THE MARKETING MIX EFFECT OF INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

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Abstract. This study aims to determine how much influence the marketing mix to the acquisition decision a student at the College of Christian Religion AnakBangsa. The research model used in this research that using a questionnaire (questionnaire), the sample in this study 81 students who were students Nations Children STAK. The analytical method used is multiple regression analysis. From the results of the study indicated that there is the influence of simultaneous perception of the marketing mix to the acquisition STAK Nations Children student in Surabaya. Where the value of the highest simultaneously shown on variable X5 is people, with a value of 0.658 or 65.8%, to the presentation of student acquisition. Partially perception there are four variables, namely the product variable (X1)with a value of 0.647 or 0.647%, the variable price (X2)with a value of 0.601 or 60.1%, variable promotions (X3)with a value of 0.611 or 61.1% and variable locations (X4)with a value of 0.658 (65.8%) were the most influential in the interest of students. Besides the variable (X5)is a dominant influence on the variable interest of students choose STAK AnakBangsa Surabaya.

Keywords: Marketing Mix, Interests Student

1. Introduction

Yayasan Pendidikan Anak Bangsa, presents the College of Christian Religion Anak Bangsa (STAK Anak Bangsa), as a manifestation participated fair in achieving the goals of national education in Indonesia, with the motto "Nations Children Intelligent, Nation Qualified" STAK Nations Children was established on July 10, 2009, SK Establishment PS: Mount Zion Foundation Chairman. Number SK establishment PS (*): 15 / SK / YBZ / VII / 09, with the number SK Operating Permit (*): DJ.III / Kep / HK.00.5 / 553/2012. Location lectures STAK Nations Children Surabaya has two campuses, the campus of A is in Menanggal Jalan 1 / 10C, Gayungan, Surabaya and Campus B is located at Jalan Kartika Manyar East No. 6, Surabaya.

Through STAK Nations Children expected to be a forum for students to become a Christian religious educators, experts in the field of teaching and educating in the school as a teacher of religion, both in elementary, junior high, high school, and a church service. STAK Nations Children implementing the national curriculum that is issued by the Director General of the Ministry of Religious Affairs Guidance Christians and curricula tailored to the needs of the institution with the students' needs and the environment. So there should be a marketing strategy, through the marketing mix, the study chose the product, price, promotion, location, and facilities / infrastructure instructional media, as the cornerstone of the marketing mix to the acquisition of students. Based on the above,

Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

41

the authors are interested in doing research in STAK Anak Bangsa, with the title of the influence of the marketing mix to the interest of students choose the College of Christian Religion Anak Bangsa Surabaya.

The influence of independent variables on the dependent variable is the effect of the product, price, promotion, location, and the people, against the interests of students choosing STAK Nations Children Surabaya as an option for continuing undergraduate students chose 1. A decision STAK Nations Children's school in Surabaya due to the existence of products liking, competitive pricing, smooth distribution system as well as the promotion of good. STAK product excellence Nations Children Surabaya in this case can be realized in the subjects that are in accordance with the National Curriculum Guidance issued by the Director General of the Ministry of Religious Affairs Christians and curriculum tailored to the needs of the institution with the needs of students, and the environment. While the price is proxied by the suitability of price and quality, comparison with other Christian High School in the city of Surabaya, as well as comparison with the High School of Christianity in other cities.

Their marketing mix in synergy, it is expected that applicants will make purchasing decisions / students choose STAK Nations Children Surabaya, and also perform mouth to mouth promotion to invite relatives, friends and others to join in STAK Anak Bangsa Surabaya.

2. Literature Review
2.1 Marketing

Event Marketing is often mistaken for sales and promotional activities, marketing actually bukam merely conducting sales activities and sales promotion alone. Sales and promotions are one of the few actual marketing function is to identify consumer needs, develop the right products, set pricing, distribution and promotion implement effective so that it can be said that it is a series of marketing activities of the social process.

