

THE EFFECT OF SERVICE MARKETING MIX ON STUDENTS' DECISIONS TO CHOOSE STATE-BASED VOCATIONAL SCHOOL

Safitri Khoirinindyah¹

¹Universitas Muhammadiyah Sidoarjo
Indonesia
safitrikhoirinindyah1712@gmail.com

Sriyono Sriyono²

²Universitas Muhammadiyah Sidoarjo
Indonesia
sriyono@umsida.ac.id

ABSTRACT

The purpose of this study was to find out the condition of the marketing mix in vocational senior high schools and to determine the simultaneous dan partial influence of product, price, location, promotion, people, facilities, and processes on the student's decisions in choosing vocation senior high school also which of the marketing mix variable has the dominant influence. The purpose of marketing in education was to build a good school image that will attract new students, marketing mix in education elements can be controlled by organizations to communicate with students and can be used to satisfy the students. The research method is quantitative research, using 195 respondents as a sample with a simple random sampling technique. Data gathering using questioner, documenting, and observation. Data analysis using multiple linear regression analysis. Hypothesis test, F test, and t-test. Results showed the simultaneous product, price, location, promotion, people, facilities, and processes influence the decisions of students, which is a positive and significant influence. Partially, products, price, location, promotion, and physical evidence have a positive and significant influence, but people and processes have no significant influence on the decisions of students. Further research could be done by adding an independent variable so it would gain another variable that influences students of school choice, for example, school image, the influence of family, etc.

Keywords: *Marketing mix; school choice; education*

INTRODUCTION

Globalization has far-reaching impacts, not only on the economic sector but also on the education sector. Entering the 21st century, the level of business competition, especially in the world of education between private schools, is getting tighter both on a regional and national scale. Education is considered increasingly important, because it is not only aimed at adding knowledge but is also considered an investment in the future to provide a good job, especially during fierce competition in this era of globalization.

Currently, the state *senior high school* (MAN) based on SMK, has become an option in the world of education as a secondary school after graduating from junior high school (SMP). This is because *senior high school* (MAN) not only teaches knowledge like a high school (SMA), but a state aliyah madrasah (MAN) based on SMK also teaches religious students, skills, and independence. Skills, religion, and work skills are needed in today's world of work. For this reason, the existence of an SMK-based state *senior high school* (MAN) is considered sufficient to answer the needs of the community and the world of work. *Senior high school* (MAN) based on SMK is like being the main choice for parents to continue their children's education other than in high school (SMA). This shows that competition between schools is getting higher so school efforts in making marketing strategies are a must.

At first, it sounded strange because the school is a non-profit-making institution. If the school does not do marketing and commercialize the side other than educational programs, then in competition with other private schools, it will certainly be difficult to even experience a decrease in the number of new students in the school.

Marketing for educational institutions (especially schools/madrasahs) is necessary. First, as a non-profit engaged in educational services, at any level, we need to convince the public and "customers" (students, parents, and other related parties) that the educational institutions we manage still exist. Second, we need to convince people and "customers" that the educational services we do are relevant to their needs. Third, we need to carry out marketing activities so that the types and types of educational services we do can be widely known and understood by the public, let alone our "customers". Fourth, the existence of educational institutions that we manage is not left behind by the wider community and potential "customers" (Wijaya, 2012).

One very proportional marketing strategy is the *marketing mix*. *The marketing mix* is a variable that can be controlled by an educational institution to influence the responses of potential users of the educational institution concerned from a certain intended market segment. However, the behavior of the community as consumers in deciding to choose the desired school has not received serious attention from some educational institutions. Consumer behavior is an important thing in responding to marketing activities. To achieve success in influencing the responses of prospective students as consumers in the

intended segment, educational institutions must be able to formulate a combination of aspects of marketing strategies appropriately and use marketing methods that are following the behavior of prospective students as consumers.

