

ANALYSIS OF IMPROVING THE QUALITY OF EDUCATION SERVICES BASED ON MARKETING MIX THEORY (7PS)

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Abstract:

The competition between Islamic educational institutions and public schools compels private Islamic schools to continually enhance their educational services to meet their goals. This study examines how Al-Azhar Islamic Junior High School improves its educational services using the marketing mix theory, which includes seven elements: product, price, place, promotion, people, physical evidence, and process. A descriptive qualitative approach was employed, gathering data through interviews, observations, and documentation. Data analysis involved reduction, presentation, and concluding, with data validity ensured through triangulation. The findings show that the school effectively applies all seven marketing mix elements. The school adapts academic and non-academic programs to align with its mission, manages pricing independently, and uses its central location as a community attraction despite traffic congestion. Promotional strategies leverage social media and consumer satisfaction, while human resources are strengthened through quality recruitment and ongoing training. Physical evidence is reflected in the provision of distinctive, high-quality infrastructure. The learning process focuses on maintaining teaching quality. The study concludes that employing marketing mix theory is an effective strategy for improving educational services and competitiveness in the face of public school competition.

Abstrak:

Persaingan antara lembaga pendidikan Islam dan sekolah negeri memaksa sekolah Islam swasta untuk terus meningkatkan layanan pendidikan mereka untuk memenuhi tujuan mereka. Penelitian ini mengkaji bagaimana SMP Islam Al-Azhar meningkatkan layanan pendidikannya menggunakan teori bauran pemasaran, yang mencakup tujuh elemen: produk, harga, tempat, promosi, orang, bukti fisik, dan proses. Pendekatan kualitatif deskriptif digunakan, mengumpulkan data melalui wawancara, observasi, dan dokumentasi. Analisis data melibatkan pengurangan, penyajian, dan penarikan kesimpulan, dengan validitas data dijamin melalui triangulasi. Temuan menunjukkan bahwa sekolah secara efektif menerapkan ketujuh elemen bauran pemasaran. Sekolah mengadaptasi program akademik dan non-akademik agar selaras dengan misinya, mengelola harga secara mandiri, dan menggunakan lokasi pusatnya sebagai daya tarik komunitas meskipun kemacetan lalu lintas. Strategi promosi memanfaatkan media sosial dan kepuasan konsumen, sementara sumber daya manusia diperkuat melalui rekrutmen berkualitas dan pelatihan berkelanjutan. Bukti fisik tercermin dalam penyediaan infrastruktur yang khas dan berkualitas tinggi. Proses pembelajaran berfokus pada menjaga kualitas pengajaran. Studi ini menyimpulkan bahwa menggunakan teori bauran pemasaran

merupakan strategi yang efektif untuk meningkatkan layanan pendidikan dan daya saing dalam menghadapi persaingan sekolah umum.

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INTRODUCTION

Ki Hajar Dewantara, the father of Indonesian national education, defines education as "the demands in the life of children, as for the meaning, education guides all the natural forces that exist in children, so that they as human beings and as members of society can achieve the highest safety and happiness. Humanizing humans is another word for education. Because the teaching and learning process is very important to determine the quality of the country. The quality of education is related to the progress of the country. The purpose of national education, according to article 3 of Law number 20 of 2003, is to develop the potential of students to become human beings who believe and are devoted to God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens. (Izzah et al., 2025; Pristiwanti et al., 2022, p. 12; Wiyanda Vera Nurfajriani, 2024)

Competition between educational institutions cannot be avoided, marketing of educational services is needed along with the increasingly attractive competition between schools. Marketing is essential for educational institutions to build a good reputation. If an institution or school has a good reputation in the eyes of the public, it will be easier to overcome the competition. (Hananto & Murtafiah, 2022, p. 185) So that educational institutions, both public and private, have increased. As per data according to BPS per year from 2021-2023, the number of schools in South Sumatra at the junior high school level is both Islamic and general. (BPS, n.d.) From this data, we can find out that the competition for schools in South Sumatra, especially in the city of Palembang, is quite tight, because the city of Palembang has the highest number of other cities in South Sumatra, which is 205 schools. Al-Azhar Islamic Junior High School Cairo Palembang is one of the schools that is recommended as the best private school in the city of Palembang based on Kepripost.com article. (Setiawan, n.d.)

