

Effectiveness of Service Marketing Strategies on Student Enrollment: Evidence from United College

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Abstract

*As competition among colleges and universities intensifies, effective service marketing strategies play a critical role in attracting prospective students and increasing enrollment numbers. In this context, this study aims to analyze the effectiveness of service marketing strategies on student enrollment of United College (UC). Theoretical underpinnings from the 7Ps marketing mix theory of Philip Kotler; a robust framework, is used to understand the influence of marketing strategies on student enrollment at UC. Through quantitative research approach, descriptive and correlational research design, and data collected from 122 enrolled students across various programs, the study examined seven specific marketing strategies: product offerings, pricing, place/location, promotion, process, people, and physical evidence. It is found that product offerings, pricing, place, promotion, and people strategies had significant positive impacts on student enrollment, as indicated by their respective *t*-values and *p*-values. However, process/admission procedures and physical evidence strategies did not demonstrate significant impacts on enrollment. Therefore, effective implementation of service marketing strategies, notably product offerings, pricing, place, promotion, and people, is pivotal for colleges like UC to bolster student enrollment, underlining the importance of strategic marketing in higher education competitiveness.*

Keywords

7Ps framework,
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Introduction

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Marketing strategies play a vital role in education institutions by enhancing visibility, attracting students, and ensuring institutional success. Kitchen

and Burgmann (2010) stressed the importance of business-to-customer communication in successful marketing endeavors within educational settings. Groom (2008) has underscored the impact of technology on evolving marketing messages and information dissemination within the educational marketplace. Moreover, Hemsley-Brown and Oplatka (2006) have suggested that effective marketing strategies provided a competitive advantage for educational institutions, particularly in the context of branding research, which they identified as an emerging field. Investigations into the influence of service marketing strategies, particularly the 7Ps framework (product, price, place, promotion, people, process, and physical evidence), on student enrollment have received considerable attention in scholarly discourse. Kotler and Armstrong (2016) stressed the necessity of aligning educational offerings with students' preferences and requirements. Similarly, Monroe and Krishnan (2002) have pointed out that pricing tactics significantly shape students' perceptions of affordability and value. McCarthy (1964) has examined how distribution channels affect accessibility and convenience. Likewise, Shimp and Andrews (2013) have highlighted the importance of effective communication and branding in attracting potential students.

Additionally, Gronroos (2007) has explored the role of faculty and staff in providing quality education, impacting overall student satisfaction. Furthermore, Zeithaml, Bitner and Glemmler (2006) have discussed how processes and systems influence the efficiency and effectiveness of educational delivery, thus affecting enrollment decisions. Finally, Bitner (1992) has emphasized the significance of physical evidence, such as facilities and resources, in shaping students' perceptions of institutional quality and credibility. Despite the acknowledged importance of marketing in higher education, empirical evidence specifically examining the effectiveness of marketing strategies on student enrollment remains limited. Thus, this study aims to bridge this gap by conducting an investigation in assessing the impact of service marketing strategies, specifically the 7Ps framework, on student enrollment of United College (UC). The college, located in Kumaripati, Lalitpur, faces the challenge of maintaining and increasing student enrollment in an increasingly competitive higher education landscape.

The college recognizes the importance of employing effective service marketing strategies across the 7 Ps (Product, Price, Place, Promotion, Process, People, and Physical evidence) to attract and retain students. However, despite its efforts, UC is confronted with uncertainties regarding the precise impact of its marketing endeavors on student enrollment. While the college invests in various marketing initiatives, including curriculum enhancements (Product), tuition fee adjustments (Price), campus location optimization (Place), promotional campaigns (Promotion), streamlined admission processes (Process), faculty engagement (People), and campus infrastructure improvements (Physical evidence), the efficacy of these

strategies in influencing student enrollment remains unclear. This doubt poses a significant challenge to UC's administration, hindering its ability to make informed decisions regarding resource allocation and strategic planning.

