

THE DETERMINATION OF PRODUCTS, PRICES, PROMOTION OF EDUCATIONAL QUALITY THROUGH THE LECTURERS SATISFACTION OF BATAM UNIVERSITY IN THE COVID 19 PANDEMIC ERA

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ABSTRACT

Since the era of the Pandemic Covid 19 at the University of Batam, New Student Admissions have decreased, in 2019= 688 students, in 2020=592 students, 2021=600 students; it is necessary to research with the title "Determination of Products, Prices, Promotion of Educational Quality through the Lecturers Satisfaction of Batam University in the Covid 19 Pandemic Era in the Riau Islands" The object of the research was conducted at Batam University with 243 Lecturers as Respondents. Data analysis was performed using the Structural Equation Model (SEM) method. The software used for structural analysis is AMOS version 24. The results of the discussion are obtained as follows: Determination of Price variable on Satisfaction variable is positive and not significant, Determination of Products variable on Satisfaction variable is significantly positive, Determination of Promotion variable on Satisfaction variable is significantly positive, Determination of Prices variable on Educational Quality variable is significantly positive, Determination of Products variable on Educational Quality variable is positive significant, Determination of Promotion variable on Educational Quality variable is positive, not significant, Determination of Satisfaction variable on Educational Quality variable is significantly positive, Square Multiple Correlation for Job Satisfaction=0.893, for Educational Quality=0.994. From this research, it is proven that there was a problem during the Covid 19 Pandemic Era. In this case, the student's ability to pay tuition was disrupted, and promotions became insignificant.*

Keywords: Products, Prices, Promotion, Satisfaction, Educational Quality.

INTRODUCTION

Plague is a disaster that we cannot avoid, but we must react wisely and wisely. Since the emergence of a creature whose name is Corona Virus (Covid 19) in Wuhan, China, in December 2019, it has impacted the joints of social life, economy, culture, Education, and many others being paralyzed. Especially when the Corona Virus is endemic to all countries globally, including one of them to the State of Indonesia. In early March 2020, the government had

announced that the existence of the Corona Virus was a pandemic, so that every institution, both educational institutions from kindergarten, elementary, middle school, high school, to university, business institutions, social communities, religions, and other institutions that have direct interaction so that they are closed in the sense that all activities are carried out at home (Work From Home). Indonesia has a relatively large population of 267 million people with scattered areas; even though the government has made quick moves in handling Covid 19, the number of cases and those who died are moving so fast. Until the author inked this ink, there were 9,096 positive cases of Covid 19.

Another step taken by the government is to impose Large-Scale Social Restrictions (PSBB). This policy taken by the government impacts various sectors of life, including the economic and business sectors. Everyone has to stay at home, work at home, study, make transactions, and even worship at home. This impacts business actors, especially Micro, Small, and Medium Enterprises (MSMEs), Micro and Small Enterprises (UKM), and large-scale business actors. This condition must have something to do with the community's ability to pay tuition fees for their families. This is because with the government's Work from Home (WFH) and Stay at Home policies; it is clear that the level of effective demand directly in the field (market) has significantly decreased. . Those whose sources of income are not fixed, such as online motorcycle taxis (ojol), taxi drivers, construction workers, farmworkers, garden workers, and others whose income is not fixed, the effective demand will automatically decrease. To provide a solution for people with non-fixed incomes, the government provides direct assistance in the form of free 450 watts of electricity and 900 watts for only 50% payment until the end of June 2020. Apart from electricity, there is also a reduction in taxes, delays in credit payments, and direct assistance for basic needs. So it is hoped that effective demand will continue to grow. The problem is that people have to stay at home while people still have to fulfill their needs, wants, and hopes. Moreover, the effective demand decreases automatically for others whose income is not fixed.

