

THE STRATEGIES OF EDUCATION MARKETING FOR NEW STUDENT ENROLLMENT POST THE COVID-19 PANDEMIC ATLOKON ST HIGH SCHOOL NIKOLAUS, TOMOHON

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Abstract: *This study aims to explore effective educational marketing strategies to boost the enrollment of new students in the post-COVID-19 pandemic era at SMA Lokon St. Nikolaus Tomohon. The research employs a qualitative approach and involves subjects such as the Vice Principal of Student Affairs, the Admissions Committee, and teachers. Data is collected through observations, interviews, and document analysis, further verified through triangulation techniques. The results reveal that the implementation of the 7P marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) plays a significant role in increasing the enrollment of new students at SMA Lokon St. Nikolaus Tomohon. Outstanding educational quality (Product) and competitive pricing (Price) are crucial factors. Effective placement (Place) and creative promotion (Promotion) also have a positive impact. The involvement of people, both teachers and the admissions committee*

Keywords: *Marketing Strategies, New Student Admissions, COVID-19, Lokon High School.*



(People), along with transparent enrollment processes (Process) and physical evidence of educational quality (Physical Evidence), are key components in the success of this strategy. The implications of this study are that SMA Lokon St. Nikolaus Tomohon has successfully adapted effective educational marketing strategies to address the challenges of new student enrollment in the post-pandemic era. As a result, the school can sustain its existence amidst the dynamic educational landscape. The research findings also provide valuable insights for other schools and educational institutions to increase new student enrollment and maintain educational quality.

INTRODUCTION

Background

Users of educational services (students, parents and the community) now consider many criteria in their decision to choose which school to use. The marketing strategy that is widely adopted and implemented by most educational institutions is the Marketing Mix strategy. This theory was first introduced by a figure named Philip Kotler, who came from Chicago, United States. Philip introduced 4Ps in his Marketing Mix strategy. The 4Ps in question are Product, Price, Place, and Promote. The 4P Marketing Mix strategy introduced by Philip Kotler is usually called the traditional Marketing Mix theory. Because currently, Kotler's 4P theory has been developed by marketing experts into 7P (Product, Price, Place, Promote, People, Physical Evidence, and Process).

The researchers used these seven service marketing mixes as a basis for researching the influence of the marketing mix (7p) on students' decision making in choosing schools based on the Pearson Edexell International Curriculum. Researchers chose Lokon St High School. Nikolaus Tomohon as the object of research for several reasons, firstly, Lokon St. High School. Nikolaus Tomohon is based on the Pearson Edexell International Curriculum, both tuition fees at Lokon St High School. Nikolaus Tomohon is considered expensive but people still choose SMA Lokon St. Nikolaus Tomohon, this is inversely proportional to demand theory, namely if the price is high then demand is low, while if the price is low then demand is high.

The student decision-making process in choosing a school at Lokon St High School. Nikolaus Tomohon is certainly influenced by many factors, intense competition and changes in the tastes of those interested in entering Lokon St. High School. Nikolaus Tomohon from Before Covid and after post Covid 19, so research is needed. Based on this background, this research aims to analyze the influence of marketing mix variables (7p) consisting of product, price, place, promotion, people, physical evidence and process on students' decision making in choosing Lokon St. High School. Nikolaus Tomohon



Research purposes

This research aims to:

1. To analyze the influence of Product, Price, Promotion, Place, People, Physical Evidence and Process on students' decisions in choosing a school at St. Nikolaus Tomohon.
2. To analyze the influence of Product on students' decisions in choosing a school at St. Nikolaus Tomohon.
3. To analyze the influence of Price on students' decisions in choosing a school at St. Nikolaus Tomohon.
4. To analyze the influence of Place on students' decisions in choosing a school at St. Nikolaus Tomohon.
5. To analyze the influence of Promotion on students' decisions to choose a school at St. Nikolaus Tomohon.
6. To analyze the influence of People on students' decisions to choose a school at St. Nikolaus Tomohon.
7. To analyze the influence of Physical Evidence on students' decisions in choosing a school at St. Nikolaus Tomohon.
8. To analyze the influence of Process on students' decisions in choosing a school at St. Nikolaus Tomohon.

