

THE INFLUENCES OF MARKETING MIX AND SERVICE QUALITY TOWARD THE IMAGE OF NORTH SULAWESI SHIPPING POLYTECHNIC

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Abstract: *The marketing mix has 7 (seven) important elements, namely product, price, promotion, place, employees, physical evidence and process. Service quality has 5 (five) important elements, namely reliability, responsiveness, assurance, empathy and tangibles. Meanwhile, in the image of an object there are 3 (three) important elements, namely the strength of the service, the excellence of the training service, and the uniqueness of the training service. North Sulawesi Shipping Polytechnic is a vocational college under the auspices of the Ministry of Transportation which provides Diploma III education which has its own characteristics and characteristics in building their image. The marketing mix and service quality certainly have an important role in building the image of the North Sulawesi Shipping Polytechnic. This research is to analyze the influence of the marketing mix and service quality on the image of the North*

Keywords: *Marketing mix, service quality, educational image*



Sulawesi Shipping Polytechnic. The data analysis technique uses inferential analysis, namely multiple regression analysis. Using quantitative research methods, 60 respondents were taken from cadets/cadets at the North Sulawesi Shipping Polytechnic to fill out a questionnaire whose validity and reliability had been tested. After carrying out a multiple regression test, the X1 regression coefficient value was 0.349, indicating that there was a positive influence of the marketing mix on the image of the North Sulawesi Shipping Polytechnic, and the X2 regression coefficient value of 0.066 showed that there was a positive influence of service quality on the image of the North Sulawesi Shipping Polytechnic. Furthermore, the results of the analysis obtained an F test with a significant level of p-value = 0.000 < 0.05, so H_a was accepted and H_0 was rejected. This means that H_1 , namely that there is an influence of the marketing mix and service quality on the image of the North Sulawesi Shipping Polytechnic, can be accepted or proven, or in other words, the marketing mix and service quality simultaneously influence the image of the North Sulawesi Shipping Polytechnic. The North Sulawesi Shipping Polytechnic is advised to maintain a marketing mix strategy to continue to improve the image of the North Sulawesi Shipping Polytechnic so that the maritime education provided becomes better known and has a positive influence on the image of the North Sulawesi Shipping Polytechnic.

INTRODUCTION

Background

Based on data from the Indonesian Statistics Agency, until 2022 there will be 3,107 universities spread throughout Indonesia. North Sulawesi Province itself has 51 universities spread across various districts/cities (according to BPS data for North Sulawesi Province 2022). In South Minahasa Regency there is a vocational college under the Ministry of Transportation, namely the North Sulawesi Shipping Polytechnic (Poltekpel Sulut). Since its founding in 2015, the North Sulawesi Shipping Polytechnic was originally called the South Minahasa Shipping Training Center



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which held training for the seafaring community. In 2020 there was an organizational change to become the North Sulawesi Shipping Polytechnic (Poltekpel Sulut) in accordance with PM Number 68 of 2020 concerning the Statute of the North Sulawesi Shipping Polytechnic. Shelters under the Transportation Human Resources Development Agency, Ministry of Transportation, and coordinates directly with the Ministry of Education and Culture, Research, Technology and Higher Education. From a Training Center to a Polytechnic, there are changes to the existing education and training system. Initially providing training for seafarer certification, it developed into a vocational education provider.

Since 2020, there has been an increase in the trend of training participants at the North Sulawesi Shipping Polytechnic. The following data was obtained:

Table 1. Comparison of the Number of Participants and Interested People

Service	Number of participants			Number of Interested People		
	2020	2021	2022	2020	2021	2022
Number of Education and Formation Participants (cadets)	224	213	269	512	621	813

Source: North Sulawesi Polytechnic Data, 2023

From the data above, it can be seen that there has been a significant increase from 2020 to 2022. The number of participants are those who passed the administration and tests and were designated as training program participants. In 2022, realized income will be IDR. 26,495,116,694,- or an increase of 107.5% from the target of Rp. 22,608,530,000,- which has been set (North Sulawesi Poltekpel data). This is due to the rapid increase in training participants. In this case, the marketing of educational products that are held certainly plays a very determining role in increasing training participants.

