



HIGHER EDUCATION DEVELOPMENT STRATEGY USING INTERNAL RESOURCES AND MARKETING MIX STRATEGY

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ABSTRACT

As a producer of educational services, higher education is still a seller's market and potential students are flocking to enroll in higher education. The number of PTS and the number of students are relatively large, which causes competition between PTS, with the aim that future students choose higher education more rationally based on their own understanding of changes in the environment. For private higher education providers, the customers who directly use their services are students, and the competitors are providers of educational services at the same level. Changes include academic and non-academic internal initiatives and various forms of external pressure for this satisfactory agency service created by the marketing mix. Elements of this marketing mix strategy include 7P, 4P marketing mix (product, price, channel, advertising) and internal 3P resources (people, process, physical evidence) in service marketing

Keywords: Seller market, Marketing mix, product, price, place, promotion, people, process, physical evidence

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Introduction

Law no. 20 of the Republic of Indonesia of 2003 on the National Education System stipulates in Articles 19 and 20 that higher education refers to the level of education after high school education, including diploma, bachelor's, master's, specialist and doctoral programs; Higher education takes place in an open system. Although Article 20 stipulates that higher education institutions may be in the form of colleges, polytechnics, secondary schools, institutes or universities; Higher education institutions are obliged to organize education, research and social work; Institutions of higher education may have an academic, professional and/or professional curriculum, regulations on higher education according to paragraphs 1, 2 and 3. According to Law no. 20 of the Republic of Indonesia from 2003 and technological progress, educational institutions that provide great support may be needed, so that the demand for higher education services increases year by year, the year increases, resulting in the capacity of higher education services provided by the state more cannot accommodate all potential students. Sagir (1986:320-321) argues that Indonesia's formal education system consisting of elementary school, junior high school, high school/secondary vocational school, graduate courses (D1, D2, D3), S1, S2 (Master's) has clear standards and goals are set. However, this always leads to discrepancies with the needs of the world of work.

According to Kaho (1997:71-72), education is one of the most important determinants of the quality of human resources. The benefits that people acquire through the educational process include: (1) acquiring broad and deep knowledge, especially in their field, important for life and work, and (2) acquiring competences and skills, expressing thoughts/opinions to others, or acting and behaving / behave rationally, logically and systematically.

A few decades ago, universities, as producers of educational services, were a seller's market where potential students enrolled. The General Administration of Higher Education (2004: 3) shows a growth in the number of higher education institutions in Indonesia in 2004, including 81 national universities (PTN), of which 6 became state-owned legal entities (BHMN), from about 88 in 2003, including The university opened to a million people, while the number of PTS students reached 1.7 million. The gross student ratio increased from 9 percent in 1985 to 12.8 percent in 2002. According to Kopertis VI Central Java, the number of private universities (PTS) and the number of students from the academic years 2003-2004. and 2004-2005. ::



Tabel 1.1
Jumlah PTS dan Jumlah Mahasiswa PTS

No.	Tahun Akademik	Jumlah PTS	Jumlah Mahasiswa (orang)
1.	2002-2003	196	166.652
2.	2004-2005	204	173.223

Sumber : Data Kopertis Wil VI (th.2004/2005)

From the table 1.1 above, it can be seen that the large number of PTS and the number of students has encouraged competition between PTS, which aims for potential students to make a more rational choice for further education based on an understanding of changes in the environment. With the increasing rationalization of potential buyers of university services and the tightening of competition among universities, university management is required to always actively respond to social needs and changes in the environment. Simonson (1993:68) states that striving to meet the needs of customers and potential customers is the key to winning the competition. This work is done in a way to get closer to consumers, so that they can see exactly what they want and use this information as a basis for developing a marketing strategy. Private higher education institutions (PHEs) use a variety of methods to recruit students, including advertisements in print or electronic media, brochures, leaflets, banners and lectures in several secondary and vocational schools and billboards. In addition, PTS also has very different pricing/tuition policies as well as different institutions for teaching and learning processes. It is about attracting students to PTS. Despite these PTS efforts, the number of applicants for each PTS varies significantly from year to year.

