# Marketing Mix in an Effort to Increase the Interest of Students to Choose the University of Buana Perjuangan (UBP) Karawang through Competitive Advantage (Case Study on High School Students of Xiith Grade in West Karawang)

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## ABSTRACT

**Purpose:** This study aims to test and analyze the Marketing Mix In An Effort To Increase The Interest Of Students To Choose The University Of Buana Perjuangan Karawang Through Competitive Advantage

**Design / methodology / approach:** This type of research is descriptive and verification, the data are primary research of data and secondary data, the data collection techniques through questionnaires, the research sample is 325 respondents, the sampling method uses non-probability sampling with random sampling techniques. This research was tested using test validity, reliability, correlation and path analysis.

**Finding:** This study shows that there are differences and new findings where the research paradigm is illustrated by the relationship between the variables of excellence and interest, but in the table above and the correlation results show that the two variables have a very weak influence.

**Research limitations / implications:** This study limits the object items, namely student interest. Therefore the variables used in this study are limited to the marketing mix, competitive advantage and student interest in choosing Buana Perjuangan of University (UBP) Karawang.

**Originality / value:** The results showed that the marketing mix of interest had a significant effect, competitive advantage over interest had a non-significant effect, the marketing mix in competitive advantage had a significant effect while the simultaneous influence of marketing mix and competitive advantage on interest had a significant effect.

**Keywords:** Marketing Mix, Competitive Advantage, Interest

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## INTRODUCTION

Yayasan Pembina Perguruan Tinggi Pangkal Perjuangan (YPPTPP) is the organizing body University of Buana Perjuangan (UBP) Karawang after the change of status University of Singaperbangsa Karawang (UNSIKA) into State Universities (PTN). UBP Karawang got permission Kemendikbud establishment by Decree No. 611 / E / O / 2014 Date October 17, 2014, on the Establishment Permit University of Buana Perjuangan Karawang Falkirk with 10 study programs are held. Yayasan Pembina Perguruan Tinggi Pangkal Perjuangan (YPPTPP) urging the establishment of UBP Karawang is to meet the increasing needs of Human Resources (HR) Karawang and surrounding communities. Karawang's potential through agriculture and industry (large industrial area) has become an attraction for the people of labor and employers both nationally and internationally (http://pmb.ubpkarawang.ac.id/).

Graduate high school / vocational equivalent is an opportunity for all universities in Karawang. Students can continue their studies spasm of higher education, both at State Universities (PTN) and Private Universities (PTS), in which case both the PTN and PTS have the same opportunities to be selected by prospective students. Rector University of Buana Perjuangan (UBP) Karawang Dr. H. Dedi Mulyadi, SE., MM. state the number of students from year to year in the UBP has increased. (https://karawangtoday.com, Monday, October 15, 2018).

Following is data on the number of candidates University of Buana Perjuangan (UBP) Karawang student academic year 2015-2018 as presented in Table 1.1 below:

Table 1. Number of Candidates University of Buana Perjuangan (UBP) Karawang

| Academic year | Number of Candidates | |
|---|---|---|
| | Opt Selection | Passed Selection |
| 2015 | 1256 | 1171 |
| 2016 | 1987 | 1621 |
| 2017 | 2236 | 1895 |
| 2018 | 2300 | 2150 |
| total | 7797 | 6837 |

Source: Academic University of Buana Perjuangan (UBP) Karawang, 2018.

Based on Table 1 above shows that the number of students from 2015 to 2018 increased. Connection with this research is that there is a very interesting phenomenon with respect to fluctuations in the number of students of the UBP.

Respond to various phenomena, the key to the College through the marketing mix and competitive advantage to attract prospective students. Alma (2018: 207) states that the marketing mix strategy is to interfere in the activities - marketing activities, in order to look for a combination of maximum so bring satisfactory results. The Marketing mix is an attempt to communicate the existence of universities with their communities. Through the Marketing Mix is expected a positive impact on the image of universities that are expected to form a long-term advantage for universities concerned.

(Suntoyo, 2015:1), argues that the competitive advantage is the ability to differentiate the products produced in the rivalry, the resulting product must-have key characteristics in the capture consumers. If the company already has a competitive advantage, companies must be able to maintain or even further develop the competitive advantage to be sustainable. Interest is defined as the tendency of the persistent liver in a subject or a person's behavior to feel attracted to certain areas and was happily working in that

field. Factors affecting interest based on the school environment consists of three roles are alumni, friends and, teachers who supported in continuing to go to college, (Nurtanto, Fawaid, Fargianti, Ramdani, & Nurhaji, 2017).

