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The Effect of Marketing Mix and Brand Image towards Interest of Students at Riyadlul Jannah Islamic High School Jonggol

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ABSTRACT

The purpose of this study was to find out whether Marketing Mix and brand image have a significant effect on the Choice Decision students at Riyadlul Jannah Jonggol Islamic High School. The approach used is quantitative with data collection techniques or questionnaires, int erviews, observation, and documentation. The population in this study were madrasa heads, teachers, employees, and parents of students. Sampling amounted to 50 people from 168 people in the population using the slovin formula with probability random sampling. Data were analyzed using the classical assumption test and hypothesis testing with the help of the SPSS Version 22 program. The results showed that: (1) The Marketing Mix variable had a significant effect on the Choice Decision students at Riyadlul Jannah Jonggol Islamic High School by 54% with a significance value - 0.000 less than the value of α = 0.05 and the calculated t value of 1,598 is greater than the t table value of 0,278. (2) The brand image variable has a significant effect on the Choice Decision students at Riyadlul Jannah Jonggol Islamic High School by 42% with a significance value = 0.000 less than the value of α = 0.05 and a t-count value of 1,128 greater than t-table 0,278. (3) Simultaneously, Marketing Mix and brand image have a significant effect on the Choice Decision students at Riyadlul Jannah Jonggol Islamic High School by 64.9% with a significance value of 0.000 which is less than 0.05 and the calculated F value obtained is 43.376 greater than the value F table 2.90.

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INTRODUCTION

Education is a learning process for every human being to achieve higher knowledge and understanding regarding certain and specific objects. Knowledge obtained formally will have an impact on the mindset and behavior of humans according to the level of education they have obtained. Every Indonesian citizen has the right to obtain proper education, both from lower and upper economic circles as stated in the Constitution. Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and the skills needed by themselves, the community, the nation and the state. (Yunita et al., 2023)

Education in Islam is guidance by educators for the physical, spiritual and intellectual development of students so that good Muslim personalities can be formed. Islamic school is an educational institution that has a focus on Islamic religious education and general education. Islamic schools not only teach general subjects such as mathematics and languages, but also emphasize Islamic religious teachings such as the Qur'an and hadith. Islamic schools can be found in various countries, especially in countries with a majority Muslim population. In Indonesia, there are many Islamic schools, both from elementary, secondary and tertiary levels. (Latief et al., 2021)

Bogor Regency is indeed famous for the existence of many Islamic schools in its territory, one of which is in the Jonggol sub-district. This may be caused by the majority of the population of Jonggol sub-district who are Muslim and the enthusiasm of the people in developing Islamic education in the area. As a form of concrete action in order to support this program, the implementation and responsibility of education is not enough to just rely on the government with existing Islamic schools, but all levels of society must participate in it. (Sakir et al., 2022)

Judging from the existence of competition between educational institutions, it is necessary to have an educational marketing strategy through promotion. One of the marketing competitions in the world of education is competition in attracting new students. Because at this time, there is a lack of public interest in sending their children to high school, especially Islamic-based schools. Many techniques are issued by each school institution to attract new students, meaning that if the number of new students' interest increases, the school institution is said to be good and of good quality. Competition in the world of education is inevitable, many educational institutions have been abandoned by their customers so that in recent years there has been a decrease in student interest in Islamic educational institutions as happened at the Riyadlul Jannah Islamic school. The ability of organizers to understand education marketing is a requirement in maintaining and increasing the growth of their institutions. Therefore, in every institution requires the right strategy. (Sari et al., 2020)

Many schools must have their own way of promotion to attract the hearts of prospective students. Problems The demands of society for the quality of Islamic education services are getting higher from time to time. In addition, it is in the stage of growth and development so it is easy to be guided, directed and instilled good habits. The principle of Islamic economics in promotion is trust and consensual. The promotion carried out by the Riyadlul Jannah Islamic High School did not force junior high school graduates. The promotion mix is a combination of promotional tools, namely advertising, personal selling, sales promotion and publicity designed to sell goods and services from Riyadlul Jannah Jonggol Islamic High School in the last three years students from Riyadlul Jannah Islamic High School tend to no increase or even decrease. (Sari, 2022) It can be seen in the following table:

Table 1. Number of Acceptance of Riyadlul Jannah Islamic High School Students

Number	School Year	Number of Registered Students
1	2017/2018	135
2	2018/2019	125
3	2019/2020	106

