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## The Effect of Marketing Mix on the Decision to Choose a Private University in Bandung City

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**Abstract:** This study identifies the elements in the marketing mix that influence students' decisions when choosing a private university in Bandung, including product, price, location, promotion, people, building, and process. By understanding the influence of each of these elements, private universities in Bandung are expected to be more effective in attracting students. The research was conducted by applying quantitative methods with verification analysis. Primary data in the study was obtained through distributing questionnaires to 162 students taken from several private universities in Bandung. While secondary data comes from books, previous articles, the internet and other related literature that has been previously examined and analyzed by researchers. Sampling was carried out using non-probability techniques, namely the random sampling method without certain criteria. Findings Individual significance analysis shows that the variables of promotion, people, and process have a significance value below 0.05, while product, price, and place are not individually significant. However, simultaneously, all of these variables have a significant effect on students' decisions to choose private universities in Bandung City.

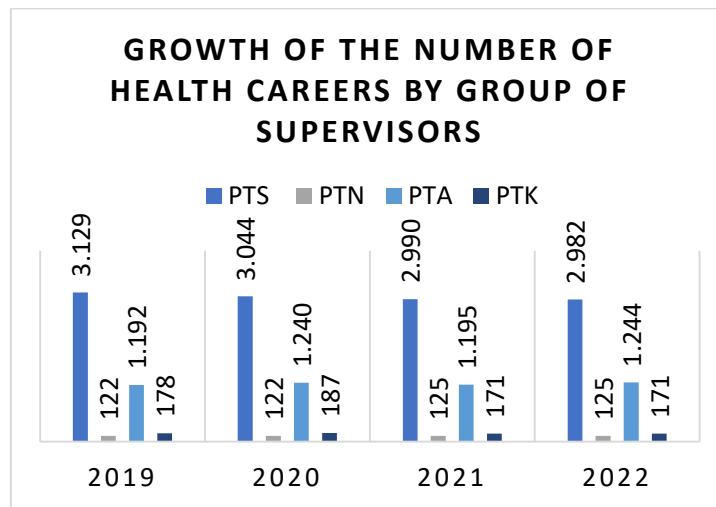
**Keywords:** Marketing Mix, Decision to Choose, Private University.

## INTRODUCTION

Education in Indonesia is key in the country's social, economic and cultural development. (Astomo, 2021). Higher education is divided into public and private categories. Both categories are guided by the Ministry of Education, Culture and Research. There are several types of higher education institutions; for example, universities, colleges, institutes, academies and polytechnics, (Rahardja et al., 2021).

Public universities or *Perguruan Tinggi Negeri* (PTN) and private universities or *Perguruan Tinggi Swasta* (PTS) have an important contribution to national education. However, there are some differences between PTN and PTS, (Serfiyani, 2020). recent years, the development of PTS compared to PTN has shown significant differences, such as in terms of the quality of graduates. PTS graduates are considered to have more specific skills and are more ready to work directly after graduation. In contrast, PTN graduates usually have more

general skills and are better prepared to continue to a higher level of education, (Hendrawati, 2024).



Source: PDDIKTI 2022

**Figure 1. Growth of Higher Education in Indonesia 2019-2022**

The growth in the number of universities in Indonesia has changed from 2015 to 2022. However, the Covid-19 pandemic in 2019-2020 caused a decrease in the number of students and an increase in campus operating costs, resulting in the closure of several campuses, (Irawati & Jonatan, 2020). In 2020, there were 3,115 universities in Indonesia, with 95.99% coming from private universities and 125 from state universities. By 2022, the number reached 3,107, offering a total of 31,399 study programs, (Annur, 2022; Saefurahman et al., 2023).

In this context, PTS plays a major role in restoring the national education system in 2020-2021. In addition to offering academic programs that match industry needs, PTS have also adopted technological breakthroughs such as the internet and e-learning. This has resulted in significant changes in education, enabling learning from anywhere and encouraging a modern and inclusive approach to teaching and learning. These efforts help close the education gap in Indonesia, improve the quality of education, and overcome the quota limitations of public universities, (Kristen et al., 2021; Tijjang et al., 2017).

According to the results of the GoodStats 2023 survey, 45 percent of respondents selected Bandung, making it the second most popular education destination in Indonesia out of nine major cities. Prospective new students can select from 156 campuses in Bandung City, which include universities, polytechnics, colleges, and other academies, (Brilyana, 2023; Herdiansyah & Kurniati, 2020).