Marketing educational services requires a good strategy to increase users at an educational institution. The elements of a marketing strategy consist of 7 Ps, namely the 4 traditional Ps of Product, Price, Place, Promotion, and the 3 Ps of services marketing: People, Physical, Evidence, Process. This strategy was adopted from the business world, where the term marketing focuses on customer satisfaction using a logical rationale, namely if the customer is not satisfied, it means the marketing has failed. If an institution wants to provide a good image in order to attract consumers, then logically the educational institution must develop various marketing strategy efforts so that customers are interested in using the institution's services. The responsibility of marketing is that the North Sulawesi Shipping Polytechnic must be maximally managed and improve the quality of educational institutions that will be promoted to the public.

Research purposes

1. To determine the influence of the marketing mix and service quality on the image of the North



Sulawesi Shipping Polytechnic;

2. To determine the influence of the marketing mix on the image of the North Sulawesi Shipping Polytechnic;
3. To determine the influence of service quality on the image of the North Sulawesi Shipping Polytechnic.

LITERATURE REVIEW

Marketing Management

Kotler (2000) provides the definition that, "Marketing management is the art and science of selecting target markets and getting, keeping and growing customers by creating, delivering and communicating superior customer value". The definition of marketing, when juxtaposed with management, will form a combination of meanings that leads to the perfection of the word regarding the substance of marketing itself. As stated by Kotler (2009) who views marketing management as the art and science of selecting target markets and getting, keeping and growing customers by creating. This means that marketing management is a process of planning and implementing the realization of pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that meet the organization's service objectives.

It can be concluded that marketing is a business process of a person or an institution in influencing, distributing and transferring ownership from one person to another in connection with goods or services, so that they can be accepted by service users or consumers.

Education Marketing Concept

According to Buchari Alam (2017), marketing in the world of education can be conveyed, namely how to manage relationships of trust with effective communication, which covers various aspects from the programs offered to the stages of the tutoring process carried out regarding the infrastructure and human resources of teaching staff as well as the results. graduates who can influence students as customers and the community in general create great trust in entrusting their sons and daughters to join and study there. Education marketing is a service-based business which is different from goods-based marketing.

Education as a service product is something that is intangible but can meet consumer needs which are processed using or not using the help of physical products where the process that occurs is an interaction between the service provider and the service user which has the characteristic of not resulting in a transfer of rights or ownership. Marketing ethics in the world of education is to offer quality intellectual services and overall character formation. This is because education is more complex in nature, carried out with full responsibility, the results of education refer far into the future, developing the lives of citizens and the next generation of scientists in the future. There are three basic components in implementing educational marketing, namely: (1) integrated marketing, (2) create customer satisfaction, and (3) a profit.



Marketing Mix

Kotler and Armstrong (2012) state that "marketing mix as the set of controllable marketing variables that the firm leads to produce the response it wants in the target market". From the definition above, it can be interpreted that the marketing mix is controlled variables that are combined to produce the expected response from the target market. And for service businesses there are 7 elements of the marketing mix (Marketing Mix-7p), namely: Product, Price, Promotion, Place, Participants, Process and Physical Evidence. According to Assauri (2014) the factors contained in a product are quality, quality, features, options, style, brand names, packaging, size, product line, product items, and warranties. Price is the only element of the marketing mix that brings income to the company. Price is the value of a product.

According to Ginting in Anisa (2016), promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to disseminate information, influence or persuade, and/or remember the target market for the company and its products so that they are willing to accept, buy and be loyal to the product. that the company offers. Kotler and Keller (2009) stated that a location or place must also be able to market or promote itself. Therefore, in determining distribution channels, producers should pay attention to the elements involved in the distribution mix. The elements of people are company employees, consumers, and other consumers in the service environment. According to Sari and Medyani (2018) physical evidence is owned by service providers as added value aimed at consumers, customers and potential customers. According to Hansen (2019), processes are all actual procedures, mechanisms and activity flows of the service delivery system to consumers.

Service quality

According to Tjiptono (2011), service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. Service quality or customer service can be divided into two criteria, namely good service quality and poor service quality. Through a series of research on various service industries, Parasuraman, Zeithaml, and Berry in Tjiptono and Chandra (2011) succeeded in identifying five main dimensions of service quality, namely reliability, responsiveness, guarantee, empathy, and tangibles.

Educational Image

According to Kotler and Keller (2009), brand image is defined as the perceptions and beliefs held by consumers, as reflected by the associations embedded in the customer's memory, which are always remembered first when they hear the slogan and are embedded in the minds of consumers. According to Arpan et al (2003) university image can be defined as the sum of all the beliefs that individuals have towards the university. To be part of world globalization, universities in Indonesia must strive to become world-class universities. according to Ham and Hayduk (2003) in Buchari



Alam (2017), to achieve higher education competitiveness there are three elements that become global issues and influence all organizations, both large and small, profit and non-profit organizations, as well as internal and global organizations, including universities. These three elements are service quality, customer satisfaction, and behavioral intentions.

