

Analysis of Factors Influencing Marketing Development Strategy in Improving the Education Services Business at CLA Baitul Hikmah Bandung

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Abstract

This study aims to describe how the application of marketing education services at Baitul Hikmah Foundation Bandung based on the theory of the marketing mix (product, price, place, promotion, people, physical evidence, and process). This qualitative research was conducted at CLA Baitul Hikmah. Data was collected by conducting interviews, observations and documentation studies. This study uses a descriptive approach. The results of this study indicate that (1) school products are developed according to the potential benefits of academic, non-academic, and religious achievements, through promotion in various media by involving students, excellent service from all elements of the school. (2) Tuition fees are different for each grade level, are not widely published and are calculated globally for 1 academic year. (3) The location of the school is supported by a comfortable environment for the teaching and learning process, far from the hustle and bustle of the city but easy to reach. (4) Promotion is carried out directly or indirectly by using various media, establishing partnerships with government and private institutions as a form of service marketing breakthrough, to achieve the predicate of a superior school in the ranks of CLA Bandung. (5) Competent and superior human resources have the potential to improve school quality. (6) School physical evidence is very representative, several places are strategic enough to be used as promotional media, as well as other physical facilities as a complement and support for learning. (7) the learning process is carried out with fun and varied methods and the use of social media as a means of information with parents/students.

Keywords: Marketing, Education Services, Marketing Mix.

INTRODUCTION

Promotion as part of marketing plays an important role. Schools need to be socialized so that people know about the existence of schools, achievements, and the development of educational institutions. The concept of developing marketing education services is almost the same as marketing theory in general and marketing services in particular. Meanwhile, Ali and Faizan (2015) state that the right marketing strategy will increase institutional efficiency. In addition, the educational environment is constantly changing and demands the advantages offered by institutions.

Kotler in Ali and Faizan (2015) reveals that the role of human resources in the education process is very important. The need for the development of marketing strategies for educational services must be carried out continuously, thoroughly, to foster positive reactions and be able to grow competitiveness. to the surrounding schools.

Likewise with the Center for Community Learning Activities (CLA). Since the establishment of CLA in 2007, the people of Ujungberung and surrounding areas have trusted this educational institution. The significant increase in the number of students from year to year is one indicator that the CLA school is in great demand by the community in learning packages A, B and C. This is what attracted the attention of the author to research and analyze the marketing of educational services in these schools.

One indicator of the quality of schools that are able to compete can be seen from the number of students who have achievements, both academic and non-academic, and whose

graduates are relevant to the goal of entering higher education. Through superior students, CLA must also have a good impact on the educational environment so that they can compete with other schools. Thus, school quality is the quality of students that reflects customer satisfaction, management's active participation in the process of continuous quality improvement. The statement above is in line with the opinion expressed by Anwar and Fatkul (2014) which states that in order to improve the competitiveness and quality of schools, efforts should be made to improve educational services. Because school quality is the quality of students that reflects customer satisfaction, it is appropriate for school policies to focus on customer satisfaction through marketing strategies for educational services. meaning that the value offered is market-based as described by Cherkunova (2016) "Seeing the marketing concept as a particular organizational culture, norms and values that place the customer at the center of the organization and are shared within the organization". The question that needs to be answered is why do schools need marketing? El-Bassiouny (2015) that various innovations carried out in the educational 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, Wijaya (2012) provides reinforcement that schools 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 mastering competencies from just mastering skills, learning to live together (with others).), Learning to Be and Learning throughout life. The output of the four pillars above is the quality of school graduates that the public needs to know.

Triaji and Harmoko (2013) five factors that encourage the marketing of educational services: Increased competition, the key to facing educational competition is to create marketing activities for educational services; Demographic changes, effective education service marketing strategies that can build and maintain positive communication with the community; Public distrust, the marketing strategy of educational services provides an opportunity to dispel the myth that CLA schools have lower standards than elementary to high school education, greater accountability than the private sector; Media investigations, media relations are an important part of any educational services marketing program. Therefore, marketers of educational services must build and maintain relationships with media that can highlight the positive and negative sides; 5) Limited resources. Thus, the marketing activity of educational services is not a business activity in order to attract prospective students, but is an accountability to the wider community for educational services that have been, are being and will be carried out. Therefore, a marketing strategy for educational services is needed to win the competition.