The difference between PTN and PTS in Bandung lies in their values. PTNs have a long history and great contribution in the development of education with established study programs and recognized quality. In contrast, private universities offer a wider selection of study programs and curriculum flexibility, making them more accessible to students with special needs, although tuition fees at private universities tend to be higher, (Samat et al., 2017).

PTS marketing strategies are more focused on online marketing, using social media, engaging content, and advertising on various platforms, while PTN rely more on offline marketing, such as webinars, workshops, and other events. The target market of private universities in Bandung is broader, covering prospective students who want to improve their education and career, while public universities focus on more specific targets, such as prospective students who want to become engineers or experts in technology, (Paranoan et al., 2022; Wulandari et al., 2022).

The marketing mix applied by private universities in Bandung consists of several important elements that work together to achieve marketing objectives, (Pardiyono & Puspita, 2021). One of the crucial elements is the 'Product,' which is the study program offered. PTS in Bandung provide more specialized study programs that can be tailored to the needs and interests of prospective students. In addition, their 'Price' element is flexible and affordable, attracting the attention of prospective students with fees tailored to their needs, (Nurul Hidayati Murtafiah, 2021). The 'Place' element is also important, with the strategic location of PTS in Bandung attracting students who want to improve the quality of their education and career, (Masnawati & Darmawan, 2023). In terms of 'Promotion,' PTS in Bandung use various methods such as social media, offline marketing, email marketing, and public relations to build their image and reputation, (Ahmad et al., 2023).

In the People element, PTS has professional and experienced employees who provide superior service to prospective students, (Yuliani & Sari, 2024). For Physical Evidence, PTS offers superior facilities such as laboratories, libraries, and other facilities that support the improvement of students' abilities and knowledge, (Priambodo & Suroso, 2022). In the Process element, PTS has effective and efficient procedures, guarantees good service and helps students develop abilities in their fields of interest, (Nurul Hidayati Murtafiah, 2021). The marketing mix of private universities in Bandung overall includes specialized and flexible study programs, affordable fees, strategic locations, and various promotional methods to improve image and reputation, (Arifin et al., 2020; Yulius Fanggidae, 2023).

## METHOD

This study identifies the elements in the marketing mix that influence students' decisions when choosing a private university in Bandung, including product, price, location, promotion, people, building, and process. By understanding the influence of each of these elements, private universities in Bandung are expected to be more effective in attracting students, (Asral et al., 2024).

Quantitative method with verification analysis approach has been applied in this research. Primary data in the study was obtained through distributing questionnaires to 162 students taken from several private universities in Bandung. Meanwhile, secondary data comes from books, previous articles, the internet and other related literature that has been first examined and analyzed by researchers. Purposive Sampling is used in sampling with the criteria that private campus students who are in semester 6, because they are considered to have understanding and expertise in providing data more precisely, (Asral et al., 2024; Sugiyono, 2021).

The results of the data findings obtained will be managed using SPSS with a verification approach, which includes Validity and Reliability Test, Classical Assumption Test, Regression and Hypothesis Test, (Priadana & Sunarsi, 2021). Meanwhile, the indicators applied to each variable in this study are as follows:

**Table 1. Operational Table**

Variable	Definisi	Indikator
Choosing Decision	The choosing decision is the step where the consumer chooses one of the alternative products or services to purchase. This decision is influenced by various factors such as price, availability, brand, promotion, and individual consumer preferences, (Kotler & Armstrong, 2018)	Need recognition
		Personal sourcing
		Commercial sources
		Public sources
		Sources of experience
		Attitudes
		Beliefs
		Choosing a Product
		Choosing a Brand
		Place of Purchase
		Quantity

