

## The Influence of Promotional Strategies and Prices on Interest Decisions of Prospective Students at Mitra Karya Rengasdengklok Vocational School

Lilis Paramita<sup>1</sup>, Yudi Kristanto<sup>2</sup>, Taryanto<sup>3</sup>

Universitas Pertiwi

---

### Article Info

#### Article history:

Received: 31 July 2024

Publish: 1 November 2024

---

### Keywords:

Promotion Strategy;

Prices;

Decisions to Attract Prospective Students.

---

### Abstract

*This research aims to determine the influence of promotional strategies and prices on prospective students' interest decisions, meaning to find out whether prospective students will be interested in Mitra Karya Rengasdengklok Vocational School. This research method uses quantitative data collection methods with questionnaires, the sample in this research consists of 65 potential respondents. Students of Mitra Karya Rengasdengklok Vocational School. By using a probability sample, the data analysis used is correlation regression, so it is clear how big the influence of promotion and price strategies is in choosing the decision of interest of prospective new students to explain this case. The results of research examining the influence of promotional strategies and prices on the decision of prospective students' interest in registering at Mitra Karya Vocational School have a significant effect on the decision of interest of prospective students to register at Mitra Karya Rengasdengklok Vocational School. amounted to 69.5%, while the remaining 30.5% was again influenced by other variables not included in this study.*

*This is an open access article under the [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)*



---

### Corresponding Author:

Lilis Paramitha

Pertiwi University

Email : [20120098@pertiwi.ac.id](mailto:20120098@pertiwi.ac.id)

---

## 1. INTRODUCTION

Mature This In the current era of competitive educational institutions, many educational institutions, both state and private, are not getting new students as expected. This is the cause of intense competition between schools which are always innovating to attract student interest. Multiple choice gives potential consumers the freedom to choose the type of product that can attract and retain consumers in what they choose. Increasingly competitive competition between educational institutions requires organizations to innovate in their competitors' strategies.

Admission of new students is an event held by the school every new school year. This is important, because it will be the starting point for progress in school operations. To attract students' interest in the new school year, schools create advertisements. School promotion is defined as an effort to introduce the school to the school market.

Philip Kotler and Kevin Lane Keller (2016: 15) argue that there has been a revolution in the concept of advertising, namely that the task of advertising is not to find the right customers for the product, but to find the right product for the customer.. Therefore, promotion is an appropriate variable that can be applied in marketing and socializing an educational institution so that it can be accepted.

Mitra Karya Rengasdengklok Vocational School is a form of vocational high school that carries out task and task enlighten life nation.

In Position as a professional school private which is independent based on Pancasila and the 1945 Constitution, which plans to prepare students as members of society who have skills, abilities, discipline and skills.

The following is a data report on the acceptance of prospective new students at Mitra Karya Vocational School Rengasdengklok :

**Table 1. 1 Data report for Prospective New Student Applicants**

No	School year	Qty. Registration of Prospective New Students	Major			
			OTK P	TBSM	TKJ	TKR
1.	2020/2021	171	32	41	61	37
2.	2021/2022	139	39	38	34	28
3.	2022/2023	127	28	45	33	21
4.	2023/2024	151	41	37	31	42

Source: Author 2024

Based on table 1.1 for data collection on prospective new student registrants at Mitra Karya Rengasdengklok Vocational School in the last 4 academic years, it has the highest number of prospective new student registrants. is in the 2020/2021 academic year with a total enrollment of 171 students. These conditions require educational institutions to have more competitive advantages, be innovative, respond quickly and be able to face competition with similar companies, all of which can be achieved through human resources. Human resources are a very important part of the success and success of an organization or institution in achieving its goals, so human resources must also be experienced and perform well to fulfill the duties and functions of the institution.

According to Edi Sutrisno, competition between companies is currently increasingly sharp so that human resources (HR) are required to continuously be able to develop yourself proactively. Human resources (HR) must be learners, namely individuals who are willing to learn and work hard with full enthusiasm, so that human potential develops optimally. (Edi Sutrisno, 2011: 6).

Purchase selection is a decision level where consumers honestly purchase a product. Purchasing decisions in commercial companies are things anticipated by producers that can arise due to emotional impulses from within and have an impact on other people.

Advertising is part of the promotional mix. Promotion can be defined as the direct effect of added value or incentive value of a product to merchants or customers for a purpose sale immediate or short term). In general, higher revenue should build relationships with existing customers, not just for short-term revenue or as a temporary brand change, to help improve product positioning and build long-term customer relationships.

Objective One of the main aspects of sales promotion is increasing loyalty. Whereas according to J. Paul Peter and Jerry C. Olson (1999: 203 & 205) for consumers who have purchased a brand, consumer promotions can be an additional incentive to maintain loyalty, this is because some consumers tend to buy a product or service based on coupons and other incentives, therefore regularly making attractive offers will make them relatively satisfied with their loyalty to the brand being promoted.

