

The Impact Of 7p's Of Marketing on The Performance of The Higher Education Institutions

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Abstract

It is considered that in order to increase student participation rates, the quality and relevance of education, higher education institutions need to carry out various innovations that have an impact on increasing student participation rates, it is important to communicate it to the wider community using appropriate marketing methods and strategies, so as to encourage public interest and motivation to increase their abilities through higher education. There are still many universities that experience problems in marketing educational services, such as building a good university reputation, mobilizing educational resources, developing new study programs and how to achieve customer satisfaction through marketing education services. In practice, many universities still focus on short-term marketing, using a traditional deep marketing approach, which they feel has a number of weaknesses. So, the concept of 7P's Marketing Mix is considered to be able to answer the doubts of traditional marketing, with a strategic marketing concept.

This paper is a study of the concept of 7P's Marketing Mix by looking at the segmentation, targeting and market positioning factors that influence it, as well as the benefits obtained from implementing the 7P's Marketing Mix concept in developing educational services marketing strategies. The technique of collecting data and information is done by examining written sources such as scientific journals, reference books, literature, scientific essays, other reliable and relevant sources, conducting discussions through Forum Group Discussion (FGD), and In-depth interviews with the Chairperson of STIA Bandung, Deputy Chairmen, Director of APIKES Bandung, Deputy Directors, Lecturers and Academy Senates from two educational institutions, members of the Advisory Organ, Administrators and Supervisors of the Bina Administration Foundation (YBA) and the Chair of the Student Executive Board (BEM), Chairman of the Business Administration Student Association (HIMABI) and Chairman of the Public Administration Student Association (HIMAPU) STIA Bandung.

Based on the discussion and observation, the 7P's Marketing Mix has a high urgency to be implemented; Comparing traditional educational service marketing results achieved before and after the 7P's Marketing Mix is implemented; Doubts about the concept of 7P's Marketing Mix being developed require internal human resource competencies who master the marketing of educational services; a special unit is needed at a higher education institution that handles marketing of educational services, controls information technology and requires budget availability. The approach with the concept of 7P's Marketing Mix requires support from all elements of the supervisory organs, administrators, YBA supervisors, especially the leaders of STIA Bandung and APIKES Bandung, so that great benefits can be obtained from the application of educational service marketing through the 7P's Marketing Mix approach developed. understand the main factors in marketing educational services, namely: market segmentation, target market and market positioning. Placing the Marketing Mix of Educational services into a strategic context through 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence) which can be implemented in educational institutions, resulting in high educational service marketing performance. Thus, the results obtained with 7P's Marketing Mix are superior to traditional educational service marketing. And ensure that the knowledge, skills from the 7P's Marketing Mix that are learned can be applied so that they have a strong and significant relationship to the performance of the Higher Education Institution.

Keywords

Services Marketing, Services Marketing Mix, Educational Services Marketing Mix, 7P's Marketing Mix

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Preliminary

The discussion about the approach that is considered appropriate in dealing with the fluctuating problem about the number of scholars at STIA Bandung which has decreased every year, became the topic of meeting during the discussion of the plan to establish the University of Bandung (UB) on November 4, 2019 at the YBA Office Jl. Muararajeun Lama No.51 Bandung. The strategic issues discussed the factors causing decline in the number of students. Of course, this is something proportional, because the context is how to achieve a strong YBA vision to be able to develop higher education at the university level.

It was explained in the YBA Policy Brief (Camilleri, 2020; Chen, 2016; Ho & Law, 2020; Karvankova et al., 2020; Kayaalp et al., 2020; Kayacilar Karaca, 2020; Korera et al., 2020) that the number of students registered at STIA Bandung in 2019 was 1,695 students from three existing study programs and of course they have not reached the target. It is interesting to analyze the number of students who are registered tends to experience uncertainty. In 2017/2018 there was an increase but there has been a gradual decline in the 2018/2019 and 2019/2020 academic years. The assumptions are used as cornerstone and as a basis for thinking that it is necessary to formulate an appropriate educational service marketing strategy.

Unlike the problems faced by STIA Bandung, the number of APIKES Bandung students is growing quite stable and even shows an increase, the discussion that develops when discussing APIKES student data is, APIKES has won the trust of the community from generation to generation so as to generate customer loyalty, Meanwhile, what needs to be improved is a marketing strategy whose main product is vocational education.

From the data on the development of students in the two college institutions, it shows that YBA and the Activity Implementing Unit (SPK) as educational institutions have not managed data and information management properly, have not been able to put the marketing of educational services into a strategic context oriented to customer satisfaction, so the effect from that YBA not able to face competition at the National level, as expected from the YBA Strategic Plan, to become a university that can compete at the national level (Kushwaha & Agrawal, 2015; Lim et al., 2020; Loo & Leung, 2020; Mahajan, 2017).

Another reason is that the marketing strategies undertaken by higher education institutions still use traditional marketing, namely conventional forms of marketing which generally still use four media in the form of print media, broadcasting, Direct-Mail, and telephone. The difference between traditional marketing and modern marketing lies in the focus. Whereas traditional marketing focuses on product features and benefits, modern marketing focuses on the overall customer experience. This shows that modern methods more focus on market forces. Edhy Aruman (Meraj et al., 2016; Mokwena et al., 2020; Moorthy et al., 2019).

<https://mix.co.id/marcomm/news-trend/pemasaran-tradisional-vs-modern/>.

One indicator of the higher education quality that is able to compete can be identified from the number of students who have achievements, both academic and non-academic, and their graduates are relevant to the objectives. Through students who excel campus management, lecturer profiles, learning resources and their environment can be traced. Thus, the quality of the campus is the quality of students that reflect customer satisfaction, the active participation of management in the continuous quality improvement process. The statement above parallel with the opinion expressed by Satryo Soemantri Brodjonegoro which states that to improve the competitiveness and quality of higher education, it is necessary to strive for higher education performance indicators. One of the indicators of higher education performance is the quantity and quality as well as the relevance of graduates. <http://eprints.uny.ac.id/>

Because the quality of the campus is the quality of students that reflect customer satisfaction, it is appropriate that Educational Institutions' policies focus on customer satisfaction through educational service marketing strategies. meaning that the values offered are market-based as described by Narver and Slater [Pokhrel et al., 2016; Rafiq & Ahmed, 1995] in Ludmila S. Latyshova. "See marketing concept as specific organizational culture; norms and values which place the customer in the center of the organization and which are shared in the company". hrcak.srce.hr

The question that needs to be answered is why universities need marketing? Bintang Petrus Sitepu explained in David Wjaya (Ratiu & Avram, 2013; Ravangard et al., 2020; Schuller & Chalupsky, 2011; Takahashi et al., 2017; Tsunga et al., 2020) that various innovations made in the education process have an impact on the quality of graduates produced, need to be communicated and promoted to the wider community using strategic approaches, marketing methods and professional techniques. Furthermore, Rambat Lupiyoadi provides reinforcement that universities

are required to make fundamental changes and need to respond to the four pillars of education, as mandated by UNESCO, namely Learning to Know, learning to do - which means mastery of competences from just mastery of skills, learning to live together (with others), Learning to Be and Learning throughout life - lifelong learning. The output of the four pillars mentioned above is the quality of college graduates that people needs to know.