To provide a solution for people with non-fixed incomes, the government provides direct assistance in the form of free 450 watts of electricity and 900 watts for only 50% payment until the end of June 2020. Apart from electricity, there is also a reduction in taxes, delays in credit payments, and direct assistance for basic needs. So it is hoped that effective demand will continue to grow. The problem is that people have to stay at home while people still have to fulfill their needs, wants, and hopes. Moreover, the effective demand decreases automatically for others whose income is not fixed. To provide a solution for people with non-fixed incomes, the government provides direct assistance in the form of free 450 watts of electricity and 900 watts for only 50% payment until the end of June 2020. Apart from electricity, there is also a reduction in taxes, delays in credit payments, and direct assistance for basic needs. So it is hoped that effective demand will continue to grow. The problem is that people have to stay at home while people still have to fulfill their needs, wants, and hopes. To provide a solution for people with non-fixed incomes, the government provides direct assistance in the form of free 450 watts of electricity and 900 watts for only 50% payment until the end of

June 2020. Apart from electricity, there is also a reduction in taxes, delays in credit payments, and direct assistance for basic needs. So it is hoped that effective demand will continue to grow. The problem is that people have to stay at home while people still have to fulfill their needs, wants, and hopes (Syahwani & Soeyono, 2021; Tandyonomanu et al., 2021).

The coronavirus outbreak in Indonesia and especially in Batam City impacts the world of Education. The central and regional governments have given policies to close all educational institutions. This is done as an effort to prevent the spread of the coronavirus. However, Education does not just stop there. For example, currently, all universities are implementing online lectures. This is not a problem for universities that have an online-based academic system. However, it will be a problem for universities that do not yet have online-based academics. However, every activity carried out must have positive and negative impacts, and the online learning system is starting to be implemented in several countries, including Indonesia itself. The number of people wrongly using online learning time or not taking advantage of online learning. Many find online learning time opening Instagram and playing online games.

Meanwhile, E-learning is only open for absenteeism, not for reading material or studying. Without guidance from an expert, many students will not do the learning optimally. Maybe there is only one target that the student wants to achieve, such as absenteeism. If you are absent, there is no effort to find learning online. This lack of self-study intention can impact material that students do not understand.

Furthermore, when they re-enter to take exams or study again, students fall behind and do not understand the material. Since the Pandemic Covid 19 era at Batam University, there has been a decline in New Student Admissions, in 2019=688 Students, 2020=592 Students, 2021=600 Students. It is necessary to conduct research entitled "*Determination of Products, Prices, Promotion of Educational Quality through the Lecturers Satisfaction of Batam University in the Covid 19 Pandemic Era in the Riau Islands*" The object of the research was carried out at the University of Batam with 240 Lecturers as Respondents.

Formulation of the Problem

- 1) How does product determine lecturer Satisfaction?
- 2) How does price determine lecturer Satisfaction?
- 3) How to determine Promotion lecturer Satisfaction?
- 4) How does product determine Educational quality?
- 5) How does price determine Educational quality?
- 6) How to determine Promotion Educational quality?
- 7) How does Lecturer Satisfaction determine Educational quality?

Theoretical Basis

Product theory

According to Kotler (2009), a product is anything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas. So the product is not only in the form of something tangible, such as food, clothing, etc., but also something as intangible as a service. All are intended to satisfy consumers' needs and desires (needs and wants). Consumers buy products

to meet the requirements (needs) and aim to satisfy their desires (wants). A product is traded to benefit from the creativity of a person, marketing team, or company (Wijayanti, 2012). According to Kotler et al. (2014), defining a product is anything that can be offered to the market for attention, acquisition, use, and consumption that can satisfy wants or needs. Products are more than items that can be measured. In a broad sense, the product includes physical goods, services, people, organizations, ideas, or a combination of all of them.

Price theory

According to Kotler et al. (2014), in the price variable, there are several main price activity elements, which include price levels, discounts, price discounts, and payment periods. According to Kotler et al. (2008), there are 4 (four) indicators that characterize prices: affordability of prices, the suitability of prices with product quality, price competitiveness, the fitness of prices with benefits. Furthermore, the researchers took 2 (two) price elements, namely: Price Levels and Discounted Prices. Price Level is a rate, which is a number that indicates value, price, speed of development, and production based on a particular unit of measure, insurance premium costs, or cost burden. Discounted price is a reduction in the amount given by the seller to the buyer as a tribute to a particular activity that is pleasing to the seller. Usually, these discounts are manifested in cash or goods and are intended to attract consumers. There are four types of rebates: quantity discounts, seasonal discounts, cash discounts, and trade discounts.