Research Result Previous

Taroreh Research; Lapien and Roring (2023) entitled Analysis of the Influence of Marketing Mix and Service Quality on Consumer Satisfaction at Cafe K7 in Amurang, South Minahasa Regency During the New Normal Period. The aim of this research is to analyze the influence of marketing mix and service quality on consumer satisfaction at Cafe K7 in Amurang, South Minahasa Regency during the New Normal Period. This research uses an associative approach. The population in this study were consumers at Cafe K7 Amurang. The sampling technique used was accidental sampling. The number of samples obtained was 100 respondents. Data analysis uses multiple linear regression analysis. The research results show that the marketing mix partially has a positive and significant effect on consumer satisfaction at Cafe K7 Amurang. Service quality partially has a positive and significant effect on consumer satisfaction at Cafe K7 Amurang. The marketing mix and service quality together or simultaneously have a significant effect on consumer satisfaction at Cafe K7 Amurang. The advice that can be given is that Cafe K7 Amurang should maintain and further improve its marketing mix and service quality because it has a significant effect on consumer satisfaction.

Research by Helena., et al (2021) with the research title Marketing Mix Analysis of Starbucks Coffee Purchase Decisions in Jakarta. The aim of this research is to analyze the influence of product, price, place, promotion, process, people and physical evidence variables on the decision to purchase Starbucks coffee in Jakarta. The sample used non-probability sampling as a source through the results of distributing questionnaires to 96 respondents. The results obtained are (1) the existence of the product has a significant effect on purchasing decisions, (2) price has no significant effect on purchasing decisions, (3) place has no significant effect on purchasing decisions, (4) promotion has a significant effect on purchasing decisions, (5) the process has no significant influence on purchasing decisions, (6) people have a significant influence on purchasing decisions, (7) physical evidence has no significant influence on purchasing decisions. Research limitations due to the pandemic, the distribution used G-form so there was a lack of approach to respondents.

Sopian Mustopa (2021), The Influence of the Services Marketing Mix on School Image and Its Implications for Trust (A Survey of Students at SMK Negeri 1 Cugenang Cianjur). This research aims to determine and analyze the influence of the service marketing mix on school image and its implications for trust. The research method used is descriptive and verification analysis. The data collection used was interviews using questionnaires accompanied by observation and literature techniques, the sampling technique used saturated sampling. Data collection in the field was carried out in 2017. The data analysis technique used Path Analysis. The research results show that in



general the service marketing mix as measured by the sub-variables of product, price, promotion, location, HR contacts (people), physical infrastructure, and processes, image and trust at SMK Negeri 1 Cugenang Cianjur is generally not good. The service marketing mix with the sub-variables of price, location, promotion, contact/human resources, physical infrastructure and service processes influences the image both partially and simultaneously and the image influences the image at SMK Negeri 1 Cugenang Cianjur.

Research Model and Hypothesis

Based on the background of the theoretical review problem, the model in this research is as follows:

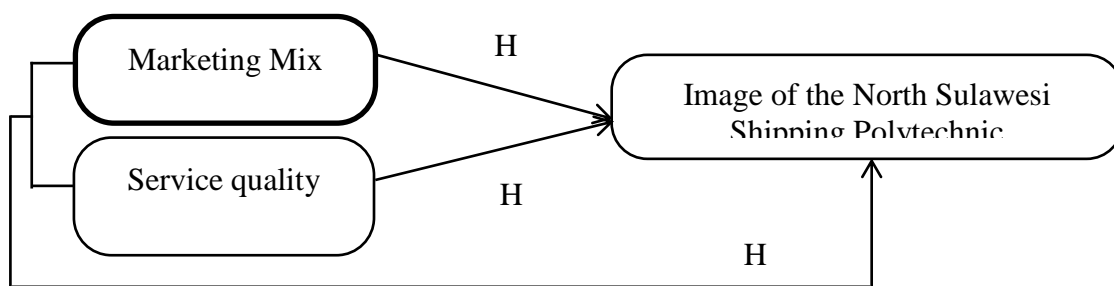


Figure 1. Research Model

Source: Processed Data 2023

Hypothesis

There must be a little explanation regarding the research model, namely:

- H1: It is suspected that there is an influence of the marketing mix and service quality on the image of the North Sulawesi Shipping Polytechnic;
- H2: It is suspected that there is a positive and significant influence of the marketing mix on the image of the North Sulawesi Shipping Polytechnic;
- H3: It is suspected that there is a positive and significant influence of service quality on the image of the North Sulawesi Shipping Polytechnic.