LITERATURE REVIEW

Marketing Management Concept

According to Kotler and Keller (2012), marketing management is as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management is an effort to plan, implement which consists of organizing, directing and supervising or controlling marketing activities in a company in order to achieve company goals efficiently and effectively. According to Sofyan Assauri (2013) marketing management is an activity of analyzing, planning, implementing and controlling programs created to form, build and maintain profits from exchanges through target markets in order to achieve company goals in the long term.

Marketing Mix

The marketing mix, also known as the marketing mix, is a collection of various marketing elements used by educational institutions to achieve marketing goals and influence prospective students, parents and the community. The marketing mix consists of four main elements, namely Product, Price, Promotion and Distribution. Kotler, Keller, Brady, Goodman, Hansen (2019) marketing mix consists of the 4p and 7p marketing mix concepts (product, price, place, promotion, people, process and physical evidence).



Product

According to Kotler and Keller (2012), a product is anything that is offered, owned, used or consumed so that it can satisfy wants and needs, including physical things, services, people, places, organizations and ideas.

In an educational context, "products" include various educational programs, curricula, facilities, and support services provided by educational institutions. The educational marketing mix focuses on developing and customizing educational products to suit the needs and preferences of prospective students.

Price

According to Kotler and Armstrong (2016), price is a collection in the form of money, billing for goods or services, with an assessment to exchange from the customer, with the benefit of the goods or services.

This element includes pricing for educational products offered by the institution. Pricing must consider the institution's operational costs, the added value provided to prospective students, and the prices of competitors in the market. Prices should also reflect the quality and reputation of the educational institution.

Promotion

According to Kotler, Keller, Brady, Goodman, Hansen (2019) and Uzeme and Ohen (2015), promotion is something that is used to communicate and persuade the market regarding new products or services through advertising, personal selling, sales promotions, or publications.

Promotion in education is an educational institution's strategy in advertising, educational exhibitions, social activities, social media, publications, and others. thus attracting more prospective students.

Place (marketing or distribution channels)

According to Kotler, Keller, Brady, Goodman, Hansen (2019), Uzeme and Ohen (2015), Nurseto (2018), and Kotler and Armstrong (2018) distribution is the action of selecting and managing marketing channels for products or services using a collection of companies or individuals who assist in the distribution of products or services to serve target markets so that consumers can fulfill their needs and desires.

People

According to Kotler, Keller, Brady, Goodman, Hansen (2019), Uzeme and Ohen (2015) and Hurriyati (2010), namely the process of selection, training and providing motivation to people/employees as a differentiator in influencing buyer perceptions and meeting customer satisfaction. This element has been described previously.

People in this research includes the role of teachers, new students, and administrative staff in influencing the effectiveness of marketing strategies and new student acceptance.



Physical Evidence

According to Kotler, Keller, Brady, Goodman, Hansen (2019), namely physical evidence owned by service providers as added value aimed at consumers, customers and potential customers.

Physical Evidence in education includes all physical elements that influence prospective new students' perceptions of schools, such as physical facilities, libraries, laboratories, and so on. In this study, this element might address the extent to which this physical evidence interests new students.

Process(process)

According to Kotler, Keller, Brady, Goodman, Hansen (2019), namely all the actual procedures, mechanisms and activity flows of the service delivery system to consumers.

The process in the educational context involves the steps and procedures that must be followed by prospective students and parents when applying for admission.

Marketing strategy

A marketing strategy is a plan or steps designed to achieve marketing goals. In the context of accepting new students at Lokon High School, educational marketing strategies must be updated and adapted to the new era after the COVID-19 pandemic. Some marketing strategies that have been proven effective include the use of digital technology, strong school branding, open house programs, and creative social media campaigns.

Previous Research

Kanter, Lapian, Supeno (2022) Research title: The Influence of the Marketing Mix on the decision to purchase coffee latte drinks in the Covid-19 Pandemic Era at Rangow Coffee, West Langowan District. This research uses an associative quantitative approach. The technique used in sampling is non-probability sampling, purposive category. The sample used in this research was 100 respondents. Research Results: The Product variable partially has a significant positive effect on purchasing decisions, the Price variable partially has a positive and insignificant effect on purchasing decisions, the Place variable partially has a significant negative effect on purchasing decisions, the Promotion variable partially has a significant negative effect on purchasing decisions and Product, Price, Place and Promotion simultaneously have a significant positive effect on purchasing decisions at Rangow Coffee, West Langowan District.