Promotion theory

Higher Education is a forum that is used as Research and Development and an arena for the formation of new people to produce a generation that has personality and scientific competence according to their field. Currently, when someone enters college, that person buys higher education services. Choosing a college is an investment decision, and the investment must benefit consumers after being declared graduated from college. Studying in college also takes quite a long time. Therefore, college consumers must have a strategy in choosing a good and quality college. Competition in the higher education industry in competing for the student market has started to get tougher. This is coupled with private universities in Indonesia, which thrive like *"mushrooms in the rainy season."* With these conditions, newly formed and not yet well-known universities feel the impact of intense competition in getting students. According to Lupiyoadi (2001), another reason that causes higher education industry competition is getting more arduous is the Government Regulation Number 61 of 1999 concerning Higher Education Autonomy.

This message's preparation (construction) cannot forget the market segmentation to be achieved. The primary instrument used to achieve the communication goals of a company or organization is an effective promotion strategy concerning the promotion mix. The marketing concept must be applied in managing the organization. Marketing is no longer a functional activity of the marketing department but is an integral part of an organization. Companies must transform themselves into marketing companies to compete globally. An essential key in marketing is effective communication, where messages are constructed based on the intended purpose. This message's preparation (construction) cannot forget the market segmentation to be achieved. The primary instrument used to achieve the communication goals of a company or

organization is an effective promotion strategy concerning the promotion mix. Marketing is no longer a functional activity of the marketing department but is an integral part of an organization. Companies must transform themselves into marketing companies to compete globally. An essential key in marketing is effective communication, where messages are constructed based on the intended purpose. This message's preparation (construction) cannot forget the market segmentation to be achieved. The primary instrument used to achieve the communication goals of a company or organization is an effective promotion strategy concerning the promotion mix.

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Lecturer satisfaction theory

Satisfaction is a feeling of pleasure or disappointment in someone who appears after comparing the performance (results) of the product being thought against the expected performance (or results). If the performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is satisfied or happy (Kotler, 2008). So, Satisfaction is a function of perception or impression of performance and expectations. If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy. According to Lovelock et al. (2011), satisfaction is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product or service or the product itself, which provides a level of consumer pleasure related to fulfilling consumer consumption needs. Consumer satisfaction can be created through quality, service, and value. The key to achieving customer loyalty is to provide high customer value. According to Kotler et al. (2014), customer value is the ratio of customers between all profits and all costs incurred to receive the offer given. Total customer costs are a group of costs used in assessing, obtaining, and using products or services. Because customer satisfaction is very dependent on customer perceptions and expectations, then a supplier of the product needs to know the factors that influence it. Alternatively, the product itself provides the level of consumer pleasure associated with meeting consumer consumption needs. Consumer satisfaction can be created through quality, service, and value. The key to achieving customer loyalty is to provide high customer value. According to Kotler (2008), customer value is the ratio of customers between all profits

and all costs incurred to receive the offer given. Total customer costs are a group of costs used in assessing, obtaining, and using products or services. Because customer satisfaction is very dependent on customer perceptions and expectations, then a supplier of the product needs to know the factors that influence it. Or the product itself,

Education quality theory

According to Article 1 of the Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System, Education is defined as follows "Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious-spiritual strength, self-control, personality, intelligence, noble character, and the necessary skills. Meanwhile, according to Carter V. Good in Ahmadi (2014), Education is defined as (a) art, practice, or profession as a teacher (teaching), and (b) systematic knowledge or teaching related to principles and methods of teaching, supervising, and mentoring students; in a broad sense replaced by the term education. Furthermore, Carter stated that Education is (a) a personal development process, (b) a social process, (c) a professional course, and (d) the art of creating and understanding the science that is structured and inherited/developed in the past by each generation of the nation. Education as an art means that Education must take place according to the characteristics and needs of each individual (student). At the same time, one individual with another has different characteristics. This is where an educator must deal with each student in specific ways to learn effectively. (b) social process, (c) professional course, and (d) art to create and understand the science that is structured and inherited/developed from the past by each nation's generation. Education as an art means that Education must take place according to the characteristics and needs of each individual (student). At the same time, one individual with another has different characteristics.

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Education as a practice is intended to measure abilities, develop each student's potential, and lead them to become independent. Therefore, the educational process (learning) should involve students actively because they are the ones who learn. Meanwhile, the presence of Lecturers plays more of a role as a facilitator (facilitator). In this case, applying practical methods in the educational process becomes very important. Education as a profession means that the task or job of educating requires having specific skills or disciplines. Professional teachers teach according to their disciplines—Education as a personal development process.

