

Marketing Analysis Of Education Services Muhammadiyah Elementary School Plus City of Salatiga

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ABSTRACT

This study is aimed to describe how the marketing educational service is applied in Muhammadiyah elementary school plus the city of Salatiga based on the marketing mix theory (product, price, place, promotion, people, physical evidence, and process). This qualitative research is conducted in Muhammadiyah elementary school plus the city of Salatiga. The data was collected by doing some interviews, observations, and documentation studies. This research is using a flow model of analysis. The results of this study show that (1) the school products are developed according to the potential benefits of academic, non-academic, and religious achievements, through promotion in various media by involving students, excellent service from all elements of the school. (2) The tuition fees are different for each grade level, not widely published and calculated globally for 1 school year. (3) The location of the school is supported by a comfortable environment for the teaching and learning process, away from the city crowd but easily accessible. (4) Promotion is carried out directly or indirectly by using various media, forging partnerships with government and private institutions as a form of service marketing breakthroughs, to win the title of an excellent school in Central Java. (5) Competent and outstanding human resources have the potential to improve school quality. (6) Physical evidence of the school is very representative, some places are strategic enough to be used as promotional media, as well as other physical facilities as a complement and support for learning. (7) the learning process is carried out with a fun and varied method and the use of social media as a means of information with the parents. The most prominent element in the marketing mix of educational services is the process.

Keywords: marketing, education services, marketing mix

PRELIMINARY

Promotion as part of marketing plays an important role. Schools need to be promoted so that the public knows the existence of the school, the achievements, and the development of the educational institution. The development concept of marketing education services is almost the same as marketing theory in general and

marketing services in particular.¹ While Munhurrun (2013) states that the right marketing strategy will increase institutional efficiency. Besides, the educational environment continues to change and demands excellence offered by the institution.²

Kotler in Munhurrun (2013) revealed that the role of human resources in the education process is very important.³ The need for developing an education service marketing strategy must be carried out continuously, thoroughly, to foster a positive reaction and be able to foster competitiveness towards the surrounding schools.

Likewise with Muhammadiyah elementary school plus city of Salatiga. Since the founding of Muhammadiyah elementary school plus city of Salatiga in 2003, the Salatiga and surrounding communities have put their trust in this educational institution. The increase in the number of students that have increased significantly from year to year is one indicator that the school is in great demand by the community. This attracts the attention of the writer to research and analyzes marketing education services at the school.

This phenomenon draws the attention of the author to find out more about how Muhammadiyah elementary school plus city of Salatiga is marketing education services so that public interest continues to increase. To examine these problems the writer will use the 7P marketing mix approach; product, price, place, promotion, people, physical evidence, and process. The purpose of this study is to describe the marketing strategy of educational services in Muhammadiyah elementary school plus city of Salatiga based on the marketing mix/marketing mix.

METHOD

This study uses qualitative or naturalistic methods, using the natural environment as a source of data. Data collection techniques are triangulated and carried out by purposive sampling. Data analysis is inductive/qualitative, and qualitative research results emphasize more meaning than generalization.

The design of this study uses a phenomenological approach. This approach is used to understand the meaning of various events, interactions and all activities related to marketing activities in educational services at Muhammadiyah elementary school plus city of Salatiga.

RESULTS AND DISCUSSION

¹N G Cherkunova, 'The Formation of Marketing Strategy of the Higher Educational Institutions to Increase Their Efficiency', *International Journal of Economics and Financial Issues*, 6 (2016), 37-42.

²Prabha Ramseok Munhurrun, 'Service Quality Measurement for Secondary School Setting', *Quality Assurance in Education*, 21.4 (2013), 387-401

<<https://doi.org/10.1108/QAE-05-2011-0025>>.

³Ramseok Munhurrun.

The following discussion of research results based on data and facts about the Marketing Strategy of Educational Services in Muhammadiyah elementary school plus the city of Salatiga.

Product

Muhammadiyah elementary school plus the city of Salatiga has the potential to continue to improve the excellence of academic achievement, non-academic and religious programs. This potential is quite large considering its large carrying capacity as well.

