

Marketing Mix Implementation and Students' Motivation in

ABC College: Basis for Marketing Program

Giselle Marie G. Plarisan

gisellemarieplarisan@gmail.com

Laguna College of Business and Arts, Calamba City, Laguna, 4027, Philippines

Abstract

The main thrust of this study was to assess the level of effectiveness of the 7 P's marketing mix strategy implementation and the level of students' motivation in ABC College, Santa Rosa, Laguna for tertiary studies. For the statistical treatment, mean, four-point Likert-scale, t-test, Pearson Product-Moment Correlation were used. The overall findings of the study revealed that the marketing mix strategy implementation of ABC College, Santa Rosa, Laguna were very effective and there was no significant difference in the assessments made by the two groups of respondents. On the other hand, the results on the level of students' motivation in ABC College, Santa Rosa, Laguna for tertiary studies were found highly motivated and there was no significant difference in the assessments of the two groups of respondents. The marketing mix implementation of the institution had a significant relationship to the students' motivation in ABC College, Santa Rosa, Laguna for tertiary.

Keywords: Marketing Mix Implementation; Students' Motivation

Introduction

Marketing was simply described as the process of exchanging money and product/service between a customer and a seller. However, as time has passed, more and more marketers have characterized it as satisfying customers to ensure customer retention and profit. As a result, businesses are expected to develop strategies that will enable them to gain a competitive advantage over their competitors. And it's not just about the quality of your product/service; it's also about how you inform and persuade your customers. By that, Al-Nimer (2015) indicated that marketing is a critical component in establishing a company's brand and increasing profits. Marketing management seeks to build long-term relationships with consumers to gain their confidence, loyalty, and profits. This goal has prompted businesses to devote more money to marketing, but it also allows them to

justify their expenditures. Managers and academics are expected to show how marketing boosts a company's financial resources. Additionally, according to Bahador (2019) efficient mix marketing will push the organization to its target and boost its success in the company's short-term and long-term performance. A successful marketing strategy must lead a company where it wants to be on a long-term basis, which is why marketing strategies are recognized as the ongoing phase. Likewise, Mercado, et al. (2018) revealed that business organizations such as schools utilize marketing activities to promote their offerings, especially their specializations. The need to be recognized is quite essential as in most cases, the student's perception of an educational institution depends highly on the impression they or their relatives have of the institution. With the many avenues of promotion nowadays, even colleges and universities have strategically looked for ways to encourage student enrolment.

Furthermore, the number of HEIs in the Philippines has grown rapidly over the past decades. For the School Year 2014-2015, there are 86 private institutions operating in the City of Santa Rosa. With the increasing number of private higher education institutions that provide the same services in Santa Rosa, Laguna the competition becomes very strong, and private institutions need to step up their strategic ways on how their students' retention will increase. In this study, the researcher, being a faculty member of ABC College, Santa Rosa, Laguna decided to examine the implementation of the marketing mix strategy and the student's motivation in considering the institution for their tertiary studies. Besides, the researcher aims to contribute to enhancing the marketing program of ABC College, Santa Rosa, Laguna for them to continue to retain their students and gain profit especially in this time of the pandemic.

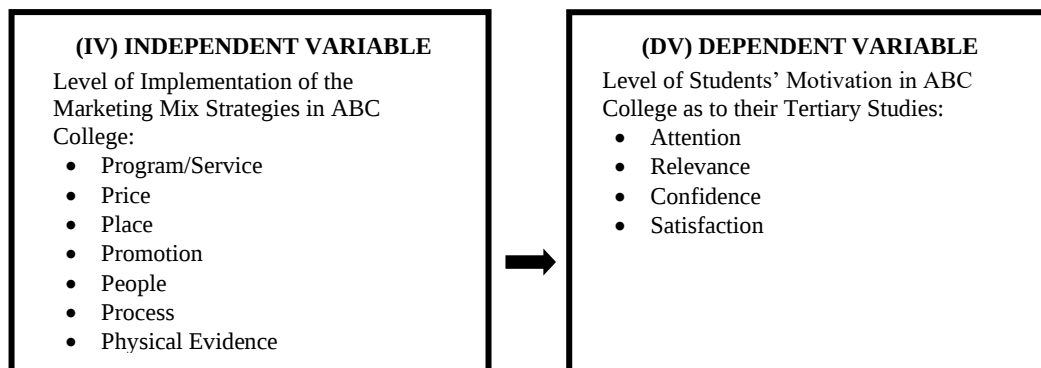
Theoretical Framework

The current study was anchored on the concept of the 7Ps Marketing Mix of Kotler and Fox as cited in the study of Samani, et al. (2017) specific to the field of higher education. They stated that

