



## Influence of Service Marketing, Quality of Service to Decision Students in Choosing Private Higher Education in Makassar

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Received 23 October, 2017; Accepted 02 November, 2017 © The Author(S) 2017. Published With Open Access At [Www.Questjournals.Org](http://Www.Questjournals.Org)

**ABSTRACT:** This study aimed to examine the effect of mix marketing and service quality to the decision of private college students in Makassar. The results of this study found that empirically marketing mix and not significant positive effect on the decision to choose a private university in Makassar, so in this study rejects the hypothesis. The results of this study found that empirically the quality of service has a positive and significant impact on the decision of students to choose private universities in Makassar. The results of this study found that empirically the marketing mix has a positive and significant effect on the decision of students to choose private universities, so in this study accept the hypothesis. The results of this study found that empirically the quality of service has a positive and significant impact on the decision of students to choose private universities in Makassar, so in this study the hypothesis can be accepted.

**Keywords:** Service marketing mix, service quality, decision making.

### I. PRELIMINARY

Human quality is the basic capital and all at once the mouth of the success of efforts to improve the usability of humans, through the educational services required to face the world challenging global (Alma, 2003: 43). To improve the quality of human beings, the need for the function and role of College, which is a unit of education and Education held a high p (Indrajit and Djoko Pranoto in Alma and Hurriyati, 2008: 18). Higher education is the sustainability of secondary education, it is stated in Government Regulation No. 60 of 1999 on College Education which states that the purpose of higher education is ; (1) preparing students to become members of the community who have academic and / or professional skills can apply, develop and or enrich the treasures of science, technology and or art, (2) develop and disseminating science, technology or art and strive to use to improve the standard of social life and enrich the national culture (Alma, 2003). The unit of education that carries out higher education is called a college that can take the form of Academy, Polytechnic, College, Institute or University. Private high fruit has three programs: the Academy , profession and vocation (Alma and Hurriyati, 2008: 105), the implementation of education at p erguruan t Heigh can be grouped into two parts, namely the state universities and private colleges.

Based on the results of an examination of the influence of marketing mix, the quality of service of the decision and the satisfaction of students in choosing private colleges and some previous research in fact there has been a gap or difference in the findings of some previous research which can be explained as follows:

Differences of research results on the influence of marketing service mix of education to the decision of students choose Higher Education. Hamzah (201 5), Sukendar (201 5) that supports the marketing mix of educational services that significantly influence the decision to choose the university. Meanwhile, Muhyiddin (2015) find that not all of the marketing mix has a significant influence on the decision of choosing private college student, an insignificant variable is price, promotion and people, while significant effect is the product, location, process and physical evidence. Based on the research gap that has been stated above, this research focused on registered private colleges in Kopertis Region IX South Sulawesi. Data College private which exist in the city of Makassar as much as 106 Colleges High which consists of 18 PTS in the form of University / Institute, 49 PTS in the form of High School and 39 Academy / Polytechnic (Kopertis Region IX South Sulawesi).

**the number of students seen decreased, where with the decrease the findings of the phenomena faced by private universities so far are:**

1. Implementation of service marketing mix program implemented so far has not been able to increase the number of student acceptance. This is because seen from the aspect of physical equipment owned by each

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university has not supported the lecture on campus, and besides each college in determining the cost of education is very competitive. This is because each college is very competitive in doing the marketing of educational services that are managed so as to affect the number of new admissions..

2. Another factor that led to the number of new admissions of each PTS, as often happens dissatisfaction in academic service quality perceived by students and dissatisfaction over the academic services provided by the campus, the lack of attitudes and attention of academic staff and Slow academic value d a lam provide services to students and besides the physical evidence provided limited support for the lecture.

Based on these two phenomena encountered it should be increased through improvement of academic services for every student who underwent lectures at each PTS. It is based of the opinions expressed by Barata (2006: 57), which suggests that the program services to customers with the starting point of the concept of concern continue to be developed in such a much so that the service program into a major tool in marketing strategies to win the competition, so that every stakeholder college not only fix the problem quality of services provided for this, but every manager of private universities can build a marketing mix education services program in order to win the competition.

## **II. LITERATURE REVIEW**

### **Understanding Marketing Services**

Marketing services is the science of growing so rapidly today, and development of marketing services market continues to develop one with so many studies conducted by various parties on the marketing of services, especially academic. According to Payne was quoted p by Hurriyati (2010:42) that service marketing is a process of perceiving, understanding, stimulate and satisfy the needs of the chosen target market specifically by channeling the resources of an organization to meet those needs. Thus, service marketing management is a process of aligning the resources of an organization to the needs of the market. Marketing draws attention to the dynamic interrelationships between the company's products and services, the desires and needs of its customers and the activities of its competitors.