The quality of service in educational services must remain a concern. Islamic educational institutions must immediately improve themselves to become superior, effective, and able to reflect their Islamic character in the development of education and the expectations of education users, especially in Islamic education. In order to become a superior, competitive, and in-demand educational institution by the public, they must focus on meeting global needs and demands. In addition, educational services in Islamic education require services that aim to meet customer satisfaction and expectations. Customers' responses to perceived mismatches between the performance of the product after use and their expectations are their

satisfaction or dissatisfaction.(Murtafiah, 2023, p. 426) In the field of education, marketing ethics is to provide high-quality intellectual services to customers and form character in the educational subject as a whole.(Ma'sum, 2020, p. 139) Every Islamic educational institution that has a way of analyzing to improve the educational services in the institution, so that it is able to compete with other educational institutions. There are many ways that can be done to help improve the quality of appropriate services in the marketing of educational services, namely by analyzing the marketing *mix* of educational institutions that are able to develop the components in the marketing mix and adjust the needs of Islamic educational institutions, as well as the needs of customers. There are seven main components in the marketing mix. Four conventional components are related to product marketing, and three additional components are related to the expansion of the marketing mix. There are four traditional aspects, namely: *product*, *price*, *place*, and *promotion*. The three aspects, the expansion of the marketing mix, are *people* (human resources), *physical evidence* (physical evidence), and *process* (management of the services provided).(Labaso, 2018, p. 294) With seven components in the marketing mix, it can be used in analyzing to get the appropriate marketing strategy so that it can achieve the predetermined results. Based on this background, it is the author's reason to be interested in conducting this research.

RESEARCH METHODS

The research employs a descriptive qualitative approach aimed at obtaining an in-depth understanding of the phenomena under study based on real conditions in the field. This approach is appropriate for exploring meanings, perspectives, and contextual processes experienced by research participants(Sari et al., 2022; Tharaba et al., 2025). Data were collected through interviews, observations, and documentation studies. Interviews were conducted to obtain direct information from relevant informants, observations were used to examine activities and situations related to the research focus, and documentation studies were utilized to support and complement the primary data through written records, reports, and other relevant documents(Wiyanda Vera Nurfajriani, 2024).

The informants in this study consisted of key informants and supporting informants selected purposively according to the research objectives. Key informants served as the main sources of data, while supporting informants helped enrich and validate the information obtained(Ilhami et al., 2024). Data analysis followed the stages of data reduction, data display, and conclusion drawing, as proposed by(Assyakurrohim et al., 2022). To ensure data validity, triangulation was applied by comparing data obtained from interviews, observations, and documentation, thereby enhancing the credibility and trustworthiness of the research findings(Syahrizal & Jailani, 2023).

RESULTS AND DISCUSSION

The results of data findings in accordance with the conditions in the field were

obtained by researchers at Al-Azhar Islamic Junior High School Cairo Palembang by observation, interviews and documentation of the informants that have been determined. So, the researcher can describe it as follows:

Analysis of improving the quality of educational services based on Mix Marketing theory.

Quality service is one of the important aspects of education to maintain an educational institution in competition with other educational institutions. By identifying a marketing mix that has 7 elements, namely product, price, place, promotion, people, physical evidence, and process. The marketing mix is not just a form of promotion carried out by an educational institution to be able to attract the attention of educational service customers. But with this mix, it helps to provide updates and developments, especially in existing educational services. The results of the study are related to the analysis of improving the quality of educational services at Al-Azhar Islamic Junior High School Cairo Palembang based on the mix marketing technique which aims to analyze the improvement of the quality of educational services at Al-Azhar Islamic Junior High School Cairo Palembang as follows.