to survive and to achieve sustainable competitive advantage, higher institutions' principals can employ marketing mix elements (7Ps) to satisfy customer needs and influence demand for the services. They defined marketing as the management process responsible for identifying, anticipating, and satisfying customer requirements profitably and that applying a simple marketing framework is vital because it enables managers to plan their activities, find out what works, then use them again when and where they are most effective.

The study also has moored on the ARCS Model of Motivational Design of John Keller as cited in the study of Malik (2014) entitled “Effectiveness of Arcs Model of Motivational Design to Overcome Non-Completion Rate of Students in Distance Education”. The ARCS Model of motivation was created by Keller while he was researching ways to supplement the learning process with motivation. The model is based on Tolman's and Lewin's expectancy-value theory, which presumes that people are motivated to learn if there is value in the knowledge presented and if there is an optimistic expectation for success. According to Keller, the goal of the many instructional design theories that have been developed is to provide effective and efficient instruction. However, in these theories, the aspect of motivation has been generally ignored whereas motivation has to be the essence of learning. The model consists of four main areas: Attention, Relevance, Confidence, and Satisfaction.

Figure 1: Conceptual Framework (Research Paradigm)



It illustrates the interrelationships and interdependencies of variables used in the study. The independent variable shows the cause pertains to the level implementation of the marketing mix strategy in ABC College in terms of program/service, price, place, promotion, people, process, and physical evidence. The dependent variables show the level of students' motivation in terms of attention, relevance, confidence, and satisfaction in selecting ABC College Santa Rosa, Laguna for their tertiary studies.

Statement of the Problem

The main objective of this study is to assess and determine the relationship between marketing mix strategy implementation and motivational level for retention of students in ABC College, Santa Rosa, Laguna. Specifically, this study answered the following questions:

1. What is the level of implementation of marketing mix strategy in ABC College as assessed by the employees and students in terms of:

- 1.1. program/service,
- 1.2. price,
- 1.3. place,
- 1.4. promotion,
- 1.5. people,
- 1.6. process, and
- 1.7. physical evidence?

2. Is there a significant difference in the assessment of the employees and students on the level of implementation of marketing mix strategy in ABC College Santa Rosa, Laguna?

3. What is the level of students' motivation for tertiary studies in ABC College as assessed by them and the employees in terms of:

- 3.1. attention,

3.2. relevance,

3.3. confidence, and

3.4. satisfaction?

4. Is there a significant difference between the assessments of the employees and students on the level of students' motivation for tertiary studies in ABC College?

5. Is there a significant relationship between the level of implementation of marketing mix strategy and the level of students' motivation in ABC College?

6. Based on the findings of the study, what marketing plan may be proposed to enhance the existing program?

Hypotheses

The following hypotheses were tested for their significance:

1. There is no significant difference between the assessments of the employees and students on the level of implementation of the marketing mix strategy.

2. There is no significant difference between the assessments of the employees and students on the level of students' motivation for tertiary studies in ABC College.

3. There is no significant relationship between the level of implementation of marketing mix strategy and the level of students' motivation in ABC College.

Scope and Delimitations

This study focused on the 7Ps marketing mix implementation of ABC College, Santa Rosa, Laguna in terms of program/service, price, place, promotion, people, process, and physical evidence.

The researcher also limited its discussion on students' motivation in selecting ABC College for tertiary studies in terms of attention, relevance, confidence, and satisfaction as assessed by the college students who graduated from SHS level at ABC College, Santa Rosa, Laguna and was

enrolled in the tertiary level in the same institution for Academic Year 2020-2021 and the teaching and non-teaching employees.

Although there were many college institutions in Santa Rosa, Laguna, the study was limited to one institution only. In addition, the researcher wanted to contribute to the betterment of the institution. Moreover, due to the agreement between the institution and the researcher in terms of confidentiality, the researcher did not name the educational institution in Santa Rosa, Laguna, and used the generic term “ABC” to address the institution.