Table 1. Student Data for Academic Year 2021/2022 Even Semester

No	Name Rombel	Level	Total PD	Total GDP in 2021
1	Class VII - 1	Tier 3, Class 7	8	
2	Class VIII - 1	Grade 3, Class 8	22	
3	Class VIII - 2	Grade 3, Class 8	23	
4	Class VIII - 3	Grade 3, Class 8	17	
5	Class X - 1	Grade 5, Class 10	29	
6	Class X - 2	Grade 5, Class 10	32	
7	Class X - 3	Grade 5, Class 10	24	
8	Class XI IPS - 1	Grade 5, Class 11	31	
9	Class XI IPS - 2	Grade 5, Class 11	24	
10	Class XI IPS - 3	Grade 5, Class 11	21	
11	Class XI IPS - 4	Grade 5, Class 11	21	

12	Class XI IPS - 5	Grade 5, Class 11	29	
13	Class XI IPS - 6	Grade 5, Class 11	27	
		Amount	308	473

Source: CLA Baitul Hikmah, 2021.

From the table above, in the odd semester year 2020/2021 with a total of 13 classes as many as 308 and in 2021/2022 even semester as many as 473 students with the addition of 163 students in the new school year. This phenomenon has attracted the author's attention to find out more about the Community Learning Activity Center (CLA) Baitul Hikmah Foundation in Bandung in marketing educational services so that public interest continues to increase. To examine these problems the author will use a marketing mix approach; product, price, place, promotion, people, physical evidence, and process. The purpose of this study was to analyze the factors that influence the marketing development strategy in improving the education service business at CLA Baitul Hikmah Bandung based on the marketing mix.

LITERATURE REVIEW

Educational Services Marketing

To examine more deeply the marketing of educational services, it is necessary to first understand 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 definitions of marketing is "profitably meeting needs". Furthermore, Philip Kotler and Gary Armstrong in Ngarihin (2011) explain that "the two goals of marketing are the process of attracting new customers by promising value advantages along with retaining and growing existing customers by providing satisfaction.

The marketing concept is customer-oriented (external environment), with the assumption that consumers will only want to buy products that are able to meet their needs and desires and provide satisfaction. The ultimate goal of the marketing concept is to help the organization achieve its goals. In the case of private companies, the main goal is profit in the case of public and non-profit organizations, the main goal is to survive and be able to attract sufficient funds to do useful work.

Many people think that marketing is just selling and advertising. In fact, 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 Kotler in Iqbal and Samer (2016) "The aim of marketing is to make sales unnecessary. Sales and advertising are only part of the marketing mix. Thus, Kotler in Iqbal and Samer (2016) 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 thoroughly understanding consumers and markets, marketing management can design customer-driven marketing strategies. Kotler in Iqbal and Samer (2016) defines marketing management as the art and science of choosing target markets and building profitable relationships with those target markets. The marketing manager's goal is to find, attract, retain, and grow target customers by creating, delivering, and communicating superior value to customers. To design a good marketing strategy, marketing managers must answer two important questions: What customers will we serve (what is the target market) and how best to serve these customers (what is the 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 fulfill needs and desires with customer satisfaction which aims to help companies achieve their goals.

Service Definition

Currently, there has been a paradigm shift from Goods-Dominant Logic (GDL) to Service Dominant Logic (SDL). The idea of services is a fundamental goal of marketing and economic exchange. Individuals, groups or organizations, companies exchange services. Services are defined as the application of specific competencies (knowledge and skills) through actions, processes and performance for the benefit of the relevant entity or other entities. Ivanenko et. al. (2015) 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 their book *Interpretation of Marketing Management Services* Hermawan and Dadang (2016) that service is an action or performance offered by one party to another party. Although the process may be related to a physical product, its performance is not tangible and does not usually result in ownership of the factors of production. The Bureau of Labor Statistics reports that the service provider sector will continue to be the dominant workforce generator in the economy, adding about 20 million jobs in 2014. Meanwhile, manufacturing employment is forecast to fall by 5%. In fact, the share of total manufacturing employment is projected to decline from about 10% in 2004 to 8% in 2010. The government sector (courts, employment services, hospitals, loan agencies, military services, police, fire services, postal services, regulatory agencies and schools are service businesses). The private nonprofit 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 "service factories" that provide services for "manufactured 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 service is any action or performance that can be offered by one party to another which is essentially intangible and does not result in any ownership.

