

## INNOVATION IN THE MARKETING MIX OF EDUCATIONAL SERVICES IN INCREASING COMPETITIVENESS

Sahri<sup>1</sup>, Prim Masrokan Mutohar<sup>2</sup>, Agus Eko Sujianto<sup>3</sup>

<sup>1</sup>Universitas Nahdlatul Ulama Sunan Giri, Indonesia

<sup>2,3</sup>Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Indonesia

e-mail: [1sahriunugiri@gmail.com](mailto:1sahriunugiri@gmail.com), [2pmutohar@gmail.com](mailto:2pmutohar@gmail.com), [3agusekosujianto@gmail.com](mailto:3agusekosujianto@gmail.com)

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**Abstract.** *This study aims to examine the innovation of the marketing mix of educational services in increasing competitiveness and customer value at SMP Ar Rahmat. This research uses a qualitative approach with a case study method. Data collection was conducted through in-depth interviews, observation, and documentation. The results showed that SMP Ar Rahmat has innovated the marketing mix in several aspects, such as product innovation, price, promotion, and place. The innovation is directed to provide added value for customers and increase student and parent satisfaction. This research provides advice for SMP Ar Rahmat in innovating the marketing mix, such as improving service quality, expanding the reach of promotions, offering more varied educational programs, providing financial assistance, and collaborating with educational institutions or companies. This research can provide input for decision makers in the world of education to innovate the marketing mix as an effort to increase competitiveness and customer value in schools.*

**Keywords.** *Innovation; Marketing Mix; Competitiveness*

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**Abstract.** Penelitian ini bertujuan untuk mengkaji inovasi bauran pemasaran jasa pendidikan dalam meningkatkan daya saing dan nilai pelanggan di SMP Ar Rahmat. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa SMP Ar Rahmat telah melakukan inovasi bauran pemasaran dalam beberapa aspek, seperti inovasi produk, harga, promosi, dan tempat. Inovasi tersebut diarahkan untuk memberikan nilai tambah bagi pelanggan dan meningkatkan kepuasan siswa dan orang tua siswa. Penelitian ini memberikan saran untuk SMP Ar Rahmat dalam melakukan inovasi bauran pemasaran, seperti meningkatkan kualitas layanan, memperluas jangkauan promosi, menawarkan program pendidikan yang lebih variatif, memberikan bantuan keuangan, dan menjalin kerjasama dengan institusi pendidikan atau perusahaan. Penelitian ini dapat memberikan masukan bagi pengambil keputusan dalam dunia pendidikan untuk melakukan inovasi bauran pemasaran sebagai upaya meningkatkan daya saing dan nilai pelanggan di sekolah.

**Kata Kunci.** Inovasi; Bauran Pemasaran; Daya saing



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### A. INTRODUCTION

In the current era of globalization like this, in the world of education there is competition between one institution and another, so that what happens is that many

educational institutions are abandoned by their users for several reasons (Sarifudin & Maya, 2019). The digital era affects the world of education, with the adoption of digital technology in the teaching and learning process, such as the use of learning software, learning videos, and online learning platforms. The digital age also opens up new opportunities for students and educators to gain access to a variety of educational resources and information from around the world (Yasmansyah & Zakir, 2022).

The increase in education service providers in the midst of society shows that competition is increasingly open among education service providers themselves. It is undeniable that establishing educational institutions, especially in the last decade, is so promising as a business opportunity in the service sector (Dayat, 2019). This was motivated by public awareness of the importance of education so that in it there was a demand and need to improve his standard of living and also provide long-term investment for himself and his family. That opportunity is then captured by some education service providers to move to establish a business in the education service sector (Glendy Tangkilisan, 2014).

Competition between educational institutions can be very tight, especially in areas that have many choices of quality educational institutions (Ummah & others, 2019). Such competition can affect the competitiveness and customer value of each educational institution. The competitiveness of an educational institution is the ability of an educational institution to compete with other educational institutions in terms of attracting and retaining customers or students (Manurung & Siagian, 2021). An educational institution that has good competitiveness will be more in demand by prospective students compared to other educational institutions.

Competitiveness in educational institutions refers to the ability of an educational institution to compete with other educational institutions in attracting students and parents (Ayunisa & Sholeh, 2022). Competitiveness in educational institutions is determined by various factors such as the quality of education provided, school facilities, tuition fees, curriculum, educational programs, quality of teachers, reputation of the institution, and many other factors (Abrori, 2015).

An educational institution that has good competitiveness is able to attract students and parents to choose the school as a place of education (Martino & Jessen, 2016). In addition, educational institutions that have good competitiveness are also able to retain students and parents as customers, because these institutions provide added value and high satisfaction.