Source: Data of Riyadlul Jannah High School, 2020

Based on the table above, it provides an overview of a condition of declining student enrollment at Riyadlul Jannah Jonggol Islamic High School. From this, it demands efforts from all parties at Riyadlul Jannah High School to evaluate and create effective and efficient strategies so that these conditions do not get worse. The existence of Riyadlul Jannah Islamic High School is expected to be able to make a real contribution in efforts to support government programs in the field of Islamic education. Schools must have their own way of promotion to attract new students. The problem The demands of society for the quality of Islamic education services are getting higher from year to year. In addition, it is in the stage of growth and development so it is easy to be guided, directed and instilled good habits. Because of this, Riyadlul Jannah Islamic High School has several advantages that new students and parents can consider, including this school that offers a strong education with an emphasis on Islamic values. Students get the opportunity to study religion in depth, memorize the Koran, and follow other Islamic lessons. (Meliani et al., 2022)

As a form of concrete action in order to support the Riyadlul Jannah Islamic school promotion program, the implementation and responsibility of education is not enough to rely only on the government with existing schools, all levels of society must participate in it. This was finally captured by the school to participate in contributing to improving the quality of Islamic education and seizing opportunities for increasing interest in Riyadlul Jannah Islamic High School. The large number of junior high school graduates who are equivalent in Jonggol District to enter and continue their education at a higher level, choosing a school is the decision to choose that school. students who have decided to choose Riyadlul Jannah Islamic High School, will register themselves and are willing to become new students in order to get the demands of Islamic knowledge that they expect. The decision to choose is a form of consumer behavior in using and using goods or services of a product. The decision to choose is a dynamic interaction between affection which involves likes and dislikes, cognition which involves rationality of thought, as well as behavior and the environment in which the student lives. (Gusdiandika & Sinduwiatmo, 2012)

Students can determine Riyadlul Jannah Islamic High School as a continuation of senior high school after graduating from junior high school can be influenced by many things. The decision to choose is complex, because it involves many aspects in its implementation. Many factors can influence students' decisions in determining an Islamic-based high school as a high school. One of them is the interest of prospective students with the promotion carried out by Riyadlul Jannah Islamic High School. Knowledge obtained from various information about the school will also influence students' assessment of Riyadlul Jannah Islamic High School. The student's experience, both from himself and from others also determines the decision to choose a school. This is also influenced by the affective aspect that involves students which includes feelings of like or dislike, satisfaction and dissatisfaction and so on so that this will determine student behavior to determine Riyadlul Jannah Islamic High School as a senior secondary school. (Herawati et al., 2019)

The existence of promotions from schools is one source of information that can influence the decision to choose a school. Promotion will provide information in the form of new knowledge regarding details of the school shown through pictures and descriptions. This information will be processed with the experience possessed both from himself and from other people, so that it will determine the assessment of Riyadlul Jannah Islamic High School. Promotion will also determine feelings of like or dislike towards Riyadlul Jannah Islamic High School, if the promotion given by Riyadlul Jannah Islamic High School can attract new students, students will feel like and satisfied with Riyadlul Jannah Islamic High School so that they will proceed to the decision to choose a school in Riyadlul Jannah Islamic High School Riyadlul Jannah Islamic High School carried out a promotion by distributing flyers in the Junior High School environment, making banners on the street. (Ratnawati, 2016)

Judging from the promotional activities implemented by Riyadlul Jannah High School, it is actually not much different from other private high schools, but the interest of new students to choose this Islamic high school is quite less compared to other private high schools, based on the data that the researchers explained earlier. This phenomenon is what attracts the attention of researchers to examine the influence of promotions used by Riyadlul Jannah Islamic High School in attracting public interest so that they are able to attract a large number of students in the future. Based on the problems in the background of the problems above, the researchers formulated the problem in this study, namely the Effect of Marketing Mix and Brand Image on the Interests of New Students at Riyadlul Jannah Jonggol Islamic High School.

METHOD

This research was conducted at Riyadlul Jannah Jonggol Islamic High School, located on Jl. Singajaya – Cibodas, Singajaya, Jonggol District, Bogor Regency. The research conducted by the author was from July 2023 to August 2023. This research is a quantitative study that is explanatory research that explains the position of the variables studied and the relationship between one variable and another (Sugiyono, 2017). the population in this study were madrasa heads, teachers, employees, and students of Riyadlul Jannah Islamic High School randomly. It is known that the total population in this study was 168 people, consisting of 1 principal, 6 teachers, 1 employee, and 162 students representing the total number of students at Riyadlul Jannah Islamic High School. the sample used is 50 samples from the entire population determined using the accidental sampling method. The sampling technique is based on coincidence, that is, anyone who meets the researcher by chance can be used as a sample, if it is deemed that the person met by chance is suitable as a data source.