Product

Zeithaml and Bitner explain that a product is everything that a manufacturer offers to the market with the aim of meeting the needs and desires of the community, or providing a certain amount of value to the consumer in terms of meeting his needs. In the context of educational services, products are services provided by educational institutions to the community, in this case customers. What is offered is reputation, prospects, and variety of choices. An educational institution as a product creator can provide a reputation, prospects, good quality of education, prospects, and bright opportunities for students to choose the options they want to succeed in the future.(Tusyadiah et al., 2024, p. 88)

The above theory is in line with the results of research that shows that Al-Azhar Islamic Junior High School Cairo Palembang provides educational services to consumers in the form of existing excellent programs, both in terms of intracurricular and extracurricular in schools. Al-Azhar Islamic Junior High School Cairo Palembang. Al-Azhar Islamic Junior High School Cairo Palembang has a dual curriculum, namely the national one in the field of general studies, and the Al-Azhar curriculum which focuses on character development with Islamic teachings. Al-Azhar Islamic Junior High School Cairo Palembang is also in the process of teaching and learning that it is mandatory to use a full iPad 100% so that the school gets the title of the first Islamic school in the city of Palembang to receive the Appel Distinguished School award in 2022. The tahfidz program is also one of the religious programs that is a priority for schools. Diverse extracurricular fields are also one of the existing programs, as proof that Al-Azhar Islamic Junior High School Cairo Palembang also pays attention and provides a place for students to develop their skills and abilities in non-academic fields. This shows that the products of Al-Azhar Islamic Junior High School Cairo Palembang are a top priority that adjusts to the

vision, mission and needs of the community, and makes the main ingredient in marketing so that it has an impact on the quality of educational services that continue to be developed and improved to continue to be able to compete with other school's flagship programs. In line with Zeithaml, Bitner, and Gremler's theory in the aspect of service, namely reliability seen from the quality of programs that continue to be developed and improved.

Price

The price of educational services, also known as "education prices", is the money spent by users of educational services to enjoy the services offered by educational institutions in accordance with the quality and equity of the services provided to users of educational services. To determine the cost of education services, there are many considerations that need to be considered. In other words, carefully calculate the costs involved in the implementation of education, including operational, facility, and human resource costs; understand market demand and determine prices based on the level of demand for specific educational services; and look at competitors' prices and decide whether to set prices higher, lower, or in line with competitors' prices. (Diba & Bahaf, 2024, p. 13) Related to the price element is also explained by Zeithaml & Bitner, namely this price element correlates with the quality of the product of educational services.

The results of a study conducted at Al-Azhar Islamic Junior High School Cairo Palembang show that the quality of educational services, facilities, and services provided by schools to students is influenced by the price set. The school provides an open system to the student's parents before they decide to join Al-Azhar Islamic Junior High School Cairo Palembang. This makes it easier for people to decide according to their own funds. In addition, Al-Azhar Islamic Junior High School Cairo in Palembang manages the entrance fund independently, without assistance from the BOS or external funds. The school tries to manage the entrance funds in accordance with existing activities and programs. Overall, the price is indeed correlated with the products and quality in the school, so that when the price has been determined is appropriate to support the improvement of the quality of service at Al-Azhar Islamic Junior High School Cairo Palembang.

Place

One element of the marketing mix, venue refers to the location and means that ensure that educational services are easily accessible. The choice of the right educational location improves the accessibility, safety, and comfort of the school, especially in locations that have historical value. A good place encourages partnerships and wider social interaction. (Ambarwati et al., 2025, p. 3046)

A strategic, convenient, and easy-to-reach location will attract service recipient customers. Additionally, a precise and strategic location can help in marketing as these locations are usually passed through and stopped by many people, making them familiar to customers. In marketing educational services, the place is the location of a strategic school building, ease of access, and the comfort of

the place of learning and the services provided are easier and maximum.(Purbaningrum et al., n.d., p. 48)

The importance of choosing a strategic location for the school and in this case has been carried out by Al-Azhar Islamic Junior High School Cairo Palembang. A very strategic location in the middle of Palembang will make a consideration for consumers of educational services to choose Al-Azhar Islamic Junior High School Cairo Palembang. However, there are shortcomings because around the school environment are offices, campuses, and residents' housing, there are often traffic jams around the school, this is not a big problem and does not affect the teaching and learning process at school because Al-Azhar Islamic Junior High School Cairo Palembang continues to prioritize the comfort and safety of its students. This is in line with the opinion of Zeithaml & Bitner that the location of the school environment is very important because the environment in which the services are provided is part of the value and benefit of the service. With the good prospects in marketing for schools that are able to compete with other schools, Al-Azhar Islamic Junior High School also feels the impact of marketing in the field of service. Schools are encouraged to continue to improve the quality of existing educational services as seen from the Foundation's efforts to add a new building that is comfortable and safe.