Review of Related Literature and Studies

According to Samani et al. (2017), Kwang (2019), Gallegos (2018), Khorsheed et al. (2020), Ordinario et al. (2018), and Tukur et al. (2019) the marketing mix helps to attract and recruit prospects students in choosing a university that may lead to increase the student’s enrollment of an HEI. Additionally, Veseli-Kurtishi et al. (2017), Brkanlić (2019), and Feliciano (2015), and Rizkallah et al. (2017) stated that generating your marketing efforts properly helps the students satisfy with the services offered and gain a competitive advantage.

On the other hand, regarding student engagement, Achinewhu-Nworgu (2017) mentioned that superior teaching and learning, educational resources, and support facilities, clearly give a strong advantage to students in private colleges. Additionally, Raghavan et al. (2015) stated that a student's/customer's positive perception of the institution is a crucial factor for survival in the competitive environment and that service quality leads to students' satisfaction and retention. Furthermore, Caruth (2018) stated that students and faculty assessment are important to measure the institution's success.

Furthermore, although there are no general studies on the relationship between marketing mix strategies and student motivation have been conducted, numerous studies have been conducted in this area. Some of the local private education institutions were not able to identify the importance

of marketing mix strategies and students' motivation to increase their enrollment number that will lead to gaining more profit. This study is conducted to identify the level of implementation of marketing mix strategy and the student's motivation in considering ABC College Santa Rosa, Laguna for their tertiary studies. The information was gathered from the college students that had graduated from SHS level at ABC College, Santa Rosa, Laguna and are enrolled in tertiary level in the same institution for A.Y. 2020-2021 and the teaching and non-teaching employees. The findings may be used to develop a marketing program that ABC College Santa Rosa, Laguna, and other private educational institutions could implement.

Methodology

Research Design

The study utilized the descriptive correlational design method as the research strategy that attempted to figure out the current state about how the marketing mix strategy implementation of ABC College, Santa Rosa, Laguna effectively helpful towards the retention of the students for tertiary studies. Correlational research methods were used to assess relationships and patterns of relationships among variables in a single group of subjects. The purpose of correlational research was to determine relationships between variables or to use these relationships to make predictions. Therefore, correlational research was required for the collection of data to measure and determine whether any significant relationship exists between the two or more quantifiable variables or not. Moreover, this study used the most common type of descriptive research tool for surveying. This helped to gather information from the respondents of ABC College, Santa Rosa, Laguna.

Creswell stated that the correlational research design was a procedure in quantitative research in which investigators measure the degree of association (or relationship) between two or more variables or sets of scores (Iskandar, 2016). Correlation and linear regression analysis were statistical techniques to quantify associations between an independent, sometimes called a predictor,

variable (X) and a continuous dependent outcome variable (Y) (Sullivan, 2016).

Instrument

The researcher used a self-made survey questionnaire as an instrument derived from different reading materials of related literature and studies. The survey questionnaire was constructed for the purpose that it gave significant information about marketing mix strategy and students' motivation for retention. The outline of the questionnaire was drawn out based on the researcher's readings then modified through the help of the advisers and validators.

The researcher prepared questionnaires for students and employees. The first part of the questionnaire showed the profiles of the respondents such as name (optional) and the designation of they were a student or an employee.

In the second part, it determined the implementation of the existing marketing strategy of ABC College, Santa Rosa, Laguna based on the following variables: (a) Program/Service, (b) Price, (c) Place, (d) Promotion, (e) People, (f) Process, and (g) Physical Evidence.

The third part of the questionnaire measured the level of motivation of the students in considering ABC College, Santa Rosa, Laguna for their tertiary studies in terms of (a) Attention, (b) Relevance, (c) Confidence, and (d) Satisfaction.

After the modifications and validations of the questionnaire the researcher proceeded to the administration of the questionnaire utilizing the Four-Point Likert Scale:

Arbitrary Scale for the Marketing Mix Implementation

Scale	Range	Verbal Interpretation	Categorical Response
4	3.25-4.00	Highly Implemented	Highly Effective
3	2.50-3.24	Implemented	Effective
2	1.75-2.49	Moderately Implemented	Moderately Effective
1	1.00-1.75	Not Implemented	Not Effective

Arbitrary Scale for the Level of Students' Motivation

Scale	Range	Verbal Interpretation	Categorical Response
4	3.25-4.00	Highly Observed	Highly Motivated
3	2.50-3.24	Observed	Motivated
2	1.75-2.49	Moderately Observed	Moderately Motivated
1	1.00-1.75	Not Observed	Not Motivated

Respondents of the Study

This study focused on the college students that graduated from Senior High School at ABC College, Santa Rosa, Laguna, and were enrolled in tertiary level in the same institution for A.Y. 2020-2021 and the teaching and non-teaching employees.

