

Develop Marketing Strategy Based on Parents' Behavior to Increase Willingness to Buy Children's Educational Event: A Case Study of Fulola

Nadia Agustina & Annisa Rahmani Qastharin

Bandung Institute of Technology, Bandung, Indonesia

Email: nadia_agustina@sbm-itb.ac.id, annisa.rahmani@sbm-itb.ac.id

Abstract

Based on the Programme for International Student Assessment (PISA) results in 2018, the quality of education in Indonesia is still underdeveloped compared to other international countries. However, Indonesia has the potential to achieve the Sustainable Development Goals by improving the quality of education. The fact shows children who use interactive learning media get 84.83% higher results than other children. As a startup engaged in children's education, Fulola offers innovation for interactive learning in the form of children's educational events that can hone multiple intelligences. Unfortunately, based on the pilot event that Fulola held in February 2023, parents don't have the willingness to buy this event. Therefore, this study aims to explore the factors that influence parents in choosing children's educational events as a basis to provide marketing strategy recommendations to increase parents' willingness to buy. This research was conducted using a qualitative method through semi-structured interviews with high economic-class parents who live in Bandung and have previous experience participating in children's educational events. Data were analyzed using the coding method. The result show social factor as the factor that most influence customer behavior in choosing Children Educational Event. The next order from the ranking result is psychological, personal, and cultural. The marketing strategy that proposed based on customer behavior was made in the form of 7Ps which consist of Product, Price, Place, Promotion, People, Process, and Physical Evidence. Hopefully, the results can contribute to making Fulola become a sustainable startup that gives impacts for the economy and education in Indonesia.

Keywords: children education event, customer behavior, marketing strategy, marketing mix (7Ps).

1. Introduction

Ever since its establishment in 2021, Fulola has been dedicated to creating interactive educational resources for children. These resources encompass Fulola Educational Books, Fulola Plantable Paper, and Fulola Digital Learning, forming a comprehensive range of integrated interactive learning media. In the beginning of 2023, Fulola introduced the Environmental Fun Journey event, a captivating educational experience designed specifically for children. This event offers interactive activities derived from Fulola's learning media products, aimed at fostering children's development across various intelligences. Fulola's distinctive products emphasize environmental themes, providing an engaging platform to enhance children's cognitive abilities.

The utilization of interactive learning media has been proven to enhance the overall quality of learning outcomes. According to Tarigan and Siagian's research in 2015, it was discovered that children who engage with interactive learning media achieve significantly higher results, with an 84.83% improvement compared to their peers who employ conventional learning methods. These findings highlight the potential for Indonesia to

make significant progress towards achieving the Sustainable Development Goals by implementing innovative educational approaches that enhance the quality of education. Aligned with the viewpoint expressed by Safitri, Yunianti, and Rostika in 2022, it is believed that embracing innovative and high-quality education can fuel the creativity of individuals, particularly the younger generation. This approach fosters their inquisitiveness and positions them as catalysts of innovation who will play crucial roles in implementing and advancing the concept of sustainable development.

PISA results in 2018 revealed that the quality of education in Indonesia lags behind other countries. Raharjo W, in 2015, emphasized the need to address this issue to prepare for the upcoming demographic bonus. Failure to do so could lead to mass unemployment and increased burden on the state. Fulola's interactive products offer a potential solution by helping parents and educators improve the effectiveness of Indonesian education, leading to more satisfying outcomes.

Fulola's products and services, which offer interactivity, require an effective marketing strategy to effectively reach the intended audience. Currently, the Marketing Team employs online and offline channels to promote Fulola's learning media products. However, the newly designed Environmental Fun Journey event lacks a marketing strategy. A pilot test program conducted in February 2023 revealed that parents showed no interest in purchasing the event. Consequently, Fulola requires a marketing strategy that can enhance parents' willingness to buy the Environmental Fun Journey event.

According to Ishak's statement in 2005, an effective marketing strategy begins with a company's understanding of customer behavior. Customer behavior refers to the study of how customers make purchasing decisions, including their choices, preferred buying locations, reasons for buying, and timing of purchases. It is influenced by four key factors: cultural, social, personal, and psychological characteristics. In order to gain a better understanding of customers' preferences for children's educational events, researchers need to identify the factors that influence customer behavior. Once customer behavior is understood, researchers can provide recommendations for marketing strategies for the Environmental Fun Journey event. This is important because, as stated by Kotler in 1988, a company that comprehends how consumers will respond to different product features, prices, and advertising appeals holds a significant advantage over its competitors. By aligning the marketing strategy with customer preferences and behavior, Fulola can enhance its competitive position and attract more parents to choose the Environmental Fun Journey event.