According to Bitner (2000: 110) that the marketing of services is an economic activity that is output, not the product consumed with production time and provide value-added (such as entertainment, pleasure, relax) are intangible. Meanwhile, according to Miller and Layton (2000: 65) that is a system of marketing services total business activities designed to plan, set prices, promote and distribute products, services, and ideas that can satisfy desires target markets in order to achieve organizational goals.

### **Understanding Marketing Mix**

Educational services today are one of the fastest growing service businesses, and one of the most sophisticated issues in education services is the demands of excellent service. So to build a concept of education services at excellent service necessary application of marketing mix (marketing mix), because the concept of the marketing mix is considered able to answer problems that occurred in educational services. Adam (2015: 87) The marketing mix (marketing mix) is a collection of controllable tactical marketing tools combined company to produce the response it wants in the target market, Kotler and Armstrong (2008: 62). The marketing mix consists of all things to do company to influence demand products. The marketing mix is at the core of a marketing system. Analysis of the marketing mix is essential to adjusting market demands with products to sell.

Marketing is linked to convincing the organization to take a decent profit in its marketing opportunities by assuring it can provide customers with the maximum possible means. Furthermore Lovelock and W right (2007: 47) adds the marketing mix of the four major groups, namely the so-called 4Ps of marketing, include: product, price, place and promotion. Later in the service companies, the marketing mix plus three (3) more variables, namely the people, process and physical evidence.

### **Understanding the Quality of Service**

Quality of service is much more difficult to define, elaborated, and measured when compared to the quality of the goods. When the size of the quality and quality control have been developed and applied to tangible goods (tangible goods), then for the services of various efforts, are being developed to formulate such measures. Tjiptono (2014: 266) According Wyckof (1998: 77) quality of service is a level of excellence (excellence) expected and control of excellence to meet the wishes Customer. With other words, there are two main factors that affect the quality of the services expected services (expected service) and services perceived (perceived service), Parasuraman, et al. (2000: 121). The implication, whether the poor quality of services depends on the ability of service providers to meet customer expectations consistently.

### Understanding Decision-Making

The decision (decision) means selection (choice), the choice of two or more possible. However, it is hardly an option between right and wrong, but what often happens is the choice between the "almost right" and the "wrong". Although the usual decision is said to be the same as the choice, there is a difference important in between. Decisions are "real choices" because choices are defined as choices about goals including choices about how to achieve that goal, whether on an individual level or at a collective level. The decision to relate to the process is the final state of a more dynamic process, labeled decision-making. Decision is seen as a process because it consists of a series of related activities and is not only considered a wise move.

## III. METHODOLOGY

### Population and Sample

Population is a generalization region consisting of the objects / subjects that have certain qualities and characteristics defined by the researchers to be learned and conclusions drawn (Sugiyono, 2011: 67), the population used in this study were students of private universities that as many as 59 169 people. The sample is part of the number and characteristics possessed by this population, so that samples of this study are students enrolled in private colleges. The reason for the determination of the sample because the population is so much that it requires cost, time and energy so much that the determination of the sample size according to the slovin formula (Indrawan, 2014: 81) :

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{59.169}{1 + 59.169 \times (0,05)^2}$$

n = 397, 314 or rounded to 397 respondents

### Data analysis technique

While the data analysis techniques used in this study are as follows:

1. Descriptive analysis aims to interact the respondent's argument on the choice of statement and frequency distribution of the respondent's statement with the data that has been collected. In the descriptive analysis intended to determine the demographics of the respondents and in addition it is used to describe the response of each variable research is Marketing Mix, Service Quality and Decision Choosing the release of SPSS 24.
2. Inferential statistical analysis Inferential analysis aims to test hypotheses and empirical models in this case study. Inferential statistical analysis used is structural coherence model (SEM), the reason for using SEM has an advantage because this is where SEM can combine model concept with Latent variable, can improve the measurement error, can test mediation mediation effect, Latan (1995: 5).

## IV. RESEARCH RESULT AND DISCUSSION

### Discussion

The result of the model shown in the table above are evaluated based on the goodness of fit is presented in the table following the criteria of the model and the critical value corresponding to the data:

Table 1 Feasibility Index Model variable / student decision constructs in choosing a college

No.	Goodness of fit Index	Cut - Off value	Results Model	Information
1.	Chi square _	Expected small	5,790 <(0.05: 5 = 11,070)	Good
2.	Probability	≥ 0.05	0.327	Good
3.	CMIN / DF	≤ 2, 00	1, 158	Good
4.	RMSEA	≤ 0, 08	0, 020	Good
5.	GFI	≥ 0.90	0, 994	Good
6.	AGFI	≥ 0.90	0, 982	Good
7.	TLI	≥ 0.9 4	0, 998	Good
8.	CFO	≥ 0.9 4	0.999	Good

Source: Appendix

Evaluation models indicate that of the eight criteria proposed, there are eligible. Thus, the above model indicates a good level of acceptance and it can be concluded that the model is acceptable, and the overall model is considered fact-appropriate and may have further analysis. This empirical model which is proposed in this research is hypothesis testing that can be submitted based on empirical model proposed. In this research through coefficient path. Examine structural equations. Pe ngujian hypothesis by looking P- value value. If the P-Value <0.05, significant relationship between variables.