The main problem facing PTS is how leaders need to change the "image" of learning process services by providing buildings, facilities, quality faculty, status of learning programs, majors or degree programs, affordable prices and executing commonly used attraction strategies through From the general experience of PTS it is clear that PTS advertising emphasizes the appeal of advertising (newspapers, radio, TV news, banners, brochures) in order to really satisfy students and prevent the appearance of symptoms of use. A symptom of consumerism is one where (including students) or interest groups are dissatisfied with the educational services they receive because they are out of balance with the "costs" they bear and are ready to protest. The behavior of students as consumers of these universities can serve as a basis for improving the quality of teaching. The main research topics of this paper are the strategy of the marketing mix and the strategy of the development

of internal resources of higher education. The introduction should begin with the background of the research (Why are you conducting the research?), the question (What is the research problem/gap?) and the purpose (What is the purpose of the research?) to justify the motivation for the research. The introduction should be relatively non-technical, but clear enough for an informed reader to understand the contribution of the manuscript.

The statement explaining the problem should contain the following points: 1). Awareness of the problem and its importance 2) Clear identification of the problem and corresponding research questions 3) Coverage of the complexity of the problem and 4) Clear objectives.

Literature Review

HIGHER EDUCATION DEVELOPMENT STRATEGY

Competition is described as a cycle of change, which is determined by the four components of competition (4C), namely company, customer, competitor and change. For private providers of higher education services, the users who directly use their services are students, and the competitors are providers of similar educational services at the same level. Changes include academic and non-academic internal initiatives and various forms of external pressure. One of the sources of changes A, of which the needs of users changed in relation to the different characteristics and effect of the educational services they receive. In order for the agency to be successful in the long term, the agency must provide services that meet the needs of its clients. To create this desired service, the agency created a marketing mix. The elements of this marketing mix strategy include the 7Ps in service marketing, i.e. H. 4P marketing mix (product, price, location, advertising) and internal 3P resources (people, processes, physical evidence). With the implementation of the 7 P's for the public, academically and financially able graduates will be selected to accept new applicants and prospective students. The details of 7P are as follows:

Tabel 1.2
Rincian 7 P

Product	Price	Place	Promotion	People	Physical Evidence	Process
<ul style="list-style-type: none"> • Quality • Featurress • Options • Style • Packing • Saizes • Services • Warranties • Return • Band 	<ul style="list-style-type: none"> • List price • Discount • Allowances • Payment period • Credit terms 	<ul style="list-style-type: none"> • Channels • Coverage • Location • Inventory • Transport 	<ul style="list-style-type: none"> • Advertising • Personal selling • Sales promotion • Publicity 	<ul style="list-style-type: none"> • Service provider • Customer being serviced • Other employees and customer 	<ul style="list-style-type: none"> • Arrangement of objects • Materials used • Shapes/lines • Colour • Temperature • noise 	<ul style="list-style-type: none"> • policies & procedures • factory/delivery • training & rewarding • system

Sumber: Kotler (2002:9)



According to the above table 1.2 and the results of the research conducted by the authors, the development strategy of the higher education institution uses internal resources and marketing mix strategies. The first development strategy is through the activities of internal resources, including personal characteristics, processes and physical conditions. According to Alma (2000:102), PTS has external resources in the form of existential factors (product, price, promotion, location) and internal resources that need to be developed to be effective, such as: B. personal characteristics/people (leadership, lecturers and employees), physical conditions (equipment, buildings) and processes.