Education is intended to develop students' personalities to become psychologically mature people. A person is said to be mature, primarily indicated by his ability to distinguish between good and evil, right and wrong, beneficial and harmful, and they behave according to that understanding. Education as a social process means that it allows students to interact and adapt to each other with their fellow students to learn from each other effectively.

Education as professional training means that educators always try to develop their profession through involvement in various teacher professional development activities. Based on some of the definitions above, Education can be defined as a process of human interaction with the environment that takes place consciously and planned in order to develop all its potential, both physical (physical) and spiritual (thinking, feeling, intention, creativity, and noble character). Cause positive changes and progress, cognitive, affective, and psychomotor that continuously achieves their life goals. Thus, Education can be understood as a process and a result. As a process, Education is a series of human interaction activities with the environment that are carried out intentionally and continuously. As a result, Education refers to the results of human interaction with the environment in changes and improvements in cognitive, affective, and psychomotor.

Objectives of Education Every nation and state must organize an education system that can be religious in its implementation. Education that proceeds from different backgrounds will have different goals. The differences in educational goals are motivated by socio-cultural conditions, political systems, natural resource potential, etc. However, there is still room to identify similarities. UNESCO, in its agenda, states that the purpose of implementing Education is for all goals (Education for all goals) (Purwananti, 2016). Education refers to the results of human interaction with the environment in the form of changes and improvements in cognitive, affective, and psychomotor.

Hypothesis

- 1) Product determine lecturer Satisfaction
- 2) Price determines lecturer Satisfaction
- 3) Promotion determine lecturer Satisfaction
- 4) Product determine Educational quality
- 5) Price determines Educational quality
- 6) Promotion determine Educational quality
- 7) Lecturer Satisfaction determines Educational quality.

RESEARCH METHODOLOGY

Mixed-Method

The combined research model (Mixed Method) consists of a sequential explanatory model, a sequential exploratory model, a concurrent triangulation design, a concurrent embedded model. The sequential explanatory model combines quantitative and qualitative research sequentially, firstly done quantitative research, then conducted qualitative research. After analysis, the quantitative and qualitative data results will be entered into the matrix to see the comparisons obtained. The sequential 26 exploratory model combines the two research methods sequentially, starting with qualitative research and the second stage is quantitative research. The

concurrent triangulation design is a balanced combination of two research methods using quantitative and qualitative methods. These methods are used together, at the same time, but independently to answer research problems. The concurrent embedded model merges quantitative and qualitative research methods (Wijaya, 2019).

The method used is an explanatory qualitative approach to research methods. Research procedures are the steps carried out in research in the form of research methods, population and sample (quantitative) or sample data sources (qualitative), research instruments, data collection techniques, and data analysis techniques (Sugiyono, 2014). The qualitative data analysis procedures are: 1) collecting data sourced from books and research journals that are focused on the topic of research methods; 2) Grouping the data into types of research (quantitative, qualitative, R&D); 3) Discussion of the type of research method, and its suitability with the idea/title of the research to be discussed accompanied by examples of methods; (Wibisono, 2017)

Population

The population collects the whole object to be measured in a study (Cooper et al., 2006). The population of this study was all employees in the Riau Islands Province, amounting to 350 employees. The sampling technique is non-probability sampling (Black & Champion, 2001; Cooper et al., 2006). Following the specific sample, the characteristics are required, namely the features of the entire worker. The sampling technique selected is a non-probability technique that is judgmental (purposive). This is an example of a fact that has been established by those who will be taken as samples (Black & Champion, 2001).

Sample

The sample is an element of the population selected to represent the research population (Cooper et al., 2006). In this research, the sample size is adapted to the analysis model used is the Structural Equation Model (SEM). In this regard, the sample size for SEM is used the model estimating the maximum likelihood estimation (MLE) 100-200 samples (Ghozali, 2005), or as much as 5 to 10 times of the number of parameters estimated. In this research, the number of respondents obtained was 240 respondents consisting of lecturers from the University of Batam who already had a NIDN. Slovin used got names qualified to be used as samples are 150 respondents, as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{240}{1 + (240 \times 0.05^2)} = 150 \text{ respondents}$$