Respondents of the Study

Respondents	Population	Sample	Percent
Students	120	62	67%
Employees	43	30	33%
TOTAL	163	92	100%

It presented the distribution from the two groups of respondents of the study at ABC College, Santa Rosa, Laguna. These two groups had a total population of one hundred sixty-three (163). Students had a total population of one hundred twenty (120) and the Employees has a total population of forty-three (43).

Data Gathering Procedure

The researcher gave a letter of request to ABC College, Calamba to conduct pilot testing for the Cronbach Alpha. Once the result of the pilot testing was done, the researcher also gave a letter of request to ABC College, Santa Rosa, Laguna for permission in conducting the final/actual survey. Upon approval to conduct the study, the researcher started the data gathering. The researcher sought help from several faculty members of the institution who were handling college students and asked permission to meet their students in their online synchronous class to explain the purpose of the study. Since there was a COVID19 Pandemic in the country today, an online survey was done to reach out to the respondents. After the researcher administered and retrieved the sets of

questionnaires herself, the responses of the subjects were scored, tallied, and tabulated for data presentation, analysis, and ultimate presentation. Once the data were collected, the researcher sought assistance from the statistician for the tabulation and computation of the results then the data were summarized, presented, and analysed.

Treatment of Quantitative Data

The following were the statistical treatments employed in the study by a statistician using Statistical Package for the Social Sciences (SPSS):

1. Weighted mean was the statistical tool used to answer specific research questions numbers one (1) and three (3).
2. T-test for independent samples was used to answer specific research questions numbers two (2) and four (4).
3. The Pearson Product-Moment Correlation was utilized to answer research question number five (5).

Results and Discussion

From the data gathered and analyzed, the following findings were presented:

1. On the Level of Implementation of Marketing Mix Strategy in ABC College of Santa Rosa, Laguna.
 - 1.1. In terms of Program/Service Offerings, the general composite assessment is 3.14 and interpreted as Effective.
 - 1.2. In terms of Pricing, the general composite assessment is 3.25 and interpreted as Very Effective.
 - 1.3. In terms of Place/Service Distribution, the general composite assessment is 3.14 and interpreted as Effective.

1.4. In terms of Promotion, the general composite assessment is 3.39 and interpreted as Very Effective.

1.5. In terms of People, the general composite assessment is 3.23 and interpreted as Effective.

1.6. In terms of Process, the general composite assessment is 3.26 and interpreted as Very Effective.

1.7. In terms of Physical Evidence, the general composite assessment is 3.35 and interpreted as Very Effective.

2. Test of Significant Difference on the Assessment of the Employees and Students on the Level of Implementation of Marketing Mix Strategy in ABC College, Santa Rosa, Laguna.

As to the following variables namely price, promotion, place, people, process, and physical evidence, in their probability values of .074, .291, .253, .139, .803, and .121 respectively, are all greater than the level of significance at .05, hence it can be said that there was no significant difference in the assessments made by the two groups of respondents. On the other hand, the respondents have different assessments on the program/service offerings. As shown on the probability value of .017 greater than the level of significance, therefore it can be said that there was a significant difference in the assessments made by the two groups of respondents.

3. On the Level of Students' Motivation in ABC College, Santa Rosa, Laguna for Tertiary Studies.

3.1. In terms of Attention, the general composite assessment is 3.45 and interpreted as Highly Motivated.

3.2. In terms of Relevance, the general composite assessment is 3.45 and interpreted as Highly Motivated.

3.3. In terms of Confidence, the general composite assessment is 3.41 and interpreted as Highly Motivated.

3.4. In terms of Satisfaction, the general composite assessment is 3.33 and interpreted as Highly Motivated.

4. Test of Significant Difference between the Assessments of the Employees and Students on the level of Students' Motivation in ABC College, Santa Rosa, Laguna for Tertiary Studies.

