

# Marketing Strategy, Quality of Education Services and Education Facilities as The Basis of Efforts to Increase Community Interest in Choosing MTSN 2 Pekalongan Through The Marketing Mix

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**Abstract.** : The purpose of this research is to determine the effect of: 1) marketing strategy on the marketing mix, 2) Knowing the effect of the quality of educational services on the marketing mix; 3) educational facilities on the marketing mix; 4) marketing strategy towards public interest; 5) the quality of education services to the public interest; Knowing the influence of educational facilities on public interest; 7) marketing mix to public interest; 8) the significance of the marketing mix in mediating marketing strategies on public interest; 9) the significance of the marketing mix in mediating the quality of educational services on public interest; 10) the significance of the marketing mix in mediating educational facilities on public interest. The subject of this research is the people of Pekalongan Regency with a sample of 250 respondents. The technique used to collect data in this study is a questionnaire. The data analysis methods of this research are instrument validity and reliability tests, descriptive statistics, and quantitative analysis with SEM analysis

**Keywords:** Marketing Strategy, Quality of Education Services, Education Facilities, Marketing Mix, Community Interest.

## 1. Introduction

Tsanawiyah Negeri 2 Pekalongan (MTsN 2 Pekongan), it is interesting to research how the strategies used by MTsN 2 Pekongan in increasing student interest every year. [1] states that in order to increase student interest, schools need to implement appropriate marketing strategies. Marketing strategy can be a new breakthrough for schools to achieve the goals set. Schools as non-profit institutions as well as important institutional segments, the goal is not the creation of economic wealth but an effort to carry out activities that will positively affect society in general [2].

Schools need to pay attention to the things that have been, are being, and have not been done to improve services for customers of education services. Through the right marketing strategy, schools can increase customer interest (including student interest). Schools that are in demand by customers and have quality Human Resources (HR). but exist and are able to improve the quality of education. Marketing strategy is an activity or business plan to deliver goods or services from producers to consumers (including customers), and an effort to create

satisfying exchanges through distribution activities, as well as an effort to adjust to external environmental conditions [3]

Marketing strategy in the context of educational services is a social and managerial process to get what is needed and wanted through creating offers, exchanging products of value with other parties in the field of education. The ethics of marketing services in the world of education is to offer quality intellectual services and overall character building. Because education is more complex, which is carried out with full responsibility, the results of education refer to the future, fostering the lives of citizens, future generations [4].

MTsN 2 Pekongan is one of the Madrasah Tsanawiyah in Pekalongan Regency that has been accredited A. It is a superior MTsN that is in great demand by the public. In order to grow the interest of users of educational services, MTsN 2 Pekongan has certain advantages. The interest of users of educational services must always be considered carefully, because interested parties actually see the advantages possessed by the school. As at MTsN 2 Pekongan, there are many customers of educational services who want to send their children to MTsN 2 Pekongan because this school has excellent programs that are very attractive to students, namely the tahfidz program, active achievement, adiwiyata (greening) and literacy. MTsN 2 Pekalongan does not collect monthly education donations, and also receives the management of the Smart Indonesia program (assistance for underprivileged students) from the APBN. The following is the student data at MTsN 2 Pekongan for the last 5 years:

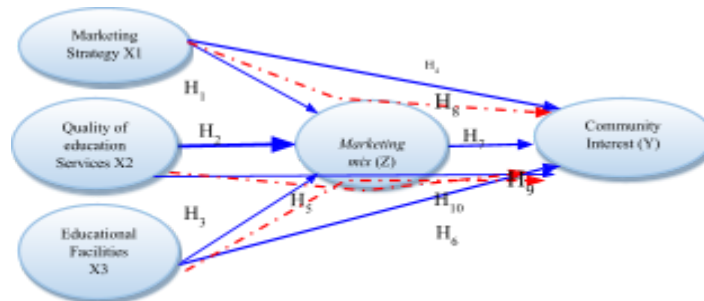
**Table 1.** Target and Realization of Student Admission at MTsN 2 Pekalongan

No	School year	Number of Rombel	Target	Realization
1	2017/2018	21	750	726
2	2018/2019	22	750	710
3	2019/2020	21	750	691
4	2020/2021	23	800	758
5	2021/2022	23	800	764

The data above shows that in the 2017/2018 to 2019/2020 school year MTsN 2 Pekalongan set the number of new student admissions to 750 people, while for the 2020/2021 and 2021/2022 school years the school increased its student enrollment target to 800 people. The increase in the target is based on the consideration that there will be an increase in the number of groups to 23 groups. The target that has been set has not been able to be met due to the lack of facilities owned by MTsN 2 Pekalongan, including the availability of classrooms. Facilities are a very important supporting factor in the world of education in addition to teaching staff. Education will never run properly without adequate facilities and infrastructure.