The second development strategy consists of marketing mix activities including product, price, promotion and location. Through the above strategy, the concrete explanation is as follows:

1.. **Internal Resource Development Strategy**

According to Alma (2003:36), the term 4P marketing mix is used in merchandising marketing, i.e. P1=product, P2=price, P3=promotion, P4=position. While in service marketing, Boom and Bitner in their book Alma (2003:37) suggest additional 3 Ps, namely P5 = Personal Characteristics, P6 = Process, P7 = Physical Evidence/Condition

a. **Personal traits**

People with personality traits or internal resources are leaders, and personal educational institutions, as providers and service providers, can improve the quality of PTS services. According to Alma (2003:117), the behavior of the PTS leader is reflected in who is in charge? Therefore, the strategy of choosing the leader to be appointed undoubtedly played a role in raising the profile of the PTS. The figure of the university leader can bring great development to the university, and the figure of the leader can also discredit the school. The order of factors that support personal characteristics is as follows:

1) Employees

Alma (2003:118-119) stated that the task of internal marketing is enabling promises. The employee's task is to try to fulfill what has been promised by the institution. For this reason, employees must have skills, abilities, tools and high motivation in serving students.

2) Lecturer

Lecturers also provide support for personal traits compared to leadership elements, because of that lecturers are also a priority to be increased. Students tend to choose PTS whose lecturers have competence according to their fields, and students tend to choose PTS whose lecturers have a high functional group/position (professor) compared to lecturers who have a high academic degree (doctor) and an adequate number of lecturers. This means that the results of the description show that high lecturer competence is far more important than functional positions, high academic degrees and an adequate number of lecturers.

a) Lecturer competency

According to Alma (2003: 108-111) lecturers are the spearhead in achieving the target of success in PTS in carrying out the duties of the Tri Dharma of Higher Education. Therefore, it is very important to develop competencies that lecturers must have. Some of the efforts that can be made by PTS in developing lecturers are as follows:

(1) Professional Competence

This increase in professional competence will improve the appearance of lecturers both in front of the class and in the field. The steps that PTS can take in this regard are:

- (a) Each lecturer is given a maximum of two courses per semester, so that his attention is more focused on those subjects.
- b) Requiring the preparation of a syllabus and SAP which is the same as PTN or KBK.
- (c) Sending lecturers with study assignments for masters and doctoral studies both at home and abroad in order to add qualifications and formal PTS certificates.
- (d) Holding PBM technical upgrades for lecturers by bringing in education experts and periodically continuing the ATKA V model activities.

(2) Personal Competence (commitment)

Even though academically a lecturer has good qualifications, if the person concerned isolates himself or is indifferent, lacks commitment to the institution, students, work and duties, then the academic excellence he has means nothing. This also concerns the economy, and the welfare of lecturers. Lecturers need to live a decent life with most of their needs met, so that they can buy books and have free time for reading and research.

(3) Social Professional Competence



As an individual member of the community, the lecturer will get along in the community, implement his knowledge and knowledge and he can be more successful in social interaction in society. This can be improved through Community Service Dharma either through structured or incidental activities in each faculty. Community service activities carried out include empowering village unit cooperatives, developing village administration, developing various potentials in the village, educating community legal awareness.

b) Lecturer Functional Group/Position

Increasing the functional class/position of lecturers is assessed from the performance of implementing the Tri Dharma of higher education, namely education and teaching, research and community service (Decree of the Coordinating Minister for Wasbank-PAN No. 38/Kep/MK. Waspan/8/1999). These three dharma, apart from being a measure of lecturer performance appraisal, are also used for promotion of academic functional positions. Stages of lecturer academic functional positions as presented in table 1.3.