2. Literature Review

Marketing Strategy. According to Li F, Larimo J, Leonidou L (2021), a marketing strategy is a collection of decisions made by a company to guide its marketing activities in specific markets and segments. The primary objective of a marketing strategy is to create, communicate, and deliver value to customers in order to achieve specific financial, market, and other organizational goals. It involves determining the target markets and segments to focus on, as well as making critical choices regarding product offerings, pricing, promotion, and distribution channels. By formulating an effective marketing strategy, companies can effectively engage with their target customers, satisfy their needs, and achieve their desired business outcomes.

Marketing Mix. Within a company, the marketing mix refers to the cohesive utilization of various marketing tools with the objective of eliciting the desired response from customers (Riaz & Tanveer, 2011). According to Rafiq and Ahmed (1995), Booms and Bitner introduced the marketing mix elements, known as the 4Ps, which need to be adapted specifically for services. These modified elements include Product, Price, Place, Promotion, People, Process, and Physical Evidence. Product is something that can be presented to the market with the intention of attracting attention and satisfying a want or need (Kotler et al., 2015). Price is the monetary value assigned to a product or service in exchange for the benefits obtained through its ownership or usage (Kotler & Keller, 2012). Promotion involves the synergistic use of sales promotion, advertising, personal selling, public relations, and direct marketing techniques (Tariq Khan, 2014). Place is the location where a service is provided or consumed (Do & Vu, 2020). Process is the procedures, mechanisms, and sequence of activities that are involved in delivering a service to the customer (Mallik & Achar, 2020). People are the service personnel who are responsible for the creation and delivery of the service (Muala & Qurneh, 2012). Physical Evidence is the setting or environment in which a service is provided, which includes any tangible goods that facilitate the execution and communication of the service (Muala & Qurneh, 2012).

Customer Behavior. Every person who uses a product or service is referred to as a "consumer" in this context. It includes people who carry out communal household and family needs or make personal expenditures (Jisana, 2014). Customer behavior is the study of how people, groups, and organizations choose, buy, use, and discard goods, services, concepts, or experiences to satisfy their needs and desires (Solomon, 2020). According to Muniady et al. (2014), customer behavior is the study of how and why people decide what to buy, where and why they wish to make their purchases, and when they do so.

Factors that Influence Customer Behavior. Kotler and Armstrong classified four variables that affect consumer behavior as cultural, social, personal, and psychological in 1988. They defined culture in 1988 as the collection of core beliefs, viewpoints, aspirations, and behaviors that a person within a society learns from their family and other important institutions. Jisana described social in 2014 as those who belong to groups, clubs, families, organizations, and other groups who hold different responsibilities and positions within society. Consumer behavior can be significantly influenced by personal variables. Lifestyle, financial situation, employment, age, personality, and self-perception are a few significant personal factors that affect shopping decisions (Jisana, 2014). Perception, motivation, learning, beliefs, and attitudes are four important psychological elements that have an impact on consumer purchasing decisions (Jisana, 2014).

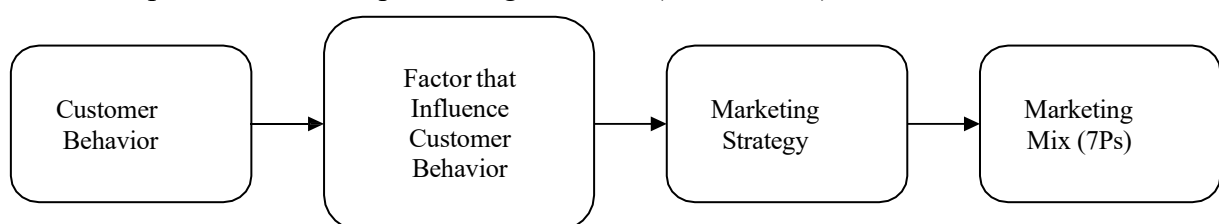


Figure 1. Conceptual Framework

Proposition 1: Several factors affect consumer behavior while deciding on children's

educational events. Proposition 2: The development of a marketing strategy is based on the variables that affect consumer behavior. Proposition 3: The seven components of marketing mix serve as guidelines for marketing strategies.