The data used in collecting this research consists of primary and secondary data. Primary data is obtained directly from the research object by sending questionnaires directly to potential respondents. Data score of respondents' answers to any further processed with statistical indicators Full Structural Equation Modeling (SEM) using AMOS software for Windows version

24.0 was obtained display like the image processing results in Structural Equation Modeling (SEM) following (Wibisono, 2017).

$$\begin{aligned}
 H_1: & \quad Y = \gamma_{y.x1}X1 + e1, \rightarrow \text{Direct Effects X1 to Y,} \\
 H_2: & \quad Y = \gamma_{y.x2}X2 + e1, \rightarrow \text{Direct Effects X2 to Y,} \\
 H_3: & \quad Y = \gamma_{y.x3}X3 + e1, \rightarrow \text{Direct Effects X3 to Y,} \\
 H_4: & \quad Z = \gamma_{s.x1}X1 + e2, \rightarrow \text{Direct Effects X1 to Z,} \\
 H_5: & \quad Z = \gamma_{s.x2}X2 + e2, \rightarrow \text{Direct Effects X2 to Z,} \\
 H_6: & \quad Z = \gamma_{s.x3}X3 + e2, \rightarrow \text{Direct Effects X3 to Z,} \\
 H_7: & \quad Z = ZYY1 + e2, \rightarrow \text{Direct Effects Y to Z}
 \end{aligned}$$

Data Analysis Method

Data analysis was performed using the Structural Equation Model (SEM) method. The software used for structural analysis is AMOS * version 24, namely:

1. Development of a theory-based model
2. Making flowcharts (path diagrams)
3. Convert flowcharts into a series of structural equations
4. Selection of input matrices and estimation techniques models built
5. Assess the possibility of identification problems
6. Evaluate the criteria for the goodness of fit
7. Model of interpretation and modification

DISCUSSION

Data score of respondents' answers to any further processed with statistical indicators Full Structural Equation Modeling (SEM) using AMOS software for Windows version 24.0 was obtained display like the image processing results in Structural Equation Modeling (SEM) following (Figure 1):

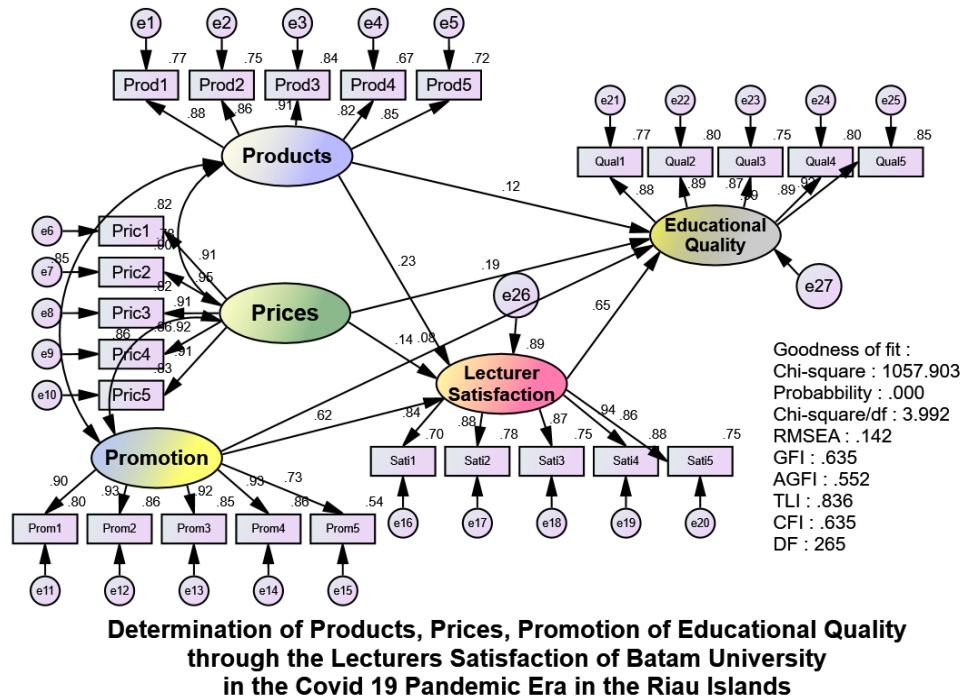


FIGURE 1
COMPLETE MODEL DETERMINATION OF PRODUCTS, PRICES, PROMOTION OF EDUCATIONAL QUALITY THROUGH THE LECTURERS SATISFACTION

