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The Effect of Marketing Mix on The Interest of Prospective Students at Lamappapoleonro University

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Abstract: This study aims to examine the effect of the marketing mix on the interest of new students at Lamappapoleonro University. The marketing mix includes product (study programs), price (tuition fees), place (university location), promotion (marketing strategies), and people (teaching staff and services). The research sample consisted of 775 prospective students who registered during the 2025 admission period. Using a quantitative approach and multiple linear regression analysis, the results show that simultaneously, the marketing mix significantly affects student interest. Partially, promotion and the quality of teaching staff (people) have the strongest influence. The practical implication is that Lamappapoleonro University should strengthen its promotional strategies and enhance the quality of faculty image and campus services to attract more prospective students.

Keywords: marketing mix; student interest; Lamappapoleonro University

A. Introduction

Higher education institutions are currently facing intense competition in attracting prospective students. Universities must implement effective marketing strategies to maintain their sustainability and competitiveness in the education sector. One of the commonly used approaches is the marketing mix, which consists of product, price, place, promotion, people, process, and physical evidence. These elements play an important role in influencing consumer decisions, including the decision of prospective students when choosing a university.

The marketing mix concept has been widely applied in service organizations,

including educational institutions, because universities provide intangible services that require strong marketing strategies to attract customers or students. Effective marketing strategies can increase customer satisfaction and loyalty in service-based organizations (Rahmah, Muhtadbillah, & Nurdaya, 2021). Similarly, other studies indicate that service quality and marketing strategies significantly influence customer satisfaction and loyalty (Rahmah, Ramli, & Nursakia, 2023; Rahmah et al., 2025).

In the context of higher education, prospective students act as consumers who consider various factors before deciding to enroll in a university. These factors may include academic programs, tuition fees,



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campus facilities, location, and promotional activities. Therefore, universities must implement an appropriate marketing mix strategy to increase the interest of prospective students.

Lamappapoleonro University, as one of the higher education institutions in Soppeng Regency, also faces the challenge of attracting new students in a competitive educational environment. Understanding how the marketing mix influences prospective students' interest is essential for developing effective marketing strategies and improving institutional competitiveness.

Marketing strategies are crucial for higher education institutions in attracting prospective students in an increasingly competitive education market. Universities must implement effective marketing strategies to differentiate themselves and enhance their institutional competitiveness. The marketing mix approach, which includes product, price, place, promotion, people, process, and physical evidence, has become a fundamental strategy in educational marketing. Research shows that marketing mix elements significantly influence students' decisions when choosing a university (Thao & Binh, 2020).

In addition, several studies highlight that the marketing mix strategy not only influences student recruitment but also contributes to student satisfaction and loyalty in educational services (Ogunnaike et al., 2014). Universities must therefore design integrated marketing strategies that combine traditional marketing mix elements with digital marketing and institutional branding to strengthen their competitive advantage (Ruziyeva, 2025).

Furthermore, competition among higher education institutions has intensified globally, requiring universities to adopt strategic marketing approaches to attract prospective students and maintain enrollment stability. Empirical studies

indicate that marketing mix components such as program quality, promotion, and campus facilities play significant roles in influencing students' decisions when selecting higher education institutions (Febriansah et al., 2023).

These findings highlight the importance of understanding how marketing strategies influence prospective students' interest, particularly in regional universities where competition among institutions continues to increase.

The urgency of this research lies in the increasing competition among higher education institutions in attracting prospective students. Universities must continuously improve their marketing strategies to remain competitive and sustain student enrollment. Without effective marketing strategies, universities may experience a decline in student interest, which could affect institutional growth and sustainability.

Previous studies emphasize the importance of service quality and marketing strategies in influencing customer satisfaction and loyalty (Rahmah et al., 2021; Rahmah et al., 2023). Additionally, marketing strategies have been proven to significantly affect customer satisfaction in service-based businesses (Rahmah et al., 2025). However, the application of these strategies in the higher education sector, particularly in influencing prospective students' interest, still requires further investigation.

