



## **Educational Services Marketing Strategy in Increasing the Interest of Prospective Education Candidates**

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**Abstract:** This article discusses the marketing mix of educational services and its application in increasing the interest of prospective students in educational institutions. Using the literature study research method, an analysis was carried out on the elements of the marketing mix, namely products, prices, places, people, facilities, processes, and promotions, as well as how each element contributes to attracting prospective students. The findings show that relevant and quality program offerings, competitive pricing, and accessibility of educational locations are key factors in attracting interest. Additionally, the use of innovative promotional strategies, including digital marketing and engagement with the community, can significantly strengthen the institution's image. This article provides insight into the importance of integrating marketing strategies in the context of education, as well as recommendations for institution managers to optimize the marketing mix to increase the enrollment of prospective students effectively and sustainably, ensuring the institution's long-term success.

**Keywords:** Educational, Services Marketing

### **Introduction**

According to Saleh & Said (2019) Marketing is a social and managerial process in which individuals or groups get what they need through the creation or exchange of products and values in reciprocity with other parties. This means that marketing is a social process in which individuals as well as groups profit by creating, providing, and voluntarily exchanging valuable products with others. Marketing also functions to identify the needs and desires of consumers, which must be met by providing goods or services as a means of satisfying these needs. Meanwhile, according to Kotler & Keller (2016) Marketing management is defined as the process of attracting, retaining, and increasing customers in a target market by creating and delivering quality sales. From this, it can be concluded that marketing functions as a link between producers and consumers through value creation, communication, and exchange activities. This process includes identifying consumer needs and wants, developing appropriate products or services, and implementing strategies to attract and retain customers. Thus, marketing plays an important role in building mutually beneficial relationships between all parties involved.

Law of the Republic of Indonesia No.20 of 2003 concerning the National Education System of education is defined as a deliberate and planned effort to create a learning environment and learning process that allows students to actively develop their potential. The goal is for them to have spiritual strength, self-control, personality, intelligence, good morals, and skills needed by themselves, society, nation, and state. Meanwhile, the definition of education according to Nasution et al. (2022) Education is a human effort to form a personality that is in harmony with the values of society, or as an effort to help students develop and improve knowledge, skills, values, attitudes, and behaviors that are



beneficial to life. The school is defined as an educational institution that focuses on providing services in the field of education.

Currently, competition between schools is increasing. Therefore, education providers are required to be more creative in finding the uniqueness and advantages of their schools in order to attract interest and meet the needs of education service customers. Schools that are able to highlight their characteristics will more easily attract the attention of prospective students and parents. With the right strategy, schools can strengthen their position in the midst of increasingly fierce competition. According to Wicaksono (2021) Educational marketing services involve promotions related to products, prices, locations, school physical facilities/infrastructure, as well as the process of school activities carried out by human resources. Marketing management in educational institutions is becoming important as competition between schools increases. This marketing plays a role in helping educational institutions build a positive image in the eyes of the public. As explained by Fathurrochman et al. (2021) If an institution or school has a positive image in the eyes of the public, it is likely that they will have an easier time facing competition. Therefore, marketing is an important process that must be carried out by madrasas to provide satisfaction to stakeholders and the community. Providing satisfaction to stakeholders is something that must be done by every educational institution in order to compete well.

This is also supported by the statement Iqbal (2019) that currently, competition between educational institutions is very tight. Therefore, every educational institution must be able to participate in the existing competition, considering that the competition in the world of education in Indonesia is now intensifying. Every educational institution needs to be proficient in marketing itself so that its human resources and qualities can develop and advance. Therefore, the marketing strategy for educational services is important so that schools can survive and develop. Educational service marketing is an activity in which educational institutions provide services or deliver services to consumers in a satisfactory way. During the admission period of new students, many schools promote themselves through various media, such as newspapers, radio, leaflets, brochures, and banners on the streets, with the aim of attracting the interest of prospective students.

According to Nurmalasari & Masitoh (2020) Effective marketing management to attract potential new learners involves implementing seven key elements: product, price, location, promotion, people/teachers and staff, and physical form. One of the main challenges faced by educational institutions today is the fierce competition. The image of educational institutions is an important factor in educational marketing, which contributes positively to the increase in interest in service users. Educational institutions with a good image are more likely to be chosen by the public, because they are considered successful in satisfying the needs of education service users.