Christopher H. Lovelock and Lauren K. Wrightin (2007) in their book *Principles of Service Marketing and Management* provide the same view, after the company decides which market segment to target, the next step is to determine the total strategic direction to achieve and maintain competition. method. Lovelock (2007) emphasizes the importance of service strategy: All major service companies have a clear and firm service strategy. They have a "reason for existence" that powers the organization and defines the word "service".

Service strategy understands what the value of service to customers is. To pave the way to great service, company leaders must define exactly what makes a service attractive. They must move on and maintain a vision of service excellence, i.e. some direction that guides the future and shows the way.

Lovelock (2007) says "the best service strategy addresses basic human needs that do not change much over time. Table 2 explains that service companies develop strategies that provide a sustainable competitive advantage, namely how to better meet customer needs in certain market segments than other competitors. The word sustainability is defined as a position in the market that cannot be easily taken up or minimized by competitors in a short period of time. Key elements and concepts of a service positioning strategy Jochen Wirtz and Christopher (2006) explain that "The basic steps involved in identifying a suitable market position and developing a strategy to achieve it are":

Table 2. Determining Service Strategy

No	Explanation
1	Determine the most important service attributes to fulfill and
2	Determine the most important service attributes where competitors are particularly vulnerable in that area
3	Determine our company's existing and potential service sector capabilities. Assess the competence and incompetence of the service, the strengths and weaknesses of the resources, the reputation of the service, the belief system, and the reasons for its existence.
4	Develop service strategies related to critical customer needs and continuously exploit competitors' vulnerabilities and match between our company's capabilities and existing potential.

Source: Jochen Wirtz and Christopher, 2006.

From the above table, 1) Segmentation: It involves dividing the population into possible Customers into groups. A market segment consists of a group of buyers who have the same characteristics, needs, buying behavior, and/or consumption patterns. 2) Targeting: Once the company's customers are segmented, the company must assess the attractiveness of each segment and decide which segments are most likely to be attracted by its services. 3) Positioning: To create a unique position for its services, a company must differentiate its services from those offered by its competitors.

Table 3. Key concepts of service promotion strategy

• Segmentasi – Kenali kelompok pasar anda (potensi dan target yang ada). – Apa perbedaan masing-masing dalam kelompok tersebut? Mengapa ada keunikan?
• Targeting – Pilih kelompok yang akan menjadi fokus (komunikasi/ kampanye/penawaran) pasar saudara
• Positioning – Apa pesan yang akan saudara ingin sampaikan? – Apa yang saudara inginkan dari target pasar dalam menilai bisnis saudara?

Source: Kotler, 2016.

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

Lovelock in Alipour et. al. (2012) gives a different view, namely: “refining the essence of positioning into the following four principles: A company must establish a position in the minds of its target customers; The position should be singular, providing a simple and consistent message; The position must differentiate the company from its competitors; A company cannot be everything to everyone it has to focus its efforts”. Thus, the essence of the notion of service is an action or performance offered to another party that is intangible and does not result in the ownership of anything. The best service strategy is to maintain the vision of service excellence, namely paying attention to basic human needs that will not

change much from time to time and are able to guide the future.

Educational Services Marketing

The definition of marketing is used specifically in educational institutions as "the analysis, planning, implementation and control of carefully formulated programs designed to generate voluntary exchange of value with target markets for educational services to achieve the goals of the educational institution". The need for marketing educational services arises when educational institutions determine the transactions expected by the target market for educational services. Educational services Kotler and Fox in Garofallou et. al. (2013) 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 educational services to education service customers.

Seeing the opinion above shows that the role of marketing education is important, as the opinion expressed by Magdalena Platis and Eleonora Gabriela Baban in the journal entitled *The Role Of Marketing In The Education's Process* states that "The role of educational marketing is to: investigate the market, its definition and understanding and identification of potential consumers of goods and services; provide products and services that meet customer needs at the right time, place and price; provide optimal, quality and reputable education services to customers; attract consumers by targeting their intuitive needs and aspirations".