Furthermore, the absence of empirical research specifically examining the impact of service marketing strategies on student enrollment outcomes within the context of UC further increases this challenge. Therefore, there is an urgent need for a comprehensive study that investigates the impact of service marketing strategies across the 7 Ps in student enrollment at UC, Kumaripati, Lalitpur. Such research would not only provide valuable insights into the effectiveness of the College's current marketing efforts but also inform future strategies aimed at enhancing student recruitment and retention. By addressing this critical gap in knowledge, UC can better position itself to achieve its enrollment goals and fulfill its mission of providing quality higher education to students. Therefore, it has emerged the following research question: How do the service marketing strategies employ by United College affect student enrollment? In order to address this research question, the research aims to analyze the various service marketing strategies utilized by United College and their impact on student enrollment.

Literature review

This section deals with the review of previous studies related with service marketing strategies and student enrollment. Garcia and Nguyen (2020) have carried out research to investigate the impact of place, as one of the elements of the 7Ps marketing mix model, on student enrollment in higher education institutions. The researchers utilized a mixed-methods approach to conduct their investigation. The findings of the study indicated that place significantly impacts student enrollment in higher education institutions. Additionally, the study revealed that campus aesthetics and facilities also play a role in shaping students' perceptions of place and influencing enrollment decisions. Furthermore, interviews with university administrators highlighted the importance of strategic planning and investment in campus infrastructure to enhance its appeal to prospective students.

Similarly, Garcia and Brown (2020) have conducted the study to analyze the impact of product development, specifically academic programs, on student enrollment in higher education institutions. The study employed a quantitative research design, gathering data through surveys administered to current and prospective students. The findings of the study indicated that several factors related to product development significantly influenced student enrollment. These factors included the reputation of academic programs, the perceived quality of curriculum and instruction, the availability of extracurricular opportunities, and the alignment of programs with students' career goals. Institutions that invested in enhancing these

aspects of their academic offerings experienced higher enrollment rates and improved student retention.

In addition, Anderson and Taylor (2019) carried out the research to investigate the relationship between process improvement initiatives and student enrollment in higher education institutions. They utilized the 7Ps marketing framework to guide their analysis. The study was based on a case study using qualitative research methods. Data was collected through interviews, observations, and document analysis. The findings of the study indicated that implementing process improvement strategies, in line with the 7Ps framework, positively affected student enrollment outcomes. Specifically, processes, such as admissions procedures, student services, and academic support systems, experienced improvements in enrollment rates.

Likewise, Patel and Jones (2019) undertook a study to examine how pricing strategies, as part of the 7Ps framework, influence students' enrollment decisions. The study employed a quantitative research approach, utilizing surveys to collect data from a sample of students enrolled in various higher education institutions. The findings of the study revealed that price plays a significant role in influencing student enrollment decisions. Specifically, students demonstrated sensitivity to tuition fees and other associated costs when making enrollment decisions. Institutions that offered competitive pricing and financial aid packages were more successful in attracting and retaining students. Furthermore, the study identified the importance of transparent pricing policies and communication strategies in shaping students' perceptions of affordability and value.

Smith and Lee (2019) have performed the investigation to examine the effect of price strategies on student enrollment within higher education institutions. The study conducted a quantitative study using survey methodology to collect data from students enrolled in various higher education institutions. The study findings revealed that price strategies significantly impact student enrollment decisions. Additionally, the study highlighted the importance of perceived value in relation to cost, with students being more willing to enroll in institutions that offer educational programs perceived as high-quality and affordable.

Smith and Brown (2018) conducted a study to investigate how service marketing strategies, as conceptualized within the 7Ps framework, impact student enrollment in higher education institutions. The study employed a mixed-methods approach. Data were collected through surveys, interviews, and document analysis. The findings of the study indicated that service marketing strategies significantly influenced student enrollment outcomes. Specifically, certain elements of the 7Ps framework, such as promotional activities and the quality of institutional facilities (Physical evidence), emerged as particularly influential in attracting students. Additionally, the study revealed the importance of aligning marketing strategies with students' needs and preferences to enhance enrollment success.