RESEARCH METHODS

The type of research used in this research is a quantitative research method. Quantitative research methods are a method used to answer research problems related to data in the form of numbers and statistical programs. To be able to properly explain the approach and type of research, population and sample, research instruments, data collection techniques, and data analysis in a research proposal and/or report requires a good understanding of each of these concepts (Wahidwarni, 2017).



Research Location and Time

The research location is at the North Sulawesi Shipping Polytechnic, and the research period is from October 2023 to December 2023.

Research Population and Sample

The population is all cadets/cadets at the North Sulawesi Shipping Polytechnic, totaling 183 cadets/cadets, and the sample is 60 respondents chosen randomly.

Research variable

The independent variable is X1 is the Marketing Mix, and X2 is Service Quality. Meanwhile, the dependent variable, namely Y, is the Image of the North Sulawesi Shipping Polytechnic.

Method of collecting data

To collect research data, the author used a questionnaire method and observation method.

Data analysis technique

The analytical method used in this research is multiple linear regression including multiple coefficient of determination, F test, t test and classical assumption test. Related to this is data obtained from data processing using SPSS 23 software.

RESEARCH RESULT AND DISCUSSION

Table 2. Description of Respondents

No	Characteristics	Classification	Amount	Percentage (%)
1	Gender	Woman	18	30
		Man	42	70
		Total	60	100
2	Age Group	< 30 years	60	100
		Total	60	100

Source: Processed Data 2023

The table above shows that the number of male respondents was 42 people with a percentage of 70%, while there were 18 female respondents with a percentage of 30%. In other words, there are more male respondents than female respondents. Furthermore, in terms of age, the respondents were all in the age group of less than 30, this was because the respondents were cadets whose age limit at the time of entry was a maximum of 23 years.

Table 3. Validity Test

Variable	Indicator	Correlation
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		r count	r table	Status
Marketing Mix (X1)	X1.1	0.819	0.254	Valid
	X1.2	0.751	0.254	Valid
	X1.3	0.840	0.254	Valid
	X1.4	0.799	0.254	Valid
	X1.5	0.825	0.254	Valid
	X1.6	0.760	0.254	Valid
	X1.7	0.824	0.254	Valid
Service Quality (X2)	X2.1	0.770	0.254	Valid
	X2.2	0.790	0.254	Valid
	X2.3	0.868	0.254	Valid
	X2.4	0.743	0.254	Valid
	X2.5	0.836	0.254	Valid
Image of North Sulawesi Shipping Polytechnic (Y)	Y1	0.767	0.254	Valid
	Y2	0.874	0.254	Valid
	Y3	0.819	0.254	Valid

Source: Processed Data 2023

The results of the validity test using SPSS 23 in the table above show that Pearson Correlation for each statement item it has a value greater than the r table for 60 samples, namely 0.254. So it can be concluded that all instrument items on the three variables are valid.

Furthermore, the following are the results of the reliability test on the instruments for the three variables shown in the table:

Table 4. Reliability Test

No	Variable	Cronbach Alpha	Status
1.	Marketing Mix (X1)	0.908	Reliable
2.	Service Quality (X2)	0.859	Reliable
3.	Image of North Sulawesi Shipping Polytechnic (Y)	0.755	Reliable

Source: Processed Data 2023

The results of the validity test using SPSS 23 in the table above show that the Pearson Correlation for each statement item has a value greater than the r table for 60 samples, namely 0.254. So it can be concluded that all instrument items on the three variables are valid. And the Cronbach Alpha value in the table above is more than the r table value, namely 0.254 and greater than 0.6. So it can be concluded that every statement from the instrument on each variable is reliable.