Promotion

No matter how good a product is, customers won't buy it if they've never heard of it and aren't sure that it will benefit them. Mass communication media, such as newspapers, magazines, television, billboards, and sticky images, can be used to promote oneself. When there are achievements or awards from the government, for example, programs are often covered. In the same way, promotion can also be done through the involvement of alumni who continue to promote the community. Because society trusts more in the testimonies of those involved in it, this has a huge effect.(Maisah et al., 2024, p. 6339) This theory is also in line with Zeithaml & Bitner's that a promotion is to introduce and sell education to individuals by providing existing advantages.

The promotion of Al-Azhar Islamic Junior High School Cairo Palembang is carried out actively through social media, platforms, and official websites. The purpose of this promotion is to introduce Al-Azhar Islamic Junior High School Cairo Palembang to the general public. However, the school continued to promote offline through word of mouth, and it worked. In addition, this topic will definitely contribute to improving the quality of educational services at Al-Azhar Islamic Junior High School Cairo in Palembang. This school has the principle that high-quality service is an effective tool for promotion. Therefore, Al-Azhar Islamic Junior High School Cairo Palembang will continue to strive to maintain and improve the quality of existing educational services to continue to provide satisfaction to educational service users.

People

Human resources (HR) of educators and education personnel are very important and are an important part of the process of providing educational services to students in educational institutions. Because they are the ones who directly provide services to students and their parents, student satisfaction levels depend on how these resources provide services. (Nuryadi et al., 2025, p. 177) Reliable human resources support quality schools. In the context of human resources, there is a phenomenon that most educators have met the academic requirements. However, they face obstacles in applying social skills, emotional maturity, and innovative and effective learning methods in the classroom. (Susanto & Pramono, 2024, p. 592)

By paying attention to the human resources at Al-Azhar Islamic Junior High School Cairo Palembang, this will be one of the important aspects in improving the quality of educational services in schools. The results of the study show that Al-Azhar Islamic Junior High School Cairo Palembang has paid attention to the quality of existing educators and education personnel from the beginning of the recruitment process which sets the standards that must be met and goes through several stages of recruitment by prospective educators and education personnel. Not only that, educators and education staff while still on duty and have responsibilities, the school will provide facilities to develop abilities and add experience from various trainings that exist every year, seminars, workshops to study abroad according to the needs of educators and education staff. In line with Zeithaml and Bitner's theory, people or human resources (HR) function as a driving force in the world of education. Of course, educators and education personnel play a very important role in providing education at Al-Azhar Islamic Junior High School Cairo Palembang. This aspect was felt directly by the researcher in the study which showed that the services provided by the school to the community are not differentiated, responsive, and also direct, providing the best service. This is also included in the theory of Zeithaml, Bitner, and Gremler related to the tangential power in the aspect of educational services. So, the results of the study show that Al-Azhar Islamic Junior High School Cairo Palembang pays great attention to the quality of existing human resources. This definitely helps to improve the quality of educational services.

Physical Evidence

One of the physical facilities of an educational institution is a building or building that has all the necessary facilities and facilities. Adequate learning facilities are very helpful in the learning process. The use of technology to explain learning materials to students is also an attractive option for schools. In addition, the classrooms and buildings are clean and supported by contemporary learning devices that make lessons easier for students to understand. (Maisah et al., 2024, p. 6340)

Zeithaml, Bitner, and Gremler's theory also explains that in terms of the size of educational services is direct evidence, which means the type of service that usually consists of the facilities and infrastructure available, and includes the technology

used. Al-Azhar Islamic Junior High School Cairo Palembang in terms of physical evidence is also a concern,. The basic physical evidence is the main school building. The school building of Al-Azhar Islamic Junior High School Cairo Palembang is designed directly by an interior design that pays great attention to visuality, it is also important for the school because it creates the characteristics of Al-Azhar Islamic Junior High School Cairo Palembang itself. A meaningful building with the concept of have fun and colorful, Islamic nuances in decorative elements such as logos and spatial layout. Not only that, Al-Azhar Islamic Junior High School Cairo Palembang also provides a field, mosque, canteen, classrooms that have been supported with technology, a library, an auditorium hall for activities that support the performance of students' talents. Zeithaml and Bitner's theory also emphasizes that physical evidence for an educational institution is a support in the process of running educational services. This will also help in improving the quality of existing educational services.