Clark and Evans (2018) have performed their research to explore the impact of physical evidence, particularly campus facilities, on student enrollment in higher education institutions. The study employed a mixed-methods approach, combining quantitative surveys and qualitative interviews. Respondents were students. The findings of the study revealed that physical evidence, such as campus facilities and amenities, significantly influenced students' enrollment decisions. Institutions with modern, well-maintained facilities were more attractive to prospective students and experienced higher enrollment rates. Additionally, the study identified specific features of campus facilities that were particularly influential, such as state-of-the-art technology, recreational spaces, and accessibility accommodations.

Patel and Jones (2017) carried out the research to investigate the role of promotion in student enrollment within higher education institutions. The study employed a mixed-methods approach, combining quantitative surveys and qualitative interviews to students. The findings of the study revealed that promotional activities play a significant role in influencing student enrollment decisions. Students who were exposed to targeted and persuasive promotional messages were more likely to consider enrolling in a particular institution. Moreover, the study highlighted the importance of aligning promotional efforts with the overall marketing strategy of the institution to maximize their impact on student enrollment.

Wang and Lee (2017) conducted the study to investigate the relationship between promotion strategies and student enrollment in higher education institutions, utilizing the 7Ps marketing model. The study adopted a quantitative research approach to examine the impact of promotion strategies on student enrollment. They collected data from multiple higher education institutions and analyzed it using statistical methods. The findings of the study revealed significant correlations between promotion strategies and student enrollment. Specifically, certain promotional activities were found to positively influence student enrollment rates in higher education institutions.

Martinez and Wilson (2016) undertook the study to examine the influence of staff and faculty engagement on student enrollment in higher education institutions, utilizing the 7Ps marketing framework. The study adopted mixed-methods research study. The findings of the study revealed that staff and faculty engagement significantly impact student enrollment rates in higher education institutions. Specifically, institutions with highly engaged staff and faculty members tended to experience higher levels of student enrollment and retention. Additionally, the study identified specific strategies and practices that institutions can implement to enhance staff and faculty engagement and, consequently, improve student enrollment outcomes. The reviewed literature highlights several significant studies examining various aspects of service marketing strategies and their influence on student enrollment in higher education institutions. However, a notable research gap exists regarding

the comprehensive examination of all 7Ps (product offerings, pricing, place/location, promotion, process, people, and physical evidence) within a single study context, particularly within the context of United College. While individual studies have investigated specific elements such as place, product development, process improvement, pricing, physical evidence, promotion, and people, there is a scarcity of research that integrates these diverse marketing strategies into a holistic framework to assess their collective impact on student enrollment at a specific institution like United College.

Thus, this study aims to fill this gap by conducting a comprehensive analysis of all 7Ps within a single research framework, offering a nuanced understanding of the effectiveness of service marketing strategies on student enrollment outcomes at United College. This study is based on 7Ps framework. The framework, also known as the service marketing mix, was originally introduced by McCarthy (1960) in his book *Basic Marketing: A Managerial Approach*, which laid the groundwork for understanding marketing strategies. Philip Kotler, a prominent marketing scholar, further refined and popularized the concept through his extensive writings and academic contributions (Kotler and Armstrong, 2016). The 7Ps theory encompasses seven key elements of the service marketing mix: product, price, place, promotion, people, process, and physical evidence (Kotler and Keller, 2016).

