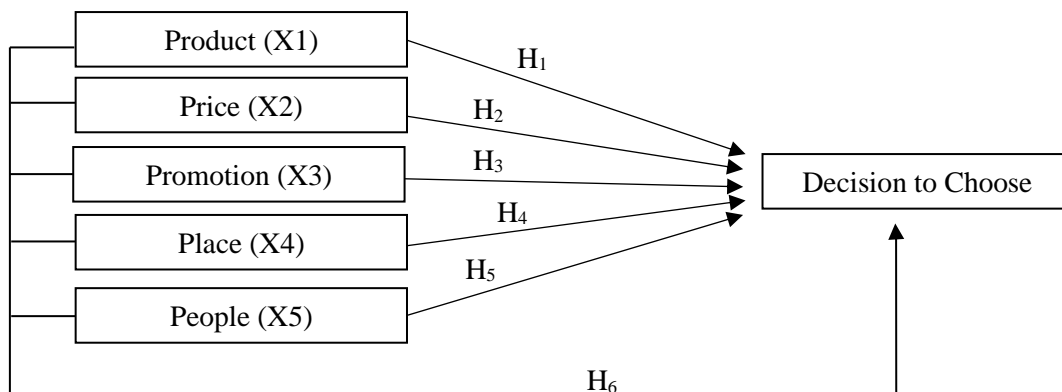The depiction in Figure 1 above highlights that the variables under scrutiny are classified as independent variables, denoted as X. An independent variable (X) serves as the impetus for changes, offering clarity, and exerting either a positive or negative impact on the dependent variables within the established relationship pattern. To be more precise, the independent variables are delineated as X1

(Product), X2 (Price), X3 (Promotion), X4 (Place), and X5 (People). The dependent variable, influenced or triggered by the presence of these independent variables (Riono & Helmi, 2023), is the Decision to choose, denoted as Y.

METHODS

The research adopts a quantitative approach, employing a survey method as the chosen research design. Questionnaires are distributed to students in the specified area to collect data on marketing mix components and their school choice decisions. The collected data of 159 respondents undergo multilinear regression analysis using the SPSS tool, applying statistical methods to test the formulated research hypotheses and establish relationships between marketing mix variables and school choice decisions. The interpretation of results is presented, drawing conclusions and providing implications and recommendations for further development. The final stage involves the meticulous creation of a research report that adheres to scientific standards, comprehensively detailing the research stages, findings, data analysis, conclusions, and recommendations, contributing to the quantitative understanding of the factors influencing students' decisions in choosing private junior high schools in Sekupang Subdistrict, Batam.

RESULTS AND DISCUSSION

H1: It is assumed that there is a positive and significant partial influence of the Product variable on the Decision to Choose a School

The contents of Table 1 provide a detailed exposition of the coefficients derived from a comprehensive regression model, shedding light on the intricate relationship between the dependent variable, denoted as the "Decision to Choose," and the independent variable, identified as "Product." The unstandardized coefficients within this table serve as valuable indicators, quantifying the extent of change anticipated in the dependent variable for each one-unit adjustment in the independent variable. These coefficients play a pivotal role in unraveling the nuanced dynamics and nuances of the relationship between "Product" and the consequential decision-making process. Such insights, gleaned from the unstandardized coefficients, contribute to a deeper understanding of the factors influencing the "Decision to Choose" within the studied context.