LITERATURE REVIEW

Service Marketing Mix

According to Hurriyat (Ratih Hurriyati, 2010), the marketing mix of educational services is the elements of an educational organization that can be controlled by the organization in communicating with students and will be used to satisfy students. Kotler (Peller, 2009) defines the marketing mix as: "a set of controllable variables and the level of variables used by companies to influence the targeted market". Zeithaml and Bitner (Hurriyati, 2008) put forward the following definition of marketing mix: "Marketing mix defined as the elements an organizations control that can be used to satisfy communicate with a customer. These elements appear as core decision variables in any marketing text or marketing plan".

Service products according to Kotler are "everything that a manufacturer can offer to be noticed, requested, sought, purchased, used or consumed by the market as a fulfillment of the needs or desires of the market in question" (Peller, 2009). Alma states that products are the most basic thing that will be a preferred preference consideration for prospective students (Alma, 2014). For example, available majors and alumni of the educational institution, while according to Yazid the products of an educational institution can be in the form of the accreditation status of majors, library facilities, curriculum, teaching and learning processes, laboratory facilities, educational technology, and alumni. Alma added that, in addition to academy products, non-academic products such as sports, arts, diversity, and courses or training can be added to increase the quality of education (Hurriyati, 2008).

According to Alma Prices in the context of educational services are all costs incurred by students to obtain educational services offered by schools (Wijaya, 2012). Price according to Kotler and Armstrong is "the amount charged for a product or service or the sum of all the value provided by a customer to benefit from owning or using a product or service" (Armstrong, 2008). Tjiptono defines price mix decisions for strategic and tactical policies, such as pricing levels, structures, discounts, payment terms, and the degree of price discrimination among different customer groups (Tjiptono, 2014). Universities or colleges use the term SPP (tuition), professional consultants use the term fee, banks use the term service charge, toll road services or transportation services use the term tariff, brokers use the term commission, apartments use the term rent, insurance uses the term premium, and so on (Lupiyoadi, 2013).

Promotion is one of the determining factors for the success of a marketing program. The promotional element in the service marketing mix forms an important role in helping

to communicate the positioning of services to customers. According to Stanton states "Basically, a promotion is an exercise in information, persuasion, and conversely, a person who is persuaded is also being informed" (Alma, 2014). According to Saladin and Osman (Tangkilisan, G., 2014), Promotion is the communication of seller and buyer information that aims to change the attitude and behavior of buyers, who were not familiar with it to become familiar so that they become buyers and keep the product mind. Promotion becomes a place where advertisements, sales promotions, public relations, as well as people who promote, and other marketing tools are used as a company to influence consumers and describe how valuable they are to the company in this way the company builds a cooperative relationship with consumers.

Kotler and Armstrong state that place is a variety of company activities to make products produced or sold affordable and available to the targeted market (Armstrong, 2008). Alma also said that the location of the institution, which is easy to reach by public transportation, is enough to play a role as a consideration for prospective students or consumers to enter the institution (Hurriyati, 2008). Hurriyat added that determining the location of an educational institution will affect the preferences of potential customers in making choices (Eka Umi Kalsum, 2008). Universities need to consider the environment in which the location is located (near the city center or housing, parking conditions, conducive learning environment) and transportation (ease of transportation and access to the college). It was also added by Irianto and Prihati that the security of the place or location must also consider factors such as access (ease of reaching the location), visibility (the institution can be seen its existence), traffic, parking lots, expansion (availability of land for possible business expansion), and competition (taking into account the location of competitors) (Kurniawati, 2013).

The process of educational services is important because the supply of educational services cannot be stored. According to Zeithaml and Bitner, the process is "the entire real procedure, mechanism, and flow of activity used to deliver services from producers to consumers (Wijaya, 2012). If applied to the world of education, the process or management of educational services according to Alma Hurriyat is a series of activities experienced by students during the educational process, such as the learning process, guidance and counseling, examinations, graduation, and so on (Hurriyati, 2008). About the order of service processes, Blythe (Wijaya, 2012) has categorized the service process (including educational services) into three important categories, as follows: 1) Pre-sale processes; 2) Processes during sales; 3) Processes after the sale.

