

IMPLEMENTATION OF THE MARKETING MIX FOR EDUCATIONAL SERVICES AT SENIOR HIGH SCHOOL MUHAMMADIYAH 1 YOGYAKARTA

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ABSTRACT

This research aims to explore the implementation of marketing strategies for educational services at SMA Muhammadiyah 1 Yogyakarta to attract the interest of prospective new students and maintain the loyalty of existing students by optimizing the marketing mix 7P strategy. This research employed descriptive analytical qualitative research with observation, interviews, and documentation data collection techniques. It revealed that the comprehensive, innovative, and effective marketing mix (7P) was implemented at Muhammadiyah Senior High School 1 Yogyakarta. The school offered superior products, varied prices with scholarship schemes, strategic location, active multi-channel promotion, quality human resources through selective recruitment and competency development, complete facilities, and SNP standard learning process management. This strategy increased public interest by 25-30% (2019-2023) and maintained student loyalty. This research is limited due to exploring marketing strategies for educational services in one private high school in Yogyakarta. Generalizations of findings should be achieved by considering the unique characteristics of each educational institution. Comparative studies with similar educational institutions can be conducted for further research to identify and explore the impact of effective educational service marketing strategies.

Keywords: Educational Management, Educational Services, Marketing Mix

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INTRODUCTION

Education is a service field vital in constructing the quality of human resources and facilitating human capital development in the era of globalization; educational institutions must provide quality and highly competitive academic services (Mok & Oba, 2007). Marketing in the education sector aims to build trust through clear communication, including programs, guidance processes, infrastructure, teacher quality, and graduate outcomes that influence students and society (Ibrahim et al., 2022; Wijaya, 2018). Meanwhile, services are products that have properties intangible (intangible) physically but provide value and benefits for consumers according to their needs (Buchari, 2016; Ratih, 2015; Tihalimah & Chairi, 2021).

Marketing management for educational institutions becomes crucial since competition is increasingly competitive. Marketing services are services provided to institutions with direct interaction with consumers involving marketing aspects (Lovelock & Wirtz, 2011). Meanwhile, Kotler and Keller (2016) stated that the urgency of marketing strategies is relevant to the service sector. Marketing of educational services is a special practice applied in the context of academic services to understand, plan, provide value to consumers, and manage customer relationships, especially in the scope of education (Alsharif et al., 2023; Hasmayanti & Ayu, 2022; Zeithaml et al., 2012)

Marketing strategies are the key to attracting potential new students' interest, maintaining existing students' loyalty, and satisfying the satisfaction of stakeholders and the community. Competitive competition in education encourages institutions to be more oriented toward effective marketing concept strategies (Saribu & Maranatha, 2020). The substance of a strategy is a plan related to identifying and evaluating the options available to management in achieving goals (Kurniawan, 2021). This is a managerial social process aimed at meeting needs by creating offers and exchanging valuable products in the educational context (Fathurrochman et al., 2021; Mundir, 2016). Therefore, the success of academic institutions in attracting new prospective students and maintaining the loyalty of registered students depends on implementing effective service marketing strategies (Mukhtar, 2017). Satisfactory quality of education services will guarantee satisfaction of the education target market (Damayanti et al., 2021; Masrur Huda et al., 2022)

In the context of marketing educational services, Booms and Bitner said the marketing mix consisting of 7P (product, price, place, promotion, people, process, and physical evidence) is significant to be concerned (Inayati & Pratiwi, 2023). An explanation of implementing the marketing mix in the context of educational services is as follows. First, products in the form of academic services offered to customers include reputation, prospects, achievements, a variety of choices, as well as graduate

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competencies in attitudes, knowledge, and skills. Second, Pricing takes into account costs such as tuition fees. Third, determining the location of an educational institution that is strategic, comfortable, and easily accessible is a consideration for consumers. Fourth, promotion through various media and activities such as advertising, exhibitions, direct contact, and relationships. Fifth, human resources competencies include staff, teachers, and employees central to providing services. Sixth, physical evidence consists of the design and layout of facilities and supporting service processes. Finally, a structured educational process from student admission to graduation and determining the quality of (F. Anwar, 2021).