Table 1. Effect of Product on Decision to Choose

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	18.700	2.102		8.896	.000
Product	.609	.084	.503	7.283	.000

a.   Dependent Variable: Decision to Choose

In this case, the constant term is 18.700, representing the expected value of the dependent variable when the independent variable is zero. The coefficient for the "Product" variable is 0.609, signifying

that for each one-unit increase in the "Product," the dependent variable is expected to increase by 0.609 units. The standardized coefficient (Beta) of 0.503 suggests the strength and direction of the relationship, considering the variables are on different scales. The t-value of 7.283 and the associated p-value of .000 indicate that the coefficient for "Product" is statistically significant, reinforcing the notion that the "Product" variable has a substantial impact on the "Decision to Choose." This analysis provides valuable information for understanding the specific influence of the "Product" variable on the decision-making process in the given context. Notably, the influence of the Product variable is acknowledged in research conducted by Hidayat et al. (2021), Rafdinal et al. (2021), Suwandayani et al. (2023), Hidayati (2022), Sila et al. (2021). These studies, which utilize different methodologies and involve diverse educational settings, consistently demonstrate a positive and significant impact of the Product variable on decision-making. The collective findings from these studies contribute to reinforcing the hypothesis that the Product variable plays a crucial role in shaping decisions related to choosing a school.

H2: It is assumed that there is a positive and significant partial influence of the Price variable on the Decision to Choose a School

H2 posits that there is a presumed positive and significant partial influence of the Price variable on the Decision to Choose a School. In reviewing existing studies, this hypothesis is substantiated by several research sources. Sadheli (2023) study provides empirical support, indicating that the Price variable has a significant impact on decision-making in the context of choosing a school. Additionally, findings from Hidayat et al. (2021), Rafdinal et al. (2021), Suwandayani et al. (2023), Hidayati (2022), Sila et al. (2021) further reinforce the assumption of a positive and significant influence of the Price variable on the decision-making process in selecting schools. The consistent alignment of results across these studies strengthens the support for H2, suggesting that pricing considerations play a vital role in shaping individuals' decisions when choosing a school.

Table 2. Effect of Price on Decision to Choose

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.943	1.899		8.921	.000
	Price	.665	.074	.584	9.004	.000

a. Dependent Variable: Decision to Choose

The coefficients presented in the table 2 represent crucial insights from a regression model examining the relationship between the dependent variable, "Decision to Choose," and the independent variable, "Price." The unstandardized coefficients offer a quantitative measure of the change in the dependent variable for a one-unit shift in the independent variable. In this context, the constant term is 16.943, representing the expected value of the dependent variable when the "Price" variable is zero.

The coefficient for the "Price" variable is 0.665, indicating that for every one-unit increase in "Price," the expected increase in the dependent variable is 0.665 units. The standardized coefficient (Beta) of 0.584 provides insights into the strength and direction of the relationship, considering the variables are on different scales. The t-value of 9.004 and the associated p-value of .000 suggest that the coefficient for "Price" is statistically significant, emphasizing the substantial impact of the "Price" variable on the "Decision to Choose." This analysis contributes valuable information for understanding the specific influence of the "Price" variable on the decision-making process within the given context.

H3: It is assumed that there is a positive and significant partial influence of the Promotion variable on the Decision to Choose a School

H3 proposes the assumption that there is a positive and significant partial influence of the Promotion variable on the Decision to Choose a School. This hypothesis is supported by multiple research sources. Angreni's (2020) study emphasizes the importance of Promotion, highlighting its positive and significant impact on students' decision-making regarding school selection. Furthermore, findings from Hidayat et al. (2021), Rafdinal et al. (2021), Suwandayani et al. (2023), Hidayati (2022), Sila et al. (2021) consistently reinforce the idea that Promotion variables contribute significantly to the decision-making process when choosing a school. The collective evidence from these studies lends support to H3, suggesting that promotional efforts play a crucial role in influencing individuals' decisions in the context of school selection.