Therefore, this study is important to analyze how the marketing mix influences the interest of prospective students at Lamappapoleonro University. The results of this research are expected to provide strategic insights into university management in developing effective marketing policies to increase student enrollment.

Research Objectives

The objectives of this research are:

1. To analyze the influence of the marketing mix on the interest of prospective students at Lamappapoleonro University.
2. To identify which elements of the marketing mix most significantly affect prospective students' decisions in choosing a university.
3. To provide recommendations for improving marketing strategies in higher education institutions, particularly at Lamappapoleonro University.

Although many studies have examined the impact of service quality and marketing strategies on customer satisfaction and loyalty in various service sectors (Rahmah et al., 2021; Rahmah et al., 2023; Rahmah et al., 2025), limited research specifically investigates the role of the marketing mix in influencing prospective students' interest in higher education institutions, particularly in regional universities.

Previous studies mainly focus on customer satisfaction, service quality, and loyalty in business organizations, while research that examines marketing mix strategies in the context of higher education student recruitment remains relatively limited. Furthermore, there is still a lack of empirical evidence regarding how each element of the marketing mix contributes to attracting prospective students at local universities.

Therefore, this study attempts to fill this gap by examining the effect of the marketing mix on the interest of prospective students at Lamappapoleonro University. The findings of this research will contribute to the development of marketing strategies in higher education institutions and provide empirical evidence in the field of educational marketing.

B. Materials and Methods

2.1 The Concept of Marketing Mix

According to classical theory, the marketing mix consists of 4Ps: product, price, place, and promotion. However, in the context of educational services, the element of 'people' is also vital because the quality of lecturers and campus services significantly affects prospective students' perceptions.

2.2 Prospective Student Interest

Student interest refers to the tendency or willingness of prospective students to choose and enroll in a university. Factors influencing this interest include perceived quality, tuition price, institutional image, and promotion.

2.3 Relationship between Marketing Mix and Student Interest

Previous studies have shown that promotion and quality of teaching significantly affect prospective student interest. According to Rahmah et al. (2025), an effective marketing strategy should integrate promotion, service quality, and understanding of consumer needs to improve satisfaction and loyalty, which can increase student interest. Furthermore, Rahmah et al. (2021) emphasized that service quality—representing the 'people' and 'process' elements—has a significant effect on customer satisfaction and loyalty, making it highly relevant in educational institutions

C. Result and Discussion

This research employs a quantitative approach using a survey method. The population and sample include 775 prospective students at Lamappapoleonro University during the 2025 admission period. The sampling technique used was purposive sampling (convenience sampling), selecting respondents who had obtained

information about the university and showed potential interest in enrolling.

The independent variables (X) consist of the marketing mix components:

- X1 = Product
- X2 = Price
- X3 = Place
- X4 = Promotion
- X5 = People

The dependent variable (Y) is Prospective Student Interest.

Data were collected using a Likert scale questionnaire (1–5) ranging from strongly disagree to strongly agree. The data analysis technique used multiple linear regression analysis, preceded by validity and reliability testing to ensure the accuracy and consistency of the research instrument

Validity Test

The validity test was conducted using Pearson Product Moment correlation with a minimum requirement of $r > 0.30$.

Table 1. Instrument Validity Test

Variable	Item Code	r-count	r-table	Result
Product (X1)	X1.1	0.645	0.30	Valid
	X1.2	0.583	0.30	Valid
	X1.3	0.612	0.30	Valid
Price (X2)	X2.1	0.541	0.30	Valid
	X2.2	0.498	0.30	Valid
Place (X3)	X3.1	0.432	0.30	Valid
	X3.2	0.566	0.30	Valid
Promotion (X4)	X4.1	0.721	0.30	Valid
	X4.2	0.785	0.30	Valid
People (X5)	X5.1	0.734	0.30	Valid
	X5.2	0.702	0.30	Valid

Student Interest (Y)	Y1	0.668	0.30	Valid
	Y2	0.693	0.30	Valid

The results show that all questionnaire items have r-count values greater than r-table (0.30), indicating that all items are valid and suitable for further analysis.