According to Kotler (2000), marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and exchanging products yanng valuable to other parties. Larreche (2000), marketing is a social process that involves important activities that allow individuals and companies to get what they need and want through the exchange dengtan other parties to build its exchange relations. While Farrell (1995), describe marketing is the process of planning and execution of the design, to pricing, promotion, and distribution of ideas ,, goods and services or create pertukara that meet individual and organizational goals -sasaran. Degan is based on some understanding of marketing above, semnuanya have goals and principles sam that marketing is not only related to penjuaklan and promotion, but also an activity that has a social

Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

42

dimension and oriented to the satisfaction kebutuha and desires of consumers through the exchange.

The marketing mix is an activity to make sales and purchases, resulting in mutually beneficial agreement with the transactions and provide the benefits of the products bought and sold. Discuss marketing strategy, the concept of the marketing mix (marketing mix) is always important to note. Kotler (2003) defines the marketing mix as a set of marketing tools used by a company to achieve the object of marketing specified in the appropriate target market the product. According Lupiyoadi Creep (2001) defines the marketing mix is a tool for marketers consisting of various elements of a marketing program that should be considered that the implementation of marketing and positioning stratergi established by the company running successfully.

According to Mc Carthy (in Kolter, 1997) classifies the four elements of the marketing mix tools (4P), the product (products), Price (Price), place (Place) and promotion (promotion). 4P marketing mix is often successful for business in goods. But for the four service businesses marketing mix is felt to be insufficient. Various additional elements require attention in the service business. Menrut Booms and Bitner (in Kotler, 1997) marketing mix strategy needs to be expanded by adding three-dimensional components in the marketing of services, namely the person (people), physical evidence (physical evidence), and the process (the process). The third element is related to the nature of the services which the product or operation to consumption is a series that can not be separated and involve consumers and service providers directly (there is interaction directly).

According to Kotler (1999: 8) argues that the marketing strategy is a social and managerial process in which individuals and groups obtain what is needed and desired by creating, offering, and exchanging products of value with others. Understanding shows that contain aspects of social marketing strategies both individually and collectively to meet the needs and desires, as a result of the desire and need, so it creates an interaction called the exchange transaction of goods and services. The goal is to meet the desires and needs of consumers both to individuals and groups. American Marketing Association (in Assauri, 2001) says that the marketing strategy is the result of work performance of business activities relating to the flow of goods and services from producer to consumer. In this case many marketing strategy decisions that must be made well before the product is produced, such as decisions concerning the product made, market, price and promotion.

Related to product marketing educational services, according to Alma (2011) marketing functions in education is to form a good image of the institution in order to attract a number of

Agus Sukoco- THE MARKETING MIX EFFECT OF
 INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

43

prospective students, the educational institutions, using or developing efforts strategies known to the efforts of marketing mix strategy Kotler (in Hurriyati 2010) proposed definition of the marketing mix (marketing mix), is a set of marketing tools (marketing mix) that can be used by educational institutions to achieve its marketing objectives in the target market.

In general, an education unit has a goal and to achieve it requires strategy. According to Alma (2008: 64) the strategy is a unified comprehensive and integrated plan that connects between an organization's internal strengths with opportunities and threats external environment. The strategy is designed to ensure that organizational goals can be achieved with the right. The substance of the strategy is basically a plan. Because the strategy related to the evaluation and selection of alternatives available to a management company in achieving its intended purpose. According to Kotler (2000) marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering and exchanging products of value with others.

