

Implementation of Marketing Mix (4P) as an Educational Marketing Strategy in SMK Muhammadiyah

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Abstract

This study aims to analyze the marketing mix (4P)-based educational marketing strategy at Muhammadiyah Sekampung Vocational High School, East Lampung, and its implications for student interest in choosing a school. The study used a qualitative approach with a case study type. Research informants included the Deputy Head of Curriculum, Head of Expertise Program, Promotion Team, students, and alumni. Data were collected through in-depth interviews, observation, and documentation, then analyzed using the Miles & Huberman model through the stages of data reduction, data presentation, and drawing conclusions. The results of the study indicate that the educational marketing strategy includes: (1) products in the form of productive learning that emphasizes practice in laboratories, studios, and Field Work Practice (PKL) activities; (2) prices in the form of affordable education fees, with scholarship schemes and fee waivers for orphaned students; (3) places in the form of strategic locations and modern school facilities that also serve as promotional tools; and (4) promotions through a combination of direct visits to junior high schools/Islamic junior high schools and digital social media. This study contributes theoretically in expanding the study of educational marketing based on Kotler's marketing mix in the context of private vocational schools in the region, and practically provides recommendations for more innovative and competitive marketing strategies.

INTRODUCTION

Vocational education is one of the strategic pathways in preparing human resources who are ready for work, competitive, and adaptive to industrial needs. Competition among educational institutions, particularly Vocational High Schools (SMK), is becoming increasingly intense along with the growing number of public and private schools offering similar programs. This condition requires schools not only to prioritize academic quality but also to implement appropriate educational marketing strategies to attract prospective students. According to Kotler et al., (2009), marketing in education is necessary to understand students' needs as consumers and to communicate the added value of educational institutions so they can compete in a competitive market.

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The concept of marketing often used as an analytical basis is the marketing mix or marketing blend. Kotler, (2012) explains that the marketing mix consists of four main elements known as 4P, namely product, price, place, and promotion. First, product in the educational context can be interpreted as the entire academic and non academic services offered by the school, including curriculum, expertise programs, learning facilities, and school reputation. Second, price relates to the educational costs borne by students, such as tuition fees, registration fees, and scholarship schemes. Third, place refers to the location and accessibility of the school, including how physical facilities and the environment support the learning process. Fourth, promotion includes various communication activities carried out by the school to introduce its advantages and build a positive image, both through conventional and digital media. These four elements complement each other and must be managed in an integrated manner to attract and retain students' interest.

Several previous studies in Indonesia emphasize the importance of the marketing mix in education. Irawan, (2019) shows that promotion and physical evidence significantly influence students' decisions to choose schools, while price and location factors have varying impacts depending on the context. The research of (Labaso, 2018) highlights that the implementation of the marketing mix in private schools is carried out through two stages, namely planning and implementation, by optimizing the aspects of product, price, place, promotion, human resources, and process. (Mustofa et al., 2024) also found that the marketing mix combined with principal leadership significantly influences students' decisions in choosing vocational schools. However, most of these studies focus on superior schools in urban areas, while research on the implementation of marketing strategies in private vocational schools in rural areas remains limited.

SMK Muhammadiyah Sekampung in East Lampung becomes an interesting subject of study because it possesses both strengths and challenges. From the product aspect, the school emphasizes productive learning through practice in computer laboratories, visual communication design studios, and Field Work Practice (PKL) programs in industries, enabling students to acquire real skills relevant to the job market. From the price aspect, school fees are relatively affordable, with monthly tuition of Rp125,000, along with a fee waiver for orphaned students and scholarships for students with academic and non-academic achievements. From the place aspect, the school is strategically located along the main road, providing high visibility that also functions as an indirect promotional medium. From the promotion aspect, the school combines conventional approaches such as visits to

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junior high schools with digital promotion through social media like Instagram, TikTok, and Facebook, while also utilizing teachers and students as organic promotional agents in their environments.