People / Human Resources (HR) educational services are the main element for the survival of schools (Wijaya, 2012). According to Zeithaml and Bitner "People are all human actors who pay in service delivery and thus influence the buyer's perceptions; namely, the firm's personnel, the customer, and other customers in the service environment" (Hurriyati, 2008). People are all actors who play a role in the presentation of services so that they can influence the perception of buyers. The elements and 'people'

are company employees, consumers, and other consumers in the service environment. All attitudes and actions of employees, even the way employees dress and their appearance of employees influence consumer perceptions or the success of service delivery (service encounter) (Wijaya, 2012). Lupiyoadi and Hamdani state that "about service marketing, the person who functions as a service provider greatly affects the quality of the services provided" (R. Lupiyoadi, 2013).

Physical evidence is one of the seven elements of the service marketing mix consisting of all the variables that companies can control in their communication with and will be used to satisfy target consumers. Zeithaml and Bitner define physical evidence as "the environment in which services are delivered and are a place where organizations can interact with customers and in them, there are tangible elements that will facilitate the performance or communication process of services" (Wijaya, 2012). According to Alma, physical evidence of educational services is "an environment in which schools and students can interact, including tangible elements that support the performance of an educational service communication" (Zainuri, 2011). Lovelock (Payne, 2008) suggests that service organizations through their marketing personnel can use three ways to strategically manage physical evidence, as follows: (1) Media to create attention (attention-creating medium). Schools can differentiate educational services from their competitors' schools and make the physical facilities of educational services as attractive as possible to attract customers of educational services. (2) Media to create a message (message-creating medium). Schools can also use symbols or gestures to communicate aggressively with the school audience. (3) Media to create influence (effect-creating medium). Schools can create colorful, patterned school uniforms as well as different sounds and designs.

Consumer Decisions

According to Chapman and Wahlers (C, 2022), Purchasing Decisions are "consumers' desire to purchase a product. Consumers will decide which product to buy based on their perception of the product concerning the product's ability to meet its needs". Lamb, et al (Tangkilisan, G., 2014) state that, consumers' decisions to make choices about a product and service choices can change constantly. After obtaining information and designing several considerations of the available products, the consumer is ready to make a decision. According to Kotler that "the purchase decision of the buyer is the result of a mutually influencing and complicated relationship between the cultural, social, personal and psychological factors of the buyer" (Peller, 2009).

Understanding what factors influence consumer decision-making can be seen from the following model of consumer behavior expressed by Kotler (Kurniawati, 2013):

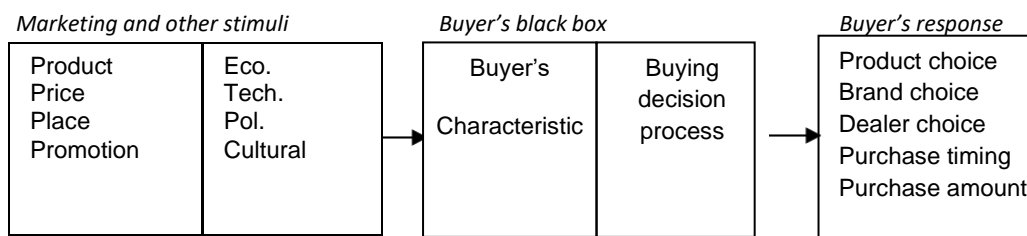


Figure 1. Model of Buyer's Behaviour

Source: Data processed

Stimuli come from information regarding products, prices, locations, and promotions. In service marketing, it is added with physical evidence, people, and processes. Buyers are influenced by these stimuli, then by considering other factors such as finance, culture, and technology, all this information enters the consumer's black box. Consumers process all this information and conclusions are drawn in the form of responses that appear to what products are purchased, brands, stores, or dealers, and the time or time to buy, etc. (Alma, 2014).