As to the following variables namely attention, relevance, confidence, and satisfaction, the probability values were all greater than the level of significance at .05 thus reject the null hypothesis. Hence, it can be said that there was no significant difference in the assessments of the two groups of respondents on the level of students' motivation in selecting ABC College, Santa Rosa, Laguna for their tertiary studies.

5. Test of Significant Relationship between the Level of Implementation of Marketing Mix Strategy and the Level of Students' Motivation in ABC College, Santa Rosa, Laguna for Tertiary Studies.

The probability values are all less than the level of significance at .05 thus the null hypothesis was rejected. There was a significant relationship between the level of implementation of marketing mix strategy and the level of students' motivation in ABC College, Santa Rosa, Laguna for tertiary studies.

6. The Proposed Enhanced Marketing Plan

As an output, an enhanced marketing program was proposed for the management of ABC College, Santa Rosa, Laguna to serve as a guide that was easy to understand and detailed to help the institution to retain their students for tertiary studies and to maintain and generate more profit.

Conclusions/Reflections and Directions for Future Use

Based on the above-mentioned findings of the study, the following conclusions were drawn:

1. That ABC College, Santa Rosa, Laguna is successful in offering various programs however lacks in providing student scholarships for the ablest and deserving students. Also, the institution is doing

a great job in providing different payment methods for its students. Additionally, the institution is being effective in providing references for the courses and lectures they gave to the students however lacks in providing students with seminars and workshops. Moreover, in using brochures, tarpaulins, posters, and other advertisement tools the institution is being successful in reaching their prospective students but then is having a problem in reaching their prospective students using the campus visit method. Furthermore, the faculty members of the institution are said to be approachable, considerate, and are always ready and willing to help students, by contrast, the security, canteen, and utility personnel good behavior is ineffective. In addition, the effort of the faculty members of the institution in providing various teaching methods to deal with different learning capacities of the students is effective but then the releasing of school documents is not that quick and easy for the students. Further, the institution is doing a great job in providing security personnel on entrances and exits but is having a problem in providing students with complete and well-equipped laboratories as required by the programs offered such as computer laboratory, kitchen laboratory.

2. That the employees and students have the same view on the level of implementation in the marketing mix strategy of ABC College, Santa Rosa, Laguna in terms of price, promotion, place, people, process, and physical evidence. However, in terms of program/service offerings, the two groups of respondents have opposing viewpoints.

3. That the teachers at ABC College, Santa Rosa, Laguna are capturing their students' attention by encouraging them to ask questions that allow them to do brainstorming or critical thinking but then the effort in using novel, surprising, strange, and uncertain events as examples to keep the students' attention is still lacking. In addition, the teachers are effectively displaying the relevance of their lessons in the students in the present time however showing the students' role models using the content that teachers present to improve their lives is not good enough. Moreover, the teachers are

keeping their students' confidence when they are allowing the students to maintain a positive image while engaged in the learning tasks but then is still lacking efforts to make the students have more confidence by supporting students' participation in activities that will put into practice their communication skills and enlightening the students' expectancy of success in particular learning tasks. Also, the student's satisfaction with the teachers in using consistent and transparent assessment rubrics and/or grading system for written and oral performance tasks is high however offering the students rewards in a motivational manner is still lacking.

4. That the employees and students have the same view in the level students' motivation in selecting ABC College, Santa Rosa, Laguna for their tertiary studies.

5. That effective implementation of the marketing mix strategy and student's motivation has a connection to students' decision in selecting ABC College, Santa Rosa, Laguna for their tertiary studies.

6. That the proposed Enhanced Marketing Program is essential and is a beneficial strategy and guide to ABC College, Santa Rosa, Laguna to retain their students for their tertiary studies and to maintain and generate more profit.

Recommendations

Based on the forecited findings and conclusions of the study, the following recommendations are proposed by the proponent to maintain and enhance the marketing mix strategy and the students' motivation of ABC College, Santa Rosa, Laguna.

1. The Management together with the Marketing Department may continue to implement their existing marketing mix strategy. Some areas may need attention and improvement to constantly meet and satisfy the ever-changing needs of their students.

2. Conducting various seminars not just for the students but also for the employees may help determine the needs of students in terms of the marketing mix strategy offerings.