Source of data in this study was obtained by distributing questionnaires. In this research, the data used are the perceptions of 50 students of Riyadlul Jannah Islamic High School. Multiple Regression Analysis Test Multiple Regression is often used to solve regression analysis problems involving the relationship of two or more independent variables. To find out how much influence the X variable, namely the marketing mix, and Brand Image has on the Y variable, namely student interest. The t (partial) test was conducted to determine whether there is a partial effect of the independent variables on the dependent variable. In addition, the purpose of conducting this partially significant test is to measure separately the impact of each independent variable on the dependent variable. The F test or commonly referred to as the simultaneous test is testing all independent variables on the dependent variable. The F test is used to test the hypothesis which gives a statement regarding the effect of marketing strategy (product, price, place, promotion, people, process and physical evidence) simultaneously affecting interest (Y). In this F test, the comparison of the profitability value with the error rate criterion is 0.05.

RESULTS AND DISCUSSION

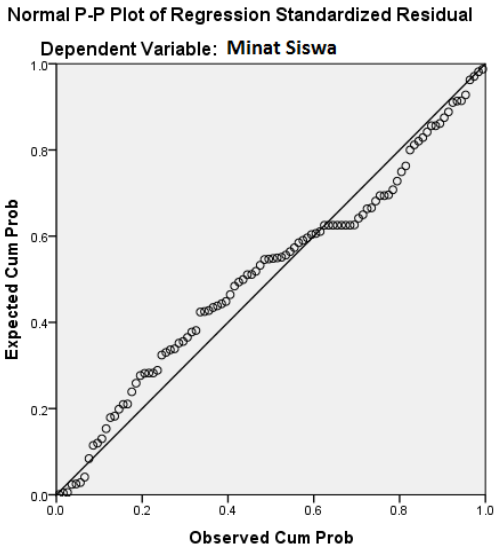
1. Results

a. Classic Assumption Test

Normality Test

The normality test aims to determine whether the dependent, independent or both variables are normally distributed, close to normal or not. It is said to be normal if the resulting residual value is above the value of 0.05, it can be stated that the residuals are normally distributed.

Normality Test



Source: Output SPSS IBM 22, 2023

From the One-Sample Kolmogrov-Smirnov Test data, a probability number or Monte Carlo is obtained. Sig. (2-tailed), using a significance level of α = 0.05. H1 is accepted if the significance value is > 0.05 and H0 is rejected if the significance value is <0.05. H0 = Data not normally distributed H1 = Data normally distributed From table One-Sample Kolmogrov-Smirnov Test sig data for Marketing Mix, brand image and decision to choose is 0.200, then greater than 0.05 (0.200 > 0.05) so data normally distributed. Whereas on the Normal P-P Plot graph, you can see the dots spread around the diagonal line and follow the direction of the diagonal line, so the regression model meets the assumption of normality.

Multiple Linear Regression Analysis

Multiple Regression Analysis Test Multiple Regression is often used to solve regression analysis problems involving the relationship of two or more independent variables. To find out how much influence the X variable, namely the Marketing Mix and Brand Image, has on the Y variable, namely the Choosing Decision. Analyzed using the formula:

Y = 23,885 + 0,377X1 + 0,343X2:

Tabel 4.2.3.1 Regresi Linear Beraganda

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	23.885	7.025		3.400	.001
	Bauran	.377	.080	.502	4.696	.000
	Brand Image	.343	.092	.400	3.743	.000

Source: Output SPSS IBM 22, 2023

The results of the multiple linear regression equation can be interpreted as follows. A constant of 23.885 states that when the Marketing Mix variable is in zero condition (0), the decision to choose students for schools at Riyadlul Jannah Jonggol Islamic High School obtains a value of 23.885. If the beta value is positive or there is an addition of one unit (x) to the marketing mix variable, it will increase by 0.377 units, which means that the marketing mix has an impact on the decision to choose students to study at Riyadlul Jannah Jonggol Islamic High School. The positive beta coefficient value on the Brand Image variable is 0.343 which indicates that Brand Image can increase the decision to select students for Riyadlul Jannah Jonggol Islamic High School.

b. Hypothesis testing

T test or Persian test

The t (partial) test was conducted to determine whether there is a partial effect of the independent variables on the dependent variable. In addition, the purpose of conducting this partially significant test is to separately measure the impact of each independent variable on the dependent variable. The t test is used to determine whether the independent variable partially has a significant effect on the dependent variable in the regression model, where if the calculated t value is greater than t table then the regression test is said to be significant. Or by looking at the significant figure. If the sig. smaller than 0.05, partially the independent variable has a significant influence on the dependent variable.

