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## The Effect of Planning and Supervision in Improving Marketing Services Towards Prospective Students at The Aneka Pratama Edukasi Foundation

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**Abstract:** The purpose of this study is as follows: To determine the effect of planning on improving marketing services to prospective students, To determine the effect of supervision on improving marketing services to prospective students and To determine the effect of planning and supervision simultaneously on improving marketing services. The results of the t test show that the calculated t value is greater than the t table and the significance level is less than 0.05, so the hypothesis stating that there is an influence of Planning on marketing services can be accepted, Supervision has a significant effect on marketing services to prospective students. Based on the results of the t test, the Supervision variable has a significant effect on marketing services. Effective supervision is able to ensure that the implementation of marketing activities runs according to plans, operational standards, and predetermined objectives, Planning and Supervision simultaneously have a positive and significant effect on marketing services to prospective students. The results of the F test show that the calculated F value is much greater than the F table with a significance level below 0.05. This shows that Planning and Supervision together have a very important role in improving the quality of marketing services.

**Keyword:** Planning, Supervision, Marketing Services to Prospective Students.

### INTRODUCTION

Marketing services are the spearhead of the new student recruitment process. Fast, informative, and responsive service, supported by a well-planned and monitored system, will increase prospective students' interest and decision to enroll. However, based on initial observations and internal data from the foundation, various obstacles remain in the marketing service process, such as a lack of consistent information, delayed responses, unclear service flows, and poor coordination between staff.

Planning is the primary foundation for providing marketing services. Thorough planning determines the effectiveness of promotional strategies, communication quality, digital media utilization, and even service mechanisms for prospective students. Unstructured planning leads to inconsistent service flows, missed targets, and inconsistent information delivery. This has been the case for the Aneka Pratama Education Foundation in recent years.

The decline in marketing service performance at the Aneka Pratama Education Foundation is inextricably linked to weak planning and oversight processes. If this continues, the foundation will find it increasingly difficult to compete for qualified prospective students and maintain the institution's sustainability.

Given this urgency, in-depth research is needed on how planning and supervision influence the improvement of marketing services to prospective students at the Aneka Pratama Edukasi Foundation. This research is expected to provide a scientific overview and strategic recommendations for the foundation to improve the effectiveness of marketing services, strengthen its management system, and encourage a sustainable increase in the number of new students.

Based on this description, the author is interested in conducting research related to individual characteristics, organizational commitment and personnel performance with the title, "The Influence of Planning and Supervision in Improving Marketing Services for Prospective Students at the Aneka Pratama Education Foundation".

## **METHOD**

### **Types of research**

This research employed a quantitative approach. A quantitative approach emphasizes the meaning, reasoning, and definition of a particular situation (in a specific context), focusing more on issues related to everyday life. A qualitative approach, furthermore, emphasizes the process over the end result; therefore, the sequence of activities can vary depending on the conditions and the number of symptoms encountered. This type of research employed an associative research method. Associative research aims to determine the relationship between two or more variables. Associative research is considered the highest level of research compared to descriptive and comparative research. With this associative research, a theory can be constructed that can function to explain, predict, and control a phenomenon (Sugiyono, 2020).

### **Sample population**

According to Sugiyono (2019), the definition of population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Based on this definition, the population in this study is all personnel/staff involved in planning, supervision, and marketing services to prospective students at the Aneka Pratama Education Foundation. A total of 193 people. In relation to the research, the author used the Slovin Formula technique, so a sample of 66 prospective students at the Aneka Pratama Education Foundation was taken as respondents in this study.

### **Method of collecting data**

Research instruments are tools used by researchers to collect the data needed to answer the problem formulation and test the research hypothesis. In this study, the main instrument used was a questionnaire compiled based on indicators of each research variable, namely planning ( $X_1$ ), monitoring variables ( $X_2$ ) and marketing services ( $Y$ ).

The data collection techniques used in this study are as follows:

1. Questionnaire

The questionnaire was given to respondents to determine the influence of planning and supervision on improving marketing services to prospective students at the Aneka Pratama Education Foundation.

Assessment of a series of research questionnaire statements that have been answered by respondents using the following research norms:

A question is positive if the answer is:

- a) Strongly Agree     Score 5
- b) Agree                Score 4
- c) Quite Agree        Score 3
- d) Disagree            Score 2
- e) Strongly Disagree Score 1

Likert scale. The Likert scale is used to measure an individual's or group's attitudes, opinions, and perceptions about social events or phenomena. In this research, these social phenomena have been specifically defined by the researcher, and are hereinafter referred to as research variables.