Educational institutions must be able to offer quality educational service products, appropriate prices, strategic locations, effective promotions, competent human resources, good service processes, and supporting facilities. Regarding marketing, proactive ideas and steps from educational institutions are necessary to analyze market segmentation and understand consumer behavior (Musafar, 2020; Wulandari et al., 2021). According to Ara Hidayat and Imam Machali, there are five stages of educational services marketing strategy: (1) market identification through analysis of community needs and preferences, (2) segmentation, which divides the market based on differences in characteristics of potential consumers and market positioning. Positioning the institution as a trusted service provider, (3) product positioning/differentiation to compete, (4) good internal marketing communications, the task of educational institutions to train and motivate teaching staff, education and students so that they can serve customers optimally; externally, the routine activities of educational institutions in preparing information, disseminating prices, distributing and promoting services to customers widely and interactively, involving interactions between student parents, teaching staff, education and school principals (Heryati & Muhsin, 2014)(5) increase services that are reliable, responsive, convincing, empathetic, and supported by physical evidence (Agustiarman et al., 2023; Machali & Hidayat, 2016). This is significant for overcoming perceptions of educational services (Rizki et al., 2022; Rofiki et al., 2021; Siswanto, 2020)

In the previous research, it has been explained that applying the marketing mix concept for educational services has implications for the quality of education and student academic achievement. For example, research conducted by Musonip Saputro et al. (2023) analyzed the influence of 5P elements, namely products (product), price (price), place (place), people (people), human resources, and promotion of community interest in Kuala Tungkal at Islamic Junior High School Al-Baqiyatushalihat seen (Saputro et al., 2023). Desi Kurniawati (2023) conducted research focusing on the marketing of educational services at Senior Islamic High School Bukit Batu. It revealed that religious culture is carried out through three strategies, namely internal

marketing to teachers, students, and alums; external marketing with social activities through events such as social service bazaars and social media; and evaluation of the marketing of educational services at the end of the activity (Kurniawati et al., 2023). This research adopts a distinct approach compared to previous studies by focusing on the effectiveness of the marketing mix strategy, particularly the 7P concept (Product, Price, Place, Promotion, People, Process, Physical Evidence), within the context of educational institutions. Specifically, this study investigates how implementing the 7P elements can enhance the attractiveness of Muhi Senior High School in the eyes of the community, thereby encouraging parents to choose it as an educational institution for their children. By analyzing the impact of this comprehensive marketing strategy, the research aims to uncover the most effective methods for promoting educational institutions and increasing public interest.

Based on the observation, marketing optimization of educational services must be seen comprehensively and inclusively. This became the basis for the author to choose Muhammadiyah Senior High School 1 Yogyakarta as the research data since Muhammadiyah Senior High School 1 applies the concept of marketing educational services or marketing mix with the 7P strategy. This concept aligns with Booms and Bitner's theory regarding the marketing mix of educational services. The marketing strategy used is the marketing mix concept with comprehensive implementation. This strategy has positively impacted the existence of Muhammadiyah Senior High School 1 Yogyakarta as one of the Islamic schools with many enthusiasts in Yogyakarta and one of the best Muhammadiyah schools in Indonesia. Optimizing the marketing of educational services is a crucial issue in Indonesia, with more than 13,000 high schools competing to attract students (Kemendikbud, 2021). Schools with effective marketing strategies have experienced an increase in interest of up to 25-30%. Muhammadiyah Senior High School 1 Yogyakarta, implementing the 7P strategy, recorded a 25-30% increase in enrollees in five years, with 95% of graduates accepted into leading state universities (MAO, 2023).

Regarding the research question, the first is "What is the picture and image of the school so that it can attract the interest of prospective students?" This question focuses on the general description that builds the image of Muhammadiyah Senior High School 1 1 Yogyakarta. Second, "How is the implementation of the marketing strategy for Muhammadiyah Senior High School 1 Yogyakarta educational services?" the second question focuses on the marketing strategy for educational services implemented by Muhammadiyah Senior High School 1 Yogyakarta. The description above is the main reason for the author to conduct further research on the practical marketing of educational services at Muhammadiyah Senior High School 1 Yogyakarta.

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Therefore, this research is more concerned with optimizing the marketing of educational services at Muhammadiyah Senior High School 1 Yogyakarta.