3. The Faculty Members may continue to utilize the various approaches, activities, and methods that they have to constantly motivate the students.
4. The Faculty Members may need to always assess how to motivate their students and may develop new approaches, activities, and methods to constantly motivate the students, especially in the new normal class.
5. The Management, in collaboration with the Marketing Department and the Faculty Members, may make use of the above-mentioned recommendations to continuously satisfy the students and parents/guardians and maintain positive relationships with them.
6. The proposed enhanced marketing program is highly recommended and ABC College, Santa Rosa, Laguna may add or modify the proposed enhanced marketing program to continuously retain students for their tertiary studies.
7. Future researchers may use the research study as a reference for their work.

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Appendix A. Survey Questionnaire for Respondents

MARKETING MIX IMPLEMENTATION AND STUDENTS' MOTIVATION IN ABC COLLEGE: BASIS FOR MARKETING PROGRAM

Name (Optional): _____

Type of Respondent (please check /): ☐ School Dean/Principal ☐ Department Head
☐ Faculty ☐ Non-teaching Employee ☐ 1st Year College Student

Part I. This part aims to measure the level of effectiveness in terms of marketing mix implementation of the ABC College, Santa Rosa, Laguna.

Directions: Kindly answer all statements and do not leave any item unanswered. Please put checkmarks or tick your answers based on the rating scale below.

- 4 - Highly Implemented
- 3 - Implemented
- 2 - Moderately Implemented
- 1 - Not Implemented

1. LEVEL OF EFFECTIVENESS IN TERMS OF MARKETING MIX IMPLEMENTATION				
1.1 In terms of Program/Service Offering, the school...	4	3	2	1
1. offers student's choice of programs;				
2. generates programs' curriculum that matches the students' intellectual and emotional capabilities;				
3. ensures the quality of teaching with enough number of highly experienced and competent faculty members;				
4. holds activities to support non-academic and/or social needs of the students;				
5. provides student scholarships for the most able and deserving students; and				
6. is effective in recruiting, admitting, and supporting students, including those from indigenous groups, the handicapped, low-level income groups, foreign students, and other special groups.				
1.2 In terms of Pricing, the school...	4	3	2	1
1. offers lower tuition fee in comparison with other schools;				
2. provides different payment methods such as cash basis, installment, and digital payment;				
3. provides Statement of Accounts periodically to remain transparent with the break-down of the tuition fee;				
4. processes support from the government subsidy to lessen the tuition fee;				
5. provides scholarships and/or tuition fee discounts for valedictorians, dean's listers, and varsity members; and				
6. provides tuition fee discounts to reward loyal students.				
1.3 In terms of Place (Service Distribution), the school...	4	3	2	1

1. delivers instruction through a convenient room;				
2. provides reference for the courses and lecture;				
3. provides students with seminars and workshops;				
4. provides support services for the students' learning; and				
5. provides academic consultation services.				
1.4 In terms of Promotion, the school...	4	3	2	1
1. conducts campus visit on the school of prospect students;				
2. uses brochures, tarpaulins, posters, and other advertisement tools;				
3. optimizes the school's official website;				
4. utilizes social media platforms such as Facebook, Instagram, Twitter, and YouTube for digital advertising;				
5. uploads quality contents on the school's official website and social media platforms that shows the different services offered;				
6. conducts classroom campaigns to provide awareness to the school's various programs and service offerings; and				
7. promotes advertisement slogans to attract prospect students.				
1.5 In terms of People, the school's...	4	3	2	1
1. faculty members are approachable, considerate and are always ready and willing to help students;				
2. faculty members are highly experienced and competent and are generally with master's and PhD degree holders;				
3. support services personnel such as accounting, registrar, and admission staffs, guidance officers, librarians, and nurses are approachable and are always ready and willing to help students;				
4. support services personnel such as accounting, registrar, and admission staffs, guidance officers, librarians, and nurses are knowledgeable and efficient; and				
5. security, canteen, and utility personnel are polite and well-mannered.				
1.6 In terms of Process, the school...	4	3	2	1
1. ensures that faculty members provide various teaching methods to deal with different learning capacity of the students;				
2. engages students in carrying out research as part of the learning strategy and support them to publish their research;				
3. produces creative work in arts and humanities, science and technology, and business and management;				
4. operates clear and simple admission, registration, and enrollment process flow chart;				
5. provides an automated registration, and enrollment system;				
6. ensure that the requests of releasing school documents are quick and easy; and				
7. ensures that support services such as clinic, guidance office, library, and others deliver proper process in providing their services to the students.				
1.7 In terms of Physical Evidence, the school...	4	3	2	1
1. provides students with complete and well-equipped laboratories as required by the programs offered such as computer laboratory, kitchen laboratory and among other;				
2. provides physical and sports facilities such as gymnasium, multi-purpose hall, and others;				
3. ensures that other facilities such as classrooms, faculty room, library, guidance office,				