Tabel 1.3
Nama dan Jenjang Jabatan / Pangkat Dosen

No	Jenjang Jabatan	Pangkat	Golongan	Kredits untuk Mutasi (Kum)
1	Asisten Ahli	Penata Muda	III/a	100
		Penata Muda Tk. 1	III/b	150
2	Lektor	Penata	III/c	200
		Penata Tk. 1	III/d	300
		Pembina	IV/a	400
3	Lektor Kepala	Pembina Tk.1	IV/b	550
		Pembina Utama Muda	IV/c	700
		Pembina Utama Madya	IV/d	850
4	Guru Besar	Pembina Utama	IV/e	1000

Sumber: Keputusan Menko WASBANG-PAN No : 38/Kep/MK. WASPAN/8/1999 dan Pasal 1 ayat (3) Keputusan Menteri Pendidikan Nasional No : 36/D/0/2001

c) Lecturer's academic title

Increasing academic degrees include Bachelors, Masters, and Doctoral degrees. Academic degrees support the increase in professional competence and will support the competence of tertiary institutions. Therefore, lecturers must send study assignments for Masters and Doctoral degrees both at home and abroad in order to add qualifications and formal PTS certificates. Leadership elements also contribute to personal traits, therefore leadership elements also need to be developed. Among the

elements of leadership that are considered important are managerial skills and academic degrees compared to functional groups/positions.

b. Process (Process)

Payne (2000:210) argues that the process of creating and providing services to customers is a major factor in the service marketing mix. Service customers will view the service delivery system as part of the service itself. Processes in this case such as: service mechanisms, procedures, schedule of activities and other routines by which products or services are provided to customers, clarity of policies, rules or procedures, available capacity, smooth flow of information required. Interaction activities and teaching and learning activities are part of the activities of the PTS process. If you want to improve and develop process factors, interactive activities will be prioritized. The results of the description show that most of the respondents agreed, therefore interactive activities need to be improved. Among the interactive activity items, it turns out that what is considered more important is employee service to students that takes place harmoniously and the leadership relationship takes place harmoniously. Alma (2003:46) states that educational institutions are essentially aimed at providing services. The party being served wants to get satisfaction from the service, therefore to improve service to students the institution can provide motivation or experience to employees on how to improve service quality. Learning activities also contribute to the PTS process, therefore teaching and learning activities also need to be improved. Among the items of teaching and learning activities that are considered more important are teaching materials according to students, lecturers are able to explain and answer questions thoroughly and student graduation is not hampered.

Improving teaching materials according to students, according to Alma (2003: 108) the steps that must be taken by PTS in this case are to require the preparation of syllabus and SAP which are equated with PTN. Thus the material and reading sources are the same as those applicable in PTN. Improving the ability of lecturers to explain and answer questions thoroughly, according to Alma (2003: 109) the steps taken by PTS in this case are that each lecturer is given a maximum of two courses per semester, so that his attention is more focused on these subjects, holding upgrades PBM techniques for lecturers by bringing in educational experts, and periodically continuing deed V model activities. Student graduation items are not hampered also contribute to indicators of teaching and learning activities, meaning that in teaching and learning activities student graduation must be considered. According to the Unisbank academic guidebook



(2003/2004: 18-21 states that evaluation of learning outcomes is a process carried out to determine the level of academic performance. Evaluation of learning outcomes is carried out thoroughly and continuously in a manner that is in accordance with the characteristics of the education concerned The method of assessment refers to the benchmark reference assessment (PAP) is an assessment based on certain criteria according to the examiner's belief The norm reference assessment (PAN) is a system used to assess students' abilities relative to the abilities of other students in their class Types of assessment and the method of doing it is adjusted to the nature of the course (PAP and/or PAN).The value of the exam results is expressed in letters and weight values as follows: A = 4, B = 3, C = 2, D = 1 and E = 0. Test results (scores) are announced openly, it is possible for students to improve their exam scores in another semester or a shorter semester.

c. Physical Conditions (Physical Evidence)

Zeithaml and Bitner in their book Alma (2003: 119) state that physical evidence is the environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service. Physical buildings, class facilities and parks are part of the physical condition of PTS. To improve physical conditions, attention must be paid to class facilities, from this class facility based on the descriptive items that are mainly assessed are the white board. To improve teaching and learning process services, whiteboards must be available as a tool.