		Feeling Satisfied
		Repurchase Opportunity
		Saying good things about the service to others
Products	Products are goods or services that companies provide to target markets, including design, features, quality, and brand. It is important to meet or exceed consumer expectations, (Kotler, 2019).	Quality of education services.
		Diversity of education services.
		Appropriateness of efforts to provide education services according to needs.
		Competitive advantage of education services provided.
Price	Price is the money consumers pay for a product or service, determined by cost, competitor prices, demand, and perceived value. Strategies include discounts, payment schemes, and psychological pricing, (Kotler, 2019)..	Competitiveness of service prices with competitor prices.
		Affordability of service prices.
		Comparison between price and quality of services provided.
		Comparison between price and benefits provided.
Place	Place is where the product or service is available to consumers, including distribution, retail, and logistics, to ensure optimal accessibility, (Kotler, 2019).	Affordability of location from place of residence.
		Attractive form of campus building design.
		Feeling comfortable in the campus building.
		Comparison between price and benefits provided.
Promotion	Promotion is communication to inform, persuade, and remind consumers about products or services. It includes advertising, sales promotion, public relations, direct marketing, and digital, with the aim of increasing brand awareness and sales, (Kotler, 2019).	Using attractive advertisements.
		Providing promotions on the educational services provided.
		Utilizing the role of public relations.
		Marketing directly to students.
		Marketing with a personal approach.
		Providing an informative education catalog.
		Provide complete information for each type of education provided.
People	People are all those involved in providing a product or service, including employees, management, and customer service staff. Staff interactions with consumers greatly influence customer experience and brand perception. Staff training is important for good service, (Kotler, 2019).	Staff and educators have adequate knowledge.
		Staff and educators are well-groomed.
		Staff and educators have a friendly attitude.
		Staff and educators are quick in providing services.
		Staff and educators are honest.
Physical Evidence	Physical evidence is the tangible elements that consumers see and feel, such as facilities, packaging, and websites, that build confidence in the quality of a product or service, (Kotler, 2019).	Availability of modern infrastructure
		Use of reliable technology while enjoying education services
		Neat campus layout.
Processes	Processes are the steps and activities in the delivery of products or services to consumers. Their efficiency and effectiveness affect customer satisfaction and company productivity. It is important to optimize processes to reduce costs and time, (Kotler, 2019).	Fast registration procedure process.

## RESULTS AND DISCUSSION

**Table 2. Validity**

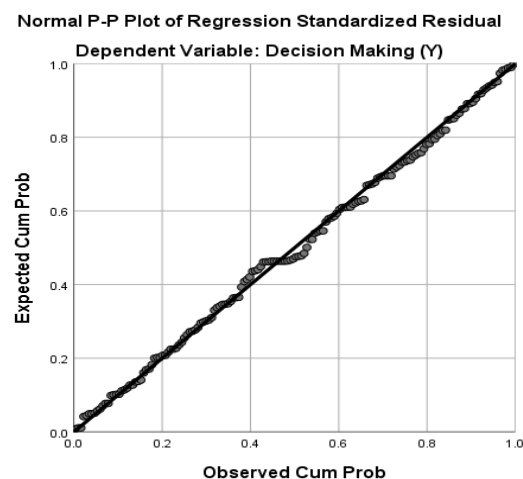
Variable	Range r-count	R table	Description
Choosing Decision (Y)	0,617* - 0,876*	0,153	Valid
Product (X1)	0,514* - 0,565*		
Price (X2)	0,545* - 0,666*		
Place (X3)	0,444* - 0,611*		
Promotion (X4)	0,363* - 0,562*		
People (X5)	0,631* - 0,726*		
Physical Evidence (X6)	0,600* - 0,670*		
Process (X7)	0,628* - 0,738*		

The findings have shown that each survey is reliable and declared valid, because the range of correlation values of each variable is above the r table of 0.1533.

**Table 3. Reliability**

Variable	Alpha	Critical point	Description
Choosing Decision (Y)	0,968	0,153	Valid
Product (X1)	0,834		
Price (X2)	0,894		
Place (X3)	0,805		
Promotion (X4)	0,781		
People (X5)	0,781		
Physical Evidence (X6)	0,942		
Process (X7)	0,878		

The findings explain that each variable has  $\text{Alpha} > 0.60$ , which can ensure that each variable used is reliable or declared reliable.


**Figure 2. Normalitas P-Plot**

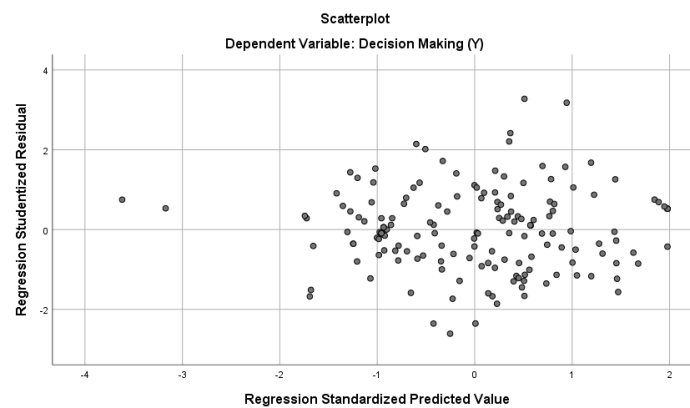
Based on the normality graph using the normal p-plot above, it is known that the points spread along the diagonal line, which shows that the regression model fulfills the normality assumption.

