



USER RESPONSE OF AGRICULTURAL UNDERSTANDING TO MIX MARKETING SELECTING A FACULTY OF AGRICULTURE: QUALITATIVE STUDY AT UNIVERSITY OF KLABAT AIRMADIDI

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Abstract:

This study aims to examine the responses of agricultural undergraduate users to Mix Marketing choosing the faculty of agriculture: a qualitative study at the University of Klabat Airmadidi. The research was conducted from March to September 2020. The research method was carried out qualitatively with a case study design. In this study, the responses of 6 science students for the 2020/2021 academic year were observed based on the 7p marketing mix strategy. The results of the study: 1. That the seven factors of the marketing mix, namely product, price, place, promotion, people, physical facility and process, together influence students' interest in choosing the Faculty of Agriculture. 2. Three factors of the marketing mix: people (HR), product (quality of graduates), and price (price/SPP) partially influence students' interest in choosing the Faculty of Agriculture. 3. In addition to the seven factors of the marketing mix, students suggest that the faculty of agriculture produces superior crops and disseminated it in the form of an exhibition so that it attracts public interest in choosing the faculty of agriculture at the University of Klabat.

Keywords: Bachelor of Agriculture and Mix Marketing

INTRODUCTION

Competition in the world of education has become inevitable today, many private universities (PTS) and state universities (PTN) have grown in Indonesia, including in the province of North Sulawesi. As a consequence of increasing universities, there is competition in recruiting new students. Based on <https://www.pendaftaranmahasiswa.web.id/2019/07> (2019) that there are 6 state universities and 8 private universities in North Sulawesi including Klabat Airmadidi University. There are 1 institutions, 21 high schools, 8 academies. A total of 44 pieces.

The condition of the increasing number of universities and changes in consumer demands as users of educational services for the good name of a university will trigger increased competition between universities. Educational service providers must be able to implement appropriate marketing strategies and strive to offer quality higher education services so that Indonesian universities can produce quality graduate outputs and be able to compete at a global level.

Present and future Indonesian education providers face the problem of low levels of strategic feasibility stemming from the gap between changes in the internal higher education environment and competition from other universities, including foreign (external) universities. This phenomenon can reduce the competitiveness and superiority of the position of Indonesian universities in producing quality university graduates.

Administrators of higher education institutions must be able to develop the image and performance of quality tertiary institutions by considering adequate educational marketing strategies in analyzing the marketing mix factors ("Marketing mix") appropriately in order to win the competition in attracting prospective new students.

The traditional 4P marketing mix strategy has been designed by McCarthy (1960) a United States marketing expert and this strategy is widely used in companies and the banking industry to attract consumers to buy the products offered. The four elements of the marketing mix strategy are:

Product is the object or service of an organization that produces products or services on a large scale in a specific volume.

Price is the price that must be paid by customers to pay for products or services provided to consumers.

Place is the location or place where the product or service is produced. It is possible that the product is not available in all locations but only in a select selection of locations.

Promotion is all the company's efforts to promote products or services to consumers, so that consumers are interested in buying these products.

According to Zeithaml and Bitner (2004) there are seven elements of the service marketing mix, consisting of four traditional marketing mix P4 namely product, price, place, and promotion proposed by McCarthy then added with three elements of non-traditional marketing mix namely HR (people), physical evidence and process.

Marketing mix strategy "Marketing Mix" is widely used in the banking industry and companies in the world. It is interesting to apply in the field of education to what extent the marketing mix strategy for educational services in Indonesia, especially in private universities, is to attract prospective new students to choose to study at the agricultural faculty of Universitas Klabat Airmadidi.

Klabat University as one of the private universities in Kopertis region IX Sulawesi was established on October 7, 1965, located in the Airmadidi Sub-district, North Minahasa Regency, North Sulawesi Province. Klabat University has six faculties with 11 study programs. The six faculties are:

1. Philosophy faculty with one study program, namely: Adventist Christian Philosophy.
2. Faculty of Teacher Training and Education with 4 study programs, namely 1. English education, 2. Economic education, 3. Education outside of school, and 4. Religious education.
3. Faculty of Business and Economics with 2 study programs, namely: 1. Accounting, and 2. Management.
4. Faculty of Agriculture with one study program, namely: Agrotechnology (agronomy).
5. Faculty of Computer Science with 2 study programs, namely: 1. Information Systems and 2. Informatics Engineering.
6. Faculty of Nursing with two study programs, namely Nursing.