In managing education service products, approaches are needed that balance cultural wealth and wealth in Islam. Prediction of community behavior towards Islamic values that support the marketing mix.⁴ The carrying capacity of students and parents of students is very large towards the school, apart from the school itself. Schools strive to improve quality, one of which is shown by increasing the average ability of students in both academic and non-academic achievement. Improving the quality of service of educational institutions is very influential on customer satisfaction so that the impact will increase public confidence in the educational institution.⁵

The most prominent physical education service products are students. Good schools according to the community's assessment have the characteristics of students who can meet and exceed educational standards.⁶ The school, among others, has a high level of learning success, outstanding learning achievement, and high test results. The success of schools in improving learning achievement will significantly influence people's decisions to choose schools.⁷

Excellent products in the form of excellent programs, extracurricular activities and students' presentations are promoted through various media that can reach the Salatiga community and beyond, even more broadly. This is one application of the marketing mix by offering superior products.⁸

The publication of extracurricular activities held at Muhammadiyah elementary school plus the city of Salatiga succeeded in attracting the attention of students and parents of students. Good management of extracurricular activities will be an opportunity for student success in school. Therefore schools must provide adequate resources and support extracurricular programs, collaborate with relevant outside parties such as experts outside the school, to additional educational resources or trainers. Extracurricular activities and varied school activities will be factors that support the marketing of educational services⁹.

⁴N El-Bassiouny, 'Where Is Islamic Marketing Heading? A Commentary on Jafari and Sandikci'c (2015) Islamic Consumers, Market and Marketing', *Journal of Business Research*, 11 (2015).

⁵Dadang Hermawan, 'A Study on STIKOM Bali's Student Satisfaction Level in Service Education', *International Refereed Research Journal*, 7 (2016).

⁶David Wijaya, *Pemasaran Jasa Pendidikan* (Jakarta: Salemba Empat, 2012).

⁷Asih Handayani, 'Analisis Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Program Studi (Studi Di Fakultas Ekonomi Universitas Bojonegoro)' (UMS, 2017).

⁸Dedik Fatkul Anwar, 'Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Peminat Layanan Pendidikan Di Madrasah Muallimin Muhammadiyah Yogyakarta' (UIN Sunan Kalijaga, 2014).

⁹Harmoko Triaji, 'Pengelolaan Pemasaran Pendidikan Berbasis Teknologi Informatika Di SMP Islam Al Azhar 21 Sukoharjo' (UMS, 2017).

Schools involve students in marketing education services by publishing them through various media, and no less effective is installing a large banner along the entrance to the school. Activities are undertaken by Muhammadiyah elementary school plus which involve students in marketing education services are clear evidence of the success of the school. This has become one of the education services marketing strategies, namely by determining the model to be applied, analyzing the target market, the environment, internal capabilities, and consumer behavior.¹⁰

Excellent service from teachers and employees for students is one of the tools to market educational services at Muhammadiyah elementary school plus the city of Salatiga.

Friendliness, open attitude, willing to help and serve students and parents of students will be a distinct impression for users of educational services. This will be a kind of brand that can contribute greatly to creating a better school physical environment and creating a better public image.¹¹ Forms of excellent service include the quality of teacher and employee behavior. The quality has an impact on students' perceptions about high-quality education. Teachers must have adequate communication and teaching skills. The teacher masters the teaching methods that are most suitable with a variety of teaching tools, knowledgeable, enthusiastic, and friendly.¹²

On the other hand, academic staff (education staff) are also able to serve students and parents with the right information and work efficiently. Excellent education services for students and student guardians, as well as good collaboration between components of education, become one of the interactive marketing strategies.¹³ Every school that wants to survive must pay attention to marketing services to attract more students, namely by applying marketing principles. Therefore we need a new marketing model that can be relied upon so that it attracts new prospective students.¹⁴

Price

The cost of education at Muhammadiyah elementary school plus the city of Salatiga is different for each grade level. The higher the class, the more expensive the fee is paid. Pricing in the marketing mix of educational services is very important. This determination activity is related to the income that the school will receive. The pricing decision is very important because it will determine the extent

¹⁰Ngaripin, 'Model Strategi Pemasaran Pendidikan SMK Plus As-Salafiyah Krangkeng Indramayu Jawa Barat', 2011 (UIN Sunan Kalijaga.).