**Table 4. Multikolinearitas**

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		

Product (X1)	.375	2.670
Price (X2)	.261	3.838
Place (X3)	.334	2.993
Promotion (X4)	.762	1.312
People (X5)	.218	4.580
Physical Evidence (X6)	.324	3.089
Process (X7)	.190	5.261

Based on the findings, it is known that the tolerance value on the Product variable is 0.375, Price 0.261, Place 0.334, Promotion 0.762, People 0.218, Physical Evidence 0.324, Process 0.190 which means that all variables are greater than 0.10 so it can be concluded that the data does not have multicollinearity problems in the regression model.



**Figure 3. Heteroskedastistitas**

Based on the scatterplot, all the data points are scattered randomly and tend to be around zero without a clear pattern. From this, it can be concluded that there is no heteroscedasticity problem in the data of this study, so the regression model can be considered good and ideal.

**Table 5. Regresi**

Coefficientsa				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5.346	2.475	
	Product (X1)	.204	.279	.048
	Price (X2)	.282	.236	.094
	Place (X3)	.206	.312	.046
	Promotion (X4)	.796	.099	.370
	People (X5)	.589	.228	.222
	Physical Evidence (X6)	.143	.301	.034
	Process (X7)	.917	.306	.276

Based on the findings, we can form the following regression equation by knowing the constant and regression coefficients beforehand:

$$Y = 5,346 + 0,204 X1 + 0,282 X2 + 0,206 X3 + 0,206 X3 + 0,796 X4 + 0,589 X5 + 0,143 X6 + 0,917 X7$$

**Table 6. Correlations**

Correlations		
Product (X1)	Pearson Correlation	.625**
Price (X2)	Pearson Correlation	.703**
Place (X3)	Pearson Correlation	.610**



Promotion (X4)	Pearson Correlation	.618**
People (X5)	Pearson Correlation	.753**
Physical Evidence (X6)	Pearson Correlation	.700**
Process (X7)	Pearson Correlation	.750**
Product (X1)	Pearson Correlation	1

1. Product (X1) with the Decision to Choose (Y) obtained a value of 0.625, meaning that the relationship is strong with a positive direction.
2. Price (X2) with the Decision to Choose (Y) obtained a value of 0.703, meaning that the relationship is strong with a positive direction...
3. Location (X3) with the Decision to Choose (Y) obtained a value of 0.610, meaning that the relationship is strong with a positive direction.
4. Promotion (X4) with the Decision to Choose (Y) obtained a value of 0.618, meaning that the relationship between the two variables is strong with a positive direction.
5. People (X5) with the Decision to Choose (Y) obtained a value of 0.753, meaning that the relationship is strong with a positive direction.
6. Physical Evidence (X6) with the Decision to Choose (Y) obtained a value of 0.700, meaning that the relationship is strong with a positive direction.
7. Process (X7) with the Decision to Choose (Y) obtained a value of 0.750, meaning that the relationship strong with a positive direction.

**Table 7. R Square**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866a	.751	.739	5.371

R square of 0.751 shows that 75.1% of the decision to choose students at private universities in Bandung is influenced by Product, Price, Location, Promotion, People, Physical Evidence, and Process. The remaining 24.9% is the influence of other variables not examined.

**Table 8. Result T Test**

Coefficientsa				
Model		t hitung	t tabel	Sig.
1	(Constant)	2.160	1.975	.032
	Total.X1 Produk (X1)	.731	1.975	.466
	Total.X2 Price (X2)	1.196	1.975	.234
	Total.X3 Place (X3)	.658	1.975	.512
	Total.X4 Promotion (X4)	8.028	1.975	.000
	Total.X5 People (X5)	2.579	1.975	.011
	Total.X6 Physical Evidence (X6)	.477	1.975	.634
	Total.X7 Process (X7)	2.993	1.975	.003

1. The result of Product Significant Value  $0.466 > 0.05$  then  $H_0$  is accepted and  $H_1$  is rejected, meaning that partially Product has no effect on Student Decisions to Choose Private Universities in Bandung City.
2. The result of the Significant Value of Price  $0.234 > 0.05$ ,  $H_0$  is accepted and  $H_2$  is rejected, meaning that partially Price has no effect on Student Decisions to Choose Private Universities in Bandung City.
3. The result of the Significance Value of Place  $0.512 > 0.05$ ,  $H_0$  is accepted and  $H_3$  is rejected, meaning that partially Place has no effect on Student Decisions to Choose Private Universities in Bandung City.