Furthermore, Handayani and Asih (2017) explain the function of education marketing "Education marketing has several functions, namely: market research by trying to find the main consumers of education; marketing policies that address the primary needs of the education market; adapting educational services to the needs, expectations and demands of consumers for educational products and services; promote optimal efficient management, using materials and information resources to achieve the main objectives set. Meanwhile, the targets to be achieved in the marketing of educational services are described by Jochen Wirtz and Christopher Lovelock in their book *Essentials of Services Marketing*. "To achieve a competitive advantage, every company should ideally focus its efforts on the customers they can best serve,

Hung and Lung (2012) further explain that "For-profit marketing concerns different fields, so, togetherwith social marketing, green marketing, health marketing, cultural marketing and sports can also be educational marketing. Marketing education aims at "service application marketing" and enjoys attention regarding individual training goals. The marketing strategy for educational institutions, is the plan that the organization must use to successfully meet its objectives and the use of appropriate elements of the marketing strategy enables the long-term development of the organization's business environment.

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 educational services to customers.

Marketing Mix 7p

The Marketing Mix is the controllable tactical marketing toolkit, product, price, promotion, and distribution that a 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 for the successful implementation of the marketing strategy and positioning of the determined position. In connection with the above description, the elements of the service marketing program in question include seven things, namely: Product: Type of service to be offered; Pricing: What is the pricing strategy; Place: How the delivery system will be implemented; Promotion: How the promotion should be done; people: Types of quality and quantity of

human resources that will be involved in providing services; process; how the process in service operations; Customer service: The level of service to be provided to consumers.

A similar opinion was expressed by Oplatka and Izhar (2007). It was further explained that the Traditional Marketing Mix is one of the most basic concepts in marketing, namely the marketing mix, which is defined as an organizational control element that can be used to satisfy or communicate with customers. The traditional marketing mix consists of four P's: product, place (distribution), promotion, and price. The mixed notion implies that all variables are interrelated and dependent on each other to some extent. Because services are usually produced and consumed simultaneously, customers are often present at the company's factory, interact directly with company personnel, and are actually part of the service production process. Also, because services are intangible,

Recognition of the importance of this additional variable has led service marketers to adopt the concept of an extended marketing mix for services shown in the remaining three groups in Figure 1. In addition to the traditional four P's, the service marketing mix includes people, physical evidence and processes.



Figure 1. Expanded Marketing Mix for Services
Source: Oplatka and Izhar, 2007.

The market power of the marketing mix is the difference between the number of products and the number of services. Products are easy to evaluate, but market power with reference to services is difficult to evaluate, products are sought based on quality, while services are sought based on experience and trust, see Figure 1.

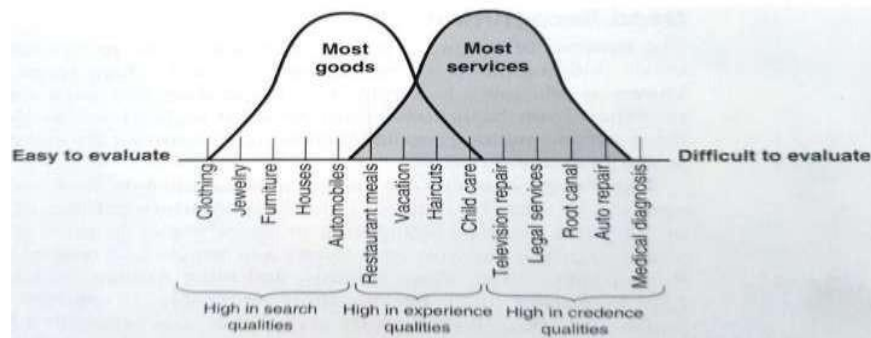


Figure 2. Continuum of Evaluation for Various Types of Products

Source: Oplatka and Izhar, 2007.

The essence of the service marketing mix is a mixture containing the understanding that all variables are interrelated and dependent on each other to some extent, which is used as a tool for marketers which includes marketing programs, such as product, price, location, promotion, people/HR, process and service. customer.