## Method

This research uses a literature study method or literature research. According to Arikunto (2006) Literature studies are carried out by reading relevant sources to obtain the necessary data. Meanwhile, according to Idhartono (2020) Literature study research is a research method that systematically and scientifically utilizes well-designed references or references. This process includes several important steps, namely the collection of reference materials relevant to the research objectives, the use of literature-



focused data collection techniques, and the integration and presentation of the collected data in a structured manner.

Data collection in literature study research is carried out by accessing various sources of information, such as official documents, books, scientific articles, journals, and other related sources. This approach allows researchers to explore and analyze various perspectives and previous findings that can provide deeper insights into the topic being researched.

## Results and Discussion

### 1. Educational Services Marketing Mix

Services are all economic activities that produce outputs other than physical products, which are consumed and produced simultaneously. Services provide added value and are essentially intangible to the first consumer. Kotler & Keller (2016) defines services as all activities or benefits that can be provided by one party to another, which are essentially non-physical and do not generate ownership. In general, services have the following characteristics:

- a. Something intangible, but can meet consumer needs;
- b. The process of producing services can use or not use the help of a physical product;
- c. The Services do not result in a transfer of rights or ownership;
- d. There is interaction between service providers and service users.

According to Mudie & Pirrie (2006) Services have four main characteristics that greatly affect the design of marketing programs, which are as follows:

- a. Services are intangible, meaning that services cannot be seen, felt, smelled, heard, or touched before being purchased or consumed;
- b. Services are Inseparability, meaning that services cannot be separated from their source, namely the company that produces them;
- c. Services are variability, meaning that the services provided often change depending on who presents them, when and where the service is presented;
- d. Services are Perishability, meaning that services cannot be stored or easily destroyed so that they cannot be sold in the future

In relation to education, services can be defined as the activities of educational institutions providing services or delivering educational services to consumers in a way that satisfies them.

According to Faizin (2017) Marketing in the context of educational services is a social and managerial process that aims to meet needs and desires through the creation of offers and the exchange of valuable products with other parties in the field of education. Marketing ethics in education includes the provision of quality services and the formation of character as a whole. This is due to the more complex nature of education, which is carried out responsibly. The results of education have a long-term impact, contributing to the development of citizens' lives and fostering future generations of scientists

Faizin (2017) It also argues that to achieve long-term success, an institution must be able to create services that meet the needs and desires of its customers. To realize such satisfactory services, institutions must design a marketing mix. The marketing mix consists of interrelated marketing elements, which are integrated, organized, and used effectively in order for a company to achieve its marketing goals while also meeting the needs and desires of consumers. In the context of marketing educational services, the



element of the marketing mix is also very important. The marketing mix referred to here is the 7P concept, namely:

a. Product

According to Faizin (2017) pRодук is a fundamental aspect that will be the main consideration for the community. In the context of education, products include everything that is offered to meet the needs and desires of consumers. The products produced and provided must be of good quality, as consumers will not be interested in products that are of poor quality, especially if the price is high. In addition to academic products, education providers also need to offer a variety of services, such as sports, arts, and religious activities, to improve the quality of education.

Every commodity that wants to be produced must consider the social aspect of humanity, which is that it must not only be needed by the community, but also provide positive benefits from its production. In the world of education, service products that can be offered include academic services such as curriculum and extra-curricular activities. In addition, the achievement of achievements achieved by institutions is also an important factor in increasing competitiveness between educational institutions.

b. Price

According to Faizin (2017) Pricing is a critical point in the marketing mix because price determines the revenue of a business. Producers must be good at setting the policy of high or low prices, which is guided by:

- 1) The condition or quality of the goods;
- 2) Intended consumers;
- 3) The atmosphere of the market, whether the product has just been introduced to the market or the product dominates the market, the product is already attached to the hearts of consumers or many rivals.