Advocacy activities in school institutions play an important role in the institution's future progress. Doctorates have a significant influence on an institution because doctorates increase the number of new students, sponsoring institutions become more widely known, and receive other benefits. Therefore, prospective students who come will only get interesting and concise information and messages. This happens if there is a good relationship between the educational institution and prospective students so that prospective students are interested in registering. Prices or costs are things that can be included in a decision because price will be able to influence the decision to buy or choose a service if the price is commensurate with the quality of the goods or services. The definition of price according to Laksana (2019: 105) defines it as a measuring tool, while according to Tjiptono (2014: 152) price has two main roles in the purchasing decision making process, namely the role of allocation and the role of information. Apart from that, parents and prospective students also consider promotions and price from schoolnet.

Based on description non researcher want to no more away about the decision of interest of prospective new students at Mitra Karya Rengasdengklok Vocational School, what factors influence the decision of interest of prospective new students at Mitra Karya Vocational School Rengasdengklok. Due to limited time, costs and knowledge, researchers only took a few factors that were thought to influence interest decisions. Researchers took two factors, namely promotional tools and price. Based on the explanation above, the researcher took the research title "The Influence of Promotional Means and Prices on Interest Decisions of Prospective New Students at Mitra Karya Rengasdengklok Vocational School".

## 2. RESEARCH METHOD

This research uses quantitative methods with associative techniques. According to (Sujarweni 2015: 16) associative research is: Research aims to determine the relationship between two or more variables. With this research, a theory can be built that can function to explain, predict and control a symptom. This research uses a survey design *cross-sectional* that is Research carried out takes a relatively short time and a certain place. Carried out on several objects at different levels (Sujarweni 2015, 19).

## 3. RESULT AND DISCUSSION

### Discussion of Hypothesis 1

Measurement of research variables was carried out using a questionnaire developed from indicators of the Promotion Strategy variable (X1). From the results of the validity test on each indicator of the Prospective Student Interest Decision, it is clear that all statement items were declared valid. The results of the reliability test found that all statement items were declared reliable and reliable for conducting research on a sample of 65 respondents.

The results of the T Test show that the calculated t value is  $11.960 > t$  table 1.988, so it can be concluded that H1 is accepted, which means that there is a partial influence of Promotion Strategy (X1) on the Interest Decision of Prospective Students (Y) at Mitra Karya Rengasdengklok Vocational School.

Based on this, the Promotion Strategy is the main capital that really determines the level of interest decisions of prospective students. Implementation of established procedures shows that the marketing department has a good Promotion Strategy. Personal awareness includes arriving on time, having high responsibility, and the level of quality produced.

In conclusion, having a good Promotion Strategy will result in a good Student Interest Result, on the other hand when the Promotion Strategy is not good it will result in a poor Student Interest Result.

### Discussion of Hypothesis 2

From the results of this research, it shows that price has a positive and significant effect on the decision of interest of prospective students, so it can be concluded that the better the price system, the more the decision of interest of prospective students increases. Prices at Mitra Karya Rengasdengklok Vocational School have a good price system which is able to guarantee the decision of interest of prospective students and Mitra Karya Rengasdengklok Vocational School will obtain positive attitudes and behavior in terms of purchasing interest decisions, so that it can provide benefits for Mitra Karya Rengasdengklok Vocational School.

### Discussion of Hypothesis 3

Based on the results of the F statistical test, it states that the variables Promotion Strategy (X1) and Price (X2) on the Decision of Interest of Prospective Students (Y) have a calculated F value of  $70.670 > F$  table 1.45, so it can be concluded that H3 is accepted which means

that simultaneously there is the influence of Promotion Strategy (X1) and Price (X2) on the Interest Decision of Prospective Students (Y) at Mitra Karya Rengasdengklok Vocational School. This is in accordance with the research of M. Khoirul Umam (2023) Ika Annisa (2023) which states that Promotion and Price Strategy simultaneously influence the Interest Decision of Prospective Students