Implementation of the Education Services Marketing Mix

A renowned education specialist, Munhurrin (2013) appreciates that the marketing mix “is one of the oldest and most useful marketing concepts”. The concept of marketing mix occupies a central place in the attention of the organization and is able to fulfill the market objectives being pursued successfully. The marketing mix is an effective tool in guiding the work of an organization, more specifically it is the key to open all the gates of success.

Although schools are non-profit organizations that provide services to customers of educational services, schools need to apply modern marketing principles so that the goals of higher education can be achieved properly, namely: developing prospective customers (targeting); interactions about reaching the right people at the right time (engagement); measuring the results of the marketing process (analytics), converting potential customers into buyers (conversions), as well as the right marketing technology (marketing technology).

Regarding the marketing of educational services, there are five factors that drive the marketing of educational services: Increased competition. Increasing education competition is to create innovative educational services marketing activities. Demographic Change. An important element of effective marketing of educational services is to establish and maintain positive communication to the public. Public Distrust. Maintain and rebuild public trust by informing the achievements and contributions of universities. Media Investigations. Build and maintain media relations that can highlight the positive and negative sides of higher education institutions. Limited Resources. Designing an educational service marketing program that can serve the community well so as to generate additional funds, Lockhart in.

Strategic Marketing

The first stage in the marketing of educational services is strategic marketing, explained by Adam Barone. Marketing strategy refers to the overall game plan of a business to reach potential customers and turn them into customers of the products or services that 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.

Marketing Strategy Direction and Formulation

Market Penetration is the name given to a growth strategy in which a business focuses

on selling an existing product to an existing market. A market penetration strategy is used when a business wants to achieve the following: (a) Maintain or increase the market share of the current product which can be achieved by a combination of competitive pricing strategies, advertising, sales promotion, and perhaps more resources dedicated to sales. personal; (b) Securing the dominance of market growth; (c) A mature market restructuring 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 strategies are very much about business as usual. The business focuses on well-known markets and products. Tend to have good information about competitors and customer needs. Therefore, it is unlikely that this strategy will require much investment in new market research.

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 markets; eg exporting products to new countries (b) New product dimensions or packaging (c) New distribution channels (d) Different pricing policies to attract different customers or create new market segments.

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

Choice of Marketing Strategy and Marketing Mix

Strategic choices are the specific steps the 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. To deepen understanding of Marketing Strategy and Marketing Mix, the elements of the 7P's Marketing Mix are described below;

1. Products are processes that provide some value to consumers. Consumers do not only buy physical products, but members or the benefits and value of the product. Especially in service products, there is no transfer of ownership from service providers to consumers.
2. Price Pricing strategy is very significant in providing value to consumers and influencing product image, as well as consumer decisions to buy. Pricing is also related to revenue and affects demand and marketing channels. Most importantly, pricing decisions must be consistent with the overall marketing strategy.
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 is headquartered and carries out its operations or activities. In this case there are three types of interactions that affect location.
4. Promotion The things that need to be considered in the promotion is the selection of the promotion mix.
5. People In terms of marketing services, "people" who function as service providers greatly affect the quality of services provided. Decisions on the "people" factor are defined as the selection, training, motivation and management of human resources (HR). Regarding the discussion of people, Zeithalm expresses his view that all human actors play a role in service delivery and influence the perception of buyers 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 providing customer satisfaction in meeting their needs. The importance of human resources in

service marketing is closely related to internal marketing.

6. Physical evidence of the environment in which services are delivered and in which companies and customers interact, and any tangible components that facilitate service performance or communication. Physical evidence of service includes all tangible representations of the service such as brochures, letterhead, business cards, reports, signage and equipment. In some cases, this includes the physical facility where the service is offered.
7. Process is a combination of all activities, which generally consist of procedures, work schedules, mechanisms and other routine matters, by which services are produced and delivered to consumers.

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

Marketing mix for the development of the concept that not only understand this diversity, but also the market forces that caused management to produce a variety of mixes. It is the issues raised by these leaders that lead marketing managers to use their wits to design the mix or program they hope will deliver profitable business operations.

RESEARCH METHODS

This research uses qualitative or naturalistic methods, using the natural environment as a data source. The technique of collecting data is observation, documentation and interviews and is carried out by purposive sampling. Data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization.

This research design uses a descriptive approach. This approach is used to understand the meaning of various events, interactions and all activities related to marketing activities in educational services at CLA Aldyka Putra, Bandung City.