There are five factors that encourage the marketing of educational services: Increased competition, the key to facing educational competition is to create educational services marketing activities; Demographic change, an effective education service marketing strategy that can build and maintain positive communication with the community; Public distrust, educational service marketing strategies provide opportunities to dispel the myths that circulate the state universities have higher standards, greater accountability compared to private sector; Media investigations, media relations are an important part of the educational services marketing program. Therefore, marketers of educational services must build and maintain relationships with the media that can highlight the positive and negative sides; 5) Limited resources, educational service marketers must design educational services marketing programs that are able to maintain a supportive relationship with the community in order to generate additional funds so that they can serve the community well, Lockhart in David Wijaya

Thus, the marketing activity of educational services is not a business activity in order to get prospective students, but it is our accountability to the wider community regarding educational services that we have done, are currently and will be doing. So, we need an educational services marketing strategy to win the competition.

Marketing Of Education Services

To examine more deeply the marketing of educational services, it is necessary to first understand the marketing, services and marketing of educational services.

Marketing Definition

What is marketing? "Marketing is about identifying and meeting human and social needs" One of the shortest good definition of marketing is "meeting needs profitably".

Furthermore, Philip Kotler and Gary Armstrong explain that "two marketing objectives are the process of attracting new customers by promising value excellence along with maintaining and growing existing customers by providing satisfaction

The concept of marketing is customer-oriented (external environment), with the assumption that consumers will only be willing to buy products that are able to meet their needs and wants and provide satisfaction.

The final goal of the marketing concept is to help the organization achieve its goals. In the case of a private company, the main objective is profit; in the case of public and nonprofit organizations, the primary objective is to be able to survive and be able to attract enough funds to do useful work.

Many people think that marketing is just selling and advertising. Truly sales and advertising are only the tip of the marketing iceberg. Marketing must be understood in a modern sense, namely "satisfying customer needs". As stated by Peter Drucker in Kotler "The goal of marketing is to make sales unnecessary. Sales and advertising are only part of the marketing mix. Thus, Kotler defines marketing broadly, "marketing is a social and managerial process in which individuals or organizations get what they need and want through the creation and exchange of value with others".

After truly understanding consumers and the market, marketing management can design a marketing strategy that is driven by customers. Kotler defines marketing management as the art and science of selecting a target market and building profitable relationships with that target market. The marketing manager's goal is to find, attract, retain and grow target customers by creating, delivering, and communicating superior value for customers. To devise a good marketing strategy, marketing managers must answer two important questions: What customers will we serve (what is our target market?) And how can we best serve these customers (what is our value proposition?).

From the various views of the experts above, it can be concluded that the essence of marketing is an activity carried out by marketers to meet the needs and desires with satisfaction of customers,

which aims to help the company achieve their goals.

Service Definition

Currently, there has been a paradigm shift from Goods-Dominant Logic (GDL) to Service - Dominant Logic (SDL). The notion of services is a fundamental objective of marketing and economic exchange. Individuals, groups or organizations, companies exchange services. Services are defined as applications of specialized competencies (knowledge and skills) through actions, processes and performance for the benefit of the relevant entity or other entities. Vargo dan Lusch in have identified a number of conceptual shifts from GDL to SDL.

Another view was put forward by Cristopher H. Lovelock and Lauren K. Wright in his book *Marketing Management Services Interpretation* Agus Widyantoro, that service is an action or performance offered by one party to another. Although the process may be related to the physical product, its performance is not real and usually does not result in ownership of the production factors.

The Bureau of Labor Statistics reports that the service provider sector will continue to be the dominant employment generator in the economy, adding about 20 million jobs in 2014. Meanwhile, manufacturing employment is estimated to decrease by 5%. In fact, the share of total manufacturing employment is projected to decline from around 10% in 2004 to 8% in 2010. The government sector (courts, employment services, hospitals, loan agencies, military services, police, fire fighter, postal services, regulatory agencies and schools are service businesses). The private non-profit sector (museums, charities, churches, colleges, foundations and hospitals are service businesses).

Many parts of the business sector, for example (airlines, banks, hotels, insurance companies, law firms, management consulting firms, medical practices, film companies, plumbing repair companies and real estate companies are service businesses). Many workers in the manufacturing sector such as computer operators, accountants and legal staff are actually service providers. They even set up a "service factory" which provides services to "factory goods". And workers in the retail sector, such as cashiers, store clerks, salespeople and customer service representatives also provide services.

From the description above, it can be concluded that services are all actions or performances that one party can offer to another party which is essentially intangible and does not result in any ownership.

Christopher H. Lovelock and Lauren K. Wright in his book *Principles of Service Marketing and Management* translate gives the same view, once a company decides which market segment to target, the next step is to determine the total strategic direction to achieve and maintain a competitive way. Leonard Berry in Christopher H. Lovelock emphasizes the importance of service strategy: All large service companies have a clear and firm service strategy. They have a "reason for existence" that gives strength to the organization and defines the word "service".

The service strategy understands what the value of the service to customers. To pave the way to great service, company leaders must define exactly what makes the service compelling. They must move and maintain a vision of service excellence, that is, several directions that guide the future and show the way.

Lovelock says "the best service strategies address basic human needs that don't change much over time. In table 1, it is described that service companies develop strategies that provide a sustainable competitive advantage, that is, how to better meet customer needs in a particular market segment than other competitors. The word sustainable is defined as a position in the market that competitors cannot easily take or minimize in a short time.