In the context of higher education, the 7Ps theory provides a robust framework for understanding and analyzing the various components of college marketing strategies (Kotler and Armstrong, 2016). Various researchers, including Smith and Brown (2018), Patel and Jones (2019), Garcia, M. and Nguyen, L (2020), Wang, Y. and Lee, C. (2017), Martinez, D. and Wilson, K. (2016), Anderson and Taylor (2019), Clark and Evans (2018), Garcia and Brown (2020), Patel and Jones (2017), and Smith and Lee (2019) have utilized the 7Ps framework in their conceptual frameworks. Similarly, the conceptual framework of this study was grounded in the 7Ps theory, which encompasses Product, Price, Place, Promotion, Process, People, and Physical evidence. These elements play a crucial role in shaping student perceptions and influencing enrollment decisions.

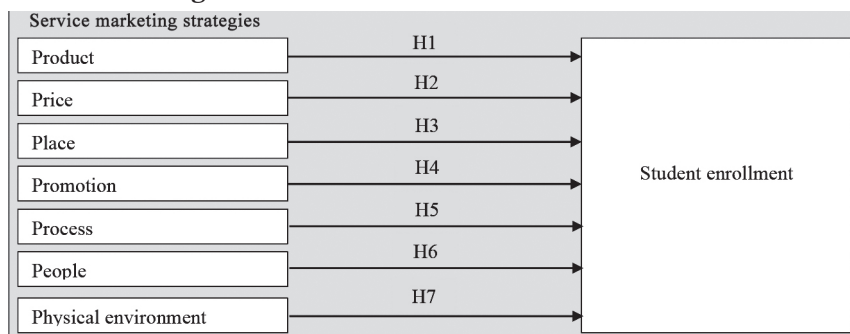


Figure 1: *Conceptual framework of the study*

Based on figure 1, seven hypotheses were proposed:

- H1: Product strategy has significant positive impact on student enrollment.
- H2: Pricing strategy has significant positive impact on student enrollment.
- H3: Place strategy has significant positive impact on student enrollment.
- H4: Promotion strategy has significant positive impact on student enrollment.
- H5: Process strategy has significant positive impact on student enrollment.
- H6: People strategy has significant positive impact on student enrollment.
- H7: Physical evidence strategy has significant positive impact on student enrollment.

Methods

This study has adopted a quantitative research approach driven by the need to gather numerical data and conduct statistical analysis, allowing for precise measurement and interpretation of the relationship between marketing strategies and student enrollment. Similarly, was utilized to explore the connection between marketing strategies and student enrollment. In this connection, the research focused on a population comprising 401 enrolled students of United College during the academic year 2080 V.S., spanning various programs such as Bachelor of Business Studies (BBS), Bachelor of Computer Applications (BCA), Bachelor of Business Management (BBM), and Master of Business Studies (MBS) programs. The study has determined its sample by using the simplified formula for proportions of a finite population (Yamane, 2007). The study assumes confidence level (Z) of 1.96, representing a 95% confidence level, and the margin of error (E) of 0.05 were commonly employed in sample size calculations (Daniel, 2019 and Montgomery, 2017). Based on these assumptions, the required sample size was calculated as under:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{E^2 + \frac{Z^2 \cdot p \cdot (1 - p)}{N}}$$

Where,
 Confidence level (Z) = 1.96 (for a 95% confidence level)
 Margin of error (E) = 0.05
 Population proportion (p) = 0.5
 Population size (N) = 401

Now, by plugging these values into the formula:

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1 - 0.5)}{0.05^2 + \frac{1.96^2 \cdot 0.5 \cdot (1 - 0.5)}{401}} = 197$$