## LITERATURE REVIEW

Keller and Armstrong (2014: 76) in his book marketing management promoted the marketing mix is: "The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market, which means the set of marketing tools are combined to process the desired response target market ". The elements of the marketing mix consist of four P plus P to five according to Alma (2018: 388), namely:

1. P1 = Product
   This product is fundamental (the most crucial determinant) which will be taken into consideration for the selection of candidate preferences will. The product mix in this strategy can be product differentiation will be an impact on employment opportunities and raises the image of the university name, and on the quality of the product itself.

2. P 2 = Price
   This element runs parallel to the quality of the product. If the product quality is good, then the students are willing to pay higher. However, there are colleges that set very high tuition, demand is still substantial. This is due to the scarcity of supply of quality educational services (at least according to consumer perception), see who is behind the educational services provider.

3. P 3 = Place
   PTS leaders generally agree that the location, the location of the PTS within easy reach of public transportation, quite a role as consideration of applicants to enter the PTS. Similarly, the students stated that the location of a PTS also determines their choice, they are enjoying the location in the city and within easy reach of public transport.

4. P 4 = Promotion
   Excessive campaign elements have a negative correlative relationship to the charms of enthusiasts. And it turns out strong PTS carry out promotional lower than the PTS weak.

5. P 5 = Physical Evidence
   Form of the appearance of the building, laboratories, sports fields, landscaping and so on.

6. P 6 = People
   PTS form elements of leadership behavior reflected on who was in charge. Thus the strategy of choosing leaders who will be appointed, no doubt his role in raising the image of PTS. Figured a university leader can bring rapid development to the university, and can also drop the name of a leader for the institution. Similarly, elements of other people, such as lecturers along with all employees who serve students.

7. P 7 = Process
   What is the process experienced by students during their education, testament processes, process guidance thesis, the process of examination, the-etc graduation process

According to Aprizal in ( Kotler & Armstrong, 2018:46), his book entitled Market Orientation and Competitive Advantage argued that competitive advantage is: "An advantage over competitors gained by offering more value to consumers, either through lower prices or by providing more benefits that support the pricing is more expensive ". College competitive advantage can be established in many different ways. Kotler and Fox in Wahyudin (2015) state, in competition a college may use asset marketing (marketing assets) to establish a competitive advantage. The marketing assets, among others through the following aspects:

1. Quality education programs (program quality), namely college competitive advantage can be created with an emphasis on the quality of educational programs offered. Of course, the quality of the education program is reflected from start to input, process, output to the resulting educational outcomes.

2. Differentiation education programs (program uniqueness), which is an advantage because of the uniqueness or differentiation of educational programs offered. So a college may have merits for different educational programs offered by competitors and are different than the program also actually needed by a particular market segment in the long term.

3. Cost or price (price), which is an advantage because of the cost of education suitable and education programs as well as education services it offers. Cost does not mean that the cost should be the least expensive, or otherwise very expensive, but it means the correspondence between the quality programs and education services offered with the cost, so actually if calculated between the cost (cost) and benefits (benefits), it will provide the assessment results that the cost of a decent education, and perceived lower than competitors.

4. The organization's reputation (reputation), which is the competitive advantage of the university due to the reputation or image of the college's good in the eyes of society. Rating the good reputation that comes from within (internal) or outside (external) college. The formation of the reputation or image is not an easy task, because the image formed is accumulated valuation takes no moment. A college already has a poor image in the eyes of society, it is very difficult to restore its image towards the better. Conversely, a good image of a university that has been formed requires effort and earnest commitment to maintain and improve it.

5. SDM well-qualified institutions, namely the competitive advantage because a college has SDM, which is composed of the heads, lecturers, staff and students are well qualified. HR is composed of the heads of the professionals, lecturers who meet and have appropriately qualified and competence is very good, high-performing employees, as well as his students, qualified.

According to Shah (Arifin, Ratnasari, & Tarbiyah, 2017), interest and excitement mean a high propensity or a great desire for something. Interests can be expressed through a statement showing that students are more like a case of the other things, can also be manifested through participation in an activity, according to Djaali in (Arifin et al., 2017).

According to Alma (2018: 165), there are five steps that experienced by consumers in the purchase decision process, called AIDA + S, consisting of:

1. *Attention* (Attract): Stage where consumers pay attention to the goods or services.
2. *interest* (Generate more interest in): Stage where the relationship of consumers to find out more about product features or services.
3. *Desire* (Willingness to buy): Stage where consumers desire / interest in the goods or services offered in accordance with its needs.
4. *Action* (Purchases): Phase in which consumers make decisions or action to buy.
5. *Satisfaction* (Cause satisfaction): Stage where the consumer after the purchase raises satisfaction with the product or service.