Decision Making Process

According to Schiffman and Kanuk (Sumadi, 2011), "A purchasing decision is defined as the selection of the actions of two or more alternative options", whereas according to Kotler and Armstrong (Armstrong, 2008), the definition of a purchase decision is: "*Purchase decision is the buyer's decision about which brand to purchase.*" That is, the purchase decision is the buyer's decision regarding what brand is purchased. So it can be said that the purchase decision is a process of selecting several alternative brands. The purchasing decision process consists of several stages, namely: needs recognition, information retrieval, alternative evaluation, purchasing decisions, and post-purchase behavior (Peller, 2009).



Figure 2. Decision Making Process

Source: Data processed

The decision-making process begins when the buyer is acquainted with an issue or need. A consumer who is moved by stimuli will seek to seek more information according to the product category and characteristics of the buyer. Consumers can obtain information from several sources. Consumers evaluate choices related to expected benefits. Then they narrowed the choice until they finally chose one of the alternatives. Two factors can influence purchasing decisions. The first factor is the attitude or stance of others such as close friends. The second factor is the factor of the situation that cannot

be anticipated for example income. Post-purchase behavior is a stage of the buyer's decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction (Benua, 2015).

Based on the background of the problem or rationale mentioned above, the problem that underlies the next discussion is the condition of the marketing mix dimension consisting of products, costs, places, promotions, human resources, physical evidence, and processes, the influence of the marketing mix dimensions consisting of products, prices, places, promotions, human resources, physical evidence, and processes on students' decisions to choose MAN based of SMK.

The usefulness of this research is, first, for the author, as a comparison between the knowledge that the author gained while in college and from the results of reading literature, with the practical reality that exists in the marketing of an educational institution and or school. Second, other researchers, add insight into the marketing mix in Indonesia so that it can be used as an additional reference when researching marketing strategies of educational institutions or schools. Third, for readers, hopefully, it can add insight and knowledge about marketing an educational institution and or school in Indonesia.

RESEARCH METHOD

This research uses a quantitative approach with the type of research on causality *explanatory survey*. The relationship between the service marketing mix and students' decisions in choosing a school can be explained by the following figure which is further used as a basis for work in identifying the variables studied in this study.

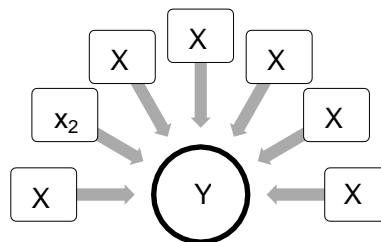


Figure 3. Source Conceptual
Source: Data processed

This study consisted of 7 free variables (X) namely product (X₁), price (X₂), promotion (X₃), location (X₄), person (X₅), process (X₆), and physical evidence (X₇) while the variables were bound by the decision to choose (Y).

Due to the limitations of the authors, the subjects in this study were MAN 1 Pasuruan. The total population of MAN 1 Pasuruan consisting of class X, XI, and XII students is 440 students. The probability sampling method, this type of sampling is *simple random sampling* by giving *the* population equal opportunities. The sample

size/respondents can be determined using the table of *Isaac* and *Michael* (Sugiyono, 2014), with an error rate of 5% obtained by the number of samples of 195 students. Data collection in this study used a questionnaire or questionnaire with four answer choices, namely strongly agree (SS), agree (S), disagree (ST), and strongly disagree (STS).

This study used multiple regression data analysis techniques. Before using the double regression technique, previously analyzed the data collected, by measuring whether the data is homogeneous or not using the Data Normality test, Multicollinearity test, and Heteroskedasticity test.