Therefore, the study required a minimum sample size of 197 participants. However, due to the comparatively smaller enrollment in the MBS program in contrast to other programs like BBM, BCA, and BBS, constructing meaningful strata for sampling would not have been feasible. With such a small sample size, the resulting strata would likely be too small to provide reliable data for analysis. As a result, cluster sampling was selected as an alternative approach to recruit 198 student respondents. This method involved dividing the respondents into three clusters - BBM, BCA, and BBS - each comprising 66 participants, thereby excluding the MBS program. Out of 198 structured questionnaires - designed in Kobo Toolbox, utilizing a five-point Likert scale - distributed, a total of 127 questionnaires were returned, yielding a response rate of 64.14%. Out of the 127 questionnaires received, 5 were discarded due to incomplete responses. The collected data were analyzed using simple statistical tools to derive results leading to major findings of the study. Descriptive statistics such as frequency distribution and percentage were used to assess respondents' demographic characteristics. Similarly, inferential statistics such as correlation regression analysis, and hypothesis test were employed to explore the relationships between marketing strategies and student enrollment outcomes, investigate the predictive power of marketing strategies on enrollment rates, and assess the significance of observed relationships and test the research hypotheses formulated earlier.

Result

This section deals with the demographic characteristics of respondents, correlational matrix, regression analysis, hypothesis testing, and discussions related with service marketing strategies and student enrollment. In the demographic analysis (Table 1), an examination of respondents' characteristics—gender, program, and age provided valuable insights into the composition of the sample. The analysis of the effectiveness of service marketing strategies on student enrollment at United College reveals several key insights. Firstly, there is a higher representation of female students compared to male students, suggesting that marketing efforts may be more successful in attracting female students. Secondly, among the different academic programs, BBM has the highest enrollment, followed by BBS and Bachelor of BCA, while MBS has the lowest enrollment. This indicates a potential opportunity for targeted marketing efforts to increase enrollment in the MBS program. Lastly, the majority of respondents fall within the younger age brackets of 18-21 years old, with smaller representation in older age groups, suggesting that marketing strategies may be particularly effective in targeting younger students.

Table 1: Demographic characteristics of respondents

Items	Description	Frequency	Percentage
Gender	Male	34	27.91
	Female	88	72.09
	Total	122	100
Program	MBS	4	03.28
	BBS	42	34.43
	BBM	54	44.26
	BCA	22	18.03
	Total	122	100
Age	18 - 19	43	35.25
	20 - 21	41	33.61
	22 - 23	34	27.87
	24 - 25	3	02.46
	26 and over	1	00.82
	Total	122	100

Source: *Survey data, 2023*

In this study, Cronbach’s alpha, a measure of internal consistency reliability, was utilized to assess the reliability of several scales. Hair, Black, Babin and Anderson (2010) recommend a cutoff point of 0.70 for Cronbach’s alpha, indicating acceptable reliability. The study examined seven scales, each consisting of three items. From table 2, results indicate that most scales demonstrated good to excellent internal consistency reliability. Specifically, Pricing, Place, Promotion, People, and Physical evidence scales achieved Cronbach's alpha coefficients above the recommended cutoff, ranging from 0.799 to 0.853, categorizing them as good or excellent. However, the Process scale fell slightly below the threshold, with a Cronbach’s alpha of 0.776, deemed acceptable but not optimal. These findings suggest overall satisfactory reliability for the majority of scales, enhancing confidence in the study’s results.

Table 2: Reliability test

Scales	Items	Cronbach ‘s alpha	Remarks
Product	3	0.789	Good
Pricing	3	0.821	Good
Place	3	0.834	Good

Promotion	3	0.799	Good
Process	3	0.776	Acceptable
People	3	0.811	Good
Physical evidence	3	0.853	Excellent

Source: *Survey data, 2023*

The correlation analysis was conducted (see table 4) to explore the relationships between various constructs related to the effectiveness of service marketing strategies on student enrollment in United College. The constructs examined include Product (PRD), Pricing (PRC), Place (PLC), Promotion (PRM), Process (PRO), People (PPL), Physical evidence (PHE), and Student enrollment (SEN). Each cell in the correlation matrix displays the correlation coefficient between the respective pairs of constructs. In table 3, the correlation reveals a moderate positive correlation ($r = 0.578$, $p < 0.01$) between product (Prd) and student enrollment (Sen) at United College. This suggests that aspects related to the product offerings, such as program quality, curriculum relevance, or reputation, may have a significant influence on student enrollment numbers.