## METHODS

Seeing the nature of this research is descriptive-verification, in which the data collection is done in the field, the research method used is descriptive method survey is collecting data to an object in the field by taking a sample from a population and using a questionnaire as a tool to collect data essential. Survey by Sugiyono (2015: 81) is a research method quantitative used to obtain data that occurred in the past or at present, about the beliefs, opinions, characteristics, behavior, relationship variables and to test several hypotheses about the variables sociological and psychological of samples taken from a particular population, data collection techniques by observation (interviews and questionnaires) were not profound,

Table 2. Types and Sources of Data

| Type Data | Source Data | Form Data |
|---|---|---|
| Secondary | University of Buana Perjuangan (UBP) Karawang | The number of prospective students UBP Karawang |
| | | Data Number of prospective students who participate in the selection and pass the selection |
| Primary | Vice -Chancel for Academic and Student Affairs UBP Karawang | Interview result |
| | Class XII High School in West Karawang | Questionnaire Results |

Based on the description above, the population in this study were all students of class XII High School in West Karawang with details of the amount as follows:

Table 3. Data SMA district. West Karawang – Dapodikdasmen

| No. | Name School | total student | The number of students class XII |
|---|---|---|---|
| 1 | SMAN 1 Karawang | 1006 | 366 |
| 2 | SMAN 3 Karawang | 1064 | 359 |
| 3 | SMAN 4 Karawang | 1098 | 396 |
| 4 | SMAN 6 Karawang | 736 | 253 |
| 5 | SMAS Bhinneka Karawang | 75 | 24 |
| 6 | SMAS KORPRI Karawang | 357 | 156 |
| 7 | SMAS Kosgoro Karawang | 74 | 17 |
| 8 | SMAS Yos Sudarso | 347 | 131 |
| | Total | 4757 | 1702 |

Source: http://dapo.dikdasmen.kemdikbud.go.id/ , January 2019.

The respondents in this study is a class XII student high school in the district. West Karawang, amounting to 1702 students. The formula can be searched based on the sample as follows:

$$n = \frac{1702}{1 + 1702 \,(0,05)^2} = 323.88$$

$n$ = 323.88 ➡ rounded to 325.

The Testing research hypothesis is done by using path analysis. The Reasons for using path analysis are to determine the influence of the marketing mix and the competitive advantage of the interest of the students to choose the University of Buana Perjuangan (UBP) Karawang. The data have been obtained from the questionnaire, subsequently incorporated into the Excel program. After that, the data is entered into SPSS for tabulated. Then testing the hypothesis by using path analysis (Path Analysis).

Results of measurement data via questionnaires to independent variables studied in the form of ordinal data. To synchronize the data ordinal scale-independent variables with an independent variable interval scale, the data collected from questionnaires that have ordinal measurement scale, first transformed into an interval scale using LISREL program

## RESULTS AND DISCUSSION

According to Santoso (2014:29), correlation number above 0.3 indicates a fairly strong correlation, otherwise, if it is below 0.3 the correlation is weak. The results can be seen in the following table:

Table 4. Correlation matrix

| variable | excellence | Interest | mixture |
|---|---|---|---|
| excellence | 1,000 | | |
| Interest | 0.239 | 1,000 | |
| mixture | .460 | 0.602 | 1,000 |

Source: Data Path Analysis which have been processed in February 2019

The table above shows that:
(1) A Low correlation between interest and Excellence amounted to 0.239. This indicated that the mutual relationship between the two variables reached the level of 23.9 percent, or in other words, the level of relationship between the two variables is Low. (2) The relationship between Mix and Excellence amounted to 0.460. This indicated that the mutual relationship between the two variables reached a level of 46 percent, or in other words, the level of relationship between the two variables is moderate. (3) The Strong relationship between interest and Mix is equal to 0.602. This indicated that the mutual relationship between

the two variables reached the level of 60.2 percent, or in other words, the level of relationship between the two variables is strong.

From a structural equation above, to test the hypothesis can be seen in the following table:

Table 5. Hypothesis testing

a. Simultaneous test

| hypothesis | F Count it | F table | result | conclusion Statistics |
|---|---|---|---|---|
| Competitive Advantage Marketing Mix and affect the interests | 92.144 | 2,63 | Significant | H0 rejected. Competitive Advantage Marketing Mix and affect the interests |

b. Partial test

| hypothesis | t | T table | result | conclusion Statistics |
|---|---|---|---|---|
| Marketing Mix affect the interests | 12.510 | 1.96 | Significant | H0 rejected. Marketing Mix affect the interests |
| Competitive Advantage influence on Interests | -0.964 | 1.96 | Not significant | H1 accepted. Competitive Advantage does not affect the interest |
| Marketing Mix effect on Competitive Advantage | 9.325 | 1.96 | Significant | H0 rejected. Marketing Mix effect on Competitive Advantage |

The table above shows that either partially or simultaneously, both variables affect the interests of high school students to choose a class XII University of Buana Perjuangan (UBP) Karawang. This shows that there are differences and new findings in which the research paradigm described the relationship between the variables of excellence and interest, but in the above table and the correlation results showed that both variables have a weak influence. Therefore, this is a novelty in this research.