In addition, this study presents a new perspective through market loss analysis, namely the potential loss of prospective students due to weak marketing strategies or increasing competition among schools. This perspective is important because, so far, studies on educational marketing have mostly focused on strategies to attract new students, but few have examined the risk of market loss as a consequence of marketing failure. Thus, this research seeks to provide a more comprehensive understanding of educational marketing strategies, not only from the side of opportunities but also the challenges that must be anticipated.

Vocational High Schools (SMK) have an important position in preparing human resources ready to enter the workforce as well as pursue higher education (Syamsuddin, 2019). The existence of vocational schools is considered capable of bridging the gap between education and industrial needs, as their programs emphasize practical skills rather than general education. However, amid the increasing number of public and private vocational schools, competition in attracting students has become increasingly tight. This condition requires every school not only to prioritize academic quality but also to implement systematic, adaptive, and community-oriented educational marketing strategies (Kotler et al., 2008).

Theoretically, educational marketing can be defined as a social and managerial process in designing, delivering, and exchanging valuable offerings between schools and society (Junaris & Haryanti, 2022). In other words, schools must be viewed as service providers, while students and parents are consumers with preferences and rational considerations. (Ramdhani et al., 2025) emphasize that in the context of private education, marketing strategies become a determining factor for institutional sustainability, because without appropriate promotion and strategy, schools can lose their market share.

The most widely used framework in marketing studies is the concept of the marketing mix or marketing blend. Kotler, (1994) formulated four main elements (4P): product, price, place, and promotion. In education, product does not only mean curriculum but also reputation, facilities, and learning experiences offered (Hasan, 2019). *Price* relates to tuition fees, scholarships, and reductions that affect accessibility and perceived value (Effendi & Latifah, 2021). *Place* includes the school's location, environmental comfort, and

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physical evidence that is directly observed by society (Pratama, n.d.). *Promotion* is a communication strategy used by schools to convey advantages through conventional, digital, or personal media (Latifah et al., 2022).

The study of the marketing mix in education is increasingly relevant because schools are not only social institutions but also service entities that must compete fairly. Previous studies confirm that the application of 4P has been proven to influence students' and parents' interest in choosing schools (PRAMESTI, n.d.). For example, active promotion through social media expands the reach of prospective students (Habibah & Hidayati, 2023), while representative facilities can enhance the positive image of schools (Huda & Purnomo, 2025). Affordable education costs also encourage broader public access without reducing service quality (Caroline & Aslan, 2025).

SMK Muhammadiyah Sekampung in East Lampung becomes an interesting context to be studied from this perspective. The school offers several expertise programs such as Visual Communication Design (DKV), Computer and Telecommunication Network Engineering (TIJKT), Automotive Engineering, and Mechanical Engineering. Its other advantages include its focus on productive learning, where students spend more time in laboratory and studio practices, and participate in Field Work Practice (PKL) activities in industries. From the price aspect, the school applies relatively affordable tuition fees with achievement-based scholarships and financial relief for orphaned students. Its strategic location along the main road also strengthens its image and accessibility. In addition, promotion is carried out through a combination of direct approaches (visits to SMP/MTs) and digital promotion (social media such as Instagram, Tik Tok, and Facebook).

Based on the theoretical and empirical context described above, this study aims to analyze the educational marketing strategy based on the marketing mix (4P) at SMK Muhammadiyah Sekampung and its implications for students' interest in choosing the school. Theoretically, this research strengthens the literature on educational marketing by confirming the relevance of Kotler's marketing mix in the context of private vocational schools. Practically, it is expected to provide references for other schools in formulating more effective and competitive marketing strategies.

Based on this background, this study aims to analyze the educational marketing strategy based on the marketing mix (4P) at SMK Muhammadiyah Sekampung and identify its implications for students' interest in choosing the school. This study is expected to provide theoretical contributions to the development of educational marketing studies as

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well as practical contributions for private schools in formulating effective, innovative, and competitive marketing strategies.