The data analysis model used to answer the hypothesis is multiple linear regression with data processing using SPSS (*Statistical Package for Social Science*) software with the following formulation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + e$$

Where:

Y = Student decisions

X1 = Product

X2 = Price

X3 = Promotion

X4 = Places

X5 = Person

X6 = Process

X7 = Physical evidence/means

α = Intercept/Constant

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7$ = Regression coefficient, $i = 1, 2, 3, 4, 5, 6, 7$

e = Undisclosed variable, epsilon

To test the influence of free variables on bound variables, an F-test and a t-test are performed

DATA ANALYSIS AND DISCUSSIONS

Before the calculation of the T-test and the F-test, the calculation of data analysis requirement test. The data in this study meet the normality test shown in the following table:

Table 2. Kolmogorov-Smirnov Test One-Sample Normality Test Results

		Unstandardized Residual
N		195
Normal Parameters	Mean	.0000000
	Std. Deviation	.19737466
Most Extreme Differences	Absolute	.066
	Positive	.059
	Negative	-.066

Kolmogorov-Smirnov Z	.925
Asymp. Sig. (2-tailed)	.359

a. Test distribution is Normal.

Source: SPSS data processing results

The result of the calculation value of the significant level of Kolmogorov-Smirnov is greater than 5% (sig > 5%) which is 0.359 which means that the residual is normally distributed in other words, all variables in this study have been normally distributed.

The results of the multicollinearity test show that the VIF value in each free variable is less than the number 10 (VIF < 10), so it can be concluded that in the regression equation there is no correlation between free variables or it can also be called free from multicollinearity so that these variables can be used in research.

The results of the Glejser test show that the significant degree of free variables is greater than 5%, so it can be concluded that the multiple linear regression equations used are free of heteroskedasticity. Based on the resulting Durbin-Watson value of 1.795 being between -2 and 2, it can be concluded that between residuals (disruptor errors) there is no correlation or multiple linear regression equations used free of autocorrelation.

The results of the classical assumption test show that the multiple linear regression equations used are free of multicollinearity, heteroskedasticity, autocorrelation, and normal distribution. From the results of regression using the SPSS program, the regression coefficient is obtained which can be seen in the following table:

Table 3. Regression Analysis Results

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Coefficients		
(Constant)	.399	.127		3.133	.002
product_x1	.230	.049	.266	4.674	.000
price_x2	.090	.044	.099	2.050	.042
promotion_x3	.249	.042	.308	5.988	.000
location_x4	.084	.040	.104	2.098	.037
person_x5	.021	.044	.029	.468	.641
process_x6	.022	.052	.024	.420	.675
physical evidence_x7	.163	.051	.223	3.218	.002

a. Dependent Variable: keputusan_y

Source: SPSS data processing results

Based on the table above, the resulting regression model is:

$$Y = 0.399 + 0.230 X_1 + 0.090 X_2 + 0.249 X_3 + 0.084 X_4 + 0.021 X_5 + 0.022 X_6 + 0.163 X_7$$

Thus, the results of the t-test in this study can be explained by the variables of product, price, promotion, location, and physical evidence with a significance level of 95%

($\alpha = 0.05$). The significance number (*P Value*) in the product variable is $0.000 < 0.05$, based on this comparison, then H_0 is rejected or means partially the variables of product, price, promotion, location, and physical evidence have a significant influence on the decision variable.

In people and process variables with a significance level of 95% ($\alpha = 0.05$). The significance figure (*P Value*) in the person variable is $0.641 > 0.05$ and the process variable is $0.675 > 0.05$, based on this comparison, then H_0 is accepted or means that partially the person and process variable does not have a significant influence on the decision variable.

Table 4. F Test Results

ANOVA ^b						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.766	7	3.252	80.472	.000 ^A
	Residual	7.558	187	.040		
	Total	30.324	194			

a. Predictors: (Constant), bukti_fisik_x7, harga_x2, tempat_x4, promosi_x3, produk_x1, proses_x6, orang_x5

b. Dependent Variable: keputusan_y source: SPSS data processing results

From the results of the F test in this study, a calculated F value of 80.472 was obtained with a significant number (*P value*) of 0.000. With a significance level of 95% ($\alpha = 0.05$). The significance figure (*P value*) of $0.000 < 0.05$, based on this comparison, then H_0 is rejected or means that the variables of product, price, promotion, place, person, process, and physical evidence have a significant influence together on the decision variable.