2. Research Instruments

Instrument research on planning variables ( $X_1$ ), The monitoring variable ( $X_2$ ) and marketing services ( $Y$ ) are in the form of a questionnaire with a Likert scoring model filled out by respondents on the distributed questionnaire. The Likert scale consists of 5 (five) scales, namely Strongly Agree (SS), Agree (S), Quite Agree (CS), Disagree (TS) and Strongly Disagree (STS) with value weights for positive and negative statements .

### Analysis Method

The analysis technique used in this study was quantitative analysis using statistics. Furthermore, to obtain and expedite data input, statistical software was used to support this research. The software used to support this research was SPSS (Statistical Product and Service Solutions) version 29. In SPSS, raw data that had been processed into numbers was input into SPSS, making it easier for the author to conduct this research.

### Validity Testing

The basis for decision making in validity testing is as follows :

- a) If the  $r$  value is positive and the  $r$  result is  $> r$  table , then the item or variable is valid.
- b) If the  $r$  value is negative and  $r$  result  $< r$  table or  $r$  result is negative  $> r$  table then the item or variable is invalid.

A questionnaire is declared valid if the  $r$  value obtained from the calculation results ( $r_{xy}$ ) is greater than the table  $r$  value (5%).

### Instrument Reliability Test

According to Arikunto (2020), reliability refers to the degree to which an instrument is sufficiently reliable to be used using the Cronbach's Alpha formula. The formula used in this reliability test is as follows:

The basis for decision making in the reliability test in this study is as follows:

- a) If the  $r$  alpha value is positive and  $r$  alpha  $> r$  table , then the item or variable is reliable.
- b) If the  $r$  alpha value is negative and  $r$  alpha  $< r$  table or  $r$  alpha is negative  $> r$  table , then the item or variable is not reliable.

### Multiple Regression Analysis

Sugiyono (2019) proposed multiple linear regression analysis used to make predictions, how the value of a variable changes dependent if the value of the independent variable is increased or decreased. This analysis is used by involving two or more independent variables. between the dependent variable (Y) and the independent variables ( $X_1$  and  $X_2$ ), This method is used to determine the strength of the influence between several factors. independent variables simultaneously with the dependent variable.

$$\mu_{Y/X_1, X_2, \dots, X_n} = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$$

Technique used in this study was multiple linear regression. The analysis was conducted computerized using the computer program Statistical Product and Service Solutions (SPSS) Version 29 for Windows.

### Coefficient of Determination

The definition of the coefficient of determination according to Andi Supangat (2018) is: "The coefficient of determination is a quantity to show the level of strength of the relationship between two or more variables in the form of a percentage (showing how much percentage of the diversity of y can be explained by the diversity of x), or in other words how much x can contribute to y."

Mudrajad Kuncoro (2021), according to him, the coefficient essentially measures the extent to which a model is able to explain variations in the dependent variable. The value of the coefficient of determination is between zero (0) and one (1). A small  $r^2$  value means that the ability of the independent variables to explain the variable's variation is very limited. If the value is close to one, it means that the independent variables provide almost all the information needed to predict variations in the dependent variable.

The magnitude of the relationship between the variables " $X_1$ " and " $X_2$ " with the variable " $Y$ " can be determined by using the coefficient of determination analysis, which is obtained by squaring the correlation coefficient. Based on the definition above, the coefficient of determination is part of the total diversity of the dependent variable that can be calculated by the diversity of the independent variable calculated with the coefficient of determination with the basic assumption that other factors outside the variable are considered fixed or constant. To determine the value of the coefficient of determination, it can be calculated using the formula:

$$K_d = r^2 \times 100\%$$

### Information:

- Kd = Value of coefficient of determination
- r = Correlation coefficient value

### Hypothesis

The calculations or analysis in this study utilize the SPSS computer program for Windows 29.0. The test statistics used are:

a. F test

The F test statistic is used to determine simultaneously (multiple) the influence between planning ( $X_1$ ), monitoring variables ( $X_2$ ) and marketing services (Y), with the test decision being:

- 1)  $H_0$  is accepted if  $F_{count} < F_{table}$ .
- 2)  $H_0$  is rejected if  $F_{count} > F_{table}$ .

b. t-test

To determine the influence of the independent variable individually (partially) on the dependent variable, the decision is to use a partial test (t-test) with the test decision being:

- 1)  $H_0$  is accepted if  $t_{count} < t_{table}$ .
- 2)  $H_0$  is rejected if  $t_{count} > t_{table}$ .