RESEARCH METHODS

This research employed a qualitative descriptive-analytical method based on the object studied (Sugiyono, 2019). The writer is key in revealing the focus of writing, selecting sources, collecting information, analyzing data, and interpreting findings to draw conclusions (Rukminingsih et al., 2020). The data collection techniques were observation, interviews, and documentation (Hafni Sahir, 2021). In this research, there are two types of data sources: primary data obtained through observation and interviews with key sources, namely school public relations, an educator, and students. The researcher chose these sources as sources of information since they can provide perspectives, deep contextual understanding, appropriate interpretations, and credible validation of the data and phenomena studied.

Meanwhile, secondary data refers to information from related documents or relevant literature (Fiantika, 2022). In terms of data analysis, this research utilized the research technique from Miles, Huberman, and Saldana: data condensation, including the selection process, conveying, abstracting, and transforming the data to become simpler (Miles et al., 2014). The selection and data analysis processes are carried out, namely identifying relevant data, focusing on information and eliminating non-essential data, simplifying data, organizing key themes, and turning data into meaningful findings. The analysis of the data above is illustrated in the chart below:

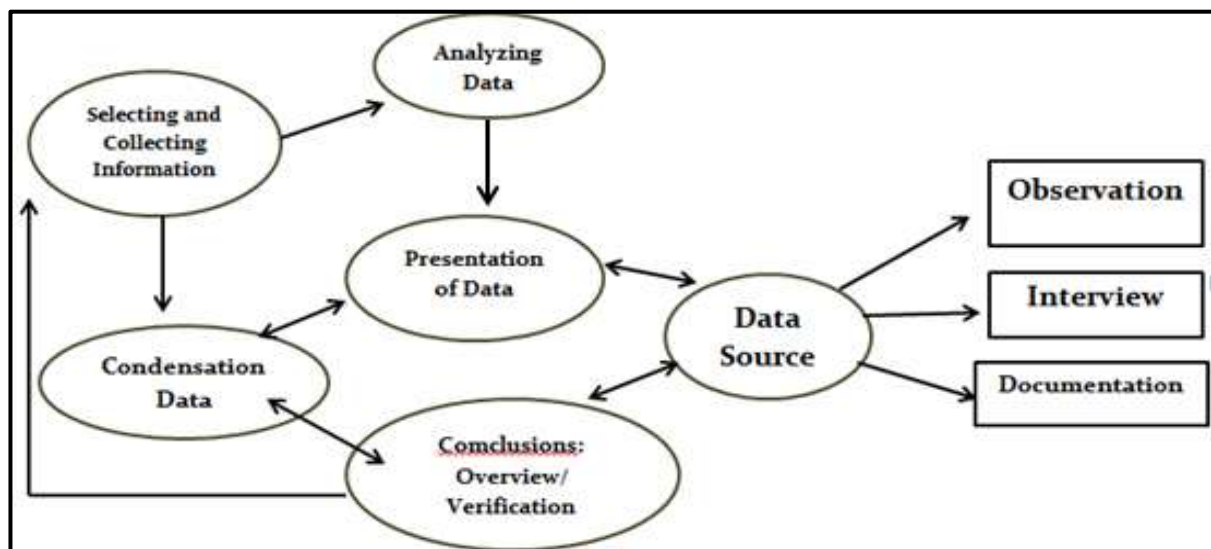


Figure 1. Research Flow Chart

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RESULTS AND DISCUSSION

General Description of Muhammadiyah Senior High School 1

Muhammadiyah Senior High School 1 Yogyakarta, known as Muhi Senior High School Yogyakarta, is a private school belonging to the Muhammadiyah Association, founded on September 5, 1949. The total number of students currently is 1172, with 628 boys and 544 girls. Since its inception, this school has demonstrated a strong presence and continues growing. Muhi Yogyakarta adapts the marketing strategy for 7P Education services, which is implemented holistically and inclusively. Implementing the educational services marketing mix strengthens the existence of Muhi Senior High School. This is shown by the increase in the number of enthusiasts every year, seen from 2019 to 2022; there are approximately 600 enthusiasts, and in 2023, there are approximately 800 enthusiasts. This reflects an increasingly good reputation among the community. This school is located on Jl. Gotong Royong II, Petinggen, Karangwaru, Tegalrejo, Yogyakarta, DI Yogyakarta, Indonesia, with an area of 12,408 m² (*Website Muhi Senior High School, 2024*). The spacious school building provides adequate facilities for effective, efficient, and conducive teaching and learning activities. With a focused vision, mission, and goals, Muhammadiyah Senior High School 1 Yogyakarta continues to strive to become a superior and high-achieving educational institution.