METHOD

This study used a qualitative approach with a case study type (Assyakurrohim et al., 2022). The qualitative approach was chosen because it allows researchers to understand in depth the educational marketing strategy implemented by SMK Muhammadiyah Sekampung and how this strategy affects students' interest. The case study was conducted to obtain a comprehensive picture of the specific school context, including internal and external factors involved. Furthermore, data were obtained through several techniques, namely:

1. In depth interviews, conducted with school leaders, the promotion team, students, and alumni to explore their perceptions of the marketing mix (product, price, place, and promotion).
2. Observation, conducted on school facilities, promotional activities, and learning interactions to understand the real implementation of the strategy.
3. Documentation, consisting of school data, promotional brochures, social media content, and administrative records related to new student admissions.

Data analysis was carried out using the Miles & Huberman model (Thalib, 2022) which includes three stages: (1) data reduction, namely the process of selecting, focusing, and simplifying the data obtained from interviews and observations; (2) data presentation in the form of descriptive narratives and tables to facilitate understanding of patterns and findings; and (3) drawing conclusions and verification, which are the interpretation of the analysis results to answer the research problem formulation.

The validity of the data was tested through source and technique triangulation. Source triangulation was carried out by comparing data from various informants (school officials, students, and alumni), while technique triangulation was done by combining interviews, observations, and documentation. This aims to ensure that the data obtained are valid, consistent, and can be scientifically justified.

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FINDINGS AND DISCUSSION

Educational Product (Product)

The results of the study show that the educational product at SMK Muhammadiyah Sekampung has significant competitive advantages. The school not only offers the national curriculum but also integrates the Muhammadiyah curriculum, which emphasizes Islamic values. This strengthens the school's differentiation compared to other vocational schools in the same area. The Deputy Head of Curriculum explained that the school curriculum often becomes a reference for other schools because it is more adaptive to industrial needs.

In addition, the offered expertise programs, such as Visual Communication Design (DKV), Computer and Telecommunication Network Engineering (TJKT), Automotive Engineering, and Mechanical Engineering, are aligned with relevant job opportunities. Each department is given the freedom to adjust its curriculum to industrial needs and even routinely invites practitioners as guest lecturers. This finding aligns with (Kotler, 2012) who emphasizes that the product must meet consumer needs. In the educational context, students as consumers benefit from the abundance of productive learning and direct practice in laboratories and studios. A student stated, *“Here, productive lessons are more frequent, so we often practice in computer labs and studios. It feels more enjoyable because we try it directly, not just theory (Interview, 2025).”* This finding confirms that a practical orientation is the main added value for vocational schools.

Educational Price

The results of the interview with the Deputy Head of Curriculum, Mrs. Tri Nur Halimah, S.Pd.I., show that education costs at SMK Muhammadiyah Sekampung are relatively affordable compared to similar schools in the East Lampung region. She stated:

“With quite luxurious facilities, the tuition fee is only 125 thousand. Practical fees, committee, and others. Our school is relatively cheaper. Even for orphaned students, it's free, no fees at all.” (Interview, 2025).

Furthermore, she also explained the existence of scholarship programs given to outstanding students in both academic and non academic fields. According to her:

“Students with academic or non-academic achievements will get fee reductions. For those who win competitions, especially at the national level, they surely receive appreciation.” (Interview, 2025).

The researcher's observation supports this statement, where information about tuition fees and fee reduction programs is publicly displayed on notice boards and new student admission brochures. Documentation in the form of photos of admission

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brochures and scholarship recipient lists also shows that this cost strategy is applied consistently. From a theoretical perspective, (Kotler et al., 2009) emphasize that price is an important element of the marketing mix because it influences perceived value and purchasing decisions. In the educational context, affordable prices with adequate facilities create a competitive advantage. This strategy confirms that flexible pricing and scholarship policies can broaden access and increase public trust in educational institutions.