**RESULTS AND DISCUSSION**

The quantitative data that has been compiled, through the distribution of questionnaires or surveys that the researcher has conducted, becomes the average value of variable  $X_1$  (work environment), variable  $X_2$  (organizational climate) and variable  $Y$  (employee work enthusiasm). and analyzed using parametric statistics with the program SPSS Release 29.00 For Windows, to determine whether each studied variable has a positive or negative influence on personnel performance. Data were analyzed using the analysis regression command (option) found in the SPSS main menu. The values in each SPSS output are described as follows:

**a. Multiple Linear Regression Test**

**Table 1. Results of the Regression Equation Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,238	2,171		2,413	,019
Planning (X1)	,401	,054	,442	7,425	,000
Supervision (X2)	,576	,060	,573	9,625	,000

a. Dependent Variable: Marketing Service (Y)

Based on the SPSS output results in the coefficients table in above, it can be identified that the multiple linear regression equation is as follows:

$$Y = 5,238 + 0,401.X_1 + 0,576.X_2$$

- ❖ Constant value  $a = 5,238$ , it can be interpreted that if the organizational culture variable, Supervision has a value of zero then Marketing Services has a positive value of 5.238.
- ❖ Planning regression coefficient  $b_1 = 0,401$ , it can be interpreted that if the Planning value increases by one, the Marketing Service value will also increase by 0,401.
- ❖ Supervision regression coefficient  $b_2 = 0,576$ , can be interpreted that if the Supervision value increases by one, the Marketing Service value will also increase by 0,576.

1) Influence of Planning ( $X_1$ ) to Marketing Services (Y).

coefficients table above, the calculated t value for the Planning variable ( $X_1$ ) is 7.425 while the t table value for  $n = 66$  is 1,99 6. So  $7.425 > 1.996$ , then  $H_0$  is rejected and  $H_a$  is accepted, it can be stated that Planning ( $X_1$ ) has a significant effect on Marketing Services (Y).

2) Influence of Organizational Climate ( $X_2$ ) on employee morale (Y).

Based on the table coefficients above, the calculated t value for the Supervision variable ( $X_2$ ) is 9,625, while the t table value for  $n = 66$  is 1,996. So  $9,625 > 1,996$ , then  $H_0$  is rejected and  $H_a$  is accepted, it can be concluded that partially the Supervision variable ( $X_2$ ) has an effect on Marketing Services (Y).

### **F test**

From the analysis results in the table below above is the test ANOVA obtained a calculated F value of 2.85,298, while the F table ( $\alpha 0.05$ ) for  $n = 66$  was 2,74. So the calculated  $F_{\text{value}}$  is  $>$  from the  $F_{\text{table}}$  ( $\alpha 0.05$ ) or  $2.85,298 > 2,74$  with a significance level of 0.000 because  $0.000 < 0.05$ , it can be said that Planning ( $X_1$ ) and Supervision ( $X_2$ ) together or simultaneously have a positive effect on Marketing Services (Y).

### **Coefficient of Determination**

Based on the calculations in the table below The influence test was conducted for the three variables, and based on the Model Summary table, the R Square value was 0.901. This shows that 90,1% of Planning ( $X_1$ ) and Supervision ( $X_2$ ) together have an influence on Marketing Services (Y), while the remaining 9.9 % is influenced by other factors not examined in this study.

### **CONCLUSION**

1. Planning has a significant influence on marketing services to prospective students. The t-test results show that the calculated  $t_{\text{value}}$  is greater than the  $t_{\text{table}}$  and the significance level is less than 0.05, so the hypothesis stating that planning has an influence on marketing services can be accepted.
2. Supervision has a significant impact on marketing services to prospective students. Based on the t-test results, the Supervision variable has a significant impact on marketing services.
3. Planning and Supervision simultaneously have a positive and significant impact on marketing services to prospective students . The F-test results show that the calculated F- value is much greater than the F- table with a significance level below 0.05. This indicates that Planning and Supervision together have a very important role in improving the quality of marketing services.

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