The product has a significant and positive influence on the decision of students to choose the state aliyah madrasah in Pasuruan. These results show that the better the products offered by schools such as indicators contained in product variables, namely majors that are following the times accompanied by facilities and infrastructure to support teaching and learning activities and are supported by various extracurricular activities held as a complement to student activity and creativity in playing while studying and also state aliyah madrasahs in Pasuruan often used as a center of community activities. this research is the same as the research conducted by Tangkilisan (Tangkilisan, G., 2014), the research journal Indah Wati and Satrio (Indah Wati, Ula, 2015), and Muhyiddin (Muhyidin, 2015) which obtained results that the product had a significant effect on students' decision to choose a school. The school has a product that influences students to choose an SMK-based public aliyah madrasah in Pasuruan. Lovelock (Wright, 2012) argues that service products consist of two important elements, namely (1) core products, and (2) complementary services. The core products offered are expertise majors, namely TKJ and Multimedia. These two majors attract students because, in the current era of

digital development, technology and information-based science are indispensable for students, especially network computer engineering majors because, in terms of job opportunities, graduates of the TKJ major can become computer technicians, network technicians, open buying and selling and computer repair shops and can have an internet café business. From complementary services to competing for SMK-based madrasahs around the school that offer the same expertise majors, the state aliyah madrasah has more facilities that support the implementation of student learning such as adequate and complete laboratories. So that the product variables owned by this state aliyah madrasah can attract students to choose an SMK-based state aliyah madrasah.

Price has a significant and positive influence on the decision of students to choose an SMK-based state aliyah madrasah. These results show the better the price policy set by the state aliyah madrasah such as the indicators contained in the price variables, namely the number of affordable tuition fees, the amount of development money costs, and the existence of payment installment policies that can ease payments and rebates for students who come from Muhammadiyah educational institutions or students who have relatives who go to state aliyah madrasahs in Pasuruan, it will affect the decision of students to choose to study at the state aliyah madrasah in Pasuruan. The same results were obtained from the research of Indah Wati and Satrio (Indah Wati, Ula, 2015) but different results were obtained from the research of Tangkilisan et al (Tangkilisan, G., 2014), Kurniawati (Kurniawati, 2013), and Supriyani and Susilo. The influence of price is a visible impact on competitors and consumers because the impact of price changes is more immediate and immediately felt. The attractiveness based on price is the easiest to communicate, even compared to the benefits and image of the product (Rina Indrayani, 2011).

has a significant and positive influence on the decision of students to choose the state aliyah madrasah. This result shows that the better the promotions held by schools such as the indicators contained in the promotional variables, namely the distribution of brochures, the installation of banners, the internet, and the acquisition of information from students and alumni, the more influential the increase in the number of interests and decisions of students to choose to study at state aliyah madrasahs. The results of this study are in line with the research journals Indah Wati and Satrio (Indah Wati, Ula, 2015) and Gusdiandika and Sinduwiatmo (Sinduwiatmo, 2012) which state that promotion has a positive and significant effect on students' decisions to choose a school. According to Kotler (Peller, 2009), promotion is a variety of activities carried out between companies to communicate the benefits of their products and convince target consumers to buy them. Furthermore, according to Grewal and Levy (Sinduwiatmo, 2012), promotion is a communication carried out by marketers to inform, persuade and remind potential buyers of products or services to influence buyers' opinions and get a response from buyers. The more intense competition between schools, especially private schools, the existence of a good promotion mix will be able to influence students to choose schools.