3. Research Method

Research Approach. Basic research is being conducted to comprehend consumer behavior. According to Kotler and Armstrong, four factors—cultural, social, personal, and psychological—form the basis of customer behavior. In order to inform the creation of marketing strategies, researchers will investigate the four elements that influence consumer behavior. Semi-structured interviews will be used in a qualitative manner throughout the procedure. Researchers can better comprehend people's ideas, experiences, attitudes, behaviors, and relationships by using qualitative research methodologies (Babu et al., 2013).

The researcher employed the semi-structured interview method for this study. Semi-structured interviews are a type of interview that have a more open implementation than structured interviews, but they nevertheless follow the same guidelines. With this approach, the researcher asks a series of open-ended questions. Open-ended questions give interviewers and interviewees the chance to have a more in-depth conversation when necessary (DiCicco-Bloom & Crabtree, 2006).

The population that can be employed as an informant in this study is urban-dwelling parents in Indonesia. Based on this demography, the researcher selected a sample of high-class parents domiciled in Bandung. As data collection and analysis move forward, the number of samples will be altered based on the data discovered, including whether the data is saturated and lacking in originality. Parents with prior experience attending children's educational events are required. Purposive sampling will be used by the researchers to choose the parents. The reason the researchers selected this sample is that it meets the same criteria as the market that Fulola is trying to reach. The sample also had prior experience participating in children's educational events, allowing the researcher to use the information from the sample to understand customer behavior when attending these events and, in the end, to develop a marketing plan for Fulola.

Data Analysis. During assessing the interview data, the researcher used coding techniques. In order to derive inferences from the data, the first stage in the data analysis process for qualitative data in a qualitative research approach is to code interview data (Corbin & Strauss, 1990). The Open Coding, Axial Coding, and Selective Coding are steps in the coding process. Open coding is a procedure for interpreting interview data so that it may be studied, according to Strauss and Corbin's explanation in 1990. Categories are associated to their subcategories, and these relationships are checked against data, according to Strauss and Corbin's definition of axial coding from 1990. All categories are gathered into one during the process of selective coding, and categories that need more explanation can receive descriptive details (Corbin & Strauss, 1990). The researcher ranks the answers of the informants to answer the factors that most influence customer behavior as in research question 1. Researchers must triangulate their data in order to determine the veracity of the information gathered. Data triangulation is a method for enhancing the researcher's comprehension of the data that has been gathered and comparing it with other types of information to help prevent errors in drawing conclusions.

4. Findings and Discussions

The study was carried out utilizing a qualitative methodology. A series of interviews with respondents who were parents from the middle to higher economic classes served as the data collection strategy. The responders have to have previous involvement in educational activities for kids in Bandung. The parents' home was visited during the interview process to do it in person. Each interview lasted for roughly 20 to 40 minutes per person. The researcher always sought consent before recording an interview. Data gathering was placed in the months of May and June 2023.

The number of informants who select each category results in points for that category. The same categories are then grouped into a single theme by adding up the scores from the axial coding; these points are then used to rank which can best address the study questions 1. There are also 11 themes in selective coding that have been condensed to address research questions, including cultural, social, personal, and psychological themes. 1. While using the themes of product, price, place, promotion, people, process, and physical evidence to respond to the research questions 2.

4.1 The factors that most influence customer behavior in choosing a children's education event

The researcher refers to the theory from Kotler and Armstrong (1988), which has divided the factors influencing consumer behavior into four categories: cultural, social, personal, and psychological. The answers provided by the informants involved in this interview can be classified into four factors that affect consumer behavior, namely cultural, social, personal, and psychological, proving that the theory, if applied, is also valid in the children's education industry. Based on this theory, the researcher conducted a ranking to determine the factors that most influence customer behavior in choosing children's educational events. The highest ranking was obtained by the factor that had the highest score because it was frequently mentioned by the interviewees. The result of data analysis shows that the factor with the highest score is social, with a total of 31 points. The next order from the ranking result is psychological with a score of 25 points, followed by personal with a score of 19 points, and cultural with a score of 12 points.