Table 1
REGRESSION WEIGHTS: (GROUP NUMBER 1 - DEFAULT MODEL)

			Estimate	SE	CR	P	Label
SATI	<---	PRIC	0.145	0.081	1,798	0.072	par_24
SATI	<---	PROD	0.268	0.092	2,908	0.004	par_25
SATI	<---	PROMO	0.602	0.097	6.209	***	par_26
QUAL	<---	PRIC	0.183	0.051	3,603	***	par_27
QUAL	<---	PROD	0.134	0.061	2.212	0.027	par_28
QUAL	<---	PROMO	0.069	0.082	.837	0.403	par_29
QUAL	<---	SATI	0.592	0.093	6.339	***	par_30

Table 2
STANDARDIZED REGRESSION WEIGHTS: (GROUP NUMBER 1 - DEFAULT MODEL)

			Estimate
SATI	<---	PRICE	0.138
SATI	<---	PROD	0.228
SATI	<---	PROMO	0.620
QUAL	<---	PRICE	0.190
QUAL	<---	PROD	0.125
QUAL	<---	PROMO	0.077
QUAL	<---	SATI	0.646

Table 3
SQUARED MULTIPLE CORRELATIONS: (GROUP NUMBER 1 - DEFAULT MODEL)

	Estimate
SATI	0.893
QUAL	0.994

Table 4
THE GOODNESS OF FIT

The goodness of fit index	Cut-Off Value	Model Results	Information
Chi-square (χ^2)	Expected To Be Small	1057.903	good
Relative Chi-square (χ^2/df)	≤ 3:00	3.992	Marginal
Probability	> 0.05	0.000	Marginal
RMS	≤ 0:08	0.142	Marginal
GFI	≥ 0.90	0.635	Marginal
AGFA	≥ 0.90	0.552	Marginal
CFI	≥ 0.94	0.635	Marginal
TLI	> 0.94	0.836	Marginal

Based on the three Tables 1-4 above associated with the theoretical and empirical basis, the results of the discussion can be conveyed as follows:

1. Determination of the Prices variable on the Satisfaction variable has a standardized estimate (regression weight) of 0,138 with Cr (Critical ratio= identical to the value of t-count) of 1.798 at probability= 0.72 CR value 1.798≤2.00 and Probability= 0.0,720 indicates that the Determination of Prices variable on the Satisfaction variable is not significantly positive. This finding does not match the theory Price level is a rate, which is a number that indicates value, price, speed of development, and production based on a particular unit of measure, insurance premium costs, or cost burden. Discounted price is a reduction in the amount given by the seller to the buyer as a tribute to a particular activity that is pleasing to the seller. Usually, these discounts are manifested in cash or goods and are intended to attract consumers. There are four types of rebates: quantity discounts, seasonal discounts, cash discounts, and trade discounts.
2. Determination of the Products variable on the Satisfaction variable has a standardized estimate (regression weight) of 0.228 with Cr (Critical ratio=identical to the value of t-count) of 2.908 at probability=0.004, CR Value 2.9082 and Probability=0.0040indicates that the Determination of the Products variable on the Satisfaction variable is significantly positive. The study results are by the theory which states that According to Kotler et al. (2014), defining a product is anything that can be offered to the market for attention, acquisition, use, and consumption can satisfy wants or needs. Products are more than items that can be measured. In a broad sense, the product includes physical goods, services, people, organizations, ideas, or a combination of all of them.
3. Determination of the Promotion variable on the Satisfaction variable has a standardized estimate (regression weight) of 0,620 with Cr (Critical ratio= identical to the value of t-count) of CR6.209 at probability= *** Value of CR6.2092.00 and Probability=***0.05 indicates that the determination of the Promotion variable on the Satisfaction variable is significantly positive. This research is by the theory that Marketing is no longer a functional activity of the marketing department but is an integral part of an organization. Companies must transform themselves into marketing companies to compete globally. An essential key in marketing is effective communication, where messages are constructed based on the intended purpose. This message's preparation (construction) cannot forget the market segmentation to be achieved. The primary instrument used to achieve the communication goals of a company or organization is an effective promotion strategy concerning the promotion mix.
4. Determination of the Prices variable on the Educational Quality variable has a standardized estimate (regression weight) of 0.190 with Cr (Critical ratio=identical to the value of t-count) of 3.603 at