Pelengkahu, Tumbuan, Roring (2023), research title: The Effect of Promotion, Physical Evidence, Digital Marketing Prices on Purchasing Decisions at Shopee E-Commerce in Manado City. The sampling technique for this research uses purposive sampling. This research was conducted by distributing questionnaires to 100 respondents. The results of this research show that Promotion, Physical Evidence and Shopee E-commerce digital marketing prices have a significant positive effect on purchasing decisions.

Watae, Worang, Soepeno (2017), research title: The Influence of Marketing Mix Factors on Purchasing Decisions at Billy Samrat Coffee House in Manado. The aim of this research is to determine the influence of marketing mix factors (product, price, place and promotion) on purchasing decisions at Billy Samrat Coffee House in Manado. This research uses multiple linear analysis, with a sample of 100 respondents. This research method is quantitative. The results of the



research are that products and promotions have a positive but not significant effect, while price and place have a positive and significant effect on purchasing decisions at Billy Samrat Coffee House in Manado.

Research Model

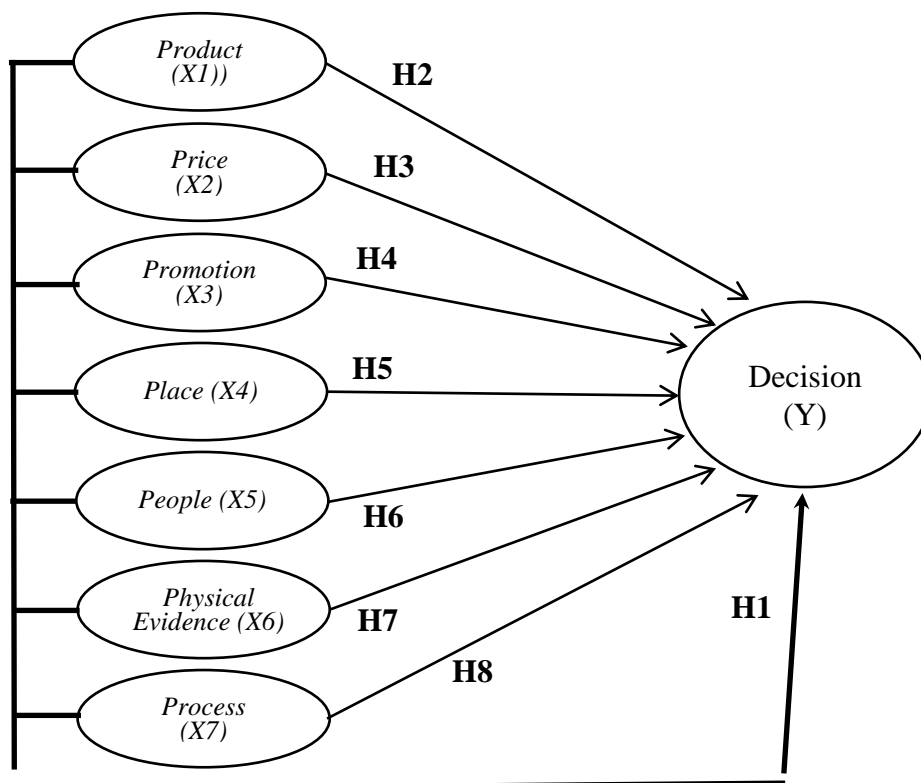


Figure 1. Research Model

Research Hypothesis

The hypothesis in this research is as follows:

1. H1: Product, Price, Promotion, Place, People, Physical Evidence, Process are thought to influence students' decision to choose a school at St. Nikolaus Tomohon?
2. H2: Products are thought to influence students' decisions in choosing a school at St. Nikolaus Tomohon?
3. H3: Price is thought to have an influence on Students' Decisions on Choosing a School at St. Nikolaus Tomohon?
4. H4: Promotion is thought to have an influence on Students' Decisions on Choosing a School at St. Nikolaus Tomohon?



5. H5: Place is thought to be influential Students' Decisions on Choosing a School at St. Nikolaus Tomohon?

6. H6: People are thought to have an influence on Students' Decisions on Choosing a School at St. Nikolaus Tomohon?

7. H7: Physical Evidence is thought to have an influence on Students' Decisions on Choosing a School at St. Nikolaus Tomohon?

8. H8: processes are thought to have an influence on Students' Decisions on Choosing a School at St. Nikolaus Tomohon?

RESEARCH METHODS

Types of research

This research uses a quantitative approach, according to Wulansary (2015) an approach in research proposals, processes, hypotheses, going into the field, analysis, data, and data conclusions up to writing using aspects of measurement, calculations, formulas, and certainty of numerical data.