Based on the explanation of the background above, it is interesting to conduct a research entitled "Marketing Strategy, Quality of Educational Services and Education".

Educational Facilities as a Basis for Fostering Public Interest in Choosing MTsN 2 Pekalongan through the Marketing Mix".



## 2. Method

This research is a causal associative research using a quantitative approach. The subject of this research is the community (parents of MTsN 2 Pekalongan students) of the number of students in the 2021/2022 school year is 764 students and the sample is taken using the formula from Slovin. The technique used to collect data in this study is a questionnaire.

### 2.1. Test The Validity and reliability of The Instrumen

The validity test is used to measure the validity of an indicator in the form of a questionnaire. This validity test was carried out using the Pearson product moment correlation test technique. For the interpretation of the coefficients, if  $r_{count} > r_{table}$  is obtained, it can be concluded that the questionnaire items are included in the valid category. Instruments that can be trusted, which are reliable will produce reliable data as well. Reliability refers to the level of reliability of something. Measuring the reliability of the research instrument used the Cronbach alpha formula. A measurement item can be said to be reliable if it has an alpha coefficient greater than 0.7.

### 2.2. Descriptive Statistics

This analysis was conducted to obtain a descriptive picture of the respondents of this study, especially regarding the research variables used. This analysis was carried out using index statistical analysis techniques, as a description of respondents' perceptions of the questions asked.

### 2.3. Analisis Kuantitatif

#### 2.3.1. SEM (Structural Equation Modeling) analysis

Data analysis used the structural equation modeling (SEM) from the AMOS 4.0 statistical software package in the model and hypothesis assessment. The advantages of the application of SEM in management research are due to its ability to confirm the dimensions of a concept or factor that is very commonly used in management and its ability to measure the influence of theoretically existing relationships [5] The steps for testing the assumptions of SEM analysis used in this study include:

##### 1) Sample Size

The sample size provides the basis for estimating the sampling error. The estimation model uses the maximum likelihood where the recommended sample size between 100-200 can give stable results [6]

## 2) Confirmatory Factor Analysis.

[7] stated that confirmatory factor analysis aims to test whether the variables studied are really accurately incorporated into one factor variable or construct. A variable is considered valid if the value of  $r$  has a  $t$ -value whose significance is 0.05. Another provision is also stated that a variable is considered valid if the value of the loading factor is 0.05.

## 3) Data Normality Test.

Evaluation of normality is carried out using the critical ratio skewness criterion of  $\pm 2.58$  at a significant level of 0.01. A data can be concluded to have a normal distribution if the critical value of the skewness ratio is below the absolute value of 2.58.

## 4) Outlier Evaluation

Outliers are observations from data that have characteristics that look very different from other observations. These observations appear in the form of extreme values, both for single variables or combination variables. Detection of outliers by looking at the mahalanobis distance value compared to the chi-square value criteria for the degree of freedom (according to the number of indicators) and  $= 0.001$ . [8].

## 5) Assessing the Goodness-Of-Fit Criteria

Model that meets construct validity is not enough, to be declared an acceptable model, a measurement model must also be fit. The measure or index commonly used to assess the fit of the model is the statistic of chi square beserva value, RMSEA, GFI, and CFI or IFI [9].

### a) Chi Square

Chi-square is the first and only statistical test in GOF. Chi-square is used to test how close the match is between the covariance matrix of the sample  $S$  and the covariance matrix of the  $(\theta)$  model. value is the probability of obtaining a large deviation so that the significant chi-square value ( $\leq 0.05$ ) indicates that the empirical data obtained has differences with the theory that has been built. While the insignificant probability value is what is expected to show empirical data according to the model. Therefore, it is concluded that the hypothesis is accepted if the expected value is greater than 0.05.