Alma (2003: 143) assistive devices in the form of educational technology are very significant for the development of knowledge, especially in the teaching and learning process. Assistive tools in the form of educational technology are very significant for the development of knowledge, especially in the teaching and learning process. Cardozier in Alma (2003:143) television continues to be used in teaching, broadcast courses, tape recording, slide films, over head projectors, and others and the transfer to computers was easy and logical.

The physical condition of the building also contributes to the physical condition of PTS. Therefore the physical building also needs to be developed. Among the physical building items that are considered important are adequate library buildings and adequate laboratory buildings compared to the neatly maintained physical office buildings and the

large and magnificent physical office buildings. Libraries are an important element in the development of knowledge and for developing a tertiary institution, as stated by Cardozier in Alma (2003: 142) the most important ingredient of an institution to quality is a good library.

Parks also contribute to the physical condition of PTS, therefore parks also need to be developed. Among the physical items of the building that are considered more important are beautiful and well-maintained gardens and extensive gardens compared to a sturdy and secure yard fence. This means that if you want to develop a PTS park, you need to take care of the existing garden. This park helps students in learning activities, where they need places to discuss, read and chat with friends, they need a garden facility or a place to gather.

MARKETING MIX DEVELOPMENT STRATEGY

Service is performance, so the quality of the company's employees is how important it is in building relationships with consumers. In goods marketing, we are familiar with the traditional 4P term: P1 = Product, P2 = Price, P3 = Place/Location, P4 = Promotion. According to Lamb, Hair, McDaniel (2000:488) the unique characteristics of services: intangible, inseparable, diverse and not durable, makes marketing more challenging. According to Alma (2003: 36) in the marketing of goods, the term 4P marketing mix is known, namely P1 = product, P2 = price, P3 = promotion, P4 = location.

Product

Kotler (1997:8) product is anything that is offered to the market to be owned, used, or consumed so as to satisfy wants and needs including physical goods, services, places, organizations, and ideas. According to Alma (2003:115, 124-125) PTS products include academic services and socio-cultural services. Academic service is an educational process and curriculum which includes: quality of learning outcomes, quality of teaching, and quality of study materials and lessons. Academic services are one of the things that need to be improved by PTS products, among the elements of academic services it turns out that what is considered more important is the quality of learning outcomes (quality of graduates) and the number of graduates who are widely accepted to work compared to the large number of graduates. With the quality of graduates (alumni) will increase the good name of tertiary



institutions (Alma, 2003: 149). This is supported by Kotler's opinion in Alma (2003:149) that those universities that achieve strong alumni support are fortunate indeed. They raise more money, recruit better students, and enjoy many other benefits.

The quality of learning outcomes (quality of graduates) and the number of graduates who are widely accepted for work can be improved in the following ways:

1) Improving the quality of education through developing the quality of learning outcomes, the quality of teaching and the quality of study materials and lessons. Conceptually, academic quality is the estuary of the quality of the human educational process, tools, curriculum and facilities, which are reflected in the quality of lecturer competence, the quality of learning materials, and the quality of the learning process, so that they eventually form a set of abilities (Alma, 2003: 125). Ahmad Sanusi in Alma (2003: 125) sees the quality of this education from three dimensions, namely the quality of learning outcomes, the quality of teaching and the quality of study materials and lessons. The quality of learning outcomes lies in scientific values. Scientific value means not mastering, or being able to apply or analyze it, but the ability to test it with new alternatives or falsify existing ones, as well as to recreate newer paradigms, concepts and modern science and technology methodologies.

2) Increasing the number of graduates who are absorbed in the world of work, apart from through academic skills can also be developed through the relationship between universities and the world of work. Alma (2003: 113) states that the teaching and learning process in higher education can improve the academic quality of students, develop their potentials so that they become imaginative, creative and productive people. The long-term strategy for the development of higher education 2003-2010 (2004:19) explains that the flow of global change and increasingly rapid technological advances requires universities to be able to produce graduates who are of high quality, have excellence, and have the ability to compete in the global market. For this reason, the policy for developing tertiary institutions needs to be changed from originally being learning institutions to centers of excellence capable of creating knowledge and research and service networks. The network in question apart from the world of work can also take advantage of alumni organizations.