Similarly, the correlation analysis indicates a strong positive correlation between pricing (PRC) and student enrollment (SEN), with a coefficient of $r = 0.661$ ($p < 0.01$). This result suggests that pricing strategies employed by the college significantly impact student enrollment numbers. It implies that the affordability of tuition fees or availability of financial aid options may influence prospective students' decisions to enroll in the institution. In the case of place strategies, the correlation analysis reveals a strong positive correlation with student enrollment (SEN), with a coefficient of $r = 0.621$ ($p < 0.01$).

This suggests that strategies related to the physical location and accessibility of the college significantly influence student enrollment numbers. The correlation analysis demonstrates a moderate positive correlation between promotion (PRM) strategies and student enrollment in United College, with a coefficient of $r = 0.559$ ($p < 0.01$). This suggests that promotional activities implemented by the college, such as advertising campaigns, events, and social media efforts, have a significant impact on student enrollment numbers. The positive correlation highlights the importance of investing in comprehensive and targeted promotional strategies to enhance student enrollment outcomes. In addition, the correlation analysis reveals a moderate positive correlation between Process (Pro) strategies and student enrollment (SEN), with a coefficient of $r = 0.632$ ($p < 0.01$). This indicates that strategies related to the operational processes within the college have a significant impact on student enrollment numbers. It suggests that efficient and streamlined processes, such as admissions

procedures, academic advising, and student support services, play a crucial role in attracting and retaining students. The positive correlation highlights the importance of investing in optimizing operational processes to enhance the overall student experience and enrollment outcomes. Furthermore, people (PPL) strategies have strong positive correlation with student enrollment, with a coefficient of $r=0.646$ ($p<0.01$). This suggests that strategies related to the human aspect of the college, such as faculty expertise, student services, and campus culture, significantly influence student enrollment numbers. It implies that a positive perception of the college's faculty, staff, and overall community can attract prospective students and contribute to enrollment growth. Finally, the correlation analysis reveals a moderate positive correlation between physical evidence (Pen) strategies and student enrollment (SEN) at United College, with a coefficient of $r = 0.678$ ($p < 0.01$). This suggests that strategies related to the physical evidence of the college, such as campus facilities, amenities, and overall aesthetics, significantly influence student enrollment numbers.

Table 3: Correlation analysis

Constructs	PRD	PRC	PLC	PRM	PRO	PPL	PHE	SEN
PRD	1							
PRC	0.611**	1						
PLC	0.699**	0.679**	1					
PRM	0.487**	0.589**	0.624**	1				
PRO	0.512**	0.502**	0.489**	0.502**	1			
PPL	0.632**	0.578**	0.681**	0.598**	0.611**	1		
PHE	0.534**	0.498**	0.487**	0.566*	0.579**	0.511**	1	
SEN	0.578**	0.661**	0.621**	0.559**	0.632**	0.646**	0.678**	1

** Significantly correlated at the 0.01 level (2-tailed)

* Significantly correlated at the 0.05 (2-tailed)

Source: *Calculation of survey data, 2023*

Regression analysis was employed to examine the relationship between various marketing strategies and enrollment outcomes. The analysis of the model summary provided insights into the overall fit and significance of the regression model in explaining the variance in student enrollment. Additionally, ANOVA was utilized to assess the overall statistical significance of the regression model. Furthermore, coefficients derived from the regression analysis were examined to understand the magnitude and direction of the relationship between each marketing strategy and student enrollment. In table 4, the model summary indicates a strong relationship between the predictors (product, price, place, promotion, process, people, and physical evidence) and student enrollment ($R = .81$, R Square = $.667$). The adjusted R Square value suggests that approximately 67.8% of the variance in