Marketing Strategy Mix for Educational Services at Muhammadiyah Senior High School 1 Yogyakarta. Several marketing mix strategies for educational services at Muhammadiyah Senior High School 1 Yogyakarta that are implemented to attract the interest of new students are as follows:

1. Product

SMA Muhammadiyah 1 Yogyakarta (Muhi Senior High School) is an educational institution that implements an independent curriculum, while the Assakinah Islamic boarding school is specifically for male students with an adaptation of the Islamic boarding school curriculum. Muhammadiyah Senior High School 1 Yogyakarta opened three new student admission routes: the international class route Global Assessment Certificate (GAC), academic and non-academic achievement pathways, and regular pathways. The class division at Muhi Senior High School includes two international classes and ten regular classes. By the school's vision and mission, namely, to produce graduates with an Islamic character, national and environmental insight, and are globally competitive, Muhi Senior High School fully facilitates the development of student's interests, talents, and achievements.

Implementation of Muhi High School's superior programs, such as the School for the Formation of Muhammadiyah Cadres and Candidates for National Leaders, national research pilot school, national adiwiyata pilot school, digital school, driving

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school, Global/International cooperation school (International "Partner and Sister" School), Regional, National and International Achievement Schools, Online English Learning with teachers from America (*Teach Cast with Oxford*), and facilitate "double study" High School Muhammadiyah 1 Yogyakarta with Overseas Schools (*City Plymouth College*). In addition, the Muhi Senior High School library was selected as the best national library in 2016; in 2023, it will collaborate with five educational institutions in Malaysia, three universities, and two secondary schools in the program *School Collaboration Visit*. To develop students' talents and interests, Muhammadiyah Senior High School also provides around 42 types of extracurriculars so that students' potential can be enhanced, both academic and non-academic (*Website Muhi Senior High School, 2024*).

Students' achievements in 2023 prove this program; Muhi Senior High School students achieved 315 at the City, Provincial, National, and International levels. Furthermore, as many as 195 students were successfully accepted into favorite state universities, and several students continued their studies at foreign universities. This is the school's effort to improve its image and show the value, existence, and quality of Muhammadiyah Senior High School 1 Yogyakarta, which is currently competitive (MAO, 2023).

2. Price

In implementing the marketing mix for educational services in the price aspect, Muhammadiyah Senior High School 1 Yogyakarta applies a varied cost scheme as follows:

Table 1. List of educational costs for Muhammadiyah Senior High School 1

Program/ Class	Education Development Fund (DPP)/ Early Entry (<i>Minimal</i>)			Tuition Fee/Month (<i>Minimal</i>)	Student Activity Fund (DKS)/Year	
	Wave 1	Wave 2	Wave 3		Son	Daughter
	Regular	9.500.000	11.000.000	12.500.000	750.000	11.100.000
GAC-CAT	14.500.000	16.000.000	17.500.000	1.500.000	15.800.000	16.000.000

Meanwhile, students who live in Islamic boarding schools, namely the Assakinah Islamic boarding school, specifically for boys, are charged an annual fee of IDR 3,600,000 and IDR 800,000 per month. In determining DKS, the school always communicates with the student's parents regarding their ability to pay yearly fees and adjusts them to the capabilities and agreement of both parties. Muhi High School provides scholarships for outstanding and underprivileged students who are accepted through the achievement route by allocating funds of IDR 650,000,000. (MAO, 2023).

3. Place/Location

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The strategic location of an educational institution is an important factor in creating a conducive learning environment. This school is located in the center of the student city of Yogyakarta, offering high accessibility; its location is slightly inside residential areas, so it is far from vehicle traffic disturbances. This gives students a calm and comfortable learning atmosphere (AN, 2023).