¹¹Emmanouel Garoufallou, Rania Siatry, and Georgia Zafeiriou, 'The Use of Marketing Concepts in Library Services : A Literature Review', *Library Review*, 62.November 2009 (2013), 312–34 <<https://doi.org/10.1108/LR-06-2012-0061>>.

¹²Parves Sultan, 'Performance-Based Service Quality Model : An Empirical Study on Japanese Universities', *Quality Assurance in Education*, 18.2 (2010), 126–43 <<https://doi.org/10.1108/09684881011035349>>.

¹³Ngaripin.

¹⁴Reza Alipour, Mehrdad; Aghamohammadi, Ali; Ahmadi and Hoseini Seyyed Hadi, 'A New Educational Marketing Mix: The 6Ps for Private School Marketing in Iran', *Research Journal of Applied Scienc, Engineering and Technology*, 4 (2012).

to which educational services are valued by education service customers and help the process of shaping the image of schools. In other words, this determination will impact certain perceptions and more value in providing good services from schools.¹⁵

The cost of education is not widely publicized, only in the New Student Registration brochure that is printed is limited, for prospective students who will register. Globally the cost of education at Muhammadiyah elementary school plus is quite high. The high price to be paid is certainly influenced by the quality of the education service products offered by the school. The application of marketing by offering superior products is also done in the modern school of Muallimin Yogyakarta, by applying competitive prices with other institutions.

Muhammadiyah elementary school plus the city of Salatiga as an educational institution provides services according to the characteristics of the school. Conversely, customers as service users are entitled to get the services they want, which satisfy their tastes. The services they get are services in the form of physical buildings, to various facilities and qualified teachers. They will come to see, supervise, and provide input if there are things that are felt to be unsatisfactory. In other words, the concept of customer-based service quality is very meaningful for policymakers who will develop measures of the quality of education.¹⁶

Place

The location of the school which is located some distance from the city crowd is the marketing superior of Muhammadiyah elementary school plus the city of Salatiga. The school environment is very supportive of the teaching and learning process. The ideal education location is far from the noise. School buildings, which are physical resources, are one of the attractions of education service users. Other supporting factors are the location and shape of the building. The Physical school will influence the decision of education service customers to choose a school. Schools are selected and people choose schools for their children, including in terms of service providers and school buildings as a place to deliver educational services / messages to students.

Another consideration for site selection by service providers other than the physical factors above is virtual access, namely the affordability of internet facilities. The availability of school websites and marketing of education services based on information technology, will be an attraction for people to choose schools.¹⁷

Access to Muhammadiyah elementary school plus is easy to reach even though it is far from the city crowd. Even though it is easily accessible, the school also provides shuttle facilities for students who need it. The choice of prospective customer services is based on the school environment, availability of parking lots, conditions of the learning environment, transportation and access to school. Parents will also consider distance, time, and efficiency when choosing a school.

¹⁵Anwar.

¹⁶Ramseook Munhurrun.

¹⁷Triaji.

Competitive education services present the ability to maintain a competitive advantage and compete in the education services market. One indicator is infrastructure and customer satisfaction.¹⁸

The new school building is located in a fairly large school location, which is an area of 5,900m², making students more free to move even though it is still at the stage of building completion. Schools have provided free space for children to be able to freely move. This is a form of school facilities for customer/student satisfaction. Quality of service will affect student satisfaction.¹⁹

Promotion

Muhammadiyah elementary school plus conducts direct promotions but mostly promotes indirectly, through social media, electronic media. Promotion is carried out by all elements of the school, ranging from students, teachers, to school principals, by publicizing the excellence of school achievement, students, teachers, and school principals. Publicity activities are publishing positive information about schools and the quality of education services in different ways. The objectives of promoting educational services include attracting the attention and interest of education service users, offsetting the promotion of educational services conducted by competing schools, and encouraging more prospective students. Promotional activities and publications of an educational institution are effectively held directly. With differentiation marketing tactics (positive existence) by establishing marketing mix theories.²⁰

The forms of promotion are in the form of coverage of school activities, championship achievements both academic and non-academic to display students in various city and provincial activities. Besides, schools also build partnerships with government and private institutions. The school also made a breakthrough in the promotion of educational services through partnership programs with the environment to the Public Relations of the Salatiga Municipal Government, so that the publication of educational services and achievements of Muhammadiyah elementary school plus could be wider.