Unklab information system data (SIU) 2020 shows that the number of new students entering Klabat University in the last four years starting from the 2016/2017 to 2020/2021 academic year is as follows: the 2016/2017 academic year six people, 2017/2018 three people, 2018/ 2019 five people and 2019/2020 five people and 2020/2021 4 people (Unklab, 2020).

Based on the data above, the number of new students interested in entering the Faculty of Agriculture at Unklab is very low from the 2016/2017 academic year to the 2020/2021 school year, and there is even a downward trend in the interest of prospective students choosing the Agrotechnology study program in the agricultural faculty. This attracts researchers to conduct research by testing the Mix marketing 7p strategy applied in the company used in the field of education to attract new students to choose the Faculty of Agriculture Unklab.

LITERATURE REVIEW

Education Services Marketing Mix

Kotler Armstrong (2006) suggests the marketing mix "Marketing Mix is that set of marketing tools that the firm uses to pursue its marketing objectives in the target market." Marketing mix is a set of marketing tools (marketing mix) that can be used by the company to achieve marketing objectives in the target market.

Zeithaml and Bitner (2006) put forward the definition of the marketing mix as follows: "Marketing mix defined as the elements an organization controls that can be used to satisfy or communicate with customers. These elements appear as core decisions variables in any marketing text or marketing plan." The marketing mix of educational services is the elements of an educational organization that can be controlled by the organization in communicating with students and will be used to satisfy students.

Based on the above definition, it can be concluded that the education marketing mix is marketing elements that are interrelated, mixed, organized and used appropriately, so that educational institutions can achieve marketing goals effectively, while satisfying the needs and desires of consumers, namely students as users of educational services.

According to Ratih Hurriyati (2008) and Soedijati (2008), it is stated that there are seven (7) elements of the marketing mix of educational services:

- a. Product: higher education services offered to students in the form of reputation, prospects and variations and choices of majors or study programs. Universities can survive and be able to win the competition with other universities if they offer good quality education, prospects after graduation, and varied concentration options so that prospective students can choose a concentration according to their talents and interests. The reputation and prospects of universities are what attract students to universities, for example, universities are known by the public to produce graduates who have good competencies and can be accepted in the world of work.
- b. Price (price): the value of the services offered. Pricing is a critical point in the service marketing mix because price determines the income of a business. Pricing decisions related to the services offered are valuable and useful to customers and play an important role in maintaining service quality. The high and low price of a product or service is determined by the university based on the following matters: a. quality of education services, b. characteristics of prospective customers, and c. university competitive situation.
- c. Location (place): the place where the education process is held (place/service location) can affect the preparation of prospective students to make choices. Universities need to consider the location close to the city center or housing, the condition of the parking lot, a conducive learning environment and smooth transportation and can be accessed by public vehicles to be an attraction for prospective new students.

- d. Promotion (promotion): is one of the determining factors for the success of marketing programs. The promotion element in the service marketing mix has an important role in helping to communicate the bargaining power of services to customers. According to William Stanton (1996) promotion is an activity to inform (information), persuade (persuasion), and influence (influence). Promotion is carried out by means of: advertising through TV, radio, spots and billboards; sales promotions such as exhibitions and investments; direct contact with prospective students; and community-related activities.
- e. People (People): human resources have an important role in marketing, because the success of marketing a service depends on selection, training, motivation, with human resource management. Internal marketing has the aim of reinforcing the effective behavior of staff to attract customers. Human resources for higher education services are grouped into three, namely: administrators, lecturers, and employees. These three groups have an important influence. For this reason, the selection (recruitment) of higher education human resources must be carried out carefully.
- f. Physical facilities (Physical Evidence): physical facilities are the environment where educational services are carried out in the teaching and learning process. Physical buildings in the form of lecture buildings, libraries, sports facilities, laboratories, computers, and other supporting facilities. In the context of educational services, physical evidence is an environment where universities and students can interact, and in it there are tangible components that support the performance or communication of educational services.
- g. Process (Process): the process is the whole work activity. Process is a major factor in the service marketing mix, because customers will often perceive the service delivery system as part of the service itself. All work activities are processes and processes involving procedures, tasks, schedules, mechanisms, activities and routines with educational services provided to students as consumers.