From the resulting structural equation, it can be known the magnitude of the path coefficients for each variable. The magnitude of the path coefficients for each variable shown in the table below:

Table 6. Coefficient magnitude Line

| Effect of Individual | PZX = 0,624 |
|---|---|
| | PZY = - 0.0481 |
| | PXY = 0.460 |
| Along influence | R2Z (XY) = 0.364 |
| Influence Coefficients Residues | PZE = 0.636 |

Source: Data Analysis pathway that has been processed (January 2019)

By using equations and path coefficient table above it can be described the structure of relationships between variables. The Picture below is an image of the structure of relationships and the path coefficient of each variable:
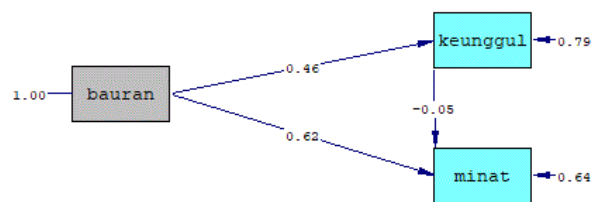


Chi-Square=-0.00, df=0, P-value=1.00000, RMSEA=0.000

Figure 1. Structural Relationship Between X, Y and, Z
Source: Data Path Analysis which have been processed in January 2019

Tables and diagrams on a track above show that:

1. The direct effect of the marketing mix variables on competitive advantage is 0.46 or as much as 0,211 (squared) / 21.1 percent. It can be interpreted that the impact on competitive advantage in the category Universities less powerful.

2. The direct effect of the mix variables of interest is 0.62 or as much as 0,384 (squared) / 38.4 percent. This could be interpreted that the mixing effect on the interest of high school students to choose a class XII University of Buana Perjuangan (UBP) Karawang into the category of less powerful.

3. Direct influence on the interest of competitive advantage variables is -0.05 or amounted to 0.0025 (squared) / 0.25 percent. This can be interpreted as the effect of competitive advantage to the interest of high school students to choose a class XII University of Buana Perjuangan (UBP) in the category Karawang weak.

4. The direct effect of both variables simultaneously to Z (XY) is approximately 0.364 or 0.132 (squared) / 13.2 percent. This could be interpreted that the influence of the marketing mix and competitive advantage to the interest of high school students of class XII students in the category of weak.

5. The influence of the residual variable (e) to variable Z is 0.636 or by 63.6 percent. This shows that the interest of high school students to choose a class XII Buana University of Struggle (UBP) Karawang influenced by other factors in the strong category.

## CONCLUSION

The influence of the marketing mix affect the interests of Class XII High School in West Karawang to choose University of Buana Perjuangan (UBP) Karawang has a less close relationship. This shows that high school students of class XII in West Karawang already know that the UBP Karawang is the only private university in Karawang. Effect of Competitive Advantage in influencing high school class XII student interest in Wst Karawang to choose the University of Buana Perjuangan (UBP) Karawang has a relationship that is not tight or weak. This shows that

students of class XII High School in West Karawang already know the quality of the UBP Private University in Karawang only for now. Influence of Marketing Mix in influencing Competitive Advantage to choose UBP Karawang has a less close relationship.

## SUGGESTION

From the academic side, I need to do more research to conduct direct marketing mix in high school (SMA) in West Karawang. Additionally Directing directly to the students' School (SMA) in West Karawang regarding information University of Buana Perjuangan (UBP) Karawang so as to motivate students' to select University of Buana Perjuangan (UBP) Karawang. In addition to the enhanced number of options concentration (Faculty and Study Program) which attracted many prospective students. In terms of management, necessary further exposure of the information relating to the University of Buana Perjuangan (UBP) Karawang more deeply, one of them by conducting activities directly with the students' School (SMA) in West Karawang. So it can simultaneously introduce students' information about the University of Buana Perjuangan (UBP) Karawang. In addition, it should open courses that are much in demand by prospective students to attract students to choose University of Buana Perjuangan (UBP) Karawang.

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