Partnerships between institutions aim to facilitate communication and bureaucracy in marketing educational services. This partnership activity certainly provides benefits for both parties, therefore the partnership established is not only limited to promotion but rather brings benefits to both parties. The core of various promotional activities carried out with various forms of activities, is to attract the interests of education service customers. Marketing of social / education services needs to think of solutions that are right outside the technical, cognitive, and target

¹⁸N.A Ivanenko and others, 'Competitiveness of Professional Education: Purposes, Tasks and Factors of Its Participation in the International Educational Services Market', *Asian Social Science*, 11 (2015).

¹⁹Faizan Ali, 'Does Higher Education Service Quality Effect Student Satisfaction , Image and Loyalty ? A Study of International Students in Malaysian Public Universities', *Quality Assurance in Education*, 24.1 (2015), 70–94 <<https://doi.org/10.1108/QAE-02-2014-0008>>.

²⁰Anwar.

problems that focus on the organization so that they can be accessed by people who need it.²¹

People

A large number of human resources has the potential to improve school quality. Increased competence and readiness of Human Resources is an absolute requirement for the services of Muhammadiyah elementary school plus the city of Salatiga. Efforts to improve the quality of human resources are carried out with various activities. The benefits of Muhammadiyah elementary school plus human resources with various competencies become the main capital for institutional development. Large Human Resource Management by optimizing its performance and competence. The flexibility is given by the principal to the teachers to develop themselves to optimize their performance and competence. School effectiveness can be enhanced by improving teacher working conditions, establishing effective communication channels and offering educational training to improve teacher satisfaction and effectiveness.²²

Principals need to build a positive, committed, innovative school image in the development of school marketing.²³ Improving the quality of human resources at Muhammadiyah elementary school plus the city of Salatiga is aimed at increasing service competency towards student satisfaction. The structured mapping and assignment of teachers meet the proportional element by considering skills/expertise and years of service. Marketing strategies are explored to grab the attention of prospective users of educational services while promoting the image of services and products produced, and retaining customers.²⁴

The successes/achievements achieved by students, teachers, and school principals are a calling and trust of the community towards the education services of Muhammadiyah elementary school plus the city of Salatiga. The quality of teachers, principals, and employees received serious attention from the foundation. Muhammadiyah elementary school plus the city of Salatiga has productive teachers who can show loyalty, achievement, fluency, and school stability. Schools need a marketing approach and development and comparison so they can continue to survive and develop.²⁵

Physical Evidence

The new building of Muhammadiyah elementary school plus the city of Salatiga is very representative of a means of education, with a very supportive environment. Existing infrastructure facilities already meet national standards.

²¹Rebekah Russell-bennett, Matthew Wood, and Jo Previte, 'Fresh Ideas : Services Thinking for Social Marketing', *Journal of Social Marketing*, 3.3 (2013), 223–38
<<https://doi.org/10.1108/JSOCM-02-2013-0017>>.

²²Chih Lung Hung, 'Internal Marketing, Teacher Job Satisfaction and Effectiveness of Central Taiwan Primary School', *Social Behavior and Personality Journal*, 40 (2012).

²³Izhar Oplatka, 'The Principal's Role in Marketing the School: Subjective Interpretations and Personal Influences', *Planning and Changing*, 38 (2007).

²⁴Samer Iqbal, 'Insight of School Head About Marketing Education Services Through Digital Media', *Journal of Education and Educational Development*, 3 (2016).

²⁵Gavin Suss, 'The Next Revolution Will Be In Education: A New Marketing Approach for Schools. Keter Group', *Journal of International Education Research, Innovation Center*, 12 (2013).