RESEARCH RESULTS AND DISCUSSION

The following is a discussion of research results based on data and facts about the Analysis of Factors Affecting Marketing Development Strategies in Increasing the Education Services Business at CLA Baitul Hikmah Bandung.

Product

CLA Baitul Hikmah Bandung has the potential to continue to improve the excellence of academic achievement, non-academic and religious programs. This potential is quite large considering its large carrying capacity.

In managing educational service products, an approach that balances cultural wealth and wealth in Islam is needed. Prediction of people's behavior towards Islamic values that support the marketing mix. The support capacity of students and their parents is very large for the school, apart from the school itself. Schools strive to improve quality, one of which is indicated by an increase in the average ability of students in both academic and non-academic achievements. Improving the service quality of educational institutions greatly influences customer satisfaction so that the impact will increase public trust in these educational institutions.

The most prominent physical education service products are students. A good school according to the community's assessment has the characteristics of students who can meet and exceed educational standards. The school, among others, has a high learning success rate

despite the short CLA because the school focuses its students continuously even though they are already alumni to get a job or continue to college level, outstanding learning achievement, and high exam results. The success of schools in improving CLA learning achievement will greatly affect the community paradigm.

Excellent products in the form of superior programs, extracurricular activities and student presentations are promoted through various media that can reach the people of Ujung Berung and its surroundings even more widely. This is one of the marketing mix implementations by offering superior products.

The publication of extracurricular activities held at CLA Baitul Hikmah succeeded in attracting the attention of students and parents of students. Good management of extracurricular activities will be an opportunity for student success at school. Therefore, schools must provide adequate resources and support extracurricular programs, collaborate with relevant external parties such as experts outside the school, to additional educational resources or trainers. Various extracurricular and school activities will be a factor that supports the marketing of educational services.

Schools involve students in marketing educational services by publishing them through various media, and no less effective is placing large banners along school entrances. The activities carried out by Baitul Hikmah CLA involving students in marketing educational services are clear evidence of the school's success. This has become one of the marketing strategies for educational services, namely by determining the model to be applied, analyzing the target market, the environment, internal capabilities, and consumer behavior.

Excellent service from teachers and employees to students is one of the means to market educational services at CLA Baitul Hikmah Bandung.

Friendliness, open attitude, willing to help and serve students and parents of students will be a distinct impression for users of educational services. It will be a kind of brand that can greatly contribute to creating a better physical school environment and creating a better public image.

Forms of excellent service include the quality of behavior of teachers and employees. Quality has an impact on students' perceptions of high quality education. Teachers must have adequate communication and teaching skills. Teachers master the most suitable teaching methods with various teaching tools, are knowledgeable, enthusiastic, and friendly.

On the other hand, academic staff (educational staff) are also able to serve students and parents with the right information and work efficiently. Excellent educational services for students and their guardians, as well as good cooperation between educational components, are one of the interactive marketing strategies. Every school that wants to survive must pay attention to marketing services to attract more students, namely by applying marketing principles. Therefore, a new reliable marketing model is needed to attract prospective new students.

Price

The cost of education at CLA Baitul Hikmah is different for each grade level in Packages A, B and C. The higher the class, the more expensive the fees paid. Pricing in the marketing mix of educational services is very important. This determination activity is related to the income that the school will receive. Pricing decisions are very important because they will determine the extent to which educational services are valued by education service customers and help the process of forming the school's image. In other words, this determination will have an impact on certain perceptions and added value in providing good service from the school.

Tuition fees are not widely published, only in a limited printed New Student Registration brochure, for prospective students who will register. Globally, the cost of

education at CLA Baitul Hikmah is quite high in addition to the fact that there are still many people who used to drop out of school. The high price to be paid is certainly influenced by the quality of the educational service products offered by the school. The application of marketing by offering superior products is also carried out in secondary schools, by applying competitive prices with other schools.

CLA Baitul Hikmah as an educational institution provides services according to the characteristics of the school. On the other hand, the customer as a service user has the right to get the desired service, which satisfies his taste. The services they get are services in the form of physical buildings, to various facilities and qualified teaching staff. They will come to see, supervise, and provide input if there are things that are not satisfactory. In other words, the concept of customer-based service quality is very meaningful for policy makers who will develop measures of education quality.