clinic and among others are functional;				
4. provides separate comfort room for male and female in every floor;				
5. provides proper garbage disposal area;				
6. provides security personnel on entrances and exits; and				
7. installed CCTV cameras in gates and strategic places.				

Part II. This part aims to measure the level of students' motivation for tertiary studies in ABC College Santa Rosa, Laguna.

Directions: Kindly answer all statements and do not leave any item unanswered. Please put check marks or tick your answers based on the rating scale below.

- 4 - Highly Observed
 3 - Observed
 2 - Moderately Observed
 1 - Not Observed

1. LEVEL OF STUDENTS' MOTIVATION				
2.1 In terms of Attention, the teachers...	4	3	2	1
1. use related and specific examples about the content of the subject;				
2. use a small amount humor to maintain the interest of the students with the lessons;				
3. provide the students with hands on or role-playing activities;				
4. encourage the students to ask questions to allow them to do brainstorming or critical thinking;				
5. use variety of methods and approaches (e.g., videos, discussion groups, collaborate learning) to sustain the interest of the students;				
6. use novel, surprising, strange, and uncertain events as examples; and				
7. employ inquiry arousal to stimulate curiosity by posing challenging questions or problems to be solved.				
2.2 In terms of Relevance, the teachers...	4	3	2	1
1. explain why and how lessons' content help the students today;				
2. explain why and how lessons' content help the students in the future (e.g., finding a job, getting into a college, etc.);				
3. assess the students to get better understanding whether they learn because of achievement, power, or affiliation;				
4. allows the students to choose their own strategies for them to be able to develop and enhance their skills and abilities;				
5. allow students to establish connections between new information and what they already know;				
6. show the students role models using the content that teachers present to improve their lives; and				
7. use specific language and examples with which the students are familiar.				
2.3 In terms of Confidence, the school...	4	3	2	1
1. builds experiences for students such as participating in school's organizations, clubs,				

competitions, and other activities that can boost their confidence;				
2. supports students' participation in activities that will put into practice their communication skills;				
3. teaches various learning strategies to help students build confidence in their learning ability;				
4. enlightens the students' expectancy of success in particular learning tasks;				
5. allows the students to maintain a positive image while engaged in the learning tasks;				
6. provides motivation by promoting cooperation among the students and teachers; and				
7. promotes students' autonomy by letting them supervise and/or take responsibility with a specific task.				
2.4 In terms of Satisfaction, the school...	4	3	2	1
1. encourages enjoyable learning experience for the students without expecting any incentive when doing activities for the class and/or school;				
2. provides the students with constructive feedback to protect their emotions and thoughts;				
3. offers the students rewards in a motivational manner;				
4. provides the students sample guidelines to achieve success in school and/or in their personal lives;				
5. uses consistent and transparent assessment rubrics and/or grading system for written and oral performance tasks;				
6. makes the learning process for the students rewarding and/or satisfying whether it is from a sense of achievement, praise from a higher-up, or mere entertainment; and				
7. builds enjoyment in the learning process for the students that results in them to be curious and would like to know more about a specific activity, subject, and course.				

THANK YOU VERY MUCH!

GISELLE MARIE G. PLARISAN

MBA Researcher

Appendix B. Cronbach's Alpha Reliability Test

Questionnaire	Cronbach's Alpha	No of Items
Product	.608	6
Price	.703	6
Place	.868	5
Promotion	.816	7
People	.752	5
Process	.839	7
Physical	.868	7
Attention	.783	7
Relevance	.882	7
Confidence	.915	7
Satisfaction	.947	7

Reliability Statistics – Marketing Mix Strategy

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.608	.420	6
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.703	.702	6
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.870	5
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.836	7
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.731	5
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.889	7
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.853	7
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.783	.784	7
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.914	7

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.953	7