Furthermore, according to Kotler and Armstrong (2005) that the marketing mix is a set of tactical marketing tools and controlled that combined to produce the target market response. In this case in the form of educational service marketing mix elements of educational organization that can be controlled by the organization in communicating degan learners and will be used to satisfy learners. In line with this Assauri (2009) stated the marketing mix is a combination of variables or activities that constitute the core of the marketing system, a variable that can be controlled and used by persahaan to influence student responses in target markets. Hurriyati (2010) proposed the concept of the marketing mix

tadisional*(traditionalmarketing*mix)consists of 4Ps *product* (product), *price* (theprice), *place* (places / locations) and *promotion* (promotion). Meanwhile for marketing services. Zeithaml said its marketing mix should be extended*(expandedmarketing mixfor*services)with the addition of non-traditional elements mix, namely *people* (people), *physical evidence* (physical facilities), and *process* (process), so that a seven-element (7p).

Education services according to Hurriyati (2010) generally have characteristics utamayaitu:

a. Intangible*(Intangibility),*intangible services such as produkfisik, which led to the service user education can not see, smell hear, and feel the results before they consume (into subsystems educational institutions).

b. No separate*(Inseparability),*education services can not be separated from its source, namely the educational institutions that offer these services. That is, education

Agus Sukoco- THE MARKETING MIX EFFECT OF
 INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

44

services produced and consumed simultaneously (simultaneously) at the same time.

c. Varies*(Variability),*the service is highly variable because it is nonstandarized out-put, it means a huge variation, the quality and type, depending on who, when, and where the services are produced.

d. Not durable*(Perishability),*the service is a commodity not durable and can not be saved.

Alma (2008: 51) megemukakan educational services marketing is the activity of educational institutions provide services or deliver educational services to students in a satisfactory manner. Based on these definitions can be concluded that the educational services marketing is an activity undertaken by educational institutions to analyze, plan, implement and control programs that have been formulated so as to satisfy learners.

2.2 Student Satisfaction

Stauss and Neuhaus (1997) quoted Fandhy & Gergorius (2005: 203) distinguishes five types of satisfaction and two types of dissatisfaction by a combination of emotions specific to the service providers, expectations regarding the capabilities of future performance service suppliers, and interest in behaving to choose again service providers concerned, these types are:

a. *Demanding customer*satisfaction,an active type of satisfaction, relationships with service providers stained positive emotions, especially optimism and confidence. Based on the positive experience in the past, customers with the type of satisfaction is hoped that the service provider will be able to satisfy their expectations are increasing in the future, other than that they are willing to continue the relationships that satisfy the service providers so that loyalty will depend on the ability of service providers to improve their performance in line with the demands of customers.

b. *Stable customer satisfaction* that customers have the aspiration level of passive and demanding behavior. Positive emotions to the service providers is characterized by steadiness and trust in a relationship that is built up today, DIMA they want things to stay the same. Based on the positive experiences that have formed, they are willing to continue the relationship with the service provider

c. *resigned customer*satisfaction,customers in this type satisfied Namur not the result of fulfillment of expectations, Namur is based more on impression unrealistic, behavior tended to be passive tend not willing to make efforts in demanding improvements ,

d. *Stable customer*dissatisfaction,the customer is not satisfied with the performance of the service provider but they tend not to do anything. Relationships with service providers and colored by negative emotions asumís their

Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

45

expectations in the future will not be met, and did not see an opportunity for change and improvement.

e. *Demanding customer dissatisfaction* aspiration level characterized by active and demanding behavior, at the level of emotional dissatisfaction caused protests and opposition, they actively demand improvements.

In measuring customer satisfaction, Kotler (2000: 38) suggests a number of ways including:

a. *Complaint and Suggestion system* (system of complaints and suggestions), the information of the suggestions and complaints will be used as the data in anticipating and development company;

b. *Customer satisfaction surveys* (customer satisfaction survey), the level of student complaints of data used in measuring satisfaction, it is biased through surveys, post, telephone, or the questionnaire;

c. *Ghost shopping* (shoppers shadows), sending people to make purchases in the company of others or the company itself to see clearly the advantages and disadvantages of its services;

d. *Lost customer analysis* (analysis of customers who switch), the contacts made to customers who have switched to another company to be used as a performance improvement in increasing satisfaction.