### b) RMSEA

RMSEA or root mean square error of approximation is an informative index in SEM. According to [10] RMSEA tells us how well the model, with unknown, but optimally selected parameter estimates will fit the population covariance matrix. According to [3], the value of RMSEA 0.05 indicates close fit, while  $0.05 < \text{RMSEA} < 0.08$  indicates good fit. According to Bryne as quoted by [6], the RMSEA value 0.05 indicates model fit.

### c) GFI

GFI or goodness of fit index can be classified as an absolute fit measure because basically GFI compares the hypothesized model with no model at all ( $\Sigma(0)$ ). The GFI value ranges from 0 (poor fit) to 1 (perfect fit) and the GFI value 0.90 is good fit, while  $0.80 \leq \text{GFI} < 0.90$  is often called marginal fit.

### d) IFI

The model is said to be good fit if it has an incremental fit index or IFI 0.9 and is said to be marginally fit if 0.8 IFI 0.9.

6) Interpretation and Modifikasi Model

The last step of SEM is to interpret if the resulting model has been accepted. While the modification of the model is needed because the results do not fit. To test the significance of the parameters, the focus is on the critical ratio value and its p-value. If  $CR > 1.96$  (for = 5%) or  $CR > 2.58$  (for = 1%) then the hypothesis is accepted.

To test the significance of the indirect effect, it can be seen from the value of the regression coefficient of the independent variable on the dependent variable and the regression coefficient of the independent variable on the dependent variable through the mediating variable.

### **3. Result and Discussion**

#### **3.1. Effect of Marketing Strategy on the Marketing Mix**

Research proves that marketing strategy has no effect on the marketing mix. This means that the marketing strategy implemented by MTs N 2 Pekalongan does not necessarily affect the marketing mix.

#### **3.2. The influence of the quality of educational services on the marketing mix.**

Research proves that the quality of educational services affects the marketing mix. This means that the quality of educational services offered by MTs N 2 Pekalongan can affect the marketing mix.

#### **3.3. The influence of educational facilities on the marketing mix.**

Research proves that educational facilities have an effect on the marketing mix. This means that the educational facilities owned by MTs N 2 Pekalongan can affect the marketing mix.

#### **3.4. Effect of marketing strategy on public interest**

Research proves that marketing strategy has no effect on public interest. This means that the public's interest in entering MTs N 2 Pekalongan is not influenced by the marketing strategy implemented by MTs N 2 Pekalongan.

#### **3.5. The influence of the quality of education services on public interest**

Research proves that the quality of educational services has no effect on public interest. This means that public interest in entering MTs N 2 Pekalongan is not influenced by the quality of education services implemented by MTs N 2 Pekalongan.

#### **3.6. The influence of educational facilities on public interest**

Research proves that educational facilities have an effect on public interest. This means that public interest in entering MTs N 2 Pekalongan is influenced by the educational facilities owned by MTs N 2 Pekalongan.

#### **3.7. Effect of marketing mix on public interest**

Research proves that the marketing mix has an effect on public interest. This means that public interest in entering MTsN 2 Pekalongan is influenced by the marketing mix applied in marketing by MTsN 2 Pekalongan.

### **3.8. The influence of the quality of educational services on public interest through the marketing mix.**

Research proves that the marketing mix significantly mediates the quality of education services on people's interest in choosing MTs N 2 Pekalongan. The marketing mix applied by MTs N 2 Pekalongan is able to inform the quality of what services it has so that it can influence public interest.

### **3.9. The influence of educational facilities on public interest through the application of the marketing mix.**

Research proves that the marketing mix significantly mediates educational facilities on public interest in choosing MTs N 2 Pekalongan. The marketing mix applied by MTs N 2 Pekalongan is able to inform its educational facilities so that it can influence public interest.

## **4. Conclusion**

After analyzing and testing the tested hypotheses, several conclusions are drawn, namely the quality of educational services and educational facilities has an effect on the marketing mix, while the marketing strategy has no effect on the marketing mix. Educational facilities and marketing mix have an effect on people's interest in choosing MTs N 2 Pekalongan, but marketing strategies and quality of educational services have no effect on people's interest in choosing MTs N 2 Pekalongan. Marketing mix is able to significantly mediate the influence of marketing strategy, quality of educational services and educational facilities on public interest in choosing MTs N 2 Pekalongan.

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