Thus, the cost policy at SMK Muhammadiyah Sekampung is not only a factor that attracts new students but also reflects the school's commitment to providing inclusive educational access.

Place and Facilities

Based on the interview with the Head of the DKV Expertise Program, Mr. Muid Sidik, S.E., he emphasized that complete school facilities are one of the main attractions. He stated:

“As a private school, one of our advantages is the facilities. Even in East Lampung, the most complete facilities are in SMK Muhammadiyah Sekampung. For DKV, our studio and computer lab are the best.” (Interview, 2025).

He also added that the school building serves a dual function, both to support learning activities and as an indirect promotional tool:

“The beautiful and modern school buildings are not only for facilities but also serve as promotional media.” (Interview, 2025).

The researcher's observations support these statements. It appears that the school's front building has a modern and luxurious design, creating a positive impression for the surrounding community. In addition, facilities such as computer laboratories, design studios, and practice workshops are regularly used by students in learning activities. Documentation in the form of photos of school facilities and learning activities in laboratories strengthens this finding.

From a theoretical perspective, (Kotler, 1994) emphasizes that place in the marketing mix is not only related to location but also includes physical evidence, which plays an important role in shaping consumer perceptions. In the context of SMK Muhammadiyah Sekampung, its strategic location and modern facilities are factors that increase visibility, strengthen the school's image, and influence the interest of prospective students to enroll.

Promotion

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The interview with Mr. Muid Sidik, S.E., as the Promotion Team of SMK Muhammadiyah Sekampung, shows that the promotional strategy is carried out through three main channels. First, direct promotion by visiting SMP and MTs in nearby areas. He explained:

“As a promotion team, we start promoting towards the end of the school year in preparation for the next academic year. We divide the work into several parts. First, we directly visit some junior high schools. Second, we use social media. Third, we utilize our teachers and students to promote.” (Interview, 2025).

Furthermore, he added the main target areas of promotion:

“We directly visit junior high schools in four sub-districts: Batanghari, Sekampung, Bumiagung, and Margatiga. These four areas are still our main market.” (Interview, 2025).

Second, digital promotion through active use of the school’s social media accounts. He explained:

“For social media, we have Instagram and TikTok as the most active platforms, including Facebook. So, every time there are school activities, achievements, or new facilities, we publish them there.” (Interview, 2025).

However, the effectiveness of digital promotion is still limited compared to face-to-face promotion. Mr. Muid admitted:

“Actually, the most effective one is organic promotion, from students to their juniors or from teachers to their neighbors. The digital system helps introduce the school, but the final decision usually comes after we meet the students in person. Some register online through Google Form, but the ratio is 20-80. About 20 percent register online, while 80 percent come directly to school.” (Interview, 2025).

The researcher’s observation shows that the promotion team is active in visiting nearby schools before the new student admission period. The school’s social media accounts also consistently display documentation of school activities, achievements, and new facilities. Documentation in the form of digital posters, screenshots of the school’s Instagram account, and photos of outreach activities reinforce this finding.

Theoretically, (Nurohman, 2024) emphasizes that promotion is the process of communicating value to consumers. In the educational context, promotion is not only about introducing the school but also about building community trust. The findings of this study indicate that although digital media is essential to broaden outreach, face-to-face promotion remains more effective in influencing the final decisions of prospective students

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and parents. In service marketing, direct interaction often has a stronger emotional impact than media based promotion.

One of the novel findings of this study is the analysis of market loss or the potential loss of prospective students. Although the school's marketing strategy has been quite successful, there remains the possibility of losing market share due to increasing competition among vocational schools in East Lampung. Factors that may trigger market loss include the improved quality of competitors' promotions, changes in community perceptions of costs, and a lack of innovation in digital marketing strategies.

The concept of market loss is rarely discussed in educational marketing research in Indonesia. By incorporating this perspective, the research not only identifies strategies to attract students but also anticipates marketing failure risks. This broadens the understanding that educational marketing should not only focus on gaining market share but also on retaining market share and minimizing potential loss.