Physical evidence plays an important role in supporting the marketing of educational services of an educational institution. The physical environment of the school will be an opportunity to convey the image of the school. The layout of school buildings illustrates certain images, such as generating positive reactions through the interaction of many complex stimuli.²⁶ That is, the physical design of the school can help convey the message, behavior, and good relations that can be felt by users of education services.

Along the wall of the fence leading to the school building becomes a strategic place to display the achievements of the school, both students, teachers, and school principals. Schools differentiate educational services and make physical facilities as attractive as possible, to attract customers of educational services. This, of course, will lead to positive emotions and motivation, as well as building hope for prospective students' parents, if sending their children to Muhammadiyah Plus Elementary School will also excel. As in Alipour's research (2012), new marketing for private schools is based on the attitudes of parents.²⁷

Complementary facilities and instructors such as canteens, stationery shops and photocopies, libraries, parking lots, and mosques are located at the school site. The school environment is designed to help and facilitate the process of delivering educational services, as well as increasing school productivity. Supporting facilities in the school environment facilitate all HR in providing services for users of educational services. The overall characteristics of the school environment make the process of designing the school environment as an art, which tends to focus on the types of physical evidence of educational services. The notion of institutional operational efficiency and marketing strategy is seen as interrelated.²⁸

Process

Fun learning activities carried out to optimize the potential and talents of students, with a variety of learning activities both in the classroom/school, outing class, and field trips. Outing class activities are tailored to the theme of each class level and field trip activities outside the city with different goals and objectives. The process in the marketing mix shows where education services are obtained and how to manage them. Factors supporting the marketing mix in the form of special advantages and varied activities, including student trips are the main attraction of the school.²⁹ The process of education services is very important, as supporting the success of marketing educational services and providing services for the satisfaction of education service customers. The quality of education services affects the satisfaction of students, which ultimately affects the institutional image. This satisfaction makes students more loyal to the education where they study.³⁰

Submission of the learning program is carried out directly at the student guardian meeting at the beginning of each semester. Other information about learning is conveyed also through the social media group (whatapps) guardians of

²⁶Wijaya.

²⁷Alipour, Mehrdad; Aghamohammadi, Ali; Ahmadi and Hadi.

²⁸Cherkunova.

²⁹Triaji.

³⁰Ali.

students. For each class coordinated by the respective homeroom teacher. The process of improving educational services by Muhammadiyah elementary school plus the city of Salatiga is carried out continuously and continuously, from the admission of new students to graduation. These services are carried out in the form of ease of school communication to parents of students. Parents of students can receive information quickly and can follow student development to the fullest. Information-based marketing has given its appeal to the community in determining school choices.³¹

CONCLUSIONS

Based on the results of the study, it can be concluded that the marketing strategy of education services at Muhammadiyah elementary school plus the city of Salatiga is as follows:

The implementation of marketing activities in the education services of Muhammadiyah elementary school plus the city of Salatiga was identified and translated into elements of the school marketing mix. 1) School products are developed according to the potential advantages of academic, non-academic, and religious achievements, through promotion in various media by involving students, and excellent service from all school elements. 2) The price/cost of education is different for each grade level, not widely publicized and in its implementation in cooperation with the Central Java Bank Salatiga branch 3) The place/location of the school is supported by a comfortable environment for teaching and learning, away from the city crowd but easily accessible. 4) Promotion is carried out directly or indirectly by using a variety of media, establishing partnerships with government and private agencies as a form of breakthrough marketing services, to achieve the title of superior school in Central Java. 5) Competent and accomplished people / human resources have the potential to improve the quality of schools. 6) Physical evidence/school's physical evidence is very representative, some places are strategic enough to be used as promotional media, as well as other physical facilities as a complement and support of learning, and 7) The learning process is carried out in a fun and varied method and the use of social media as a means of information with student guardians.

The most prominent element in the marketing mix of Muhammadiyah elementary school plus education services in Salatiga is the process element. The intensive learning process influences the product, especially the increase in academic achievement.

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³¹Triaji.

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