4.1.1 The Influence of Culture on Customer Behavior in Choosing Children Educational

Events

Table 1. The Influence of Culture on Customer Behavior in Choosing Children Educational Events

Axial Coding	Points	Selective Coding
Religion	3	Culture
How they approach	3	
Perception	3	
Total Point	12	

Based on the results of axial coding, there are three categories that influence customer behavior in terms of culture. These categories are religion, how they approach, and perception. According to the respondents' answers to each category, religion obtained a score of 3 points, how they approach obtained a score of 3 points, and perception obtained a score of 3 points. Therefore, culture influences customer behavior with a total of 12 points.

4.1.2 The Influence of Social on Customer Behavior in Choosing Children Educational Events

Table 2. The Influence of Social on Customer Behavior in Choosing Children Educational Events

Axial Coding	Points	Selective Coding
Group	4	Social
Friends	5	
Information type	4	
Word of mouth	4	
Household	2	
Their reaction to the information	3	
Social network	4	

Event manager account	3
Fear of missing out	2
Total Points	31

Based on the results of axial coding, there are nine categories that influence customer behavior in terms of social factors. These categories are group, friends, information type, word of mouth, household, their reaction to the information, social network, event manager account, and fear of missing out. According to the respondents' answers to each category, group obtained a score of 4 points, friends obtained a score of 5 points, information type obtained a score of 4 points, word of mouth obtained a score of 4 points, household obtained a score of 2 points, their reaction to the information obtained a score of 3 points, social network obtained a score of 4 points, event manager account obtained a score of 3 points, and fear of missing out obtained a score of 2 points. Therefore, social factors influence customer behavior with a total of 31 points.

4.1.3 The Influence of Persona on Customer Behavior in Choosing Children Educational Events

Table 3. The Influence of Persona on Customer Behavior in Choosing Children Educational Events

Axial Coding	Points	Selective Coding
Parenting competence	4	Personal
Schedule of parents	2	
Parents' generation	5	
Privateness	1	
Cost for children education	2	
Age of children	5	
Total Points	19	

Based on the results of axial coding, there are six categories that influence customer behavior in terms of personal factors. These categories are parenting competence, schedule of parents, parents' generation, privateness, cost for children's education, and age of children. According to the respondents' answers to each category, parenting competence obtained a score of 4 points, schedule of parents obtained a score of 2 points, parents' generation obtained a score of 5 points, privateness obtained a score of 1 point,

cost for children's education obtained a score of 2 points, and age of children obtained a score of 5 points. Therefore, personal factors influence customer behavior with a total of 19 points.

4.1.4 The Influence of Psychological on Customer Behavior in Choosing Children Educational Events

Table 4. The Influence of Psychological on Customer Behavior in Choosing Children Educational Events

Axial Coding	Points	Selective Coding
Skill	5	Psychological
Involvement	5	
Children satisfaction	5	
Teamwork	2	
Interpersonal	4	
Children competence	4	
Total Points	25	

Based on the results of axial coding, there are six categories that influence customer behavior in terms of psychological factors. These categories are skill, involvement, children satisfaction, teamwork, interpersonal, and children competence. According to the respondents' answers to each category, skill obtained a score of 5 points, involvement obtained a score of 5 points, children satisfaction obtained a score of 5 points, teamwork obtained a score of 2 points, interpersonal obtained a score of 4 points, and children competence obtained a score of 4 points. Therefore, psychological factors influence customer behavior with a total of 25 points.

Table 5. Findings

Axial Coding	Selective Coding	Theory	Points	Rank
Religion	Culture	Kotler defined culture in 1988 as the collection of core beliefs, viewpoints, aspirations, and behaviors that a person within a society learns from their family and other important institutions.	12	IV
How they approach				
Perception				
Group	Social	Jisana described social in 2014 as those who belong to groups, clubs, families, organizations, and other groups who hold different responsibilities and positions within society.	31	I
Friends				
Information type				
Word of mouth				
Household				
Their reaction to the information				
Social network				
Event manager account				
Fear of missing out				
Parenting knowledge	Personal	Consumer behavior can be significantly influenced by personal variables. Lifestyle, financial situation, employment, age, personality, and self-perception are a few significant personal factors that affect shopping decisions (Jisana, 2014).	19	III
Schedule				
Age				
Privacy				
Cost for children education				
Children age				