The research findings show that the marketing strategy at SMK Muhammadiyah Sekampung is implemented through a marketing mix (4P) approach, which includes product, price, place, and promotion. In terms of educational products, the school has competitive advantages through the integration of the national and Muhammadiyah curricula, emphasizing Islamic values. Moreover, the expertise programs such as Visual Communication Design (DKV), Computer and Telecommunication Network Engineering (TJKT), Automotive Engineering, and Mechanical Engineering are adaptively structured according to industrial needs. Each department is given the freedom to align its curriculum with industry requirements and routinely involves industrial practitioners as guest lecturers. Practice oriented learning becomes a major advantage as students gain direct experience in laboratories and studios, making the school superior in graduate readiness.

In terms of educational costs, the applied strategy highlights affordability and inclusivity principles. The tuition fee at SMK Muhammadiyah Sekampung is relatively lower than that of similar schools in East Lampung, at Rp125,000 per month. The school also offers tuition waivers for orphaned students and various scholarship programs for outstanding students, both academically and non academically. Transparent and flexible pricing policies strengthen the school's positive image and enhance public trust in its commitment to equitable education access.

Regarding place and facilities, SMK Muhammadiyah Sekampung emphasizes the quality of infrastructure as its main attraction. The modern school building, computer

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laboratories, design studios, and complete practice workshops serve as physical evidence reflecting the quality of education. These facilities not only support teaching and learning activities but also act as visual promotional media that create a positive impression among the community. The strategic school location also facilitates student access while reinforcing the school's image as a professional and competitive vocational institution.

In terms of promotion, the school applies an integrated promotion strategy through both direct and digital activities. Direct promotion is carried out by visiting SMP and MTs in four surrounding districts to introduce its expertise programs and advantages through face-to-face interaction, while digital promotion is conducted via social media such as Instagram, TikTok, and Facebook, which regularly feature school events, student achievements, and new facilities. Based on research findings, face-to-face promotion is considered more effective in attracting potential students because it builds direct emotional engagement between the school and prospective students.

Additionally, the study highlights the risk of market loss due to increased competition, changing cost perceptions, and limited digital innovation. Therefore, the school's marketing strategy must not only focus on attracting new students but also on maintaining public trust.

Overall, the research results show that educational marketing strategies based on the marketing mix (4P) play a significant role in increasing students' interest in choosing SMK Muhammadiyah Sekampung. Superior products in industrial practice, affordable prices, strategic location, and diverse promotional efforts create the school's competitive advantage. This finding supports, (Kotler, 1994) stating that marketing effectiveness depends on the integration of all elements of the marketing mix.

Furthermore, the addition of the market loss perspective enriches the study of educational marketing by highlighting the risk of losing market share due to intense competition. Thus, this research contributes theoretically by expanding the application of the marketing mix theory to the context of private vocational education in rural areas and practically by providing insights for school administrators to develop more innovative and sustainable marketing strategies.

CONCLUSION

This study concludes that the educational marketing strategy based on the marketing mix (4P) at SMK Muhammadiyah Sekampung plays an important role in attracting new

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students. From the product aspect, the school excels through productive learning based on practice in laboratories, studios, and Field Work Practice (PKL) activities in the industrial world. From the price aspect, the school applies affordable tuition fees, accompanied by scholarship schemes and fee waivers for orphaned students, thereby strengthening educational accessibility. From the place aspect, the strategic location on the main road and modern facilities provide added value while also serving as indirect promotional media. From the promotion aspect, the combination of face to face and digital approaches through social media effectively introduces the school, although direct promotion remains more dominant in generating applicants.

Thus, this study theoretically contributes to enriching the literature on educational marketing by reaffirming the relevance of Kotler's marketing mix theory in the context of private vocational education in rural areas. Practically, this study provides recommendations for private schools in designing more adaptive, innovative, and competitive marketing strategies, especially amid the increasingly tight competition among schools.

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