The key elements and concepts of the service positioning strategy Jochen Wirtz and Christopher explain that "The basic steps involved in identifying a suitable market position and developing a strategy to reach it are":

Determine the most important service attributes to fulfill and
Determines the most important service attributes to which competitors are particularly vulnerable in that field
Determine the capabilities of our company in the existing and potential service sectors. Estimate service competencies and incompetence, resource strengths and weaknesses, service reputation, belief systems and reasons for existence.
Develop a service strategy related to important customer needs and continuously exploit competitors' vulnerabilities and adjust between our company's capabilities and existing potential.

Table 1. Defining Services Strategy

Source: Jochen Wirtz and Christopher

- a. Segmentation: This involves dividing the population go possible Customers into groups. A market segment is composed of a group of buyers who share common characteristics, needs, purchasing behavior, and/or consumption patterns.
- b. Targeting: Once a firm’s customers have been segmented, the firm has to assess the attractiveness of each segment and decide which segment(s) would most likely be interested in its service.
- c. Positioning: In order to create a unique position for its service, the firm must differentiate the service from those offered by its competitors.

Elements of a Positioning Strategy	Key Concepts
Segmentation	<ul style="list-style-type: none"> • Segmenting service markets • Service attributes and service levels relevant for segmentation <ul style="list-style-type: none"> – Important versus determinant attributes – Establishing service levels
Targeting	<ul style="list-style-type: none"> • Targeting service markets through four focus strategies: <ul style="list-style-type: none"> – Fully focused – Market-focused – Service-focused – Unfocused
Positioning	<ul style="list-style-type: none"> • Positioning services in competitive markets • Using positioning maps to plot a competitive strategy • Developing an effective positioning strategy

Table 2. Elements and key concepts of a services positioning strategy

Sumber: Jochen Wirtz and Christopher

Once the service strategy is identified, the company must decide how to position its products effectively. The positioning concept involves assigning different places in the customer's mind and in relation to competitors' products.

Jack Trout in Jochen Wirtz and Christopher H. Lovelock give a different view namely: "distilled the essence of positioning into the following four principles: A company must establish a position in the minds of its targeted customers; The position should be singular, providing one simple and consistent message; The position must set the company apart from its competitors; A company cannot be all things to all people- it must focus its efforts".

Thus, the essence of understanding services is the action or performance offered to other parties that are intangible and do not result in any ownership. The best service strategy is to maintain a vision of service excellence, that is, pay attention to basic human needs that will not change

much over time and are able to guide the future.

Marketing of Educational Services

The definition of marketing is used specifically in educational institutions as “analysis, planning, implementation and control of carefully formulated programs designed to generate a voluntary exchange of value with target markets for educational services to achieve the goals of educational institutions”. The need for marketing educational services arises when educational institutions determine the transactions expected by the target market for educational services. Kotler dan Fox education services play an important role in developing and improving the quality of human resources. The success of educational services can be realized in the form of providing quality education services to education service customers.

Looking the description above shows that the role of educational marketing is important, as the opinions expressed by Magdalena Platis and Eleonora Gabriela Baban in a journal entitled *The Role Of Marketing In The Education’s Process* state that “The role of educational marketing is to: investigate the market, its definition and understanding and identifying potential consumers of goods and services; providing appropriate products and services to customer’s needs at the time, place and right price; providing customers with optimal, quality and reputation educational services; attracting consumers by targeting their needs and aspirations intuition”, <https://core.ac.uk>.

Furthermore, Magdalena describes the functions of educational marketing “The educational marketing has several functions, namely: research of the market by trying to find the main consumers of education; marketing’s policies linking the main requirements of the education market; adapting education’s services to the needs, expectations and demands of consumers for products and educational services; promoting optimal efficient management, using materials and information resources in order to achieve the main objectives set

While the targets to be achieved in marketing educational services are explained by Jochen Wirtz and Christopher Lovelock in their book *Essentials of Services Marketing*. “In order to achieve competitive advantage, each company should ideally focus its efforts on those customers it can serve best-its target segment

Philip Kotler further explained that “Non-profit marketing concerns different fields, so that, together with social marketing, green marketing, health marketing, cultural and sports marketing can be also the educational marketing. The educational marketing aims “the marketing application service” and enjoys the attention of regarding the individual training objectives. (<https://core.ac.uk/>).

Marketing strategies for educational institutions, is a plan that an organization should use to successfully meet the objectives and proper use of elements of a marketing strategy enables long-term development of organization’s business environmental.

From the explanation above, the marketing of educational services has an important role in developing and improving the quality of human resources, in the form of quality education services to customers.

What Is 7p’s Marketing Mix?

Marketing Mix is a tactical marketing toolkit that can be controlled, product, price, promotion and distribution that the company combines to produce the desired market response.

A more complete opinion is expressed that the Marketing Mix is a tool for marketers which consists of various elements of a marketing program that need to be considered in order for the successful implementation of the marketing strategy and positioning of the assigned positions. In relation to the description above, the elements of the service marketing program in question include seven things, namely:). Product: The type of service to be offered ;) Price: What is the pricing strategy ;) Place: How is the delivery system to be implemented ;) Promotion: How promotion should be carried out;) people: The type of quality and quantity of human resources that will be involved in providing services;) process; how is the process in the service operation;) Customer service: The level of service that will be provided to consumers. Apart from these seven factors, there is one more factor that is equally important, namely the physical evidence: Physical evidence relates to how to manage the environment.

Similar opinions were expressed by Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gramier in

their book Services Marketing, Integrating Customer Focus Across the Firm. Explain further that the Traditional Marketing Mix is one of the most basic concepts in marketing is the marketing mix, defined as the elements an organization controls that can be used to satisfy or communicate with customers. The traditional marketing mix is composed of the four Ps: product, place (distribution), promotion and price. The notion of a mix implies that all the variables are interrelated and depend on each other to some extent.

Because services are usually produced and consumed simultaneously, customers are often present in the firm's factory, interact directly with the firm's personnel, and are actually part of the services production process. Also, because services are intangible, customers will often be looking for any tangible cue to help them understand the nature of the services experience.