4. Promotion

To promote its educational institutions and programs, Muhi High School actively participates in various educational exhibitions to introduce the brilliant achievements achieved by its students and inform them of the superior programs offered. Promotions are also carried out through printed media such as brochures, banners, or pamphlets, which are distributed widely. Using current digital technology developments, Muhi Senior High School also uses social media such as TikTok with the username @smamuhijogja and Instagram @smamuhi.jogja to reach prospective students more widely. One of the unique things about Muhi High School's promotion is through the Hijrah Mubaligh Movement. This Islamic missionary education program sends preachers who are Muhi High School students or preachers to various regions during Ramadan to spread Islamic teachings. This activity is beneficial for the community and an effective promotional tool for the school.

In addition, promotion is achieved verbally (mouth to mouth) through relationships among stakeholders, students, and testimonials from influential alums Such as Emha Ainun Nadjib (Cak Nun), Ebiet G. Ade, HM. Syukri Fadholi, Shalihuddin Djalal Tandjung, and so forth. Muhi High School is also active in conducting visits to partner schools in various regions, both those affiliated with Muhammadiyah schools and other public and Islamic schools. Promotions to reach students are not only carried out regionally but also nationally. Lastly, Muhi Senior High School held competitions such as *the Muhi National Competition* (MONACO) which competes in various fields such as the Olympics, preaching, Tahfidz Qur'an, E-sports, poetry, photography, sports, speech competitions, and storytelling for middle and high school students throughout Indonesia, which also functions as a forum for school promotion, from this activity many students from outside Java are interested in attending Muhammadiyah Senior High School 1 Yogyakarta (MAO, 2023; WE, 2023).

5. Human Resources

Human resource management strategies are essential in ensuring the continuity of educational processes and services at Muhammadiyah Senior High School 1 Yogyakarta. The school ensures that all teaching and education staff are competent individuals according to their fields. To improve teachers and workforce competency, Muhi Senior High School organizes activities such as training, seminars, and workshops regularly, accompanied by performance evaluations to identify areas of

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improvement. This consistent effort resulted in being the school with the most mobilizing teachers in Yogyakarta 2023, with 15 teachers passing the selection. The teachers and staff recruitment and placement process is done through administrative selection, interviews, *micro-teaching*, and plenary meetings to recruit candidates from linear educational backgrounds. Then, staffing is determined by the management, followed by training performance, periodic evaluations, and the release process if necessary, to ensure that Muhi Senior High School has quality human resources and performs well (WE, 2023).

6. Physical Evidence/Educational Facilities and Infrastructure

Physical evidence refers to the environment where services are created and interact directly with consumers. Fulfilling adequate physical evidence at an educational institution is a special attraction for prospective students and parents when choosing a place to invest in their future. The availability of complete supporting facilities shows the institution's quality and good quality of education. Muhi High School fulfills this aspect with evidence of full and representative facilities as follows:

Table 2. Facilities and Infrastructure

Three-storey building	Sports facilities, <i>indoor and outdoor</i>	The UKS is equipped with medical personnel
Men's and Women's Mosques	Canteen	Student cooperative (MUHI Mart)
Air-conditioned classrooms are equipped with other facilities to support learning.	Science and Mathematics Laboratory	Social Sciences Laboratory
ISMUBA Laboratory	Computer lab	Extracurricular space
Ruang Teacher Research and <i>Resource Center (TRRC)</i>	Konseling room	Library
Fish therapy pond	Batik room	Indonesian Sharia Bank
As-Sakinah Boys' Dormitory	Mini theater	Mini studio

The existence of this facility will certainly provide comfort and support optimal teaching and learning processes (AN, 2023; MAO, 2023; WE, 2023).

7. Process (School Services)

Implementing the educational service process at Muhi High School has met the National Education Standards (SNP). This is proven by obtaining accreditation from the National Accreditation Agency (BAN) Formal Education for its management and services. The Teaching and Learning Activity process and quality are by the eight National Education Standards, including content, process, management (planning, implementation, and supervision), and educational assessment. The independent curriculum is implemented by utilizing a *Learning Management System (LMS)* to

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facilitate teaching and study. In the process, communication between school principals, educators, education staff, students, parents, and school partners was successfully conducted with scheduled meeting forums. Muhi Senior High School also quickly responds to complaints, input, and complaints from education consumers. Interactive communication with students' parents is realized through pre-test parenting and post-test when taking report cards. The education process runs transparently, becoming the key and model of customer trust and satisfaction. Every year, interest in Muhi High School increases, making the institution strive to achieve the programs and quality provided to education consumers (MAO, 2023).