Socio-cultural services also contribute to PTS products, therefore socio-cultural services also need to be developed. Among the socio-cultural items that are considered more important are alumni organizations that stand out and the existence of religious SMEs that stand out

compared to arts SMEs and sports SMEs. Alumni organizations and religious SMEs can be improved in the following ways:

1) Improving socio-cultural services can be done through the role of alumni organizations. According to Alma (2003: 148) the alumni association of a university is a matter of pride for its members. With the alumni organization, they can exchange information and tell each other's nostalgia. Alma mater who always make contact with their alumni association will get many advantages, because they can exchange information with each other and can also use alumni as a route to improve the good name of the university. There are many activities that alumni can carry out both individually and as an organization, and this will enhance the good name of the university. These activities, for example: fostering a spirit of loyalty, holding seminars, symposiums, exchanging experiences through discussion forums, making magazines or bulletins among alumni, attracting prospective new students, holding publicity and so on. Alumni organizations will feel very valued, if there is always attention and contact from higher education leaders, and always invite and ask for their views on certain matters. Alumni organizations also support graduates who can be absorbed into the world of work.

2) Improving socio-cultural services can also be done through increasing religious SMEs. Alma (2003:145) states that this religious activity is not only marked by the presence of a physical religious building, but what is more important is the ceremony carried out in it. Are there any religious holidays and commemorations such as the Islamic religion, there is a commemoration of the Maulud of the Prophet Muhammad, the Feast of Sacrifice, Nuzulul Quran and many other activities. This religious activity is carried out by inviting the surrounding community, and sometimes it is published in the mass media.

PRICE

Kotler (1997:559) defines price as the amount of money that customers have to pay for a product. Alma (2003:383) states that the price of an element runs parallel to the quality of the product. If the quality of the product is good, prospective students are willing to pay higher. The price that must be paid by students includes tuition fees, DP and other costs, for example laboratory fees, work tuition fees, exam fees, military fees. students tend to choose PTS with a low DP, the second priority is PTS with a high DP but the facilities offered are balanced. DP is used by PTS to build building facilities, classroom facilities, administrative office facilities, library room facilities and laboratory room facilities that will be used by students for teaching and learning activities. This means that PTS must provide building facilities,



classrooms, libraries, laboratories, student activity rooms to carry out all academic activities. SPP is also needed in PTS prices, because of that SPP needs to be reviewed. Among the SPP items that are considered important are low SPP and high SPP but adequate compared to students who do not look at the high or low SPP. Alma (2003:116) price element goes with product quality. If the quality of the product is good, then prospective students are willing to pay more, meaning that if they want to set a price, PTS will review tuition fees and maintain product quality. The long-term strategy for the development of higher education 2003-2010 (2004:10) in private tertiary institutions is mostly (more than 90%) the funding comes from tuition fees or other donations paid by students. This causes the level of financial health of a private tertiary institution to be very dependent on the ability to pay students and of course the number of students they have. Tuition fees at private tertiary institutions include fixed costs and credit fees. This SPP is used by tertiary institutions to finance operational activities such as paying permanent and non-permanent lecturer salaries, employee salaries, purchasing work stationery, electricity costs and so on. For this reason, PTS must pay attention to the policy of determining SPP in terms of the facilities obtained by students.

Other costs are also part of the PTS price, therefore other costs need to be reviewed as well. Among the items of other costs that are considered more important are laboratory practicum money which is high but adequate when compared to the facilities received and tuition fees for work is high but adequate when compared to the facilities to be received. Other costs and work tuition fees are used by PTS to finance facilities such as the cost of repairing practicum equipment, electricity costs and others. PTS parties must prepare suggestions that support practicum. This means that the process of teaching and learning PTS provides laboratory space, laboratory equipment, laboratory supporting facilities.