Research sites

This research was conducted at St. Nikolaus Tomohon whose address is Jl. Competition No.99, Kakaskasen Dua, Kec. North Tomohon, Tomohon City, North Sulawesi.

Population and Sample

Population is to All objects or subjects that are in an area and meet certain requirements related to the research problem, or all units or individuals within the scope to be researched are called the population (Sugiono, 2015). The population in this study were new class X students at St. Nikolaus Tomohon, totaling 372 students.

The sample is The part of the population that has certain characteristics or conditions to be studied is called the sample. A sample can also be defined as a portion of the population selected using certain procedures so that it is expected to be representative population (Sugiono, 2015). If there are less than 100 research subjects, it is better to take all of them so that the research is categorized as population research.

Data collection technique

In this case the researcher used data collection techniques with questionnaires and documentation.

Operational Definition of Variables

Based on the variables above, the following is the operational definition for this research variable:

Table 1. Operational Definition of Variables

Variable	Variable Definition Operational	Indicator
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Product (X1)	<p>The variable "Product" includes all the elements that make up the educational product offered by SMA Lokon St. Nikolaus Tomohon, such as curriculum, extracurricular programs, physical facilities, teaching methods, and overall educational quality. According to Subagiyo (2003:23</p>	<ol style="list-style-type: none"> 1. Educational Success Rate: Graduation rate and academic achievement of students. 2. Curriculum Quality Assessment: Evaluation of the quality of the curriculum and teaching materials. 3. Availability of Extracurricular Programs: Number and type of extracurricular programs offered.
Price (X2)	<p>The variable "Price" refers to the aspect of educational costs, which includes the total costs that must be paid by prospective students and parents, including registration fees, tuition fees, teaching materials, transportation, and other costs related to education at Lokon St. High School. Nikolaus Tomohon. According to Morphet (Mulyono, 2010:149)</p>	<ol style="list-style-type: none"> 1. Total Tuition Costs. 2. Expense to Family Income Ratio 3. Availability of Financial Aid
Place (X3)	<p>The variable "Place" refers to the geographical location of the school, the physical condition of school facilities, transportation accessibility, and aspects related to school location. This includes the extent to which the school's location suits the needs and preferences of prospective students and parents. According to Sopiatin (2010: 73)</p>	<ol style="list-style-type: none"> 1. Geographic Location of School. 2. Condition of School Facilities. 3. Accessibility to Additional Facilities.
Promotion (X4)	<p>The variable "Promotion" refers to various marketing strategies used by schools to promote themselves and reach prospective students and parents. This includes the use of social media, school websites, promotion of school events, and other promotional elements. According to Wiridjati and Roesman (2018)</p>	<ol style="list-style-type: none"> 1. School Brand Awareness: The level of awareness of prospective students and parents about Lokon St. High School. Nikolaus Tomohon. 2. Social Media Effectiveness: Number of followers and interactions on school social media. 3. Promotional Event Effectiveness: Attendance rate and impact of promotional events.



Person (X5)	The "People" variable includes all parties involved in the educational process, such as teachers, administrative staff, students, and parents. It reflects the extent to which these individuals influence prospective students' and parents' perceptions of the school. According to Kotler(2019)	1. Quality of Teaching by Teachers: Evaluation of the quality of teaching provided by teachers. 2. Student Satisfaction: Surveys student satisfaction related to their experiences at school. 3. Quality of Administrative Services: Assessment of the quality of administrative services provided by school staff.
Proof Physique (X6)	The "Physical Evidence" variable includes physical elements that can influence the perceptions and experiences of prospective students and parents when visiting schools. This includes the physical conditions of school buildings, facilities, parks, play areas, and other physical evidence that reflects the quality of education. According to Dick and Gray (2015)	1. School Cleanliness and Order: An assessment of the cleanliness and physical order of the school. 2. Quality of Additional Facilities: Evaluate the quality of additional facilities such as play areas or computer facilities. 3. Quality of Teaching Materials: Assessment of the quality of textbooks and teaching materials.
Process (X7)	The variable "Process" includes all educational, teaching and administrative processes that occur at Lokon St. High School. Nikolaus Tomohon.. According to Nana Sudjana (1990:50)	1. Enrollment Efficiency: Evaluation of the enrollment and administration process in schools. 2. Quality of Teacher-Student Interactions: Assessment of the quality of interactions between teachers and students. 3. Effectiveness of Teaching Methods: The extent to which teaching methods are effective in facilitating student learning.