student enrollment can be explained by the predictors. The ANOVA results reveal that the regression model is significant ($F = 69.51$, $p < .001$), indicating that at least one of the predictors significantly predicts student enrollment. Among the predictors, place ($\beta = .342$, $p < .001$), product ($\beta = .192$, $p = .001$), and price ($\beta = .121$, $p = .041$) show significant positive effects on student enrollment, suggesting that effective placement, product quality, and pricing strategies positively influence enrollment numbers. Additionally, promotion ($\beta = .154$, $p = .030$) and people ($\beta = .153$, $p = .012$) also have significant positive effects, albeit to a lesser extent. However, process and physical evidence do not significantly predict student enrollment ($p > .05$). These findings indicate that specific marketing strategies, particularly those related to place, product, price, promotion, and people, play crucial roles in driving student enrollment at United College.

With regard to hypotheses test results, based on the given data and hypotheses, product, price, place, promotion, and people strategies exhibit statistically significant impacts on student enrollment, as evidenced by their respective t-values (3.331, 2.213, 5.432, 2.341, and 2.452) and p-values (< 0.001 , 0.041 , < 0.001 , 0.030 , and 0.012). Therefore, the null hypotheses for these strategies are rejected, suggesting strong evidence in favor of their positive impacts on student enrollment. Conversely, the process and physical evidence strategies do not demonstrate significant impacts, as indicated by their non-significant p-values (0.451 and 0.789 , respectively). Hence, the null hypotheses for these strategies are retained due to insufficient evidence. These findings emphasize the importance of certain marketing strategies, such as product, price, place, promotion, and people strategies, in influencing student enrollment, while suggesting the need for further investigation into the effectiveness of process and physical evidence strategies.

Table 4: Regression analysis

Model summary

Model summary						
Model	R	R Square		Adjusted R Square	Std. Error of the Estimate	
1	0.811 ^a	0.667		0.678	0.51567	
a. Predictors: (Constant), Product, Price, Place, Promotion, Process, People, Physical evidence						
b. Dependent Variable: Student enrollment						
ANOVA						
Model		Sum of square	df	Mean of square	F	Sig.
1	Regression	95.579	5	19.116	69.51	0.000 ^b
	Residual	52.783	192	0.275		
	Total	148.362	197			

a. Dependent Variable: Student enrollment						
b. Predictors: (Constant), Product, Price, Place, Promotion, Process, People, Physical evidence						
Coefficient						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.179	0.193		-0.921	0.349
	Product	0.201	0.079	0.192	3.331	0.001
	Price	0.126	0.067	0.121	2.213	0.041
	Place	0.299	0.042	0.342	5.432	0.000
	Promotion	0.167	0.067	0.154	2.341	0.030
	Process	0.060	0.079	0.062	0.756	0.451
	People	0.161	0.069	0.153	2.452	0.012
	Physical evidence	0.023	0.080	0.032	0.312	0.789

Source: *Calculation of survey data, 2023*

Discussions

The exploration of previous studies provides valuable insights into the multifaceted nature of marketing strategies and their impact on student enrollment in higher education institutions. Garcia and Nguyen (2020) have shed light on the significance of place, emphasizing the role of campus aesthetics and facilities in shaping students' enrollment decisions. Similarly, Garcia and Brown (2020) highlight the importance of product development, particularly academic programs, in attracting students. Anderson and Taylor (2019) emphasize the positive influence of process improvement initiatives on enrollment outcomes, aligning with the findings of Patel and Jones (2019), who emphasize the pivotal role of pricing strategies in enrollment decisions. Smith and Lee (2019) further corroborate the influence of pricing strategies on enrollment, emphasizing the importance of perceived value. Smith and Brown (2018) extend the discussion to service marketing strategies, emphasizing their impact on enrollment outcomes, while Clark and Evans (2018) focus on the role of physical evidence, such as campus facilities. Patel and Jones (2017) and Wang and Lee (2017) emphasize the significant role of promotion in influencing enrollment decisions. Lastly, Martinez and Wilson (2016) highlight the crucial influence of staff and faculty engagement on enrollment rates.