This research provides valuable insight into the dynamics of the education market, customer preferences, and institutional responses to student needs and expectations. By understanding the marketing aspects of educational services, institutions can design effective and adaptive marketing strategies to attract new students while maintaining the satisfaction of existing students (Juraerah et al., 2023). Hermawan Kartajaya, a marketing expert, stated that the marketing mix for educational services includes the product, price, place, promotion, people, process, and physical evidence/services. He emphasized adapting marketing strategies to needs (Arifin et al., 2023).

The descriptions of the experts and researchers above have been concretely proven in implementing marketing strategies for educational services at Muhammadiyah Senior High School 1 Yogyakarta in creating a conducive learning atmosphere. Superior products in the form of programs offered by Muhi Senior High School are also a significant aspect in attracting public attention, such as Muhammadiyah Cadre Formation School, International Class program, collaborative student exchange program at home and abroad, Online English Learning with teachers from America (Teach Cast with Oxford), Boarding School especially for boys. This driving school has superior grades and can be used as a basis for choosing Muhi Senior High School as a reference for continuing upper secondary studies. The exceptional quality of the program will be directly proportional to the price offered; even though the price set is relatively high, this is comparable to the programs offered. The school strives to provide promised services and optimize programs. This is in line with the opinion of Dapit Sander that price is a crucial factor in attracting public interest, especially if the price is in line with the guaranteed quality of education (Sander et al., 2021). Therefore, educational institutions need to be concerned with product quality and price to have commensurate selling value.

According to Prof. Ruwan Abeysekera, quality, and well-verified human resources can increase customer satisfaction and the institution's image (Abeysekera, 2007; G. Anwar & Abdullah, 2021). This statement is strengthened by the elaboration

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of Kotler and Armstrong (2018) and Chairunnisa & Istaryatiningtias, who explains that adequate educational facilities, comfortable classrooms, complete libraries, good laboratories, sports facilities, and easy access to locations have a positive impact on the quality of learning and influences consumer decisions in choosing services (Chairunnisa & Istaryatiningtias, 2022; My et al., 2021)

This view is realized in the marketing practice of educational services at Muhi Senior High School 1 Yogyakarta, attracting public interest from various regions throughout Indonesia. Muhammadiyah Senior High Senior 1 Yogyakarta succeeded in attracting the wider community's interest outside Java. This success is due to its strategic location in the center of the student city but far from the noise of the city, thereby creating a conducive learning environment; quality human resources through selective recruitment; teacher and staff competency development is proven by its success as the school with the most active teachers 2023 in Yogyakarta. The factors above indicate good quality in optimally supporting the teaching and learning process (Claudia et al., 2022). This quality is proven through students' achievements in the academic and non-academic fields; even as many as 195 students succeeded in continuing at Favorite Public University. By prioritizing these three factors, Muhi High School can satisfy education consumers.

Strategy in educational services and promotions also plays a significant role in influencing public loyalty and interest. This was explained by Mesiono and M. Nasir, demonstrating the importance of providing quality services and effective promotion to strengthen the school's position in the education market. Key factors such as curriculum, interactive teaching, and promotion through multi-media marketing can improve schools' image, attractiveness, and selling value (Nasir, 2021). This perspective is realized at Muhammadiyah Senior High School 1 Yogyakarta by providing A-accredited quality services with a teaching and learning process that meets National Education Standards through the Merdeka curriculum with a Learning Management System that makes it easier to manage, recapitulate analysis, and store archives of learning materials, communication forums between stakeholder with scheduled and transparent parents.