The place

The location of the school which is located a bit far from the crowds of this area is the flagship marketing of CLA Baitul Hikmah Bandung. The school environment is very supportive of the teaching and learning process. Ideal educational location away from the noise. School buildings which are physical resources are one of the attractions for users of educational services. Another supporting factor is the location and shape of the building. Physical school will influence the decision of education service customers to choose a school. Schools are selected and the community chooses schools for their children, including in terms of service providers and school buildings as places for delivering educational services/messages to students.

Another consideration for site selection by service providers apart from the physical factors above is virtual access, namely the affordability of internet facilities. The availability of school websites and marketing of information technology-based education services will attract people to choose schools that are not inferior to secondary schools.

Access to CLA Baitul Hikmah is easy to reach even though it is far from the city crowd. Although easy to reach, the school also provides pick-up and drop-off facilities for students who need it. The selection of customer service candidates is based on the school environment, the availability of parking spaces, the conditions of the learning environment, transportation and access to schools. Parents will also consider distance, time, and efficiency when choosing a school.

Competitive education services provide the ability to maintain a competitive advantage and compete in the education services market. One of the indicators is infrastructure and customer satisfaction.

The new school building, which is located in a fairly large school location, makes students more flexible in their activities even though they are still in the construction stage. The school has provided free space for children to be able to move freely. This is a form of school facilities.

Promotion

Baitul Hikmah CLA does promotion directly but mostly does promotion indirectly, through social media, electronic media. Promotion is carried out by all elements of the school, from students, teachers, to principals, by socializing the excellence of school achievement, students, teachers, and principals. Publicity activities are to publish positive information about schools and the quality of educational services in a different way. The aims of promotion of educational services are, among others, to attract the attention and interest of users of educational services, offset the promotion of educational services carried out by competing schools, and encourage more prospective students. Promotion and publication

activities of an educational institution are effectively carried out directly.

The form of promotion is in the form of coverage of school activities, academic and non-academic achievement championships by presenting students in various city and provincial activities. In addition, the school also establishes partnerships with government and private agencies. The school also made a breakthrough in promoting education services through a partnership program with the environment to the Bandung City Government Public Relations, so that the publication of educational services and achievements of CLA Baitul Hikmah.

The inter-institutional partnership aims to facilitate communication and bureaucracy in marketing educational services. This partnership activity certainly provides benefits for both parties, therefore the partnership that exists is not only limited to promotion but also brings benefits to both parties. The essence of the various promotional activities carried out with various forms of activity, is to attract the interest of customers of educational services. Social/educational service marketing needs to think of appropriate solutions beyond the technical, cognitive, and target-focused problems of the organization so that they are accessible to the people who need them.

People

The large number of human resources has the potential to improve the quality of schools. Increasing competence and readiness of Human Resources is an absolute requirement for Baitul Hikmah CLA services. Efforts to improve the quality of human resources are carried out with various activities. The advantages of CLA Baitul Hikmah Human Resources with various competencies are the main capital for institutional development. Great Human Resource Management by optimizing their performance and competence. The flexibility given by the principal to teachers to develop themselves in order to optimize their performance and competence. School effectiveness can be increased by improving teacher working conditions, establishing effective communication channels and offering educational training to increase teacher satisfaction and effectiveness.

Principals need to build a positive, committed, innovative school image in the development of school marketing. Improving the quality of human resources at CLA Baitul Hikmah aims to improve service competence towards student satisfaction. Structured mapping and teacher assignments meet the proportional element by considering skills/expertise and years of service. Marketing strategies are explored to attract the attention of potential users of educational services while promoting the image of the services and products produced, as well as retaining customers.

The success/achievement achieved by students, teachers, and school principals is a call and public trust in Baitul Hikmah CLA education services. The quality of teachers, principals, and employees received serious attention from the foundation. CLA Baitul Hikmah has productive teachers who can demonstrate loyalty, achievement, fluency, and school stability. Schools need a marketing and development and comparison approach in order to survive and thrive.

Physical evidence

The new CLA Baitul Hikmah building is very representative as an educational facility, with a very supportive environment. The existing infrastructure has met national standards.