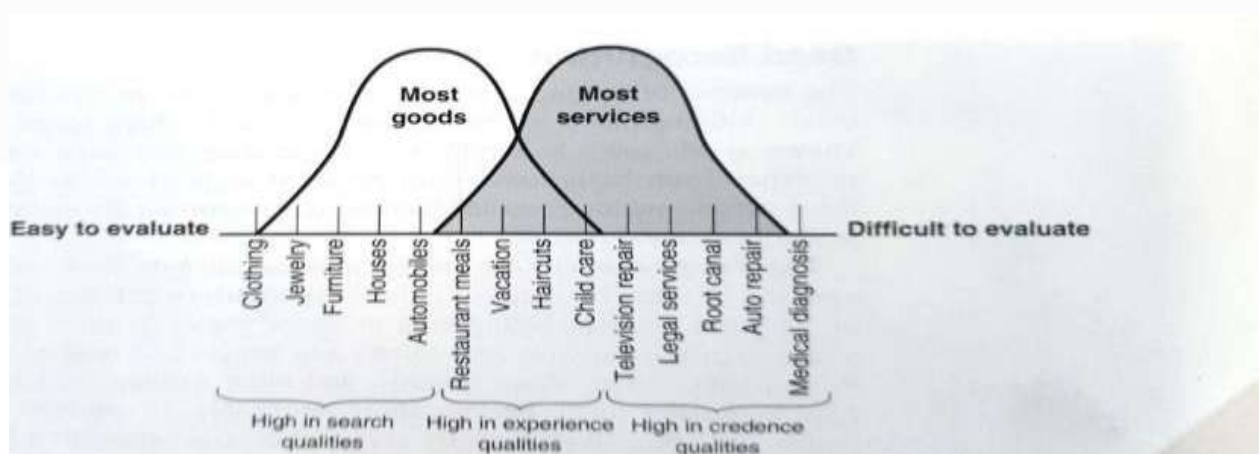
Acknowledgment of the importance of these additional variables has led services marketers to adopt the concept of an expanded marketing mix for services shown in the three remaining groups in Table 3. In addition to the traditional four Ps, the services marketing mix includes people, physical evidence and process



Table 3. Expanded Marketing Mix for Services

Source: Valarie A. Zeithaml, Mary Jo Bitner

Market forces of the marketing mix are the differences in the number of products and the number of services. Products is easy to evaluate, but market forces with refer to services are difficult to evaluate, products are searched for based on quality, while services are sought based on experience and trust, see picture 1.



Picture 1. Continuum of Evaluation for Different Types of Products

Source: Valarie A. Zeithaml, Mary Jo Bitner

The essence of the service marketing mix is a mixture which implies that all variables are interrelated and depend on one another to some extent, which is used as a tool for marketers that includes marketing programs, such as products, prices, location, promotion, people / HR, processes and customer service.

Implementation 7p's Marketing Mix Higher Educational Service

A reputed educational specialist, MJ Baker appreciated that the marketing mix "is one of the oldest and most useful marketing concepts". The concept of "marketing mix" occupies the central place in the concerns of an organization and it is able to successfully meet market objectives pursued. Marketing mix is an effective tool in guiding the work of an organization, more specifically, is the key "to open all the gates of success."

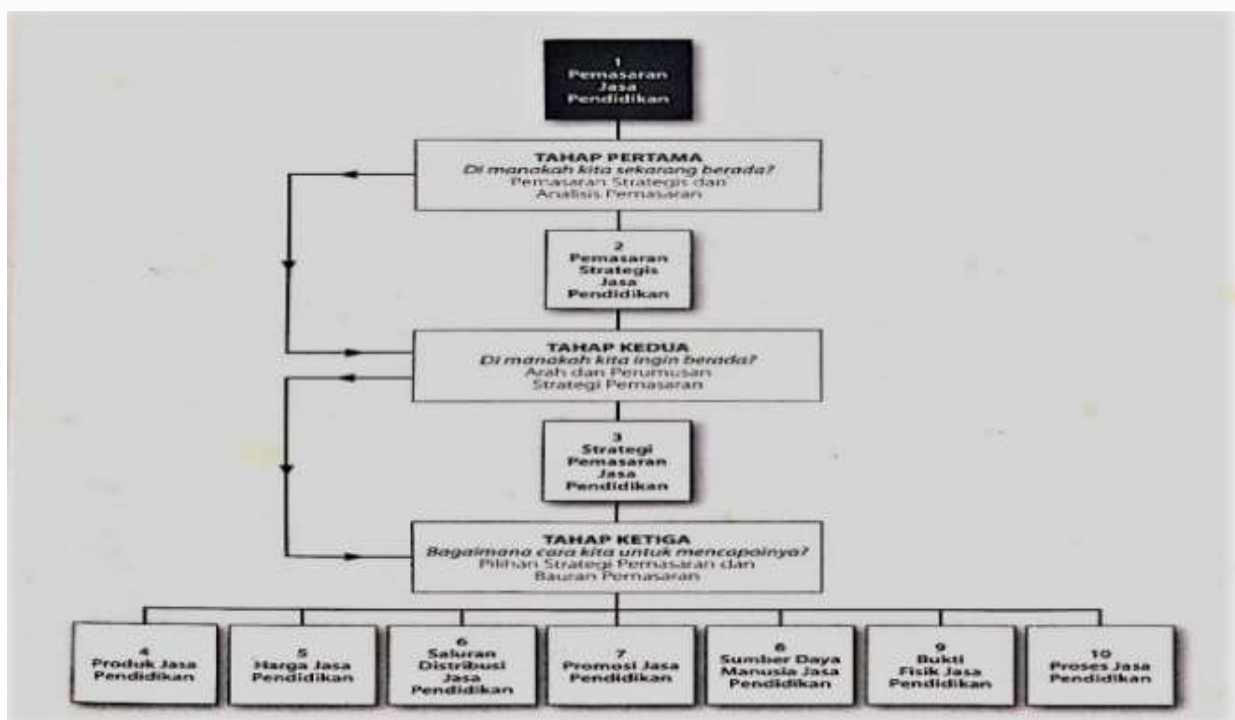
Although Higher Education is a non-profit organization that provides services to customers of educational services, higher education institutions need to apply modern marketing principles in order to achieve the goals of the Higher Education properly, namely: developing potential customers (targeting); interaction about reaching the right people at the right time (engagement); measure the results of the marketing process (analytics), converting potential customers into buyers (conversion), as well as the right marketing technology (marketing technology).