Table 3. Effect of Promotion on Decision to Choose

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	17.683	1.921		9.207	.000
	Promotion	.494	.058	.562	8.515	.000

a. Dependent Variable: Decision to Choose

The coefficients presented in Table 3 offer significant insights derived from an expansive regression model that explores the intricate relationship between the dependent variable, "Decision to Choose," and the independent variable, "Promotion." These unstandardized coefficients act as quantitative metrics, revealing the anticipated extent of change in the dependent variable for a one-unit shift in the independent variable. In this particular context, the constant term is 17.683, indicating the expected value of the dependent variable when the "Promotion" variable registers at zero. The coefficient linked with the "Promotion" variable, equal to 0.494, signifies that for each one-unit increase in "Promotion," the expected rise in the dependent variable amounts to 0.494 units. Furthermore, the standardized coefficient (Beta) of 0.562 offers insights into the strength and direction of this

relationship, considering the differing scales of the variables. The noteworthy t-value of 8.515, combined with a p-value of .000, underscores the statistical significance of the "Promotion" variable's coefficient, emphasizing its substantial impact on the "Decision to Choose." This analytical perspective contributes valuable information, enriching our understanding of the specific influence wielded by the "Promotion" variable on the decision-making process within the specified context.

H4: It is assumed that there is a positive and significant partial influence of the Place, People, and Process variables on the Decision to Choose a School

H4 posits the assumption that there is a positive and significant partial influence of the Place, People, and Process variables on the Decision to Choose a School. This hypothesis is supported by various research studies. Specifically, Hidayat et al. (2021), Rafdinal et al. (2021), Suwandayani et al. (2023), Hidayati (2022), Sila et al. (2021) collectively highlight the positive and significant impact of these variables on the decision-making process related to school selection. The studies consistently emphasize the importance of factors such as the physical environment (Place), individuals involved (People), and procedural aspects (Process) in influencing individuals' decisions when choosing a school. The alignment of findings across these studies provides robust support for H4, suggesting that these variables collectively play a crucial role in shaping decisions regarding school choice.

Table 4. Effect of Place on Decision to Choose

				Standardized		
		Unstandardized Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.909	1.691		4.085	.000
	Place	.451	.028	.788	16.061	.000

a. Dependent Variable: Decision to Choose

The coefficients outlined in Table 4, specifically dedicated to a thorough examination of the relationship between the dependent variable, "Decision to Choose," and the independent variable, "Place," encapsulate crucial insights from a robust regression model. These unstandardized coefficients act as quantitative benchmarks, offering clarity on the anticipated magnitude of change in the dependent variable for a one-unit shift in the independent variable. In this particular scenario, the constant term stands at 6.909, symbolizing the expected value of the dependent variable when the "Place" variable registers at zero. The coefficient aligned with the "Place" variable is 0.451, denoting that with every one-unit increase in "Place," the expected elevation in the dependent variable is 0.451 units. Additionally, the standardized coefficient (Beta) of 0.788 provides nuanced insights into the strength and direction of this relationship, considering the differing scales of the variables. The remarkable t-

value of 16.061, accompanied by a p-value of .000, underscores the statistical significance of the "Place" variable's coefficient, highlighting its substantial impact on the "Decision to Choose." This analytical perspective contributes valuable information, enhancing our comprehension of the specific influence wielded by the "Place" variable on the decision-making process within the defined context.

H5: It is assumed that there is a positive and significant partial influence of the People variable on the Decision to Choose a School

H5 postulates the assumption that there is a positive and significant partial influence of the People variable on the Decision to Choose a School. Multiple research studies contribute to supporting this hypothesis. The works of Hidayat et al. (2021), Rafdinal et al. (2021), Suwandayani et al. (2023), Hidayati (2022), Sila et al. (2021) consistently demonstrate that the People variable, encompassing aspects such as interpersonal interactions and relationships within the educational environment, has a positive and significant impact on individuals' decision-making when selecting a school. The collective findings across these studies provide substantial backing for H5, suggesting that the social dimension, involving people within the educational context, significantly influences the decision-making process related to school choice.