Physical evidence plays an important role in supporting the marketing of educational services of an educational institution. The physical environment of the school will be an opportunity to convey the image of the school. The layout of the school building depicts a certain picture, such as causing positive reactions through the interaction of various complex stimuli. That is, the physical design of schools can help convey messages, behaviors, and

good relationships that can be felt by users of educational services.

Along the fence wall leading to the school building is a strategic place to display school achievements, both students, teachers, and principals. Schools differentiate educational services and make physical facilities as attractive as possible, to attract customers of educational services. This of course will generate positive emotions and motivation, as well as build hope for prospective parents, if they send their children to CLA Baitul Hikmah they will also excel. As in Alipour's (2012) research, new marketing for private schools is based on parental attitudes.

Complementary and teaching facilities such as canteens, stationery and photocopy shops, libraries, parking lots, and mosques are located on the school premises. The school environment is designed to assist and expedite the process of delivering educational services, as well as increasing school productivity. Supporting facilities in the school environment facilitate all Human Resources in providing services for users of educational services. The overall characteristics of the school environment make the process of designing a school environment an art, which tends to focus on the type of physical evidence of educational services. The notion of institutional operational efficiency and marketing strategy are seen as interrelated.

Process

Fun learning activities are carried out to optimize the potential and talents of students, with various learning activities both in class/school, outing classes, and field trips that are not inferior to high schools in general. Outing class activities are tailored to the theme of each class level and field trip activities out of town with different goals and objectives. The processes in the marketing mix show where educational services are obtained from and how to manage them. Factors supporting the marketing mix in the form of special advantages and varied activities, including student tours, are the main attraction of the school. The education service process is very important, as a support for the success of marketing education services and providing services for customer satisfaction of education services. The quality of educational services affects student satisfaction, which in turn affects the institutional image. This satisfaction makes students more loyal to the education in which they study.

The delivery of the learning program is carried out directly at the guardian/student meeting at the beginning of each semester. Other information about learning is also conveyed through the guardian's social media group (whatapps). Each class is coordinated by the respective homeroom teacher. The process of improving educational services by CLA Baitul Hikmah is carried out continuously and continuously, starting from the admission of new students to graduation. This service is realized in the form of ease of communication between the school and parents/students. Parents/students can receive information quickly and can follow student progress to the fullest. Information-based marketing has given its appeal to the community in determining school choices.

CONCLUSION

Based on the results of the study, it can be concluded that the Marketing Development Strategy in Improving the Education Services Business at CLA Baitul Hikmah Bandung is as follows: The implementation of marketing activities for educational services is not inferior to other primary and secondary education in CLA Baitul Hikmah identified and translated into elements of the mix school marketing. 1) School products are developed in accordance with the potential for excellence in academic, non-academic, and religious achievements, through promotions in various media involving students, and excellent service from all elements of the school. 2) The price/cost of education is different for each grade level, not widely disseminated and in its implementation in collaboration 3) The place/location of the school is

supported by a comfortable environment for teaching and learning, away from the hustle of the city but easy to reach. 4) Promotion is carried out directly or indirectly by using various media, establishing partnerships with government and private institutions as a form of service marketing breakthrough, to achieve the predicate of excellent school. 5) Competent and outstanding human/human resources have the potential to improve school quality. 6) The physical evidence/physical evidence of the school is very representative, some places are strategic enough to be used as promotional media, as well as other physical facilities as a complement and support for learning, and 7) The learning process is carried out in a fun and varied method as well as the use of social media as a means of information with guardian/student. 5) Competent and outstanding human/human resources have the potential to improve school quality. 6) The physical evidence/physical evidence of the school is very representative, some places are strategic enough to be used as promotional media, as well as other physical facilities as a complement and support for learning, and 7) The learning process is carried out in a fun and varied method as well as the use of social media as a means of information with student guardian. 5) Competent and outstanding human/human resources have the potential to improve school quality. 6) The physical evidence/physical evidence of the school is very representative, some places are strategic enough to be used as promotional media, as well as other physical facilities as a complement and support for learning, and 7) The learning process is carried out in a fun and varied method as well as the use of social media as a means of information with guardian/student. The most prominent element in Aldyka Putra's CLA marketing mix is the process element. The intensive learning process affects the product, especially the increase in academic achievement so as not to compete with primary and secondary education.

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