<https://www.jurnalasia.com/bisnis/>

Related to the marketing of educational services, there are five factors that encourage the marketing of educational services: Increased competition. To increase educational competition is to create innovative educational service marketing activities. Demographic Changes. An important element of effective marketing educational services to build and maintain positive communication to the public. Public Distrust. Maintenance and rebuilding of public trust by informing the achievement and contribution of higher education. Media Investigations. Build and maintain media relations that can highlight the positive and negative sides of higher education institutions. Limited Resources. Designing educational services marketing programs that can serve the community well so as to generate additional funds, Lockhart in. Below is explained the flow of educational services marketing, look at picture 2:

Strategic Marketing

The first stage in educational service marketing is strategic marketing, explained by Adam Barone Marketing strategy refers to the entire business game plan to reach potential customers and turn them into customers of the products or services the business provides. The marketing strategy contains the company's value proposition, key brand messages, data on target customer demographics, and other high-level elements, <https://www.investopedia.com/>.



Picture 2. Pemasaran Jasa Pendidikan

Sumber:

Higher education, although not-for-profit organizations, need an educational service marketing strategy because it has a special marketing orientation so that it can be further identified. There are five important stages in implementing educational service marketing, namely: identify needs or problems in marketing educational services, conducting research or auditing the marketing of educational services, planning educational services marketing, determine 7P's marketing mix determine educational services marketing strategies and tactics Gray in

The stages in implementing educational service marketing with the 7P's marketing mix approach Kotler dan Fox identifying three essential elements of marketing strategy formulation that aims to ensure the organization plays a role in the market in the most effective manner. The three elements are as follows: Target Market Determination Strategy: This strategy aims to identify certain market segments of educational services; Competitive Market Positioning Strategy: This strategy aims to identify the different school attributes that make the school different from its competitors.; Marketing Mix Strategy: This strategy is a combination of various elements that are presented by schools to service customers for promote their educational services,

Marketing Strategy Direction and Formulation

2.1 Market Penetration is the name given to a growth strategy in which the business focuses on selling existing products to existing markets. Market penetration strategies are used when a business wants to achieve the following: (a) Maintaining or increasing the market share of the current product that can be achieved by a combination of a competitive pricing strategy, advertising, sales promotion, and possibly more resources dedicated to personal selling; (b) Securing dominance of the growth market; (c) Restructuring a mature market by eliminating competitors; this will require a much more aggressive promotional campaign, supported by a pricing strategy designed to make the market unattractive to competitors (d) Increase usage by existing customers - for example by introducing loyalty schemes

Market penetration marketing strategy is very much about "business as usual". This business focuses on markets and products that it knows well. Likely to have good information about competitors and customer needs. Therefore, it is unlikely that this strategy will require a lot of investment in new market research.

2.2. Market Development is the name given to a growth strategy in which a business seeks to sell existing products to new markets. There are many possible ways to approach this strategy, including: (a) New geographic market; for example, exporting products to a new country (b) New product dimensions or packaging (c) New distribution channel (d) Different pricing policies to attract different customers or create new market segments.

2.3. Product development is the name given to a growth strategy in which a business aims to introduce new products to an existing market. This strategy may require the development of new competencies and businesses will need to develop modified products that can attract existing markets.

2.4. Diversification: Diversification is the name given to a growth strategy where a business markets sell new products in new markets. It is inherently more of a risk strategy as the business moves into a market where it has little or no experience. Therefore, for a business to adopt a diversification strategy it must have a clear idea of what it is expected to get from the strategy and an honest risk assessment. <http://www.ccsfmarketing.com/>

Choice Of Marketing Strategy and Marketing Mix

Strategic choices are the specific steps that company wants to take to use these resources. Strategic choices can only win over competitors if the goal is to gain market share. Another strategic option might be to focus on selling at trade shows rather than using advertising to reach potential customers. <https://smallbusiness.chron.com/>

To deepen understanding of the Marketing Strategy and Marketing Mix, the elements 7P's Marketing Mix are described below;

3.1 Product is a process that provides a number of values to consumers. Consumers do not only buy the physical product, but the members or the benefits and value of the product. Especially in service products, there is no transfer of ownership from service providers to consumers. This concept is known as the Total Product Concept it consists of: (a) Core Product, is a core function

of the product; (b) Expected Product (c) Augmented Product (d) Potential Product. Marketers must be able to develop additional value from their products, the product has its own image.

3.2 Price The pricing strategy is very significant in providing value to consumers and influencing product image, and consumer decisions to buy. Pricing is also related to revenue and influences demand and marketing channels. The most important thing is that decisions in pricing must be consistent with the overall marketing strategy. Here's the goal of pricing: (a) Surviving (b) Maximizing Profit; (c) Maximizing sales; (d) Prestige; (e) return on investment – ROI). Meanwhile, the factors that influence pricing are: (a) Positioning of services; (b) target company; (c) The level of competition; PLC for service; (a) Demand elasticity; (b) Cost structure; (c) Used resources; (d) General economic conditions; (e) Service capacity. Several methods of determining prices are as follows: (a) Cost pricing; (b) rate of return pricing; (c) competitive parity pricing; (d) loss leading pricing (e) value-based pricing (f) relationship pricing

3.3 Place related to the delivery system in services is a combination of location and decisions on distribution channels. This relates to how the service is delivered to consumers and where it is strategically located. Location means relating to where the company must be headquartered and carry out its operations or activities. In this case there are three types of interactions that affect location, as follows: (a) Consumers come to service providers (companies); (b) The service provider visits consumers. (c) Service providers and consumers do not meet in person. Service delivery can also be through other organizations or individuals. In the delivery of services, there are three parties involved, namely: (a) Service providers; (b) Intermediaries; (c) Customer. Connection with distribution channel, the company must be able to choose the right channel to deliver its services. The distribution channels that can be selected are: (a) direct sales; (b) agent; (c) broker; (d) franchise and contracted service deliverer.

3.4 Promotion things that need to be considered in promotion is the selection of the promotion mix which consists of: (a) advertising; (b) personal selling; (c) sales promotion; (d) Public Relation; (e) Word of mouth; (f) direct mail. There are several factors that must be considered in promotion, including the following; (a) Identify the target audience first; (b) Determine the purpose of the promotion; (c) Development of the message conveyed.