Table 5. Regression Test



Source: Processed Data 2023

Based on the analysis in Table 5, the following equation is obtained:

$$Y = 1.104 + 0.349 X1 + 0.066 X2 + e$$

The regression equation indicates the following:

1. The constant value of 1.104 indicates that if the independent variable value is considered 0, then the image of North Sulawesi Polytechnic (Y) is 1.104 units.
2. The regression coefficient value X1 is 0.349, indicating that there is a positive influence of the marketing mix on the image of North Sulawesi Polytechnic. If the marketing mix variable score increases by one unit, the image of North Sulawesi Polytechnic will increase by 0.349 units assuming the other variables are constant. On the other hand, if the score drops by one unit, the image of North Sulawesi Polytechnic will decrease by 0.349. This means that the better the marketing mix, the better the image of North Sulawesi Polytechnic.
3. The regression coefficient value X2 is 0.066, indicating that there is a positive influence of service quality on the image of North Sulawesi Polytechnic. If the service quality variable score increases by one unit, the image of the North Sulawesi Polytechnic will increase by 0.066 units assuming the other variables are constant. On the other hand, if the score drops by one unit, the image of North Sulawesi Polytechnic will decrease by 0.066. This means that the better the quality of service, the better the image of North Sulawesi Polytechnic.

Discussion

The following is a discussion of this research.

The Influence of Marketing Mix and Service Quality on the Image of the North Sulawesi Shipping Polytechnic

Based on the results of data processing, it shows that the marketing mix and service quality simultaneously influence the image of the North Sulawesi Shipping Polytechnic. This means that the marketing mix and service quality at the North Sulawesi Shipping Polytechnic has gone well,

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,104	,260		4,253	,000		
	Marketing Mix	,349	.073	,866	4,803	,000	,152	6,427
	Service quality	,066	,098	.121	2,204	.021	,152	4,477

giving a good impression and image as well as quality service to the cadets. The results of previous research from Nurdiana (2018), found that the marketing mix and service quality simultaneously influence customer decisions.

The Influence of the Marketing Mix on the Image of the North Sulawesi Shipping



Polytechnic

Based on data obtained from respondents' answers to the questionnaire, almost all cadets at the North Sulawesi Shipping Polytechnic have good perceptions or responses regarding the marketing mix. The research results show that the marketing mix has a positive and significant effect on the image of the North Sulawesi Shipping Polytechnic. This can be interpreted as saying that the marketing mix at the North Sulawesi Shipping Polytechnic has made a good contribution to the image of the North Sulawesi Shipping Polytechnic. This also means that most of the cadets decided to choose the North Sulawesi Shipping Polytechnic as a place to carry out education and training, because the prices offered are quite competitive when compared to other shipping polytechnics that offer similar educational products. Apart from that, the place/location which is quite strategic, easy to reach and satisfactory service is also supported by attractive promotions, causing the current cadets to choose to study at the North Sulawesi Shipping Polytechnic. The results of previous research by Mustopa (2021) found that the service marketing mix with the sub-variables price, location, promotion, contact/human resources, physical infrastructure and service processes had an effect on image both partially and simultaneously and image had an effect on image at SMK Negeri 1 Cugenang Cianjur .

The Influence of Service Quality on the Image of the North Sulawesi Shipping Polytechnic

Based on the results of the regression coefficient test that has been carried out, it shows that service quality has a positive and significant effect on the image of the North Sulawesi Shipping Polytechnic. This is because cadets can feel directly the impact of the quality of service at the North Sulawesi Shipping Polytechnic. Therefore, the North Sulawesi Shipping Polytechnic must always create and maintain service quality. Facilities and infrastructure become superior products in supporting the quality of existing services.

CLOSING

Conclusion

Based on the research results and discussion, the following conclusions can be drawn for this research:

1. The marketing mix and service quality simultaneously influence the image of the North Sulawesi Shipping Polytechnic.
2. The marketing mix has a positive and significant effect on the image of the North Sulawesi Shipping Polytechnic.
3. Service quality has a positive and significant effect on the image of the North Sulawesi Shipping Polytechnic.

Suggestion

From the conclusions given, there are several suggestions from the author regarding this



research as follows:

1. The North Sulawesi Shipping Polytechnic is advised to maintain a marketing mix strategy to continue to improve the image of the North Sulawesi Shipping Polytechnic so that the maritime education provided becomes better known and has a positive influence on the image of the North Sulawesi Shipping Polytechnic.
2. North Sulawesi Shipping Polytechnic to continue updating promotional strategies.
3. North Sulawesi Shipping Polytechnic to regularly carry out maintenance on facilities and infrastructure that are classified as modern, sophisticated and adequate.
4. North Sulawesi Shipping Polytechnic needs to maintain and improve the quality of service to attract as many enthusiasts as possible.

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