In general it can be said that the emergence of dissatisfaction of students due

to: (1) does not match expectations with reality dialaminga, (2) dissatisfaction in service during the process of enjoying the services, (3) the behavior of personnel is not satisfactory, (4) the atmosphere and physical environmental conditions no support, (5) the cost is too high, because of distance, time and the price is too high, (6) the promotion does not correspond to reality.

3. Methods

3.1 Subjectsstudy

In this the overall student population is active STAK Nations Children attend school in Surabaya during the study. Samples are partly or representative of the population studied, Arikunto (2002: 109). The sample used in this study are students who attend school in Surabaya STAK Nations Children during the study. Many samples selected in this study amounted to 81 students, the student class of 2009 to 2014. STAK Nations Children Surabaya, graduating student of 1st 2015.

3.2 Data Collection

Data collection is a process approach to the subject and the process of collecting the necessary characteristics of a subject in a study. The data collection tools are selected and used by researchers in its activities in order to collect these activities into a systematic and easy by it. In this study, the overall student population is active STAK Nations Children attend school in Surabaya during the study.

Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

46

3.3 Analysis of DataData

Processing in this study using multiple linear regression analysis with SPSS 13.00 for windows then obtained multiple linear regression equation, as follows.

Table 1

Multiple regression analysis

Model	unstandardized Coefficients		t	Sig.
	B	Std Error		
Constant	46 168	8829	5229	0000
Products (X$_{0,249\ 0,482\ 0,517\ 0,607}$				1)
Promotion (X$_{0,039\ 0,313\ 0,124\ 0,901}$				2)
Area (X3)	0251	0253	0993	0324
Price (X4)	0720	0421	1709	0092
Persons (X5)	0213	0186	1148	0255
R = 0290			R Square = 0084	
F count = 1,382			Sig. = 0.000	
F$_{table}$ = (df: 5/75; α = 5%) = 2,337				
t$_{table}$ = (Df: 5/75; α / 2 = 0.025) = 1992				

Based on the calculation above, obtained by multiple linear regression equation as follows:

$$Y = 0249 (X1) + 0.039 (X2) + 0251 (X3) + 0720 (X4) + 0.213 (X5)$$

the interpretation of linear regression models above are as follows:

a. constant (a) is generated by 46 168 indicates that interest students in STAK Anak Bangsa (Y) amounted to 46 168 single-unit if the variable product (X1), price (X2), promotion (X3), location (X4), and people (X5) is constant.

b. Products coefficient value (β1) of 0249 indicates that if the variable product (X1), increased the unit, it will result in the student's interest STAK Anak Bangsa (Y) will increase by 0249, assuming other variables constant.

c. Promotion coefficient value (β2) of 0039 indicates that if the price variable (X2) improved the unit, it will lead to increased student interest in STAK Anak Bangsa (Y) by 0039, assuming other variables constant.

d. The location coefficient values (β3) of 0251 indicates that if a variable location (X3) increased the unit, it will lead to increased student interest in STAK Anak Bangsa (Y) by 0251, assuming other variables constant.

e. The coefficient of price (β4) of 0720

Agus Sukoco- THE MARKETING MIX EFFECT OF INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

47

indicates that if the price variable (X4) increased the unit, it will lead to increased student interest in STAK Anak Bangsa (Y) by 0720, assuming other variables constant.

f. The coefficient value (β5) of 0.213 indicates that if the variable Person (X5) improved the unit, it will lead to increased student interest in STAK Anak Bangsa (Y) by 0213, assuming other variables constant.