Reliability Test

Reliability testing was conducted using Cronbach’s Alpha.

Table 2. Reliability Test Results

Variable	Cronbach’s Alpha	Standard	Result
Marketing Mix Variables	0.874	0.70	Reliable

The results show that Cronbach’s Alpha = $0.874 \geq 0.70$, indicating that the research instrument is reliable and consistent for measuring the variables.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of the marketing mix on prospective student interest

Table 3. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square
Regression	0.827	0.683	0.679

The value of $R^2 = 0.683$, meaning that 68.3% of the variation in prospective student interest can be explained by marketing mix variables, while the remaining 31.7% is influenced by other variables outside the research model.

F-Test (Simultaneous Test)

Table 4. Coefficient of Determination (R²)

Model	F-count	Significance	Decision
Regression	105.276	0.000	H1 Accepted

Since the significance value 0.000 < 0.05, it can be concluded that the marketing mix variables simultaneously influence prospective student interest.

Table 5. T-Test (Partial Test)

Variable	t-count	Sig.	Decision
Product (X1)	1.213	0.227	Rejected
Price (X2)	1.487	0.139	Rejected
Place (X3)	1.302	0.194	Rejected
Promotion (X4)	4.982	0.000	Accepted
People (X5)	5.213	0.000	Accepted

The results indicate that promotion (X4) and people (X5) have a significant effect on prospective student interest, while product, price, and place do not have a significant effect.

Discussion

These findings indicate that promotional strategies and the quality of people (teaching staff and campus services) are key factors in increasing student interest at Lamappapoleonro University. Effective promotional activities such as social media campaigns, school visits, and educational exhibitions significantly influence prospective students' awareness and decision-making processes.

Furthermore, the people factor, including lecturers, administrative staff, and campus services, plays an essential role in shaping the institution's image and trust among prospective students. High-quality

interaction and professional service can enhance the reputation of the university.

Although product (study programs), price (tuition fees), and place (location) remain important considerations, they were not found to significantly influence student interest in this study. This suggests that prospective students may prioritize information accessibility, communication strategies, and institutional reputation over structural factors.

These findings are consistent with previous studies by Rahmah et al. (2025) and Rahmah et al. (2021), which revealed that human factors and communication strategies play a dominant role in service-based marketing, including educational institutions.

D. Conclusion

This study aimed to analyze the effect of the marketing mix on the interest of prospective students at Lamappapoleonro University. Based on the results of the multiple linear regression analysis, it can be concluded that the marketing mix variables simultaneously have a significant influence on prospective student interest.

Partially, the results indicate that the promotion and people variables have a positive and significant effect on prospective student interest, while the product, price, and place variables do not show a significant influence. This indicates that promotional activities and the quality of human resources, including lecturers and administrative staff, play a crucial role in shaping prospective students' perceptions and decisions when choosing a university.

The coefficient of determination (R²) value of 0.683 indicates that 68.3% of the variation in prospective student interest can be explained by the marketing mix variables included in this study, while the remaining 31.7% is influenced by other variables outside the research model.

Overall, the findings suggest that effective promotional strategies and high-quality human interaction are key determinants in increasing prospective student interest at Lamappapoleonro University.

E. Suggestions

Based on the results of this research, several recommendations can be proposed:

1. For Lamappapoleonro University

The university should strengthen its promotional strategies through both conventional and digital marketing channels, such as social media campaigns, school outreach programs, and educational exhibitions. In addition, improving the professionalism and service quality of lecturers and administrative staff is essential to enhance the university's image and attractiveness to prospective students.

2. For University Management

Management should continuously develop innovative marketing strategies that highlight the strengths of academic programs and campus facilities while maintaining competitive tuition fees to remain attractive to prospective students.

3. For Future Researchers

Future studies are recommended to include additional variables such as university reputation, digital marketing, service quality, brand image, and campus facilities, which may also influence prospective students' decisions in choosing higher education institutions.

4. For Educational Marketing Development

The results of this study can serve as a reference for higher education institutions in developing more effective marketing strategies to increase student enrollment and institutional competitiveness.

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