3.5 People In terms of marketing services, "people" who function as service providers greatly influence the quality of services provided. Decisions in the "person" factor mean with to selection, training, motivation and human resource management (HRM). Regarding the discussion of people Zeithalm expresses his view that all human actors play a role in service delivery and influence buyers' perceptions such as: company personnel, customers, and other customers in the service environment. To achieve the best quality, employees must be trained to realize the importance of their work, namely to give customers satisfaction in meeting their needs. The importance of human resources in service marketing is closely related to internal marketing. There are four criteria for the role or influence of HR aspects that affect consumers, as follows; (a) Contactors, they interact directly with consumers in a fairly frequent frequency and greatly influence consumers' decisions to buy; (b) Modifier, they do not directly affect the consumer, but rather frequently engage with the consumer. For example, a receptionist; (c) Influencers, they influence consumers in purchasing decisions, but do not directly make contact with consumers; (d) Isolated, they do not directly participate in the marketing mix nor do they meet with customers frequently. For example, employees in sales administration, HR and data processing.

3.6. Physical Evidence the environment in which service is delivered and in which the company and customers interact, and any tangible component that facilitates service performance or communication. Physical evidence of services includes all tangible representations of services such as brochures, letterheads, business cards, reports, signage and equipment. In some cases, it includes the physical facilities where services are offered.

3.7. Process is a combination of all activities, which generally consists of procedures, work schedules, mechanisms and other routine matters, where services are produced and delivered to consumers. The process can be divided into two ways; (a) Complexity, relating to the steps and stages in the process; (b) Diversity, associated with changes in steps or stages of the process. In connection with this process, the following are four options that marketers can choose from: (a) Reducing diversity. In this process there is a reduction in costs, increased productivity and ease of distribution; (b) Increase diversity. Increase customization and flexibility in production which can lead to higher prices; (c) Reduces complexity. Tends to be more specialized; (d) Increase complexity. Tend to penetrate the market by adding to the services provided. Supports the explanation above Zeithalm suggests that the actual procedures, mechanisms, and activity flows used to provide service delivery and operating systems,

So, the essence of 7P's Marketing Mix is a series and collection of marketing variables, which are applied by an organization or company to achieve its goals, especially marketing goals, towards the target market. Often times, 7P's Marketing Mix is better known as 7P (Product, Place, Promotion, Price, People, Physical Evidence and Process) become the foundation of a basic business model.

The marketing mix to the development of concepts that not only understand this diversity, but also market forces that cause management to produce various mixes. The issues raised by these leaders that make marketing managers use their wits in devising a mix or program that they hope will provide profitable business operations.

Best Practice Applying 7p's Marketing Mix

Why many higher education institutions not used the 7P's (marketing mix) strategy in marketing educational services? The basic reason is that they still think that using traditional marketing plus the introduction of digital marketing strategies is considered sufficient, whereas in the 7P strategy's marketing mix which includes all things starting from the stages of analyzing the higher education service strategy; Formulating a marketing strategy; Up to the choice of strategy. Marketing with the 7P's marketing mix approach is a marketing strategy that is superior to traditional educational service marketing. And 7P's Marketing Mix can be applied and has a strong relationship to the performance of higher education institutions. Below are some universities that have used 7P's marketing mix:

Universitas Ciputa Library

Ciputra Library started its activities since the inauguration of Ciputra University (UC) on August 26, 2006. In managing its library, Ciputra University uses 7P's Marketing Mix with reason that the concept of 7P's marketing mix is used for market penetration and has special characteristics of the marketing mix variables, start from product, price, place, promotion, people, physical evidence, and process, where from penetrate market need strategy 7P's marketing mix.

What is interesting about the Ciputra University Library is the product aspect, which is presented in the form of information that has a theme about entrepreneurship, innovation & creativity. Then for service products there are reminder system and book reserve where the service can be used by all residents of Ciputra University Surabaya.

In addition, promotional activities are carried out by providing information about new books in Ciputra University Library Surabaya through a media mailing list where each user get this information from the respective academic e-mail addresses that have been provided by the university.

Iranian English Language Department

In general, student satisfaction remains the top priority for universities in Iran. Enhancing the university's identity, image and brand and diversification is seen as another key factor in winning over new students. One of them is the Iranian English Department which uses the 7P Marketing Mix. The reason is that marketing mix elements (7Ps) are an essential element in developing a competitive strategy in the field of higher education to assess which aspects of the 7Ps are important to students when they choose a university. The 7P's marketing mix is also a controllable tool that can be used in higher education to get the appropriate response from their target market. The 7P's marketing mix applied in a faculty or department must be optimized in order to attract more students to study there

Sumber: Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremier, Rambat Lupiyoadi

Related to the stages contained in the worksheet above, efforts are made to use digital marketing, namely: "marketing digital is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services"

[https://en.wikipedia.org/wiki/Digital_marketing.](https://en.wikipedia.org/wiki/Digital_marketing)

E.**WORKSHEET MARKETING OF HIGH EDUCATION SERVICES WITH 7P'S MARKETING MIX**

No	STAGE	ELEMENT	INDICATOR
1.	Strategic Marketing of Educational Services	1. Arrange Business Plan 1.1 College value proposition 1.2 Major brand messages, 1.3 Student target demographics	Availability of business plan documents for educational services marketing
2.	Marketing Strategy Direction and Formulation	2.1 Market penetration 2.1.1 Increase market share 2.1.2 Competitive pricing strategies, advertising, sales promotion, resources 2.1.3 Secure the dominance of the growth market 2.1.4 Restructuring a mature market by eliminating competitors 2.1.5 Introducing a loyalty scheme 2.2 Market Development 2.2.1 Establish cooperation with new territory 2.2.2 Creating new innovations in the learning process 2.2.3 Using new learning methods 2.2.4 Competitive tuition fee policy 2.3 Product Development 2.3.1 Introducing a new product 2.3.2 New competency development 2.3.3 Developing modified products 2.4 Product Diversity 2.4.1 Marketing new products in new markets 2.4.2 Have a clear idea of what to expect	Arrangement a marketing strategy, for example: competitive tuition fees, marketing digital, improving the quality of lecturers and campus management, preparing multifunctional student card facilities dll Arrangement a market development strategy, establishing long-distance cooperation classes, methods of completing final assignments using international journals The use of digital learning methods, making a competitive education cost policy Arrangement of product development programs, development of higher education institutions, development of laboratory facilities to increase competence, adding new faculties and study programs. Arrangement of strategies in marketing new products, having a forward view with different markets, for example: comparative studies abroad, making international journals in completion of final assignments, giving students the opportunity to attend international seminars, study while working
3.	Choice of Marketing Strategy and Marketing Mix	3.1. Product 3.1.1. Core products 3.1.2. Expected product 3.1.3. Additional products 3.1.4. Potential product	The creation of products that provide a certain amount of value to consumers (good physical features, quality levels, accessories, packaging, warranties, product lines and company seal). Core products