Location variables have a significant and positive influence on students' decision to choose MAN-based SMK. These results show the better the place or location of the school's existence such as indicators contained in the place variable, namely a large location or place, a strategic and easily accessible location, and the security of the school environment that can protect students which will later increasingly affect the decision of students to choose to study at MAN based on SMK. The results of the location variable study are in line with the results of research conducted by Muhyidin (Muhyidin, 2015), Suyanto et al (M. Suyanto, 2008), and Indah Wati and Satrio (Indah Wati, Ula, 2015) which resulted in an element of location/place influencing the decision of students to choose a school. In addition, research on location variables on students' decision to choose MAN has proven the theory of Bennet (Eka Umi Kalsum, 2008) said that the location of services to be used in providing services to customers is the key to marketing activities, therefore decisions regarding the place or location of services to be used require a deep and mature study so that the place and location of services in providing services provide comfort and satisfaction so that it can drive high added value for customers, therefore the location or place of service to be established must provide strategic value both from the perspective of environment and comfort.

The person variable has a positive but insignificant effect on the student's decision to choose MAN. These results show that the participation of human resources in MAN, especially in teacher performance, such as indicators contained in the variables of people, namely the ability of teachers to educate and teach, the level of education of teaching teachers, the competence of principals, friendly administrative officers, and the presence of security and cleaning officers have not become an attraction for students to choose to study at MAN. . The results of this study are the same as the results of research by Muhyidin, in this study, HR did not have a significant effect on students' decisions to choose MAN, according to the indicators used to measure the variables of people which include principals, administrative employees, competent teachers, security and cleaning officers do not influence students in choosing (Muhyidin, 2015). This is reasonable because other schools also have employees, competent teachers, security personnel who work professionally, and good principals. Although it has no effect, it needs to be considered because the variables of people have a positive relationship so it can be interpreted that the more professional the work will affect students' choices. The importance of people in service marketing leads to a greater interest in internal marketing.

Process variables have a positive but insignificant influence on students' decisions to choose MAN. These results show the better and more effective performance mechanism in schools consisting of procedures, combined activities, and the process of delivering information where services are produced and delivered to consumers such as indicators contained in the process variables, namely the ease of registration and the explanation of payments and ease of accessing information about schools which will later increasingly affect the decision of students to choose to study at MAN. However, process variables do

not influence the student's decision to choose MAN. The results of this study support the results of the research of Tangkilisan which states that the process has an insignificant influence on decisions (Tangkilisan, G., 2014). The process of educational services is the core of the world of education because the quality of all elements that support the educational service process is the most important thing to determine the success of the learning process, as well as as an evaluation material for school management, the image of the school to be formed, and customer satisfaction. This state aliyah madrasah in Pasuruan has implemented process standards following the Minister of Education and Culture No. 65 of 2013 so that graduate competency standards are achieved. Because of the standardization of the learning process in the Pasuruan state aliyah madrasah, students feel confident and trust in the image of the school as evidenced by the results of graduates who are following national standards, graduates who have worked or been accepted at several universities through the path of achievement and non-academic achievements of students so that the learning process does not become an attraction for students to choose madrasah aliyah Negeri 1 Pasuruan.

The variable of physical evidence has a significant and positive influence on the decision of students to choose madrasah aliyah Negeri. These results show that the better the real and directly visible physical environment that exists in the madrasah aliyah Negeri 1 Pasuruan such as the indicators contained in the variables of physical evidence, namely the completeness of the facilities and infrastructure owned, the comfort of the classrooms, and the cleanliness of the school that is maintained and well maintained, the more it will affect the decision of students to choose to study at madrasah aliyah Negeri 1 Pasuruan. The results of research on physical evidence variables on students' decisions in choosing a state aliyah madrasah in Pasuruan prove Adam's theory (Indah Wati, Ula, 2015) which states that physical means or physical evidence are things that influence consumers' decisions, to buy and use the service products offered. The physical evidence possessed by the state aliyah madrasah in Pasuruan can influence the decision of students to choose a school. The results of this study are in line with the research of Indah Wati and Satrio (Indah Wati, Ula, 2015) and Muhyiddin (Muhyidin, 2015) which showed a positive and significant influence between physical evidence and students' decision to choose.