Table 5. Effect of People on Decision to Choose

	Coefficients^a				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	7.004	1.496		4.680	.000
People	.624	.034	.822	18.103	.000

a. Dependent Variable: Decision to Choose

The coefficients presented in Table 5, specifically outlined for a meticulous examination of the relationship between the dependent variable, "Decision to Choose," and the independent variable, "People," encapsulate pivotal insights from a comprehensive regression model. These unstandardized coefficients serve as quantitative markers, offering insights into the anticipated extent of change in the dependent variable for a one-unit shift in the independent variable. In this context, the constant term stands at 7.004, indicating the expected value of the dependent variable when the "People" variable registers at zero. The coefficient associated with the "People" variable is 0.624, suggesting that for every one-unit increase in "People," the expected rise in the dependent variable is 0.624 units. Furthermore, the standardized coefficient (Beta) of 0.822 provides nuanced insights into the strength and direction of this relationship, accounting for the differing scales of the variables. The remarkable t-value of 18.103, coupled with a p-value of .000, underscores the statistical significance of the "People" variable's coefficient, underscoring its substantial impact on the "Decision to Choose." This analytical perspective contributes valuable information for understanding the specific influence exerted by the "People" variable on the decision-making process within the defined context.

H6: It is assumed that there is a positive and significant simultaneous influence of the Product, Price, Promotion, Place, and People variables on the Decision to Choose a School

H6 proposes the assumption that there is a positive and significant simultaneous influence of the Product, Price, Promotion, Place, and People variables on the Decision to Choose a School. This hypothesis is supported by several research studies. Notably, Hidayat et al. (2021), Rafdinal et al. (2021), Suwandayani et al. (2023), Hidayati (2022), Sila et al. (2021) consistently indicate that the Process variable, encompassing aspects related to the procedures and methods in the educational context, has a positive and significant impact on individuals' decision-making when selecting a school. The convergence of findings across these studies lends robust support for H6, suggesting that the processes involved in education significantly influence the decision-making process related to school choice.

Table 6. Simultaneous Influence of Product, Price, Promotion, Place, and People on the Decision to Choose a School

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.670	1.598		2.923	.004
	Product	.001	.087	.001	.009	.993
	Price	.068	.090	.060	.754	.452
	Promotion	-.088	.068	-.100	-1.284	.201
	Place	.212	.052	.370	4.068	.000
	People	.410	.060	.540	6.824	.000

a. Dependent Variable: Decision to Choose

The coefficients presented in the model, outlined in Table 6, offer detailed insights into the relationships between the dependent variable, "Decision to Choose," and the various independent variables, namely "Product," "Price," "Promotion," "Place," and "People." The unstandardized coefficients provide quantitative measures of the expected change in the dependent variable for a one-unit shift in each respective independent variable. The constant term in this context is 4.670, representing the expected value of the dependent variable when all independent variables are zero. The coefficients for each independent variable offer insights into their individual impact on the dependent variable. For instance, the coefficient for "Product" is 0.001, indicating a negligible impact, and the associated t-value and p-value suggest its lack of statistical significance. Conversely, the coefficients for "Place" and "People" are 0.212 and 0.410, respectively, with significant t-values and p-values, highlighting their substantial and statistically significant impacts on the "Decision to Choose." Overall, this analysis aids in

understanding the specific influences of each independent variable on the decision-making process within the specified context.

CONCLUSION

In summary, the comprehensive regression analysis yields valuable insights into the determinants of decision-making in school choice. The results affirm the positive and significant impacts of key marketing mix components on the decision to choose a school, supporting hypotheses H1 to H6. Specifically, the "Product," "Price," "Promotion," "Place," and "People" variables each play distinctive roles in shaping individuals' choices. The findings underscore the intricate dynamics involved in educational decision-making, emphasizing the need for educational institutions and policymakers to consider a holistic approach in their marketing strategies. The identified influences extend beyond mere academic considerations, encompassing factors like pricing, promotional efforts, physical environment, and interpersonal relationships. As education continues to evolve, these research outcomes provide actionable insights for stakeholders to refine their strategies, fostering a more informed and effective approach to educational marketing and institutional development.