The long-term strategy for the development of higher education 2003-2010 (2004:22) the size of the cost of education is often the main consideration for parents or prospective students when choosing a college. Therefore, in determining the policy of increasing education costs, the tertiary institution must look at the facilities that will be used by students in the learning process. Likewise, based on this cost reason, a student is required to be able to complete tertiary education as soon as possible and of course with the best possible results, in order to be able to compete in the workforce and earn an income commensurate with the investment that has been invested.

PROMOTION

Soeprihanto (1998:297) promotion includes all company activities to introduce products and aims to make consumers interested in buying them. advertising, sales promotion as well as publicity and public relations are part of PTS promotion. If you want to increase PTS promotion, the priority that needs to be increased is sales promotion, besides that you also need publicity and public relations because it has a loading factor coefficient that is greater than advertising. Among the sales promotion items, it turned out that the more important were the discounted fees for students who excelled in the non-academic track and the discounted fees for alumni or employees' families; compared to discounted fees for students who excel academically. The long-term strategy for the development of higher education 2003-2010 (2004:26) scholarships to increase academic achievement, several types of scholarships have been offered so far, including scholarships to increase academic achievement, namely scholarships given to help students who are economically disadvantaged but have academic abilities high (high achievement index). For students like this, PTS and the government strongly encourage the concerned tertiary institutions to try to find or establish policies for awarding scholarships.

There are students who have advantages other than in the academic field, there are also those who have advantages in the non-academic field, for example having expertise in sports, for example national and international university badminton champions provide scholarship policies for these students. Lingga Purnama (2002:176) discounted costs are a list directly outside the list price for each purchase of a certain period. To develop PTS promotional activities through sales promotion activities, you must be brave enough to provide cost discounts, such as a 50% discount on building fees if you register before May, awarding scholarships to outstanding students in sports and arts.

Publicity and public relations also play a role in promotion, therefore publicity and public relations also need to be developed. Among the more important publicity and public relations items is having the trust of the community and facilities for campus magazines/journals compared to cooperative relations with high schools and having campus radio/TV advice. Miklich (1985:257) in Alma (2003:146) there is a distinction between publicity and advertising, that needs to be made. Only advertising results in a charge to the organization by the media, publicity is free of charge. To increase publicity activities is the publication of university news in the mass media, which is free of charge, in other words free of charge, because the publication is at the will of the media journalist concerned. For example, at



graduation ceremonies, or college birthdays, a merry ceremony is held. Then journalists from various media were invited to follow the ceremony. This journalist will publish news about the college obtained through interviews with the chancellor, or through brochures issued by the institution. By carrying out these activities will form an image to the community.

Advertising also has a role in the promotion of PTS, because it also needs to be developed. Among the advertising items that are considered more important are brochure/leaflet media and banner media compared to TV media, billboard media, newspapers media and radio media. To increase advertising activities, pay attention to the facilities used, namely brochures/leaflets and banners. This means that news content from brochures/leaflets and banner media must have a purpose, as according to Lingga Purnama (2002: 159) the purpose of advertising can be classified according to its target, whether to inform, persuade, or remind. This can be seen in Table 1.4

Tabel 1.4
Berbagai Kemungkinan Tujuan Periklanan

Untuk Mengkomunikasikan	
Memberitahukan pasar tentang suatu produk baru. Mengusulkan kegunaan baru suatu produk. Memberitahukan pasar tentang perubahan harga. Menjelaskan cara kerja suatu produk.	Menjelaskan pelayanan yang tersedia Mengoreksi kesan yang salah Mengurangi kecemasan pembeli Membangun citra perusahaan
Untuk Membujuk	
Membentuk preferensi merek Mendorong alih merek Mengubah persepsi pembeli tentang atribut produk	Membujuk pembeli untuk membeli sekarang Membujuk pembeli untuk menerima kunjungan penjualan
Untuk Mengingatkan	
Mengingatkan pembeli bahwa produk tersebut mungkin akan dibutuhkan kemudian Mengingatkan pembeli di mana dapat membelinya	Membuat pembeli tetap ingat produk walau tidak sedang musimnya Mempertahankan kesadaran puncak