- probability=*** Value of CR3.6032.00 and Probability=***0.05 indicates that the Determination of Prices variable on the Educational Quality variable is significantly positive. The truth of this research is by the theory that according to Kotler et al. (2014), in the price variable, there are several main price activity elements, which include price levels, discounts, price discounts, and payment periods. According to Kotler et al. (2008), there are 4 (four) indicators that characterize prices: affordability of prices, the suitability of prices with product quality, price competitiveness, the fitness of prices with benefits.
5. The determination of the Products variable on the Educational Quality variable has a standardized estimate (regression weight) of 0.125 with Cr (Critical ratio= identical to the value of t-count) of 2.212 at probability= 0.188 CR Value2.2122. Probability= 0.0270 indicates that the determination of the Products variable on the Educational Quality variable is significantly positive. This finding is by the theory According to Kotler (2009), a product is anything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas. So the product is not only in the form of something tangible, such as food, clothing, etc., but also something as intangible as a service. All are intended to satisfy consumers' needs and desires (needs and wants). Consumers buy products just to meet the requirements (needs) and aim to satisfy their desires (wants).
 6. Determination of the Promotion variable on the Educational Quality variable has a standardized estimate (regression weight) of 0.077 with Cr (Critical ratio= identical to the value of t-count) of 0.837 at probability= 0.403 CR Value0.83720 and Probability= 0.4030 indicates that the determination of the Promotion variable on the Educational Quality variable is positive and not significant. This research is not by the theory according to Lupiyoadi (2001); another reason that causes competition in the higher education industry to be more stringent is the existence of Government Regulation Number 61 of 1999 concerning Higher Education Autonomy. Through the PP, the government provides opportunities for every university (PT) to produce more efficient management and impact scientific development through the autonomy of higher education institutions. In addition, private universities are also allowed to grow and develop in line with state universities.
 7. Determination of the Satisfaction variable on the Educational Quality variable has a standardized estimate (regression weight) of 0.646 with Cr (Critical ratio= identical to the value of t-count) of 6.339 at probability=***CR Value6.3392.00 and Probability=***0.05 indicates that the determination of the Satisfaction variable on the Educational Quality variable is significantly positive. The results of this study are by the theory, which states that the educational process is a series of activities of human interaction with the environment that is carried out intentionally and continuously. As a result, Education refers to the results of human interaction with the environment in changes and improvements in cognitive, affective, and psychomotor. Objectives of Education Every nation and state must organize an education system that can be religious in its implementation. Education that proceeds from different backgrounds will have different goals. The differences in educational goals are motivated by socio-cultural conditions, political systems, natural resource potential, etc.
 8. Squared Multiple Correlation for Job Satisfaction= 0.893, for Educational Quality=0.994. The value of Square Multiple Correlation for the variable Job Satisfaction $R^2=0.893$ identical to R^2 on SPSS by 0.994 then the magnitude of Determination is the value of Square Multiple Correlation for the variable Job Satisfaction times 100%=0.893x 100%=89.3%. Thus, it can be stated that Products give the change in Job Satisfaction Determination, Prices, Promotion of 89.3%, the remaining 100%-89.3%=10.70% determined by other variables not included in this study. For Educational Quality $R^2=0.994$ then the magnitude of the determination= 0.994 x 100%=99.4%. Thus, it can be stated that changes in Religious Performance are given Determination by Product, Prices, Organizational Commitment, and Job Satisfaction of 99.4%. The remaining 100%-99.4%=0.6% are other variables not included in this study.

CONCLUSION

- 1) The determination of the Price variable on the Satisfaction variable is positive and not significant.
- 2) The determination of the Products variable on the Satisfaction variable is a significant positive.

- 3) The determination of the Promotion variable on the Satisfaction variable is significantly positive.
- 4) The determination of the Prices variable on the Educational Quality variable is significantly positive.
- 5) The determination of the Products variable on the Educational Quality variable is a significant positive.
- 6) The determination of the Promotion variable on the Educational Quality variable is positive and not significant.
- 7) The determination of the Satisfaction variable on the Educational Quality variable is significantly positive.
- 8) Squared Multiple Correlation for Job Satisfaction is 89.3%, for Educational Quality is 99.4%.

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