REFERENCE

Angreni, T. (2020). Analisis Pengaruh Strategi Bauran Pemasaran Terhadap Papan Nama, Media Massa Lokal, Dan Potongan Harga Pada Keputusan Mahasiswa Memilih Perguruan Tinggi Buddhi , Karawaci, Tangerang. *Eco-Buss*, *2*(3), 32–43.

Armstrong, G., Kotler, P. T., Trifts, V., & Buchwitz, L. A. (2017). *Marketing : An Introduction*. Pearson.

Hidayati, S. (2022). Pengaruh Bauran Pemasaran Terhadap Keputusan Siswa-Siswi Memilih Sekolah Di Madrasah Aliyah Negeri 1 Banjar. *Kindai*, *18*(2), 245–258.

Hidayat, N., Rismawati, & Kawiana, I. G. P. (2021). The Role Of Marketing Mix On Parents' Decisions To Choose A Junior High School Boarding School Through Word Of Mouth. *Webology*, *18*(Special Issue), 843–862. Https://Doi.Org/10.14704/WEB/V18SI04/WEB18169

Jariah, A., & Ismail. (2023). Peran Nilai Pribadi Dalam Pembelajaran Dan Prestasi Siswa: Membangun Fondasi Sukses Pendidikan. *Jurnal Pendidikan Multidisipliner*, *6*(12), 228–237.

Kingpin Market Research. (2023). *Education Market Share Research Report [2023-2030] | 108 Pages*. Https://Www.Linkedin.Com/Pulse/Education-Market-Share-Research-Report-2023-2030-Xyiqf

Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *Global Edition Principles of Marketing Nineteenth Edition* (19th Ed.). Pearson Education Limited.

Novitri, A., & Realize. (2023). Pengaruh Desain Produk, Brand Image, Dan Perilaku Konsumen Terhadap Keputusan Pembelian Vitamin Xon-Ce Di Apotek Jasmine. *Scientia Journal: Jurnal Ilmiah Mahasiswa*, *5*(3).

Rafdinal, W., Mulyawan, I., Juniarti, C., & Asrilsyak, S. (2021). The Decision of Prospective Students to Choose A Vocational College: The Role of the Marketing Mix and Image. *Sriwijaya*

International Journal of Dynamic Economics and Business, 279–288. https://doi.org/10.29259/sijdeb.v4i4.279-288

Realize, & Sudjono. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Pada PT Asia Paramita Indah Batam. *Proising Seminar Nasional Ilmu Sosial & Teknologi (SNISTEK) 5 Tahun 2023*, 540–550.

Riono, & Helmi, S. (2023). The Influence of the Marketing Mix on Purchase Decisions Mediated by Buyer Satisfaction (Case Study of PT Wijaya Karya Beton, Tbk-Palembang Sales Area). *SEIKO: Journal of Management & Business*, *6*(2), 328–342.

Sadheli, K. (2023). Pengaruh Bauran Pemasaran Terhadap Keputusan Memilih Program Pascasarjana Magister Manajemen Pada Salah Satu PT. Swasta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, *7*(2), 431–442.

Sila, P. G. M., Dewi, L. K. C., & Antari, N. L. S. (2021). Peran Moderasi Pendapat Orang Tua Antara Pengaruh Bauran Pemasaran Terhadap Keputusan Siswa Memilih Smk Duta Bangsa Denpasar. *Jurnal Ekonomi Dan Pariwisata*, *16*(2), 1–13.

Suwandayani, N. K., Trianasari, & Telagawathi, N. L. W. S. (2023). Pengaruh Citra Merk Dan Bauran Pemasaran Terhadap Keputusan Memilih Lembaga Pelatihan Kerja Swasta. *Publik: Jurnal Manajemen Sumber Daya Manusia, Adminsitrasi Dan Pelayanan Publik*, *10*(3), 884–896.