(quality graduates and educational relevance). Expected products (quickly get a job and increase career ladder). Additional products (skills certificates, seminars). Potential products (international journals, comparative studies abroad)

- 3.2. Price
- 3.2.1 Survive
- 3.2.2 Maximizing profit
- 3.2.3 Maximizing Sales
- 3.2.4 Prestige
- 3.2.5 Rate of return on investment
- 3.2.6 Discount
- 3.2.7 Wages
- 3.2.8 Flexibility
- 3.2.9 Price levels

Set in pricing to giving value to consumers so that it affects the product image, in purchasing decisions. Survive (set a reasonable price for students so that the college can survive in the competition). Maximizing profits (The process of producing graduates is carried out as efficiently as possible with the aim of adding strength in the development of higher education). Maximizing sales (using digital marketing for college development). Prestige (using a certain brand to increase public interest). The rate of return on investment (a unit of measure used in evaluating the efficiency of an investment)

the factors that need to be considered in determining the price are; Service position determination; company goals; competition level;

PLC's services are;
Demand elasticity; Fee structure; Used Resources; General economic conditions; Service capacity; Several methods of determining prices are as follows;
Cost pricing; Rate of return pricing; Competitive parity pricing; Determination of the loss price; Pricing based on value; Relational / relationship pricing

- 3.3. Place
- 3.3.1 Consumers come to service providers
- 3.3.2 Service providers come to consumers
- 3.3.3 Service providers and consumers do not meet in person
- 3.3.4 plot type
- 3.3.5 exposure
- 3.3.6 store location
- 3.3.7 transportasi
- 3.3.8 storage
- 3.3.9 manage channels

Establishment of a delivery system in combined services between locations and decisions on distribution channels. This relates to how the service is delivered to consumers and where it is strategically located. Location means relating to where the company must be headquartered and carry out its operations or activities

In the delivery of services, there are three parties involved, namely; Service providers; Intermediary; The distribution channels that selected

by the customer; Direct selling;
Agent; Franchisor

3.4 Promotion

- 3.4.1 Advertising
- 3.4.2 Personal selling
- 3.4.3 Sales promotion
- 3.4.4 Public relations
- 3.4.5 Information by word of mouth
- 3.4.6 internet / web strategy
- 3.4.7 publicity
- 3.4.8 types of media
- 3.4.9 ad types

Determined the form of the promotional mix (promotional mix)

Factors that must be considered in promotion: First identify the target audience; Determine the purpose of the promotion; Development of the message conveyed

3.5 People

- 3.5.1. Selection
- 3.5.2. Training
- 3.5.3. Motivation
- 3.5.4. HR Management
- 3.5.5 Employees
- 3.5.6 Recruitment
- 3.5.7 Prizes
- 3.5.8 Cooperation
- 3.5.9 Customers

Determine service providers that affect the quality of services provided.

human actors who play a role in service delivery and influence buyer perceptions such as; company personnel, customers, and other customers in the service environment

There are four criteria for the role or influence of HR aspects that affect consumers, as follows; Contactors (interact directly with consumers), Modifier (does not directly affect consumers, but rather frequently relates to consumers), Influencers (they influence consumers in purchasing decisions, but do not directly make contact with consumers) Isolated (they do not directly participate in the marketing mix nor do they meet with customers frequently)

3.6 Physical Evidence

- 3.6.1 brochure
- 3.6.2 letterhead
- 3.6.3. name card
- 3.6.4. report
- 3.6.5. facility design
- 3.6.6. equipment
- 3.6.7. sign
- 3.6.8 Employee clothing
- 3.6.9 Statements
- 3.6.10 guarantee

Make the branding of a company as an identity in providing services to customers.

<p>3.7 Process 3.7.1 Complexity 3.7.2 Diversity 3.7.3 Flow of activities 3.7.4 Standardization 3.7.5 Adjustments 3.7.6 Number of steps 3.7.7 Simplification 3.7.8 Complex 3.7.9 Engagement</p>	<p>The compilation of the Company's Operational Standards in serving the demands of each customer.</p>
<p>four options marketers can choose from: Reducing diversity; Increase diversity; Reduces complexity; Increase complexity</p>	

University Sweden

Educational institutions increasingly recognize that higher education is a service industry, and are placing greater emphasis on using the marketing mix (7P) to meet the expectations and needs of participating customers i.e., students. The services of the college are different from the marketing of normal consumer goods; which requires the adjustment of the marketing mix. Classical product marketing consists of the four Ps: product, price, place, and promotion. In the service sector, the marketing mix can be adapted and is relevant to a certain degree. Additional Ps have been added to give better performance for services: people, processes, and physical evidence. Following are the reasons how the marketing mix influences student choices. Universities sell programs and courses (Products) to prospective students. These programs / courses for Swedish and EU students are free of tuition fees, while non-EU students have to pay tuition fees (Price). University's view tuition fees as an alternative source of income for higher education institutions in Sweden. Universities also market the city (where) they operate as a great place to live, work and study. Distribution of services or channels for Higher Education is done in two ways, both online and campus-based. Higher Education Institutions target prospective students using all three promotional mix methods. They do this by using different advertising channels (TV, social media, Billboard Ads etc.), public relations (high school visits) and sales promotion in the form of scholarships for international students.

Universities in Kwara State, Nigeria

Today, the market has changed radically as a result of several major and sometimes interrelated social forces; Networks, information technology, globalization, deregulation, increasing competition, consumer objections and disintermediation. All of this has created new behaviors, new opportunities and new challenges for marketing. It should also be noted that these variables of market behavior, opportunities and challenges remain the main intervention states that determine the success of any marketing strategy. Therefore, for private universities to fully benefit from the opportunities available through marketing strategies, they should interlink the variables of marketing mix which Ivy describes as the 7P: price, people, promotion, physical evidence, place, product and process.

Private universities in Kwara State endeavour to recognize and adopt the perfect marketing mix that is relevant for enhancing their students' enrolment. This will enhance increase in student enrolment as low-income parent will take the advantage of friendly fees payment to enroll their children in the university. This would lead to student population increase and increase income base thus enhancing institutional sustainability and quality service delivery and general institutional effectiveness in the universities. Private universities in Kwara State make provisions for promotion (advertisement) and continued infrastructure development in their annual budget. Also, to include clearly the timelines and implementation strategies of such items for enrolment increase and general institutional effectiveness.