Source: Field survey, 2023

Validity and Reliability Test

Instrument Validity Test

Table1. Results of the analysis of the Validity Test of the Research Instrument Variable X1

Product

Statement item	r count	r table (n=100, df= 5%)	Condition	Information



1	0.68	0.196	rcount < rtable	Valid
2	0.76	0.196	rcount < rtable	Valid
3	0.72	0.196	rcount > rtable	Valid
4	0.68	0.196	rcount > rtable	Valid
5	0.62	0.196	rcount < rtable	Valid
6	0.63	0.196	rcount > rtable	Valid

Source: Data AnalysisSPSS 29.0

By looking at the r Product Moment table, with a significance level of 5% at n= 100, it was found that of the seven statements in the variable questionnaire and statements number 1 to 6 were declared valid because the calculated r value was greater than the r table.

Table2.Results of the analysis of the Validity Test of the Variable X2 Price Research Instrument

Statement item	r count	r table (n=100, df= 5%)	Condition	Information
1	0.22	0.196	rcount > rtable	Valid
2	0.41	0.196	rcount > rtable	Valid
3	0.68	0.196	rcount > rtable	Valid
4	0.58	0.196	rcount > rtable	Valid

Source: Data AnalysisSPSS 29.0

By looking at the Price Moment r table, with a significance level of 5% at n= 100, it was found that of the four statements in the questionnaire, Price variables number 1 to 4 were valid because the calculated r value was greater than the r table.

Table3.Results of the analysis of the Validity Test of the X3 Promotion Variable Research Instrument

Statement item	r count	r table (n=100, df= 5%)	Condition	Information
1	0.41	0.196	rcount > rtable	Valid
2	0.63	0.196	rcount > rtable	Valid
3	0.55	0.196	rcount > rtable	Valid
4	0.53	0.196	rcount > rtable	Valid
5	0.57	0.196	rcount > rtable	Valid

Source: Data AnalysisSPSS 29.0

By looking at the r Promotion Moment table, with a significance level of 5% at n= 100, it is found that statements number 1,2, 3, 4, 5, 6, and 7 are declared valid because the calculated r value is greater than the r table.



Table 5. Results of Validity Test Analysis of Variable Research Instruments X4 Place

Statement item	r count	r table (n=100, df=5%)	Condition	Information
1	0.57	0.196	rcount > rtable	Valid
2	0.49	0.196	rcount > rtable	Valid
3	0.57	0.196	rcount > rtable	Valid
4	0.54	0.196	rcount > rtable	Valid
5	0.25	0.196	rcount > rtable	Valid
6	0.37	0.196	rcount > rtable	Valid

Source: Data AnalysisSPSS 29.0

By looking at the r Place Moment table, with a significance level of 5% at n= 30, we found statements number 1, 2, 3,4, 5, and were declared valid because the calculated r value was greater than the r table.

Table 4. Analysis Results Validity Test of the X5 People Variable Research Instrument

Statement item	r count	r table (n=100, df= 5%)	Condition	Information
1	0.46	0.196	rcount > rtable	Valid
2	0.54	0.196	rcount > rtable	Valid
3	0.46	0.196	rcount > rtable	Valid
4	0.55	0.196	rcount > rtable	Valid
5	0.53	0.196	rcount > rtable	Valid

Source: Data AnalysisSPSS 29.0

By looking at the r People Moment table, with a significance level of 5% at n= 100, it was found that statements number 1, 2, 3,4, and 5 were declared valid because the calculated r value was greater than the r table.

Table5. Results of the analysis of the Validity Test of the Research Instrument Variable X6 Phsical Evidence

Statement item	r count	r table (n=100, df= 5%)	Condition	Informatio n
1	0.53	0.196	rcount > rtable	Valid
2	0.59	0.196	rcount > rtable	Valid
3	0.48	0.196	rcount > rtable	Valid
4	0.45	0.196	rcount > rtable	Valid



5	0.46	0.196	rcount > rtable	Valid
6	0.18	0.196	rcount > rtable	Invalid
7	0.23	0.196	rcount > rtable	Valid

Source: Data AnalysisSPSS 29.0

By looking at the r Physical Evidence Moment table, with a significance level of 5% at n = 100, it was found that only statement number 6 was declared invalid because the calculated r value was greater than the r table. And it was found that statements number 1, 2, 3,4, and 7 were declared valid because the calculated r value was greater than table r.