Educational institutions must be able to strengthen their competitiveness by continuous innovation and development (Alwi, 2022). This can be done by improving or improving educational facilities, holding more varied educational programs, improving the quality of teachers, expanding the reach of promotions, providing financial assistance, or collaborating with educational institutions or companies (Retnawati et al., 2018). All these efforts are aimed at increasing the competitiveness and value of customers in educational institutions. Therefore, competitiveness in educational institutions must be truly maintained and improved through the marketing mix.

Marketing mix or Marketing Mix is one of the marketing strategies to convey information widely, introduce a product of goods and services, stimulate consumers to give and even create personal preferences for the image of a product (Mohamad & Rahim, 2021). This marketing mix is carried out by marketing managers based on the target

market and product positioning in the target market (Ariq et al., 2022). A harmonious combination of marketing mix variables is carried out well if each variable gets the right level and position and is balanced in accordance with the right position and balanced in accordance with the position of the product and target market (Sunarsi, 2020). Therefore, the marketing mix is considered one of the most potential strategic elements in marketing products.

## B. METHOD

This research approach uses qualitative research and other types of field research (Mamik, 2015). This research was conducted at SMP Ar Rahmat. The purpose of this study is to analyze the implementation of Educational Services Marketing Mix Innovation in increasing competitiveness. The data sources used are primary data sources which include principals, teachers, and students, as well as religious and secondary activities that can be collected from school records and other supporting information. In this study the collection of information or data using observation, interview and documentation techniques. To analyze the collected data, the following steps are used, namely data collection, data reduction, data display and conclusions (Setiawan, 2018).

## C. RESULT AND DISCUSSION

### Innovation of Educational Services Marketing Mix in increasing competitiveness

Innovation is a form of change that creates new value and benefits an organization or society (Dwianto, 2018). Innovation is not only limited to creating new ideas, but also involves implementing those ideas into a product, service, or process that can provide benefits to customers or users (Nurjanah, 2015). Marketing mix or marketing mix is one of the basic concepts in marketing.

Innovations in the marketing mix can be applied within educational institutions to help increase the attractiveness and quality of education offered (Hananto & Murtafiah, 2022). Innovation in the marketing mix of educational services can be an effective strategy in increasing competitiveness and customer value at SMP Ar Rahmat. In the context of marketing educational services, SMP Ar Rahmat can innovate its marketing mix to increase competitiveness and customer value. Here are some innovations that can be done:

#### 1. Product innovation

SMP Ar Rahmat innovates the products offered, for example by adding new programs that are relevant to customer needs and interests. SMP Ar Rahmat can also improve the quality of services and facilities provided to meet customer needs and expectations. Improving the quality of educational services is one of the educational service marketing mix innovations that can help SMP Ar Rahmat increase competitiveness and customer value. Some ways to improve the quality of service at SMP Ar Rahmat are as follows:

##### a) Provide interactive teaching

The teaching and learning process in the digital era requires students who are active and able to deal with problems systematically, creatively and innovatively. Interactive teaching is a teaching method that involves direct interaction between

teachers and students, as well as between students and students in the teaching-learning process. This method aims to make students more actively involved in the learning process, thereby increasing understanding and mastery of the subject matter. SMP Ar Rahmat improved the teaching methods used to improve interaction between students and teachers. More interactive teaching methods, such as group discussions, individual assignments, and practicum activities, can help students better understand the subject matter and increase their motivation to learn.

b) Provide comfortable and adequate learning facilities

Comfortable and adequate learning facilities are learning environments designed to facilitate the teaching and learning process well. Comfortable and adequate learning facilities are learning environments designed to facilitate the teaching and learning process well. SMP Ar Rahmat provides comfortable and adequate learning facilities, such as clean and organized classrooms, a library with an adequate collection of books, and complete computer and science laboratories. Good facilities can make students feel comfortable and make it easier for them to learn the subject matter.

c) Pay special attention to student development

Paying special attention to student development is an approach that aims to ensure that each student receives the right support and guidance to reach their potential in the teaching-learning process. By paying special attention to student development, students will feel supported in the teaching-learning process and can better reach their potential. It will also help improve the quality of education and prepare students for their future. SMP Ar Rahmat pays special attention to student development, both academically and non-academically. Teachers identify students' strengths and weaknesses in learning, and provide support and guidance to those in need. SMP Ar Rahmat also provides extracurricular activities to develop students' potential in non-academic fields, such as sports, art, and music.

d) Evaluation of service quality

Evaluation of service quality is a process that aims to evaluate the extent to which the services provided meet the expectations and needs of service users. This evaluation is important to help the organization improve the quality of services provided, so as to increase user satisfaction and meet organizational goals. In carrying out junior high school evaluations, the method used is through surveys and discussions with students, parents, and teachers. This evaluation can help SMP Ar Rahmat identify areas that need improvement in providing educational services.

## **2. Price innovation**

Price innovation is a marketing mix strategy that can increase a company's competitiveness by changing the price of the product or service offered to make it more attractive to consumers. Price innovation can be done through several ways, such as price discounts, bundling offers, loyalty programs, or gift giving. Pricing innovation can provide advantages for companies in increasing sales, expanding market share, and retaining customers. In the context of increasingly fierce competition, price innovation can also help companies to differentiate themselves from competitors and improve brand image.