In alignment with the insights gathered from previous studies, the current research findings validate the significant impacts of several service marketing strategies on student enrollment. Specifically, product, price, place, promotion, and people strategies demonstrate statistically significant effects on student enrollment, supported by their respective t-values and p-values. This confirms the importance of these strategies in attracting

and retaining students, as evidenced by their consistent influence across multiple studies.

However, the findings also highlight areas that suggest further investigation, particularly concerning process and physical evidence strategies, which did not exhibit significant impacts on student enrollment in the current study. These results highlight the dynamic nature of service marketing strategies within United College and the need for continuous evaluation and adaptation to effectively address evolving student needs and preferences. The findings of the current study contribute to the existing body of literature by providing empirical evidence of the effectiveness of specific service marketing strategies in influencing student enrollment. By confirming the significance of product, price, place, promotion, and people strategies, the study supports the importance of targeted and inclusive marketing approaches in attracting and retaining students. Furthermore, the identification of process and physical evidence strategies as areas requiring further exploration offers valuable insights for future research and strategic planning within United College. By explaining the refined relationship between service marketing strategies and enrollment outcomes, the study contributes to the development of evidence-based practices aimed at enhancing student enrollment and retention efforts. Moving forward, it is important for United College to leverage the insights gleaned from both previous research and the current study to inform their service marketing strategies effectively. College must prioritize investments in areas such as academic program development, pricing transparency, college infrastructure enhancement, promotional activities, and staff and faculty engagement to maximize their impact on student enrollment. Moreover, ongoing evaluation and adaptation of service marketing strategies based on growing student preferences and market dynamics are essential to ensure sustained enrollment growth and college success. By embracing a holistic approach to marketing strategy development and implementation, United College can cultivate a vibrant and inclusive learning community that attracts and retains diverse cohorts of students, fostering long-term success and sustainability.

Conclusion

This research aimed to effectiveness of service marketing strategies on student enrollment at United College. Employing quantitative research approach, descriptive and correlational research design, and data gathered from 122 enrolled students across diverse programs (BBM, BBS, BCA, and MBS), the study investigated seven distinct service marketing strategies: product offerings, pricing, place/location, promotion, process, people, and physical evidence. Grounded in the theoretical framework of the 7Ps marketing mix theory, initially formulated by E. Jerome McCarthy and further developed by Philip Kotler, the study provided a robust foundation for comprehending

the impact of service marketing strategies on student enrollment in institutions like United College. The results indicated that product offerings, pricing, place, promotion, and people strategies significantly enhanced student enrollment, as evidenced by their respective t-values and p-values. Conversely, process and physical evidence strategies did not yield significant effects on enrollment. These findings offer valuable understandings into the determinants of student enrollment choices at United College. Going forward, the institution can utilize these insights to refine its service marketing strategies, allocate resources efficiently, and bolster its competitiveness in the higher education sector. This study contributes to the existing literature on higher education marketing, emphasizing the pivotal role of strategic marketing initiatives in attracting and retaining students in academic institutions. Future research endeavors could delve into additional variables and factors influencing student enrollment, providing a more holistic understanding of enrollment dynamics in higher education contexts.

The findings of this study emphasize the crucial role of targeted service marketing strategies in enhancing student enrollment at United College (UC). Specifically, the significant positive impacts of product offerings, pricing, place, promotion, and people strategies highlight the need for UC to focus on these areas to attract more students. By optimizing their academic programs, ensuring competitive pricing, leveraging strategic location advantages, and employing effective promotional tactics, UC can substantially increase its appeal to prospective students. Furthermore, the emphasis on people underscores the importance of fostering a dedicated and supportive staff to enhance the overall student experience. Conversely, the lack of significant impact from process/admission procedures and physical evidence suggests these areas may require reevaluation or enhancement to align more closely with student expectations. Overall, this study provides actionable insights for UC and similar institutions aiming to strengthen their competitive edge through strategic marketing initiatives.

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