Uji T

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.759	.736		3.750	.000
	Bauran Pemasaran	.084	.052	.088	1.598	.114
	BrandImage	.056	.050	.066	1.128	.262

Sumber: Output SPSS IBM 22, 2023

Based on the table above the significance value for the marketing mix variable is 0.050 <0.05 so that H0 is rejected or H1 is accepted. Then, the calculated t value is 1.598. Where the t table is searched at a significance of 0.05 with degrees of freedom (df = n – k – 1 = 50 – 2 – 1 = 48, which is 0.278). Because the value of t count < t table (1.598 > 0.278) it can be concluded that H0 is rejected or H1 is accepted, which means that the marketing mix has a significant effect on the decision to choose school students at Riyadlul Jannah Jonggol Islamic High School.

Based on the table above the significance value for the brand image variable is 0.050 <0.05 so that H0 is rejected or H1 is accepted. Then, the calculated t value is 1.128. Where the t table is searched at a significance of 0.05 with degrees of freedom (df = n – k – 1 = 50 – 2 – 1 = 48, which is 0.278). Because the value of t count < t table (1.128 > 0.278) it can be concluded that H0 is rejected or H1 is accepted, which means that brand image has a significant effect on the interest of students at Riyadlul Jannah Jonggol Islamic High School.

c. Simultaneous test (Test F)

To find out whether the marketing strategy variables (product, price, place, promotion, people, process and physical evidence) simultaneously affect purchase intention, it can be said by testing using the ANOVA table. If the sig value <0.05 then the two independent variables simultaneously have a significant effect on interest.

Tabel 4.2.3.3 Uji F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	730.441	2	365.221	43.376	.000[b]
	Residual	395.739	47	8.420		
	Total	1126.180	49			

Dependent Variable: Keputusan Memilih

Predictors: (Constant), Bauran Pemasaran, Brand Image

Source: Output SPSS IBM 22, 2023

The table above shows that the significant value is 0.000. Means that the variables of product, price, marketing mix, brand image simultaneously have a significant effect on the decision to choose.

Coefficient of Determination (R^2)

The coefficient of determination aims to measure how far the model's ability to explain the dependent variable. The value of the coefficient of determination is 0 < 1. The coefficient of determination that is close to or the independent variable provides almost all the information needed to predict the dependent variable. The use of R square is biased towards the number of independent variables included in the model. Each additional independent variable to the model, the R square must increase regardless of whether the independent variable has a significant effect or not.

Tabel 4.2.3.4 Uji R^2

Model Summary[b]

					Change Statistics		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1
1	.805[a]	.649	.634	2.902	.649	43.376	2

Predictors: (Constant), Bauran Pemasaran, Brand Image
Dependent Variable: Keputusan Memilih
Source: Output SPSS IBM 22, 2023

Based on the table above, it can be seen that the coefficient of determination (R2) R Square is 0.649 or 64.9%. This shows that the percentage influence of the independent variables (Marketing Mix, brand image) on the dependent variable (decision to choose) is 64.9%. While the remaining 35.1% (100% - 64.9% = 35.1%) is influenced by other variables not examined in this study.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that the Marketing Mix Variables (Product, Price, Location, and Physical Evidence) have a significant effect on the decision to choose students at Riyadlul Jannah Jonggol Islamic High School by 54% with a significance value = 0.000 less than the value α = 0 .05 and the remaining 46% is influenced by other marketing mix factors that are not discussed in this study. The brand image variable has a significant effect on the interest of Riyadlul Jannah Jonggol Islamic High School students by 42% with a significance value = 0.000 less than the value α = 0.05. Simultaneously, marketing mix and brand image have a significant effect on the interest of Riyadlul Jannah Jonggol Islamic High School students by 65% with a significance value of 0.000, less than 0.05 and the calculated F value obtained is 43.38, greater than the F table value of 2,902.

For Riyadlul Jannah Jonggol Islamic High School, this needs to be identified by the madrasah in marketing its educational services. If promotion is further enhanced in the process of marketing educational services, it will significantly increase the influence on the decision to select parents of students at Riyadlul Jannah Jonggol Islamic High School. Of course, promotions in the current era of technological advances can be easily carried out. One of them is by utilizing the internet network so that websites or other social media that are currently loved by the community can be easily reached. In an effort to make decisions on the selection of parents of students at Riyadlul Jannah Jonggol Islamic High School, this can be done by increasing the promotion and brand image of educational services. These findings can be applied to other schools or madrasas, especially in the Jonggol area of West Java.

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