SMP Ar Rahmat in innovating the prices offered, by providing discounts or special promos for new students who register within a certain period. SMP Ar Rahmat can also

provide more flexible payment options to make it easier for customers to pay for education fees.

### **3. Promotion Innovation**

SMP Ar Rahmat can innovate on promotions by increasing the use of social media and expanding the reach of promotion through digital platforms. SMP Ar Rahmat can also hold special events or activities to introduce the school to the community and increase brand awareness of SMP Ar Rahmat. SMP Ar Rahmat can establish partnerships with other educational institutions to expand market reach and improve the image of the school. Some educational institutions that can become partners of SMP Ar Rahmat include course institutions, universities, or other schools that have programs relevant to SMP Ar Rahmat.

In establishing partnerships, SMP Ar Rahmat can offer mutually beneficial cooperation, such as student exchange programs or teacher training. SMP Ar Rahmat can also offer cooperation in holding joint events or activities, such as seminars or workshops. In addition, SMP Ar Rahmat can also provide scholarship programs for students who excel or are financially disadvantaged. This scholarship program can improve the image of SMP Ar Rahmat as a school that cares and contributes to educating the nation's life. This scholarship program can also attract potential customers, especially for parents who are looking for a school that pays attention to academic development and student well-being.

In establishing partnerships and providing scholarship programs, SMP Ar Rahmat must ensure that these programs can be run properly and transparently. SMP Ar Rahmat should also be able to get balanced benefits from the partnership and provide clear benefits for partners and students. By establishing partnerships and providing scholarship programs, SMP Ar Rahmat can expand market reach and improve the school's image as a school that cares and contributes to educating the nation's life.

### **4. Distribution Innovation**

SMP Ar Rahmat can innovate the distribution of services offered, by adding new distribution channels such as e-learning or distance learning. SMP Ar Rahmat can also improve the efficiency of service distribution by utilizing information and communication technology. The use of technology in learning is the use of various technological tools or devices that can help students and teachers in the teaching-learning process. . The use of technology in learning can help improve learning efficiency and effectiveness, expand access to learning resources, increase student engagement, expand communication and collaboration, and develop technology skills. In addition, technology can also help teachers monitor student progress and provide feedback automatically.

SMP Ar Rahmat can utilize technology to increase competitiveness and customer value in the marketing mix of educational services. Some ways to use technology that can be done include:

- a) SMP Ar Rahmat website can have an official website as a promotional medium and information to prospective students and parents. On the website, SMP Ar Rahmat can display school profiles, facilities owned, excellent programs, tuition fees, and registration information. By having a website, prospective students and parents can easily get information about SMP Ar Rahmat and can compare with other schools.

- b) SMP Ar Rahmat application can also have an application that can be accessed via smartphone. The app can contain information about lesson schedules, student grades, assignments, and important announcements. In addition, SMP Ar Rahmat can also take advantage of the application to provide online tutoring services, which can be accessed by students at home
- c) Social media SMP Ar Rahmat utilizes social media such as Facebook, Instagram, and Twitter to communicate with students and parents. SMP Ar Rahmat can post important information such as announcements, school activities, and student achievements. In addition, SMP Ar Rahmat can also use social media to provide customer service for parents and students who want to ask questions about school-related matters

By innovating in the marketing mix, SMP Ar Rahmat can increase competitiveness and customer value. SMP Ar Rahmat can expand market reach and increase school brand awareness, as well as increase customer satisfaction by providing better and relevant services to their needs. Innovation in the marketing mix can also help SMP Ar Rahmat to stay adapted to technological developments and increasingly dynamic market demands. By adopting the above educational service marketing mix innovations, SMP Ar Rahmat can increase competitiveness and positive customer value, so that it can survive and thrive in an increasingly competitive education market.

#### **D. CONCLUSION**

In the world of education, marketing mix innovation is very important to increase competitiveness and customer value. By innovating in the marketing mix, SMP Ar Rahmat can provide added value for students and parents of students who become its customers. One of the innovations that can be done in the marketing mix of educational services is product innovation, namely by developing new educational programs or updating existing curricula. In addition, SMP Ar Rahmat can also innovate prices by offering more affordable educational programs or providing financial assistance for students in need.

Marketing mix innovation can also be done in the aspect of promotion, namely by using social media and information technology to expand the reach of promotion and attract potential students and parents. In addition, innovation in the aspect of the place can be done by improving or beautifying school facilities to increase student comfort and safety. By innovating in the marketing mix, SMP Ar Rahmat can increase its competitiveness in the education market and provide added value for customers who are students and parents. This can help SMP Ar Rahmat to retain and increase the number of students and increase the confidence of parents in the quality of education offered.

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