The external promotion strategy is carried out by optimizing print and digital media platforms, which is very influential in the current era in facilitating marketing (Arifin et al., 2023). Like word of mouth promotion (Mouth to mouth), alum relations, social activities, national MONACO competitions, the Hijrah Mubaligh program, which is a mainstay program as well as a form of student work and dedication to the community by going directly into the field to distribute information to the community. Internal promotion: regularly bonding and motivating the principal with teachers, staff, and students. In interactive promotions, schools carry out scheduled

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communications with student parents via *parenting* pre and post-exams and school partners as a form of transparency in the education process. These promotional efforts have had a big impact in increasing public interest in sending their sons and daughters to Muhi High School, as evidenced by the interest every year, which has increased by around 25-30% from 2019 to 2023, especially with the use of *the digital platform* (MAO, 2023). This data shows public confidence in the quality of Muhi High School education.

Based on the field data presented, Muhammadiyah Senior High School 1 Yogyakarta has implemented the five stages of the marketing strategy for educational services in line with the stages of marketing educational services by Ara Hidayat and Imam Machali (Machali & Hidayat, 2016). In its implementation, this school does not just follow theory but also adapts it critically and innovatively to the characteristics of educational institutions (MAO, 2023). *First*, In the aspect of market identification, Muhi Senior High School has carried out an inclusive and holistic analysis of the needs and desires of society, along with advances in technology and the growing need for balanced education between general science and religion, Muhi Senior High School offers programs such as regular schools, *Boarding school*, and varied student admission pathways. This shows the school's effort to meet the preferences of diverse community needs (Zulfiah et al., 2023)

Aspects of market segmentation at Muhammadiyah Senior High School 1 Yogyakarta has been carried out by dividing the market into several segments offered through different programs, namely regular classes, international classes, and *double study* to meet the diverse needs of potential consumers. Furthermore, the school positions itself as a trusted and high-quality educational institution that produces graduates with Islamic character, national and environmental insight, and global competitiveness by implementing educational programs proven by student achievements. This is in line with the views of Atika and Imam Machali, stating segmentation strategies and positioning. The right one will affect the institution's success (Atika & Machali, 2016; Dwivedi et al., 2021).

Third, Regarding institutional differentiation, Muhi High School is unique by offering superior programs such as the Muhammadiyah Cadre Formation School, research school, Adiwiyata School, and international collaboration. This is an added value in today's competition. Then, offering scholarships for students who excel in academic and non-academic fields and scholarships for students with limited funds. Fourth, in the aspect of marketing communications, Muhi Senior High School conducts it through various channels such as print media, social media, Muhi National Competition (MONACO), word of mouth promotion, Hijrah Mubaligh during Ramadhan, in collaboration with other institutions both national and international as

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an alliance/strategic coalition. Fifth, Regarding institutional services, Muhi High School provides competent teaching staff, complete facilities, standardized learning processes, and good communication with all educational elements. This reflects the school's commitment to providing quality services to meet the expectations of educational service users. To sum up, Muhammadiyah Senior High School 1 Yogyakarta applies the marketing strategy theory of academic services and criticizes and adapts it innovatively. Thus, aspects of the marketing strategy succeeded in achieving the main goal, namely, providing satisfaction to education consumers with quality education services.

CONCLUSION

Implementing the educational service marketing mix at Muhammadiyah Senior High School 1 Yogyakarta has been done comprehensively, innovatively, and effectively through the 7P marketing mix strategy. This school understands the needs and preferences of the community by offering superior programs, appropriate market segmentation, positioning as an institution with integrity, unique differentiation through programs, attractive marketing communication through various channels, as well as excellent service with competent teaching staff, complete facilities, and good communication with students and parents. This strategy has successfully attracted prospective students from various regions in Indonesia and maintained the loyalty of existing students. This is evidenced by the increasing number of prospective students who want to continue their studies at Muhammadiyah Senior High School 1 Yogyakarta and the percentage of new students that has increased by 25-30% over the last five years.

These findings provide a new framework for optimizing educational service marketing that other educational institutions can apply. The constraint in this research is the limited focus on the 7P marketing mix strategy at Muhammadiyah Senior High School 1 Yogyakarta. This may reduce the generalization of findings for other educational institutions with different characteristics. This research has also not yet explored comparisons with similar educational institutions to identify best practices in the education industry. For further research, comparative studies with similar educational institutions can be conducted to identify best practices and explore the impact of effective educational service marketing strategies on student satisfaction and achievement in more depth.

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