An affordable pricing strategy for all groups can influence the choice of school. Generally, parents with lower middle incomes tend to choose cheaper schools, unless they get a scholarship. On the other hand, parents with middle- to upper-middle-income income usually choose the best school even though the cost is relatively high. However, if there is a quality school at an affordable price, it will certainly be an important consideration in choosing an educational institution.

c. Location

According to Faizin (2017) The leaders of educational institutions agreed that the location of the institution that is easily accessible by public transportation is an important factor for prospective students. The same is also stated by the students, who consider location to play a role in their decision. They tend to prefer locations that are in the city and are easily accessible by public transportation, or that provide transportation facilities such as public buses from the local government.

Thus, the existence of a strategic location, which can be easily reached both by public and private transportation, as well as easy access to school, is a factor supporting comfort for students, parents, and the surrounding community

d. Promotion

According to Faizin (2017) Promotion is one of the key factors in the success of a marketing program. Even though a product is of high quality, consumers will not buy if they have never heard of it and are not sure of its benefits. Promotional activities can be carried out through various mass communication media, such as



newspapers, magazines, television, billboards, and posters. Programs that often receive attention are when institutions carry out certain activities, such as achieving achievements or receiving awards from the government. In addition, promotion can also be done by involving alumni who actively promote the institution to the community. This has a significant impact, as people tend to trust more testimonials from people who have been directly involved

e. People/Human Resources

Faizin (2017) argues that to create professional human resources (teachers) in the school environment, a quality recruitment system is needed. In addition, it is important to continue to improve teachers' competence by providing opportunities and scholarships to continue their education. Improvement through seminars and training must also be carried out according to the needs of teachers. In addition to quality and friendly attitudes, administrative and non-administrative employees are also expected to have good skills and attitudes in completing their tasks. Therefore, it is important to build a friendly culture throughout the school environment in order to create a conducive learning atmosphere, so that all students can improve their knowledge

f. Physical Facilities

According to Faizin (2017) Physical means are a tangible element that affects consumers' decisions to buy and use products and services. In the context of educational institutions, physical facilities include buildings or buildings along with various existing facilities. Factors such as adequate learning facilities are very important in supporting the teaching and learning process. The use of technology to explain subject matter is also a special attraction for prospective students in choosing a school. In addition, students' comfort when learning is influenced by the cleanliness of the building and classrooms, as well as the support of modern learning facilities, which makes it easier for them to understand the material being taught.

g. Process

According to Faizin (2017) The process in the service is a major factor in the service marketing mix, as customers often perceive the service delivery system as an integral part of the service. Therefore, it is important to always pay attention to and improve the process that occurs in the distribution of services from producers to consumers. In the context of educational institutions, the main product is the teaching and learning process between teachers and students. The quality of services or teaching provided by teachers, including appearance and mastery of the material, is very important. Thus, the management of educational institutions needs to focus on improving the quality of teachers, which contributes significantly to marketing success and consumer satisfaction

The seven strategies in the marketing mix of educational services interact with each other, so that they all have an important role as a single strategy, which is known as a reference or blended strategy. This marketing mix strategy is part of the overall marketing strategy, and serves as a guide in utilizing marketing elements or variables that can be managed by organizational leaders, to achieve organizational goals in the field of marketing

## 2. Application of Marketing in Education

Faizin (2017) stated that the focus in the application of marketing of educational services is to adjust the service to the desire and satisfaction of prospective students. To



achieve this, the role of experts in their fields, adequate resources, and supporting facilities is needed, as well as continuous efforts to improve the quality of graduates.

a. Planning

Planning is the first step that a manager must take. According to Gunawan & Benty (2017) The planning function includes determining organizational goals, developing comprehensive strategies to achieve these goals, and developing and coordinating activities to achieve desired results. In the context of educational marketing, planning aims to reduce or balance uncertainty and changes that may occur, focus on goals, ensure that the process of achieving goals is carried out efficiently and effectively, and facilitate control. Here are the steps that need to be taken in the educational marketing planning process:

1) Market Identification

The first stage in educational marketing is identifying and analyzing the market. At this stage, it is necessary to conduct research to understand market conditions and expectations, including educational attributes that are of concern to prospective students, as well as mapping competing schools. The success of educational institutions in marketing their services is largely determined by their ability to understand competitors. The results of this understanding support management in determining their areas of competition and position among competitors.