No.	Independent Variables	Dependent variables	Standardized			pvalue	Decision
			Direct effect	Indirect effect	Total effect		
1	Service Marketing mix (X1)	Student decisions (Y)	0.096	-	0.096	0.079	Not significant
2	Quality of service (X2)	Student decisions (Y)	0.261	-	0.261	0,000	Significant

Based on these results, obtained from observations on a number of private colleges, will be presented the discussion of research are:

### 1. The influence of the marketing mix on the decision to choose a private college

The results of the analysis of the marketing mix used by private colleges, the effect is not significant to the student's decision in choosing a college. T emuan empirically obtained through observation that the perception of students about the decision of choosing a college student in private with program is not determined by the marketing mix in the decision choosing private colleges. The reason for any private university in terms of an increase in the number of admissions, less promotion of products colleges private higher, besides the tuition paid by students not in accordance with the facilities available to support lectures, so that the need to improve the facilities available in each university private high.

Alma (2002: 372) argues that to provide a good image of the institution in order to attract a number of students, the educational institution has developed various efforts known as marketing mix strategy. These strategies included in the total master plan that is associated with the planning and execution of marketing strategies in higher education Institutions. Then Adam (2015) which confirms that the concept of the marketing mix is considered able to answer the question on education services.

Further tjiptono (2005) that the marketing mix is a set of tools that can be used marketers to provide quality services offered to customers. While Armstrong (2008) that the marketing mix is the core of the marketing system which have roles to be able to know the market demand with products sold. Later studies conducted by Soedijati and Pratminingsih (2011) research found that the marketing mix affects the decision of choosing a college student. While Suherman (2015) research found that significant influence marketing mix with program selection decisions. Furthermore from the results of the study found that the service marketing mix did not significantly affect the decision of students to choose private universities. Thus, in this study is not in accordance with the theory put forward by Alma (2003), Adam (2015) and Tjiptono (2005), and rejected the research conducted by Soedijati and Pratminingsih (2011) and Suherman (2015).

### 2. The influence of the quality of service of the decision to choose private colleges

The problem of service to students is the most important part, especially related to the decision of choosing a college. One of the factors influencing student decision in choosing college is service quality. This is the basis of the theory proposed by Nasution (2004: 47) which suggests that the quality of service is the expected level of excellence and control over the level of excellence to meet customer desires. Tjiptono (2014: 59) states that the quality of service centered on efforts to meet the needs and desires of customers. Based on the views expressed by Arai (2004) and Tjiptono (2015), it can be said that the quality of service is an important part that affects students in choosing private colleges. The results of research conducted by researchers found that empirically stated that the dimensions of service quality significantly influence the decision of students choose private universities. It can be said that with good service quality is provided by every private college can influence a student's decision to choose the university, because of these observations every student expect any private college in higher education needs to provide good service to students. It can be seen from the perceptions of respondents about the quality of service, in which scores the smallest is conducive lecture hall, so it needs to be improved by the private universities in order to improve decision-elect. Then the average score of the biggest in this study is a security guarantee to the students during the lecture. The reason is because students perceive that the college has been able to provide security, the reason being guarded by security forces such as: security

guards responsible with campus security. Then from the observation through the dimension of service quality is quite good, because it can improve student decisions in choosing a college. It is said the service quality dimension is good enough because the curriculum used in the lecture process is in accordance with SAP and GBPP.

Then the observation that every lecturer own responsibilities as a lecturer at a private university so ready and willing to provide value and moreover already provided security campus. Yamit (2001) which states that any company engaged in the service needs to satisfy the needs of the service, meaning the company must provide a quality service to customers. While the research conducted by Utami (2014) that the quality of service, cost, location and imaging influence the student's decision choosing the Faculty of Economics. So from the theory advanced by Yamit (2001) supports research conducted Utami (2014) is in line with research conducted by the researchers.

## V. CONCLUSION

Based on the results of research and discussion that has been presented in the previous section, will describe some of the conclusions from the analysis that :

1. The results of this study found that empirically marketing mix does not significantly influence the decision of choosing a private university in Makassar, so that this hypothesis is rejected hypothesis.
2. The results of this study empirically found that service quality and significant positive effect on student's decision choose a private university in Makassar, so the hypothesis is accepted.

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Andi Hendra Syam\*. "Influence of Service Marketing, Quality of Service to Decision Students in Choosing Private Higher Education in Makassar ." Quest Journals Journal of Research in Business and Management , vol. 05, no. 05, 2017, pp. 41–46.