Table6.Results of analysis of the Validity Test of the X7 Process Variable Research Instrument

Statement item	r count	r table (n=100, df=5%)	Condition	Informati on
1	0.68	0.196	rcount > rtable	Valid
2	0.53	0.196	rcount > rtable	Valid
3	0.48	0.196	rcount > rtable	Valid
4	0.43	0.196	rcount > rtable	Valid
5	0.36	0.196	rcount > rtable	Valid
6	0.59	0.196	rcount > rtable	Valid
7	0.57	0.196	rcount > rtable	Valid
8	0.37	0.196	rcount > rtable	Valid
9	0.51	0.196	rcount > rtable	Valid

Source: Data AnalysisSPSS 29.0

By looking at the r Process Moment table, with a significance level of 5% at n= 100, it is found that statements number 1, 2, 3,4, 5,6,7,8 and 9 are declared valid because the calculated r value is greater than the r table.

So, it can be concluded that from the variables X1, X2, X3, With details of 1 invalid statement from variable X6 No.6. A total of 42 statements out of 41 statements have been tested for validity, and are suitable to be used as data collection instruments for each variable X. Next are the results of the validity test for variable Y.

Table 9.Analysis results of the Validity Test of Research Instrument Variable Y

Variable Test Results	Reliability Cronbach's Alpha	r table n= 100 df=5%	Information
Products (X ₁)	0.811	0.196	Reliable
Price (X ₂)	0.679	0.196	Reliable



Place (X3)	0.885	0.196	Reliable
Promotion (X4)	0.803	0.196	Reliable
People (X5)	0.837	0.196	Reliable
Physical Evidence (X6)	0.854	0.196	Reliable
Process (X7)	0.921	0.196	Reliable

Source: SPSS 29.0 Data Analysis

The table above shows that with n= 100, a significance level of 5%, the results show that all variables have a Cronbach's Alpha value > r table (0.196). This means that all variables have reliable instruments. In this way, the statement items for each variable can be used as statement items in the research questionnaire.

DISCUSSION

Hypothesis testing

The Variables Entered/Removed output table provides information about the research variables as well as the methods used in regression analysis. The independent variables used in this research are X1 Product, X2 Price, X3 Place, X4 Promotion, People X5 Physical Evidence X6 process X7 Regression analysis using the Enter method. There are no variables removed so that the Variables Removed column has no numbers or is empty.

Table 9. ANOVA output

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9616.267	7	1373.752	1154.800	<,001 ^b
	Residual	109.443	92	1.190		
	Total	9725.710	99			

a. Dependent Variable: Y

b. Predictors: (Constant), PROCES, PRODUCT, PROMOTION, PHSICALEVIDENCE, PRICE, PEOPLE, PLACE

Source: SPSS 29.0 Data Analysis

The results of multiple linear regression analysis (in the F test) can be seen from the picture above. Based on the ANOVA output table above, it is known that the significance value (Sig.) in the F test is 0.001. because Sig. 0.001<0.005, then as the basis for decision making in the F test it can be concluded: X1 Product, X2 Price, X3 Place, X4 Promotion, People X5, Physical Evidence X6, Process significant on Students' Decisions to Choose Schools at St. Nikolaus Tomohon. Thus, the requirements for being able to interpret the value of the coefficient of determination in multiple



linear regression analysis have been fulfilled.

Table 10. Model Summary

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.994 ^a	.989	.988	1.091

a. Predictors: (Constant), PROCES, PRODUCT, PROMOTION, PHISCALEVIDENCE, PRICE, PEOPLE, PLACE

b. Dependent Variable: Y

Source: SPSS 29.0 Data Analysis

The Model Summary table provides information about the value of the coefficient of determination, namely the contribution or contribution of influencesignificantvariables X1, X2, X3, X4, X5, X6 and simultaneously/together on variable Y. Based on the SPSS Model Summary output table above, it is known that the coefficient of determination or R Square value is 0.988. This R Square value comes from squaring the correlation coefficient value or R, the coefficient of determination (R Square) is 0.988 or equal to 98.8%. This figure means that the variables X1, X2, X3, X4, X5, X6 and while the remainder (100% - 98.8% = 1.2%) is influenced by other variables outside this regression equation, or variables that are not studied.