The analysis is carried out by identifying the industry and its characteristics, as well as identifying the businesses in the industry. Each business is evaluated, and predictions are made about competitor activity, including the identification of new competitors that may enter a particular market or segment. Competition analysis aims to identify threats, opportunities, or strategic problems that arise as a result of changes in competition, as well as to understand the strengths and weaknesses of competitors. This process is dynamic and requires continuous information gathering. Businesses and business units can analyze competitors by using competitor intelligence systems.

2) Market Segmentation and Positioning

Market segmentation is the process of dividing a market into different groups of buyers based on their needs, characteristics, or behaviors that may require different products. Meanwhile, positioning refers to the clear characteristics and differentiation of products, so that consumers can easily distinguish services from one institution to another. Determining the target market is a crucial step in the management of educational institutions.

In a highly diverse market, it is important to identify the attributes that are of primary concern to education users. Generally, the market can be divided based on demographic, geographic, psychographic, and behavioral characteristics. In this way, schools can more easily formulate marketing strategies that suit the characteristics and needs of the market. After understanding the character of the market, educational institutions can determine which market segment they will serve.

3) Product Differentiation

Differentiating is an effective way to attract the attention of the market. Among the many educational institutions that exist, parents of prospective students often find it difficult to choose a school because the attributes offered are increasingly similar. Therefore, educational institutions need to highlight the



differences from other schools through attractive packaging, such as logos and slogans. While internet amenities may already be standard, a safe and clean internet offering can attract the attention of parents. Differentiation can also be made through physical elements that give a positive impression, such as attractive uniforms and well-maintained school buildings. This differentiation strategy will uniquely position educational institutions to meet the specific needs of customers.

b. Organizing

According to Gunawan & Benty (2017) organizing is the responsibility of managers to design organizational structures and organize the division of work. This involves considering what tasks to perform, who will carry them out, how tasks are grouped, who reports to whom, and where decisions are made. Therefore, a clear structure is needed so that there is no mutual responsibility if there is a deviation in the work. This organizing process includes the division of labor into smaller tasks, the assignment of those tasks to individuals according to their abilities, and the allocation of resources and coordination to achieve organizational goals effectively.

c. Actuating

According to Gunawan & Benty (2017) actuating is related to the manager's function to carry out the actions and work necessary to achieve the goals of the organization. Actuating is the application of what has been planned in the planning function, by utilizing the preparations made in the organization. In the context of marketing implementation, planning a good strategy is only the first step towards marketing success. A brilliant marketing strategy becomes meaningless if the company fails to execute it effectively. Marketing implementation is the process of turning strategies and plans into concrete actions in order to achieve strategic marketing goals.

d. Controlling

According to Gunawan & Benty (2017) controlling is an activity to ensure that all processes are running according to plan and monitor the performance of the organization. Control should be carried out as early as possible to avoid repeated errors. Supervision will be more effective if it also involves external elements. The supervisory system can include mechanisms from leaders related to the completion of delegated tasks and the suitability between the implementation of tasks and existing planning.

Good supervision is one that has been integrated from the beginning when compiling a program. In planning, there must be an element of control so that the individual who does the work feels noticed by the boss, not ignored. Therefore, the best supervision is the one that is built from within the individual being supervised, as well as through a good supervision system.

The implementation of this control system is a corrective action that is useful for the short and long term. However, routine control and evaluation are still needed so that mistakes in educational institutions can be corrected immediately and anticipatory steps can be taken for the development of educational institutions themselves.

## Conclusion

The marketing strategy of educational services for educational institutions includes the development of attractive programs, effective promotion through social media, improvement of teaching quality, and value-added offerings such as scholarships.



Educational institutions also need to ensure that the programs offered are always relevant to current market trends and needs. By exploring the needs and desires of prospective learners, institutions can create more relevant offers, increase visibility, and build a strong reputation, which will ultimately appeal to them. In addition, direct interaction with parents and students through seminars or open houses can provide an opportunity to explain the advantages of the institution in more depth. The use of testimonials from successful alumni can also strengthen the attractiveness of the institution in the eyes of prospective students and parents. With these measures, educational institutions can create closer relationships with communities, as well as expand their market reach.

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