4. Results

With respect to the formulation of the problem and research hypothesis proposed as described in the previous section, it can be explained THAT variables that affect student interest (Y) is the product (X1), price (X2), promotion (X3), location (X4), and people (X5). To test the hypothesis that the first test was used simultaneously (F test) which indicates that if all the independent variables are the product (X1), price (X2), promotion (X3), location (X4), and people (X5) affect the interest of students in STAK Anak Bangsa Surabaya (Y). Because the F count> F table, namely 2,337> 1,382, then H0 is accepted at the 5% significance level so that it can be concluded that the product variable (X1), price (X2), promotion (X3), location (X4), and (X5) and does not affect the interest of students in STAK Anak Bangsa Surabaya (Y).

Table 1 also shows the value of correlation coefficient (R) indicates how closely the relationship between product variables (X1), price (X2), promotion (X3), location (X4), and people (X5) and the interest of students in STAK Anak Bangsa Surabaya (Y). The value of the correlation coefficient is equal to 0.290. These values indicate that the strong relationship product variable (X1), price (X2), promotion (X3), location (X4), and people (X5) and with variable interest of students in STAK Anak Bangsa Surabaya (Y), because the value of the correlation between 0.2 s / d 1.

the coefficient of determination or R^2 is used to measure the effect of all independent variables is the variable product (X1), price (X2), promotion (X3), location (X4), and people (X5) and the variable namely bound student interest (Y). From the results of multiple regression analysis obtained by the coefficient of determination (R2) = 0.2902, at 0.0841 which indicates that the contribution of variables influence the product (X1), price (X2), promotion (X3), location (X4), and people (X5) on the interest student (Y) at 8:41%, while the remaining 91.59% influenced by other variables outside the model studied.

To test used hipostesis second partial test (t test) that shows the partial effect of each independent variable on the dependent variable (non-free). In this stage testing of the independent variables included in the models created to determine whether the independent variable (X) partially have a significant influence on the dependent variable (Y).

Table 2

Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

48

test results partial effect

Variable	T_{count}	Sig
Products (X1)	0517	0607
Price (X2)	0124	0901
Promotion (X3)	0993	0324
Area (X4)	1709	0092
Person (X5)	1148	0255

Based on the analysis of the t test, then appropriate determination procedure hypothesis $\alpha = 0.05 / 2 = 0.025$ with df (n - k - 1) = (81-5-1 = 75) in which the table = 1992, so the results of t test analysis, as Table 2 above can be seen as follows.

a. Aspects of the product obtained t for 1992 is greater than ttabel 0517, H0 is rejected at the 5% level so that the conclusions in partial product (X1) affect the interests of students.

b. Aspects of prices obtained t for 1992 is greater than ttabel 0124, H0 is rejected at the 5% level so that the conclusions in partial price (X2) affect the interests of students.

c. The promotional aspect obtained t for 1992 is smaller than ttabel 0993 H0 accepted at the 5% level so that the conclusions in partial sale (X3) did not affect the interests of students.

d. Aspects of the location obtained t for 1992 is smaller than ttabel 1709 H0 accepted at a rate of 5%, so the conclusion partial variable location (X4) does not affect the interests of students.

e. Aspects of the obtained t for 1992 is smaller than ttabel 1.1448 then H0 accepted at a rate of 5% so the conclusion partial variable (X5) do not affect the interests of students.

5. Discussion

In this study can be in the know that the highest average of the variable product (X1) contained in the statement "STAK Nations Children already accredited BAN PT" with an average of 3.91, which means the majority of respondents said "Strongly Agree", while the overall value an average of 3.88. The highest average of the price variable (X2) contained in the statement "According to I the price I paid for the study costs in STAK children of the nation commensurate with the value / value of the program of study" with an average of 3.94, which means the majority of respondents said "Strongly agree", whereas overall had an average value of 3.90.