CLOSING

Conclusion

Based on the results of the analysis in this research, the following conclusions can be drawn:

1. Simultaneously, there is an influence between the variables X1, This is proven by the results of a simple linear regression analysis showing that the calculated t value of 81,949 > from t table 1,984, is accepted. so H1 is accepted. Which means that "There is an influence between X1, Nikolaus Tomohon

2. Partially there is an influence between variable X1 (Product) on Y (Students' Decision to Choose a School at SMA St. Nikolaus Tomohon). This is proven by the results of a simple linear regression analysis showing that the calculated t value is 7,651 > from t table 1,984, so H2 is accepted, which means that "There is an influence between (X1) Product/Products on (Y) Students' Decisions in Choosing Schools in High School St. Nikolaus Tomohon".

3. Partially there is influence between variable X2 (Price) and Y (Students' Decision to Choose a School at St. Nikolaus High School Tomohon). This is proven by the results of a simple linear regression analysis showing that the calculated t value is 10,355 > from t table 1,984, so H3 is accepted. Which means that "There is an influence between (X2) Price on (Y) Students' Decision to Choose a School at St. Nikolaus Tomohon".

4. Partially, there is an influence between variable X3 (Promotion) on Y (Students' Decision to Choose a School at St. Nikolaus High School, Tomohon). This is proven by the results



of a simple linear regression analysis showing that the calculated t value is $12,954 >$ from t table 1,984. so H4 is accepted. Which means that "There is an influence between (X3) Promotion on (Y) Students' Decision to Choose a School at St. Nikolaus Tomohon".

5. Partially, there is an influence between variable X4 (Place) and Y (Student Acceptance in Choosing a School at St. This is proven by the results of a simple linear regression test analysis showing that the calculated t value is $8,157 >$ from t table 1,984, so H5 is accepted.. Which means that "There is an influence between (X4) Place/Place on (Y) Students' Decision to Choose a School in St. Mary's High School Nikolaus Tomohon".

6. Partially there is the influence of variable X5 (People) on Y (Students Choosing Schools at St. Nikolaus High School Tomohon). This is proven by the results of a simple linear regression analysis showing that the calculated t value is $13,398 >$ from t table 1,984, so H6 is accepted. Which means that "There is an influence between (X5) (People) on (Y) Students' Decision to Choose a School at St. Nikolaus Tomohon".

7. Partially there is influence between variable X6 (Physical Evidence) and Y (Students' Decision to Choose a School at SMA St. Nikolaus Tomohon). This is proven by the results of a simple linear regression analysis showing that the calculated t value is $11,028 >$ t table 1,984, so H7 is accepted. Which means that "There is an influence between (X6) (Physical Evidence/Physical Evidence) on (Y) Students' Decision to Choose a School at St. Mary's High School. Nikolaus Tomohon

8. Partially there is influence between variable X7 (Process) and Y (Students' Decision to Choose a School at SMA St. Nikolaus Tomohon). This is proven by the results of a simple linear regression analysis showing that the calculated t value of $81,949 >$ from t table 1,984, is accepted. so H8 is accepted. Which means that "There is an influence between (X) (Process) on (Y) Students' Decision to Choose a School at St. Nikolaus Tomohon.

Suggestion

1. Optimize the Use of Social Media. Research findings show that social media plays an important role in marketing strategies, it is recommended to continue optimizing the use of social media platforms. Make sure the content shared is relevant, interesting and promotes the school's unique identity.

2. Strengthen Stakeholder Involvement. Findings indicate that involvement of parents, students, and teaching staff is a key factor, recommending initiatives to strengthen these relationships. This could be through social activities, regular meetings, or involving them in school decision making.

3. Strengthen Staff Training. Research findings indicate that staff training is associated with positive perceptions of prospective students, recommend targeted training programs. Focus on communication skills, marketing skills, and a deep understanding of the school's strengths

4. Continuity of Evaluation and Improvement. Suggest a continuous cycle approach to marketing strategy evaluation and improvement. By continuously monitoring the effectiveness of



the strategy and receiving feedback from stakeholders, SMA Lokon can continue to increase its attractiveness.

5. Extracurricular activities. Research findings show that this activity has had a very good impact on bringing the good name of Lokon High School in North Sulawesi. This activity needs to be maintained and further developed in the future.

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