#### 4. CONCLUSION

##### Conclusion

1. Based on the correlation coefficient value of  $r = 0.833$  and the coefficient of determination of  $R = r^2 = 0.694$ . Testing the significance of the correlation obtained  $t$  count  $11.960 > t$  table  $2.00$  at  $\alpha = 0.05$ , indicating that the correlation coefficient is significant. Thus, there is an acceptable relationship between the Promotion Strategy and the Decision of Prospective Student Interest. This means that the better the Promotion Strategy for Mitra Karya Rengasdengklok Vocational School will be followed by a higher level of interest in prospective students. Meanwhile, the results of the determination correlation test of  $0.694$  show that  $69.4\%$  of the variation in Prospective Student Interest Decisions can be explained by variations in Promotion Strategy.
2. Based on the correlation coefficient value of  $r = 0.343$  and the coefficient of determination of  $R = r^2 = 0.118$ . Testing the significance of the correlation obtained  $t$  count  $2.897 > t$  table  $2.00$  at  $\alpha = 0.05$ , indicating that the correlation coefficient is significant. Thus, there is an acceptable relationship between price and the decision of prospective students' interest. This means that the better the fee price for Mitra Karya Rengasdengklok Vocational School will be followed by a higher decision of interest from prospective students. Meanwhile, the results of the determination correlation test of  $0.118$  show that  $11.8\%$  of the variation in Prospective Student Interest Decisions can be explained by price variations.
3. Based on the results, the calculated  $F$  value  $> F$  table  $70,670 > 1.45$  and the sig is  $0.000$ , which means it is smaller than the  $\alpha$  value ( $0.05$ ). So, it can be concluded that the variables Promotion Strategy (X1) and Price (X2) have a significant relationship with the Decision of Interest of Prospective Students (Y) simultaneously. The  $R$  correlation value of  $0.834$  indicates that the Promotion Strategy and Price variables on Prospective Student Interest Decisions have a fairly strong correlation. The results of the correlation determination test show that the  $R$  square value is  $0.695$ , which means that the contribution of the influence of the Promotion Strategy and Price variables to the Interest Decision of Prospective Students is  $69.5\%$ , while the remaining  $30.5\%$  is again influenced by other variables not included in this research.

#### 5. SUGGESTION

Based on the conclusions that have been outlined, the suggestions or recommendations that can be given in connection with the title, namely the Influence of Promotion and Price Strategy on the Interest Decision of Prospective Students at Mitra Karya Rengasdengklok Vocational School are as follows:

1. Mitra Karya Rengasdengklok Vocational School, namely Mitra Karya Rengasdengklok Vocational School, should always evaluate Promotion Strategies, Prices and Decisions on Prospective Student Interests periodically. Apart from that, Mitra Karya Rengasdengklok Vocational School can also provide input and motivation to the marketing department to increase self-awareness in implementing Promotional Strategies, Prices so that Prospective Student Interest Decisions are obtained optimally.
2. Future researchers can use this research as a reference in developing research by considering other variables outside the variables in this research. So that the results are

expected to reveal more problems and provide research findings that are more meaningful and useful for many parties.

## 6. BIBLIOGRAPHY

- Basco, R., Hernández-Perlines, F., & Rodríguez-García, M. (2019). The Effect of Entrepreneurial Orientation on Firm Performance: A Multigroup Analysis Comparing China, Mexico, and Spain. *Journal of Business Research*, 1–13. <https://doi.org/10.1016/j.jbusres.2019.09.020>
- Boso, N., Story, V. M., & Cadogan, J. W. (2013). Entrepreneurial Orientation, Market Orientation, Network Ties, and Performance: Study of Entrepreneurial Firms in a Developing Economy. *Journal of Business Venturing*, 28(6), 708–727. <https://doi.org/10.1016/j.jbusvent.2013.04.001>
- Covin, J. G., & Slevin, D. P. (1989). Strategic Management of Small Firms In Hostile and Benign Enviroments. *Strategic Management Journal*, 10(1), 75–87. <https://doi.org/10.1002/smj.4250100107>
- Gruber-Muecke, T., & Maria Hofer, K. (2015). Market Orientation, Entrepreneurial Orientation and Performance in Emerging Markets. *International Journal of Emerging Markets*, 10(3), 560–571.
- Ho, J., Plewa, C., & Lu, V. N. (2016). Examining Strategic Orientation Complementarity Using Multiple Regression Analysis and Fuzzy Set QCA. *Journal of Business Research*, 69(6), 2199–2205. <https://doi.org/10.1016/j.jbusres.2015.12.030>
- Lumpkin, G. T., & Dess, G. G. (1996). Clarifying The Entrepreneurial Orientation Construct and Linking It To Performance. *Academy of Management Review*, 21(1), 135–172. <https://doi.org/10.2307/258632>
- Lumpkin, G. T., & Dess, G. G. (2001). Linking Two Dimensions of Entrepreneurial Orientation to Firm Performance: The Moderating Role of Environment and Industry Life Cycle. *Journal of Business Venturing*, 16(5), 429–451.
- Miller, D. (1983). The Correlates of Entrepreneurship in Three Types of Firms. *Management Science*, 29(7), 770–791. <https://doi.org/10.1287/mnsc.29.7.770>
- Miller, D. (2011). Miller (1983) Revisited: A Reflection on EO Research and Some the Future. *Entrepreneurship Theory and Practice*, 35(5), 873–894. <https://doi.org/10.1111/j.1540-6520.2011.00457.x>
- Roxas, B., Ashill, N., & Chadee, D. (2017). Effects of Entrepreneurial and Environmental Sustainability Orientations on Firm Performance: A Study of Small Businesses in the Philippines. *Journal of Small Business Management*, 55(S1), 163–178. <https://doi.org/10.1111/jsbm.12259>
- Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research Methods for Business Students* (6th ed.). Pearson Education.