4. The results of the significance value of Promotion  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_4$  is accepted, meaning that partially Promotion has a significant effect on Student Decisions to Choose Private Universities in Bandung City.
5. The results of the significance value of People  $0.011 < 0.05$ , then  $H_0$  is rejected and  $H_5$  is accepted, meaning that partially People has a significant effect on Student Decisions to Choose Private Universities in Bandung City.
6. The results of the Significance Value of Physical Evidence  $0.634 > 0.05$  then  $H_6$  is rejected, meaning that partially Physical Evidence has no effect on Student Decisions to Choose Private Universities in Bandung City.
7. The results of the significance value of Process  $0.003 < 0.05$ , then  $H_0$  is rejected and  $H_7$  is accepted, meaning that partially Process has a significant effect on Student Decisions to Choose Private Universities in Bandung City.

**Table 9. Result F Test**

ANOVAa							
Model		Sum of Squares	df	Mean Square	F hitung	F tabel	Sig.
1	Regression	13.381.836	7	1.911.691	66.274	2.07	.000b
	Residual	4.442.164	154	28.845			
	Total	17.824.000	161				

Based on this data, the significance value is  $0.000 < 0.05$  and  $F_{\text{count}} > F_{\text{table}}$ , so  $H_8$  is accepted. This means that simultaneously, the variables of product, price, place, promotion, people, physical evidence, and process affect students' decisions to choose private universities in Bandung City.

## Discussion

This research reveals the factors that influence student choice of private universities in Bandung. The findings show that the Product Variable ( $X_1$ ) has no influence, so  $H_1$  is rejected. This shows that the study program with the concentration and accreditation offered does not affect students' decisions in choosing PTS. The price variable ( $X_2$ ) has no significant effect, so  $H_2$  is rejected. This means that tuition fees, ease of payment, and payment relief offered do not significantly influence students' decisions in choosing PTS. The location variable ( $X_3$ ) has no significant effect, so  $H_3$  is rejected. This means that the presence of a campus, distance from residence, college website, learning environment, and ease of transportation do not influence students' decisions to choose a private university.

The promotion variable ( $X_4$ ) has a significant effect, so  $H_4$  is accepted. This means that online marketing, regional visits, and word of mouth significantly influence students' decisions to choose PTS. The people variable ( $X_5$ ) has a significant effect, so  $H_5$  is accepted. This means that the quality and appearance of lecturers, the educational background of lecturers, the appearance of staff, and the presence of security staff significantly influence students' decisions to choose PTS. The process variable ( $X_6$ ) has no significant effect, so  $H_6$  is rejected. This means that admission procedures, registration, lecture procedures, and the lecture process do not significantly influence students' decisions to choose private universities. The physical evidence variable ( $X_7$ ) has a significant effect, so  $H_7$  is accepted. This means that the magnificent building conditions, lecture rooms, facilities, and learning media have an effect on students' decisions to choose PTS. The better the physical conditions, the more students' decision to choose a particular PTS will increase.

The findings (Samat et al., 2017) show harmony where promotion has a positive impact on choosing a private university in Palembang city. Meanwhile, there are few similarities and differences with the findings (Pardiyono & Puspita, 2022), where product, price, place, promotion, people, physical evidence, and process together and partially affect the selection of private universities in Bandung in 2022. There is a gap of 2 years in this study.



The results of these findings as a whole contradict the findings of (Ujang, 2008), where the variables that have no significant effect are price, promotion, and people. While the variables that have a significant effect are product, location, process, and physical evidence on student decisions to choose private universities in West Java. And in line with the findings (Ahmad et al., 2023), which states that partially, the product has a significant effect on the decision to choose. Price and promotion have no significant effect partially on the decision to choose. The place variable also has no significant effect partially on the decision to choose at the Banyuwangi Marine Academy.

## CONCLUSION

The findings show that each survey is reliable and declared valid because the range of correlation values of each variable is above  $r$  table, which is 0.1533. The normality graph using the normal p-plot shows that the points spread along the diagonal line, indicating that the regression model meets the assumption of normality. In addition, the tolerance value on the product, price, place, promotion, people, physical evidence, and process variables exceeds 0.10, indicating that there is no multicollinearity problem in the regression model.

Individual significance analysis shows that the variables of promotion, people, and process have significance values below 0.05, while product, price, and place are not individually significant. However, simultaneously, all of these variables have a significant effect on students' decision to choose a private university in Bandung City, as indicated by a significance value that is less than 0.05 and an  $F$  count that is greater than the  $F$  table. Therefore, the conclusion is that the variables of product, price, place, promotion, people, physical evidence, and process jointly influence students' decisions in choosing private universities in Bandung City.

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