CONCLUSIONS

This research may make some contributions. First, in the marketing of educational services, especially in vocational schools, the cost of education most influences the decision of students to choose a school. In Indonesia, the costs that must be incurred to benefit from education are still a factor to consider in choosing a school. But the price/cost of education must also be supported by other variables that can influence students' decision to choose a school. Because students will compare expectations and reality it

will have implications for student satisfaction. If students are satisfied, it will be a form of promotion for the school. Second, the educational service process is the core of the world of education because the quality of all elements that support the educational service process is the most important thing to determine the success of the learning process, as well as material for evaluating school management, the image of the school to be formed, and customer satisfaction.

REFERENCES

- Alma, B. (2014). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Armstrong, P. K. and G. (2008). *Prinsip-Prinsip Pemasaran*. Erlangga.
- Benua, D. J. (2015). Pengaruh Bauran Pemasaran Jasa Terhadap Kepuasan Siswa pada SMA Katolik Tomohon. *EMBA*, 3(2), 487–498.
- C, C. E. and L. (2022). *Supporting Effective Learning* (P. Chapman (ed.)).
- Eka Umi Kalsum. (2008). Analisis Pengaruh Strategi Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Fakultas Ekonomi Al-Azhar Medan. In *Pascasarjana Universitas Sumatera Utara Medan*.
- Hurriyati, B. A. (2008). *Manajemen Corporate dan Strategi Pemasaran Jasa Pendidikan*. CV Alfabeta.
- Indah Wati, Ula, B. S. (2015). Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Siswa Memilih SMA Barunawati Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, 2(1).
- Kurniawati, D. (2013). *Pengaruh Strategi Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Universitas Katolik Widya Mandala Madiun*.
- Lupiyoadi, R. (2013). *MANAJEMEN PEMASARAN JASA BERBASIS KOMPETENSI*. Salemba Empat.
- M. Suyanto, M. B. (2008). *Etika dan Strategi Bisnis Nabi Muhammad SAW*. Andi Offset.
- Muhyidin, U. (2015). *Pengaruh Bauran Pemasaran Jasa Pendidikan Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta di Jawa Barat*.
- Payne, A. (2008). *Service Marketing*. Andi Offset.
- Peller, P. K. dan K. (2009). *Manajemen Pemasaran*. PT. Prehallindo.
- R. Lupiyoadi. (2013). *Manajemen Pemasaran Jasa*. Salemba Empat.
- Ratih Hurriyati. (2010). *Bauran Pemasaran dan Loyalitas Konsumen*. Alfabeta.
- Rina Indrayani. (2011). Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Pemilihan Perguruan Tinggi Serta Implikasinya Pada Kepuasan Mahasiswa. *Jurnal Logistik Bisnis*, 2(1).
- Sinduwiatmo, R. G. dan K. (2012). Pengaruh Promosi Sekolah Terhadap Keputusan Siswa Dalam Pemilihan SMK Sepuluh Nopember Sidoarjo. *KANAL*, 1(1).
- Sugiyono. (2014). *Statistika untuk Penelitian*. CV Alfabeta.

- Sumadi. (2011). Pengaruh Bauran Pemasaran Perguruan Tinggi Terhadap Kepuasan Mahasiswa di Program Pascasarjana. *Jurnal Manajemen Pendidikan*, 1(2).
- Tangkilisan, G., S. G. O. dan A. S. S. (2014). Bauran Pemasaran Jasa Pendidikan Pengaruhnya Terhadap Keputusan Siswa Dalam Memilih Sekolah di SMKN 1 Manado. *Jurnal EMBA*, 2(4), 269–277.
- Tjiptono, F. (2014). *Pemasaran Jasa, Prinsip, Penerapan, dan Penelitian*. Andi Publisher.
- Wijaya, D. (2012). *Pemasaran Jasa Pendidikan “Mengapa sekolah memerlukan marketing?”* Salemba Empat.
- Wright, C. L. dan L. (2012). *Prinsip Manajemen Pemasaran Jasa*. Salemba Empat.
- Zainuri, S. (2011). Factors that Influence Parents Choice of Pre-Schools Education in Malaysia: An Exploratory Study. *International Journal of Business and Social Science*.