Life skill	Psychological	Perception, motivation, learning, beliefs, and attitudes are four important psychological elements that have an impact on consumer purchasing decisions (Jisana, 2014).	25	II
Experience				
Child happiness				
Collaboration				
Social skill				
Children knowledge				

4.2 Marketing Strategy Recommendation for Children Educational Event of Fulola

The researcher refers to Rafiq and Ahmed (1995), Booms and Bitner introduced the marketing mix elements, known as the 4Ps, which need to be adapted specifically for services. These modified elements include Product, Price, Place, Promotion, People, Process, and Physical Evidence. However, recommendations for the 7P marketing strategy were created based on what the respondents said to each element and what respondents desired, as follows:

Product. Product is something that can be presented to the market with the intention of attracting attention and satisfying a want or need (Kotler et al., 2015). Parents choose programs for their children's education depending on topics they find appealing. They also take into account the particular requirements of their child based on their age at the moment. Fulola must therefore carefully choose relevant and alluring themes that pique the interest of the parents. Additionally, Fulola should make sure that the themes are in line with the educational standards appropriate for each age group. A wide variety of themes will increase parents' interest in attending Fulola's events. It is crucial to design complicated events that highlight the caliber of the programs. This is because parents look for activities that will help them meet the educational demands of their kids, which might not always be satisfied at home. Fulola can show their dedication to educational quality by offering a thorough and enriching experience.

Price. Price is the monetary value assigned to a product or service in exchange for the benefits obtained through its ownership or usage (Kotler and Armstrong, 2012). Regarding price, parents tend to be more complimentary of event quality in comparison to the price of the event in question. When you believe that the quality of the event is worthwhile, you will consider attending it. Typically, parents rent out events for prices ranging from Rp100,000 to Rp300,000. This is caused by the inability to buy responses, namely at the middle- to upper of the economic level. According to respondents, a healthy way to make payments in line with middle- to upper-class consumers' lifestyles is through the transfer method.

Place. Place is the location where a service is provided or consumed (Do & Vu, 2020). The respondents indicated that the venue was a key consideration when selecting a children's educational event. Regarding parents' flexibility in transporting their children,

respondents take into account how close the event place is. Additionally, the location itself turns into a draw because it affects the theme that the particular event presents. For instance, outdoor and nature-related activities may be conducted in settings with beautiful scenery or a natural setting. Finding locations that fit the selected themes while also taking parental accessibility into account is a tip for Fulola. It's crucial to achieve a balance between a suitable site that fits the theme and a spot that's convenient for parents. Fulola can improve the whole experience and satisfy the preferences of both parents and kids attending the educational programs by picking the right venues.

Promotion. Promotion involves the synergistic use of sales promotion, advertising, personal selling, public relations, and direct marketing techniques (Tariq Khan, 2014). Based on the information from the respondents, the common type of promotion encountered when selecting children's educational events is bundling, where parents receive a discounted price when they bring other individuals to join the event. Because parents frequently hesitate to invite others when they want to participate in an event, the majority of respondents feel that this bundling arrangement is not desirable. Fulola should stay away from this and instead look into alternate promotional tactics that can provide parents savings and advantages. As an illustration, give parents special discounts at holidays or other times of the year. Fulola can engage parents and promote their involvement in the children's educational events by providing more alluring and practical promotional incentives.

People. People are the service personnel who are responsible for the creation and delivery of the service (Muala & Qurneh, 2012). Parents believe that people are an essential component in the transmission of instructional material at the event. The way presenters or facilitators interact with and accompany their children causes great concern in parents. This covers things like their manner of speaking and their capacity for fostering a fun environment. The informants claim that whether or not a children's educational event is child-friendly depends on the attendees. Parents look for speakers and facilitators that can provide the kids the right direction and support, communicate their ideas clearly, and maintain a positive mood during the program. The youngsters that attend the event benefit greatly from their interactions by having a positive and interesting experience.