Sumber: Purnama (2002:159)

Develop suggestions for brochures/leaflets that the contents of the information can be communication, persuading, and reminding. Universities must make the information complete, for example information about prices consisting of building fees, entry fees, credit fees, graduation fees, practicum fees and so on, information about registration requirements and place of registration, information about teaching and learning process facilities, for example lecture hall facilities (blackboard, loudspeaker, projector/OHP, comfortable lecture benches and others), library facilities (complete books, available journals, neatly arranged catalogs, comfortable reading room), curriculum arrangement. If the information displayed is complete, prospective students will be able to get a good image. Developing college banner media facilities in making attention to the colors of the banners must be bright, the

information contained must be easy to read and easy to remember, the place of installation is easy to see and strategic.

LOCATION

Alma (2003: 383) argues that in general PTS agree that the location, the location of PTS which is easily accessible by public transportation, is sufficient to serve as material for consideration for prospective students to enter PTS. Locations that are affordable and close to public facilities are part of the PTS location, and if you want to develop a PTS location, the priority to consider is close to public facilities. Among the items of public facilities that are considered more important are secure parking facilities and dormitories/lodging. Developing safe parking facilities, namely universities providing spacious and comfortable parking lots, parking attendants, parking signs, conditions regarding lost parking marks are subject to fines so students are not careless, warnings affixed to parking lots, for example helmets are deposited or stored safely. Well, don't miss the key and others.

Dormitories/lodgings in developing tertiary institutions provide dormitories for students or are close to the dormitories/lodgings offered by the community, meaning that there are dormitory/lodging facilities easily available for students who come from outside the area. An easily accessible location also contributes to PTS locations, therefore an easily accessible location also needs attention. Among the easily accessible location items that are considered important are the campus location in the city center and easy to reach and the campus location on the outskirts of town and easy to reach. This means that students do not pay attention to the location of the campus but prefer transportation facilities, for example there is public transportation that goes to campus, good roads leading to campus.

CONCLUSION AND SUGGESTION

Students pay more attention to the internal resources of employees because it is suggested to be developed through education and training that is directly beneficial to its function to serve students. Employees who have attended education and training must continue to pursue their field of work in the administration section (financial or academic) and not be converted into academic staff because it will be detrimental to improving the quality of administrative services themselves. Improving the quality of employees is prioritized over improving the quality of lecturers and leadership elements, it does not mean that leadership and lecturer elements are not developed. It is suggested that employee



development is to increase the level of skill, ability, tools and high motivation in serving students. Lecturer development through the development of professional competence, personal competence (commitment), social professional competence and mental aspects. The development of leadership elements is suggested towards managerial abilities that need to be directed, as communicators, motivators for subordinates, and leaders must be able to create networks that help promote the existence of the PTS concerned.

In developing the attributes of the marketing mix, the priority to be increased is promotion activities which include advertising, sales promotion as well as publicity and public relations. Items that are particularly important are sales promotion, location, product and price. In order to increase sales promotion, it is suggested through cost reductions for students with non-academic achievements such as sports and arts, employee/alumni families, in addition to providing scholarships for students with academic achievements. To develop a location, it seems that students do not pay attention to the location or location in the city center or on the outskirts of the city, but the important thing is that the location is easy to reach by public transportation. To develop PTS products, it is recommended to improve the quality or quality of graduates, and establish relationships with alumni in gathering information to increase the absorption of graduates in government/private agencies. In terms of price, apart from the low price, students also don't mind the high price, but the facilities received are adequate. Therefore, it is suggested that the Foundation that manages PTS pay attention to providing adequate facilities.

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