From the experiences they have done in implementing service marketing strategies with the 7P's Marketing Mix approach, it can be concluded as follows: The references and theories put forward



are obtained from almost the same sources, so that the analysis used is almost the same, the differences that occur are only seen from different points of view; The reasons put forward why use the 7P's Marketing Mix approach in marketing educational services? Due to their common desire, that through the 7P's Marketing Mix approach, it is hoped that it can increase the number of students. In implementing the concept of 7P's Marketing Mix, there are differences caused by different needs and environments.

Analysis And Discussion

The plan for the establishment of the University of Bandung is an explanation of the direction of the Foundation's policy as an Education Administration Agency that manages STIA and APIKES Bandung in accordance with the 2019 Policy Brief. To realize the plan, the developing discussion is to calculate the potential level of participation of new students, with the right choice of marketing strategies.

Based on the results obtained from discussions through the Forum Group Discussion (FGD) involving the Chairperson of STIA Bandung, the Director of APIKES Bandung, Lecturers and Academic Senate, members of YBA Organizing Organizations, Administrators and Supervisors, the following results were obtained: That in order to increase the number of student participation, an appropriate marketing strategy is needed, through the 7P's Making Mix approach, because it is considered that this approach sees various things as a whole. (Price, Product, Promotion, Place, People, Physical Evidence and Process); It is necessary to map the market by considering the community's need for higher education and purchasing power; Assessing student interest and determining which levels of society are most likely to be attracted to APIKES and STIA Bandung; Offers higher education services that are different from other universities.

The results of in-depth interviews conducted with the Chairperson of the Student Executive Board (BEM), Chair of the Business Administration Student Association (HIMABI) and Chair of the Public Administration Student Association (HIMAPU) STIA Bandung. The results of the interview are as follows: In terms of cost, it is affordable, easy and can be paid in installments; in terms of the campus environment it is less comfortable due to the narrow parking area and no garden area the library's book collection is inadequate so it is difficult to find references; Most of the students who are civil servants study here in order to quickly graduate and get promoted; The quality of the material provided needs to be improved so that it is equal to other universities.

From the results obtained from the Forum Group Discussion (FGD) and in-depth interviews, the following conclusions can be drawn: That the 7P's Marketing Mix approach is considered quite effective in increasing student participation in studying at educational institutions; It is necessary to improve services from educational institutions so that student needs can be met properly.

Based on the latest data, the number of STIA Bandung students in November 2020/2021 is 2,374. When compared with 2019, the number of students was 1,695, an increase of 679 students. The increase in the number of students above is the impact of marketing that uses traditional and digital approaches but has not used the 7P's Marketing Mix marketing strategy which the author considers a holistic approach.

In the data on the growth in the number of new students above, it provides encouragement to implement the 7P's Marketing Mix marketing strategy according to the results of the discussion in the FGD, with the hope that the number of new students in the next generation will increase significantly. Thus, to realize the institutional development of higher education, a marketing strategy of 7P's Marketing Mix is needed.

The question that needs to be answered in this Marketing Mix discussion is how to implement the marketing of higher education services? What is interesting to discuss is how the Ciputra University Library implements the product aspect, which is presented in the form of information that has a theme about entrepreneurship, innovation & creativity. Then for the service process, there is a reminder system and book reserve service where the service can be used by all residents of Ciputra University Surabaya. Promotional activities carried out at the Ciputra University Library Surabaya such as collaboration with several faculties to hold faculty events in the library, cooperation with lecturers to carry out learning activities in the library, and most recently is making a newsletter. In addition, promotional activities are also carried out by notifying information about new books at Ciputra University Library Surabaya through a media mailing list where each user gets this information from an e-mail address.

The same thing happened in Sweden, the implementation of 7P's Marketing Mix was done in the form of; Universities sell programs and courses (Products) to prospective students. These programs / courses for Swedish and EU students are free of tuition fees, while non-EU students have to pay tuition fees (Price). University's view tuition fees as an alternative source of income for higher education institutions in Sweden. Universities also market the city (where) they operate as a great place to live, work and study. Distribution of services or channels for Higher Education is carried out in two ways, both online and campus-based. Higher Education Institutions target prospective students using all three promotional mix methods. They do this by using different advertising channels (TV, social media, Billboard Ads etc.), public relations (high school visits) and sales promotion in the form of scholarships for international students.

Conclusions And Suggestions

7P's Marketing Mix carries the message that marketing educational services requires holistic thinking. Starting from the analysis of segmenting, targeting and positioning so we can know where to start, where we are and how we can get there, using the 7P's Marketing Mix approach. The challenges faced in implementing the Marketing Mix require various innovations that will have an impact on increasing student participation rates. This innovation needs to be communicated to the wider community by using the right marketing strategy to be able to increase the interest and motivation of the community and their abilities through higher education. The application of 7P's Marketing Mix is considered capable of improving quality college products.

The Marketing Mix aims to provide convenience in overall marketing of higher education services related to service marketing elements that can support the achievement of higher education goals, namely increasing student participation, with good quality education. The benefits of implementing the 7P's Marketing Mix are. Can determine the products from higher education institutions that will be marketed; Can determine the cost of education in accordance with the ability of the community; Can determine where to market the product; Choosing which segments are suitable for the product; What promotional media is appropriate; Increase creativity in innovation; Able to face competition.

Various views from universities that have implemented the concept of 7P's Marketing Mix into a lesson. They explained that 7P's Marketing Mix tries to connect the needs of higher education with the community, to answer doubts from the community about Affordable, easy and installable tuition fees; Higher Educational institutions can make changes to campus management Higher Educational institutions can complete the book needs needed by the community, Perform learning products that are expected to quickly get a job and improve career paths Can improve the quality of lecturers so that they are equal to other universities.

The suggestion that can be conveyed in this paper is that the concept of 7P's Marketing Mix offers creativity and innovation, where human resources are encouraged to compete and have quality service marketing competencies. For policy makers at higher education institutions, it is possible to place the marketing mix of educational services in a strategic context. It is necessary to form a special unit in tertiary institutions that handles the marketing of educational services with mastery of information technology and an adequate budget is required.

From the analysis and discussion that has been described above, there are several obstacles in implementing the service marketing mix, which generally lies in differences in understanding, perceptions and points of view in interpreting the stages that must be taken in applying the concept of 7P's Marketing Mix. With these constraints, the author presents a worksheet so that it can be used as guidance in implementing 7P's Marketing Mix.

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