The highest average of promotion variable (X3) contained in the statement "Information STAK Nations Children Easy I earn through social media" with an average of 3.89, which means the majority of respondents said "Strongly agree", while as a whole has an average value 3.86. The highest average of the variable location (X4) contained in the statement "campus environment safe, comfortable and supportive educational process" with an average of 3.91, which means the majority of respondents said "Strongly

Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

49

agree", while overall had an average value of 3.91. The highest average of the variable (X5) contained in the statement of "Power Administration, friendly in providing information to students" with an average of 3.91, which means the majority of respondents said "Strongly agree", while overall had an average value of 3.82. And the highest average of the variable interest of students (Y) contained in the statement "The cost of study as a primary consideration for me to join in STAK Nations Children" with an average of 3.80, which means the majority of respondents expressed "Very Setujuh", while overall had a mean value -rata 3:52.

The value of the correlation coefficient is equal to 0.290. These values indicate that the strong relationship product variable (X1), price (X2), promotion (X3), location (X4), and people (X5) and with variable interest of students in STAK Anak Bangsa Surabaya (Y), because the value of the correlation between 0.2 s / d 1. From the results of multiple regression analysis obtained by the coefficient of determination (R2) = 0.2902, at 0.0841 which indicates that the contribution of variables influence the product (X1), price (X2), promotion (X3), location (X4), and (X5) against the interests of students (Y) at 8:41%, while the remaining 91.59% influenced by other variables outside the model studied.

Based on the partial test through SPSS version 13.00 for the output variable product (X1) obtained t for 1992 is greater than ttabel 0517, H0 is rejected at the 5% level so that the conclusions in partial product (X1) affect the interests of students. Test pasial at variable rates (X2) obtained t for 1992 is greater than ttabel 0124, H0 is rejected at the 5% level so that the conclusions in partial price (X2) affect the interests of students.

Test pasial the promotion variable (X3) obtained t for 1992 is smaller than ttabel 0993 H0 accepted at the 5% level so that the conclusions in partial sale (X3) did not affect the interests of students. Test pasial at variable locations (X4) obtained t for 1992 is smaller than ttabel 1709 H0 accepted at a rate of 5%, so the conclusion partial variable location (X4) does not affect the interests of students. The partial test variable (X5) obtained t for 1992 is smaller than ttabel 1.1448 then H0 accepted at a rate of 5% so the conclusion partial variable (X5) do not affect the interests of students.

The coefficient of determination ($r^{2)}$is the biggest to the variable (X5) of 0.130 means the partial variable (X5) provide a dominant influence on student interest (Y) with the percentage relationship of 13:00%. While that gives the smallest effect on the interests of students (Y) is a variable price (X2) that is equal to 0.60%.

6. Conclusion

Based on the research and analysis of the data and discussions that have been put forward, it can be summed up as follows:

a. There is a simultaneous effect on the

Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

50

perception of the marketing mix of Student Interests (Y) in the College of Christian Religion Anak Bangsa Surabaya. Where the value shown in the highest simultaneous X2 is the (X5), with a value of 0.658 or 65.80%, against presentation of Student Interests Christian High School Prefer Anak Bangsa Surabaya.

b. Partially perception there are four variables, the variable product (X1) with a value of 0.647 or 0.647%, the variable price (X2) with a value of 0.601 or 60.1%, variable promotions (X3) with a value of 0.611 or 61.1% and variable location (X4) with value of 0.658 (65.8%) were the most influential in the interest of students. Besides the variable (X5) is a dominant influence on the variable interest of students choose STAK Anak Bangsa Surabaya.

7. Recommendations

Based on the above conclusions, the authors can give some suggestions as follows:

a. STAK Nations Children Surabaya expected to improve the quality of the marketing mix which includes: product, price, promotion, location, facilities / infrastructure instructional media. In order to obtain a student.

b. STAK Nations Children Surabaya is expected to maintain and develop the quality of product, price, promotion, location, facilities / infrastructure media interest in learning new students to enroll in this school.

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Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

51

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Agus Sukoco- THE MARKETING MIX EFFECT OF
INTERESTS IN HIGH SCHOOL STUDENTS CHOOSE NATIONS CHILDREN CHRISTIANITY SURABAYA

52