RESEARCH METHODOLOGY

The research was conducted qualitatively with a case study design. Qualitative research is observing people in their environment, interacting with them, trying to understand their language and interpretation of the world around them (Moleong, 2008). In this study, what was observed was the response of agricultural undergraduate users in making decisions based on the 7p marketing mix strategy. The research was carried out at the Agriculture Service of North Minahasa Regency, Airmadidi, with the research period from February to December 2021.

The sampling technique was purposive sampling. According to Sugiyono (2014), purposive sampling is a sampling technique based on data sources with certain considerations. The number of respondents was 5 employees of the Agriculture Service of North Minahasa Regency, Airmadidi.

The data analysis technique uses the concept of Miles and Huberman. According to Miles and Huberman in the book Sugiyono (2014) qualitative research is carried out interactively and takes place continuously at each stage of the research so that it is complete, and the data is saturated. Activities in data analysis, namely data reduction, data display, and conclusions or verification.

Based on the description above, namely the components of qualitative data analysis, it can be described as follows:

1. Data collection, collecting all data, both interviews and observations related to informants, namely employees who have worked in the Minut Regency agricultural office.
2. Reducing the data, based on the data collection, the necessary data are then sorted directly related to the marketing mix factors that influence the decision making of students who continue their education in tertiary institutions.
3. Compile data, after data on marketing mix factors are collected, all data are categorized and described in the form of brief descriptions, charts, relationships between categories, flowcharts, so that they can support this research.
4. Conclusion, this is directly related to drawing conclusions from research on marketing mix factors that influence student decision making to choose to study Faperta Unklab Airmadidi.

RESULTS AND DISCUSSION

General Picture of the North District Agriculture Office

It is the office of the Regional Agriculture Service Office of North Minahasa Regency, North Sulawesi province. This Department of Agriculture functions to carry out the affairs of authority and assistance in the agricultural sector in the North Minahasa Regency, North Sulawesi. In addition, the agricultural office also has several other duties and functions, such as agricultural extension, formulating agricultural policies, deciding on food sector policies, administrative administration of agriculture, technical guidance to parties in the agricultural sector, ensuring the availability of agricultural fertilizers, to distribution of supporting tools and machines. agriculture. In addition, the Department of Agriculture is also the guarantor of the welfare of farmers through the program to ensure that they provide insurance for rice farming business (AUPT). Therefore, related to its functions and duties, the agriculture office has the authority to issue agricultural permits, transfer of functions permits, agricultural business permits, land clearing and other permits related to agriculture. (Minut Regency Agriculture Office, 2021).

RESEARCH RESULT

The results of research on 6 agricultural undergraduate users at the Department of Agriculture of North Minahasa Regency, namely: 1. Haryanti, SP, 2. Cicilia Bernadus, SP. 3. Mydsal Tamusu, SP, 4. Ir. Rika M. Laihad, 5. Fransisca A Devi, and 6. Pruska A. P. Suwandi:

1. Do the seven factors of the marketing mix, namely product, price, place, promotion, people, physical facility and process, together influence their interest in choosing to study at the Faculty of Agriculture. The results of the interviews showed that they agreed that the seven factors of the marketing mix together influenced their decision to choose to study at the Faculty of Agriculture, Universitas Klabat Airmadidi.
2. The second research objective, whether the seven marketing mix factors namely product, price, place, promotion, people, physical facility and process partially influence their interest in choosing the Faculty of Agriculture Unklab Airmadidi. The results of each respondent's interview are as follows:
 - a. Respondents 1. Haryanti, SP. Based on the results of the interview, it showed that 3 main factors that influenced Haryanti's interest in choosing the faculty of agriculture were: 1. product, 2. price, 3. facilities & infrastructure,
 - b. Respondent 2. Ir. Rika Based on interview data 3 main factors that influence Rika's decision to choose the faculty of agriculture are: 1. Location, 2. Product, 3. Price.
 - c. Respondent 3. Pruska A.P. Sumardi. Based on the results of this interview, it is shown that Pruska's 3 main factors in choosing the faculty of agriculture are: 1. physical, 2. process, 3. location.
 - d. Respondent 4. Cicilia Bernadus. Based on the interview, it was shown that there were 3 main factors for Cicilia to choose the faculty of agriculture, namely: 1. Human Resources, 2. Physical, 3. Location.
 - e. Respondent 5. Fransiska A. Devi. Based on the interview, it was shown that there were 3 main factors for Fransiska to choose the faculty of agriculture, namely: 1. promotion, 2. price, 3. process.
 - f. Respondent 6. Mydsal Tamusa. Based on the interview, it shows that there are 3 factors Mydsal chose the faculty of agriculture, namely: 1. process, 2. price, 3. location.

Based on the data above, the 3 main factors of the marketing mix from each respondent can be seen in table 1.

Table. 1. Factors in the choice of employees of the Department of Agriculture Kab. North Minahasa chooses the faculty of agriculture

No	Marketing mix factor	Number respondents	of	Order of choice
1	People	2		1
2	Price	2		2
3	Place	3		3

Based on the data in table 1 above, it shows that the 3 main factors of the marketing mix that influence the decision of 6 employees of the North Minahasa Agriculture Office to choose the Unklab agriculture faculty are: 1. People (HR leaders, lecturers and staff), 2. Price (price/SPP). 3. Place (location).

If further studied the 3 main mix factors based on a questionnaire to respondents to choose the Unklab agriculture faculty are:

1. People, reasons: a. Administrators/leaders at Faperta and Unklab have professional competence to support services to students, b. Lecturers at Faperta and Unklab are able to teach according to the field of subject they are taught c. Employees at Faperta and Unklab are able to serve well.
2. Price (price). The reasons they chose: a. Tuition fees, construction costs, laboratory fees are adjusted to the number of semester credits taken by students, b. Faperta/Unklab provide scholarships for outstanding students and or provide employment opportunities to pay for lectures, c. Easy and fast payment procedures, d. Easy tuition fee installment requirements.
3. Place (location). Their reasons for choosing: Faperta and Unklab locations are close to the city center, Faperta and Unklab have a large, organized, and tidy parking area, a conducive learning environment, easy to reach by public transport and fast.

When asked whether there are other factors besides the seven marketing mix factors above that affect the users of the faculty of agriculture, namely: respondent 1. Haryanti, SP, 2. Ir. Rika M. Laihad, 3. Fransisca A Devi, and 4. Pruska A. P. Suwandi did not suggest other factors. However, there are two names, namely 1. Cicilia Bernadus, SP. And 2. Mydsal Tamusu, SP suggested that agricultural students should do KKN or internships and increase field practice activities to attract prospective new students to choose the agricultural faculty of Klabat University.

CONCLUSION

1. Results of interviews with agricultural undergraduate users at the District Agriculture Office. North Minahasa shows that the seven factors of the marketing mix, namely product, price, place, promotion, people, physical facility and process, together influence student interest in the Faculty of Agriculture, Universitas Klabat Airmadidi.
2. Results of interviews with agricultural undergraduate users at the District Agriculture Office. North Minahasa that there are 3 factors in the marketing mix, namely 1. People (HR / quality of leaders, lecturers and staff), 2. Price (SPP / tuition fees) and physical facilities (Physical Evidence) and 3. Place (location / place of lectures). partially affect the interest of students in choosing the faculty of agriculture, Universitas Klabat Airmadidi.

3. The results of interviews with agricultural undergraduate users that in addition to the seven marketing mix factors that influence students' interest in choosing a faculty of agriculture, students of the agricultural faculty have to do internships and practice more in the field so that they are ready to use when they graduate.

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