Process. Process is the procedures, mechanisms, and sequence of activities that are involved in delivering a service to the customer (Mallik & Achar, 2020). According to the interview findings, parents wanted a simple registration process while going to their children's educational programs. They also underlined how crucial it is to have an ice-breaker before the event starts to assist kids get comfortable. Additionally, it is important for information delivery to be engaging and avoid becoming boring in order to regain children's attention when they start to lose it during the event. In order to give kids a chance to unwind, the organizers can also add brief breaks. It is crucial for the planners to make sure that there aren't too many kids there, as this could cause commotion and make it difficult to give the lesson effectively. The event planners may make it easier and more pleasurable for both parents and kids by taking these factors into account.

Physical Evidence. Physical Evidence is the setting or environment in which a service is provided, which includes any tangible goods that facilitate the execution and communication of the service (Muala & Qurneh, 2012). Parents want a welcoming environment at their children's educational events when it comes to physical evidence.

Fulola is responsible for providing all necessary amenities and facilities to guarantee a successful event. This contains necessary tools and standard conveniences like restrooms and trash cans. These provisions help to create a welcoming and comfortable environment for both parents and kids. Fulola can improve the entire experience and fulfill the demands of the in attendance parents by giving priority to these practical factors.

5. Conclusion

The purpose of the study is to examine the variables that parents consider while selecting educational events for their kids and to offer marketing strategy suggestions for Fulola. Data gathered from interviews with 6 parents has been examined by the researcher. The data was also subjected to coding-based analysis, and it was triangulated with professionals to confirm its accuracy. The conclusions and analysis that respond to the research question are listed below.

What are the factors that most influence customer behavior in choosing a children's education event? The researcher refers to the theory from Kotler and Armstrong (1988), which has divided the factors influencing consumer behavior into four categories: cultural, social, personal, and psychological. The answers provided by the informants involved in this interview can be classified into four factors that affect consumer behavior, namely cultural, social, personal, and psychological, proving that the theory, if applied, is also valid in the children's education industry. Based on this theory, the researcher conducted a ranking to determine the factors that most influence customer behavior in choosing children's educational events. The highest ranking was obtained by the factor that had the highest score because it was frequently mentioned by the interviewees. The result of data analysis shows that the factor with the highest score is social, with a total of 31 points. The next order from the ranking result is psychological with a score of 25 points, followed by personal with a score of 19 points, and cultural with a score of 12 points.

What are the marketing strategy recommendations for the children's education event of Fulola? The researcher refers to Rafiq and Ahmed (1995), Booms and Bitner introduced the marketing mix elements, known as the 4Ps, which need to be adapted specifically for services. These modified elements include Product, Price, Place, Promotion, People, Process, and Physical Evidence. To ensure the success of Fulola's children educational event, a well-rounded marketing mix strategy is essential. Firstly, the product should be carefully crafted to align with relevant themes and curricula, offering educational value and engaging activities for children. Secondly, pricing plays a crucial role, and setting event prices within the range of Rp100,000 to Rp300,000 accommodates various budgets. Convenience in payment can be provided through options like bank transfers. The choice of venue is vital for parents' flexibility and children's enjoyment. Selecting an easily accessible location that is visually appealing enhances the overall experience. Moving on to promotion, adopting innovative techniques like offering discounts on specific days can attract more attendees. It is advisable to avoid excessive bundling, as transparency in pricing is paramount. The people involved in the event, including staff and instructors, must create a nurturing and supportive environment. They should be capable of delivering content in a clear and engaging manner, ensuring children feel comfortable and motivated to learn. The process should be streamlined, ensuring a hassle-free registration experience for parents. The delivery of educational material should be enjoyable and interactive,

maximizing engagement and learning outcomes. Lastly, paying attention to physical evidence is crucial. Basic amenities such as clean toilets and proper waste disposal facilities should be provided. Creating a pleasant and inviting atmosphere at the event venue contributes to a positive overall experience. By integrating these elements into their marketing mix strategy, Fulola can effectively attract and satisfy customers attending their children's educational events.

This research analyzes the factors that most influence customer behavior when choosing children's educational events and provides marketing strategies for such events. The research adopts a qualitative approach to delve into the factors that affect customer behavior, with a small number of respondents. The researcher suggests that in the future, a quantitative approach using survey methods should be considered to gain a broader understanding of parents' behavior by involving a larger number of respondents. This would allow for a more comprehensive analysis and provide a more representative view of customer behavior in the context of selecting children's educational events.

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