Process

Processes are important in the service marketing mix, where customers often think of the service delivery system as part of the service itself. The decisions made by operations management are also crucial to the success of service marketing. This process requires the support of the entire educational institution's team, which is responsible for managing all operations to run as planned. The educational process carried out by the education system can provide a good picture of society. Although the public may not know what is happening in the educational institutions they manage, they still hope that the services provided will meet their expectations and meet their needs.(Nuryadi et al., 2025, p. 177) This is also emphasized by Zeithaml & Bitner in their theory that the process is an important part of education. Because the process will deliver products from educational services to consumers of educational services directly, to produce the desired output.

Al-Azhar Islamic Junior High School Cairo Palembang has carried out this element of marketing mix, namely the process in terms of existing teaching and learning activities. The teaching and teaching process at Al-Azhar Islamic Junior High School Cairo Palembang implements a dual curriculum that combines science and technology and IMTAQ in accordance with the existing vision and mission. In the process, the data from the researcher's observations was revealed that teachers were given the freedom to use learning methods and media that suit the needs of students. The school also provides convenience in the KBM process by controlling the progress of students with special applications, namely student apps that can be accessed directly by students and teachers. Not only in the field of education, Al-Azhar Islamic Junior High School Cairo Palembang fosters a social spirit with social actions. Therefore, the maximization carried out by Al-Azhar Islamic Junior High School Cairo Palembang in the marketing mix process shows that there is a great desire for the realization of the existing vision and mission and expectations of education service customers. So that the existing educational services are well considered.

The Impact of the Quality of Educational Services on the Admission of New Students.

The quality of service will be a way to build an image and also a product that can attract the interest of the public. By paying attention to and implementing elements of the marketing mix that include all aspects of educational institutions, it will help in improving the quality of educational services at Al-Azhar Islamic Junior High School Cairo Palembang.

The results of Miftahul Huda and Sidiq Purnomo's research explained that using a combination of marketing mixes that incorporate Islamic values, which includes elements such as products, prices, locations, and promotions. With this integration, the school is seen more clearly as an educational institution that prioritizes academic growth and the formation of Islamic character. In addition, successful promotional methods using communication channels such as brochures and social media have succeeded in expanding their reach and attracting the attention of people who want to get moral and spiritual education. Public perception of schools is greatly influenced by adequate facilities, such as laboratories, classrooms, and places of worship. (Huda & Purnomo, 2025, p. 148) According to Al-Ghamdi, one of the factors of customer satisfaction is that consumers of educational services always buy products from educational institutions, the results of research conducted by researchers show that every year the admission of new students at Al-Azhar Islamic Junior High School Cairo Palembang has increased. This shows that the impact of quality education services is very good for schools.

CONCLUSION

Based on the research conducted through observations, interviews, and documentation, it can be concluded that the application of the seven elements of the marketing mix (product, price, place, promotion, people, physical evidence, and process) has significantly contributed to improving the quality of educational services at Al-Azhar Islamic Junior High School Cairo, Palembang. This improvement is also reflected in the increasing public interest, as seen in the rising number of student admissions each year. The school effectively implements a comprehensive strategy by integrating these elements. The dual curriculum, 100% iPad learning, and focus on Islamic character development demonstrate the school's commitment to offering high-quality education. Additionally, the transparent pricing system, strategic location, and promotional efforts through social media and word of mouth have contributed to its growing reputation. The emphasis on human resources, continuous teacher training, and quality infrastructure further enhances the overall service quality.

For other Islamic schools seeking to implement similar strategies, it is essential to adapt the marketing mix to their unique contexts. Schools should focus on offering distinctive educational products that align with their mission and meet community needs. Moreover, they should ensure transparent financial practices, invest in human resource development, and maintain effective communication with

the community. However, challenges such as budget constraints and local competition may arise, so schools should carefully manage resources and stay adaptable. By addressing these obstacles and focusing on the synergy of the marketing mix elements, other schools can improve their service quality and enhance their competitiveness in the educational sector.

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