

MARKETING PROGRAM IMPLEMENTATION OF ABC UNIVERSITY AND SCHOOL PREFERENCES OF SELECTED STUDENTS: BASIS FOR ENHANCEMENT MARKETING PLAN

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Received: 17 May 2023

Accepted: 18 May 2023

Published: 31 May 2023

ABSTRACT

Globalization has impacted higher education to the point where universities are now competing with their services on a global scale. Universities need to know who they are competing against, decide what they want to do, and be good at it so that they can keep doing it well for a long time. In addition, higher education institutions must understand how students choose colleges and universities to attract students. This paper fills the gap in determining the correlation between the school preferences of selected students and the marketing program implementation of a university. Moreover, this research aims to identify the school preferences of selected students in terms of faculty, library, learning environment, Student personnel preferences, and Social Orientation and Community Involvement. As well as the level of marketing program implementation of ABC University in terms of product, price, promotion, place, people, process, and physical evidence. And finally, propose an enhancement marketing plan in line with the result of the study. Using the self-made questionnaire, necessary data were gathered from the total of 138 selected students. Through the use of weighted mean and Pearson correlation, it is found that The marketing program of a university and student's school preferences has a positive relationship with one another. This indicates that as the university increases the level of its marketing program implementation, students' school preferences will be satisfied. Well-managed services, price, promotion, people, place, physical evidence, and process are fundamental to the success of a university in the pursuit of the satisfaction of its students. Students' satisfaction leads to numerous positive impacts on the university which includes, student retention, an increased number of enrollee due to positive feedback from the enrollee, and more opportunities for the growth and development of the institution. Moreover, based on the results in this research, students' school preferences can be satisfied with faculty, library, learning environment, student personnel preferences, and social orientation and community involvement.

KEYWORDS: Student's Preferences, Marketing, Marketing Implementation, University, Satisfaction, Factors, Level.

INTRODUCTION

Globalization has impacted higher education to the point where universities are now competing with their services on a global scale. Universities need to know who they are competing against, decide what they want to do, and be good at it so that they can keep doing it well for a long time. In addition, higher education institutions must understand how students choose colleges and universities to attract students. Universities must put in additional effort to differentiate themselves through student outreach and marketing strategy. According to the study conducted by Quintos (2019) it has been

discovered that branding is essential for higher education institutions, that reputation and affordability are important factors prospective students consider when selecting a university, and that well-coordinated branding fosters university recognition within the community and provides returns. The study also suggests that universities work on market differentiation to understand their target audience's needs and differentiate themselves in a competitive marketplace. However, the study titled "Factors that Influence Undergraduate Students' Choice of a University: A Case of Botho University in Botswana" conducted by Tirumalai et al. (2017) When students are choosing which school to go to, there are lots of things that they think about. Some of these things include what classes the school offers, how good the school looks, what people say about the school, how the school talks about itself, what kinds of jobs the school's graduates get, and how good the teachers are. All of these things are really important when kids are trying to decide where to go to school.

This study aims to identify the school preferences of selected students in terms of Faculty, Library, Laboratory, Physical plant and facilities, Student personnel preferences, and Social Orientation and Community Involvement. As well as what is the level of marketing program implementation of ABC University in terms of product, price, promotion, place, people, process, and physical evidence. Then, determine the relationship of the two variables.

Determining the significant relationship between students' school preferences and marketing program implementation can improve what is necessary nowadays and help the students increase their motivation and achieve what they are looking for in a university for their satisfaction. It is envisioned to significantly increase the enrollment of universities and circumvent the slump, areas of improvement that will be found in this study are necessary to facilitate improvement.

MATERIALS AND METHODS

The researchers used a correlational research design to determine the significant relationship between the level of the marketing program of ABC University and the students' school preferences. This research design is a non-experimental research approach in which a researcher measures two variables and analyzes and evaluates the statistical relationship between them without the influence of any other variable. In this study, two variables were tested to determine whether they have a significant relationship; these are students' school preferences and the level of the marketing program of ABC University. The marketing program implementation is the independent variable and school preferences is the dependent variable.

The respondents of the study were selected grade 11 and 12 students from all three strands as well as 2nd to 4th year college students of Business Administration. Eight hundred eighty (880) students in the College of Business Administration and Accountancy, and senior high schools were the population of this study. The researchers used Gpower software with margin of error and confidence level to come up with the sample size of 138. The participants were selected through stratified sampling technique. The stratified sampling method is a probability sampling approach in which the researcher splitted the overall population into subgroups or strata and then randomly selected the final participants equally from each stratum.

The researchers used a self-made questionnaire to collect data from the respondents. Part 1 of the questionnaire deals with the student's school preferences in terms of faculty, instruction, library, laboratory, physical plant and facilities, student personnel preferences, social orientation, and community involvement. Part 2 pertains the level of marketing program implementation of UPHSD in terms of product, price, promotion, place, people, process, and physical evidence.

The 4-Point Likert Scale was used in this study: (4) Strongly Agree, (3) Agree, (2) Disagree, and (1) Strongly Disagree. To determine the significant relationship between the student’s school preferences and the level of the marketing program of ABC University. The following assigned point, numerical range, categorical response, and verbal interpretation were utilized: Part 1 deals with the student’s school preferences in terms of faculty, instruction, library, laboratory, physical plant and facilities, student personnel preferences, social orientation, and community involvement. Part 2 pertains the level of marketing program implementation of UPHSD in terms of product, price, promotion, place, people, process, and physical evidence. The 4-Point Likert Scale was used in this study: (4) Strongly Agree, (3) Agree, (2) Disagree, and (1) Strongly Disagree. To determine the significant relationship between the student’s school preferences and the level of the marketing program of ABC University. The following assigned point, numerical range, categorical response, and verbal interpretation were utilized: (3.26 - 4.00) Fully Implemented, 2.51 - 3.25 Implemented, (1.76 - 2.50) Partially Implemented, (1.00 - 1.75) Not Implemented. For the student’s school preferences, 4-Point Likert Scale was used: (4) Strongly Agree, (3) Agree, (2) Disagree, and (1) Strongly Disagree.

Weighted mean and Pearson product-moment correlation were applied in this study for its statistical treatments. Weighted Mean was used to determine the school preferences and marketing program implementation. Pearson product-moment-correlation was used to determine the relationship between the respondents’ school preferences and marketing program implementation.

RESULTS AND DISCUSSIONS

Table 1.1: The school preferences of selected students in terms of faculty

Indicators	Weighted Mean	SD	Interpretation
1. I prefer an instructor who effectively stimulates and moderates’ discussion.	3.62	0.50	Strongly Agree
2. I prefer an instructor who facilitates learning in an interactive and creative way.	3.69	0.46	Strongly Agree
3. I prefer an instructor who has specialization in their teaching assignment.	3.63	0.48	Strongly Agree
4. I prefer an instructor who demonstrates in-depth knowledge of the subject.	3.70	0.46	Strongly Agree
5. I prefer a university that has competent and professional faculty assigned to each course.	3.66	0.51	Strongly Agree
6. I prefer a university that will develop my professional skills through the specialized units in my chosen program.	3.71	0.48	Strongly Agree
7. I prefer a university that has courses and activities that will contribute to understanding my chosen program.	3.72	0.47	Strongly Agree
8. I prefer a university that reflects institutional/program objectives and has clear goals and objectives.	3.70	0.46	Strongly Agree
Composite Mean	3.68	0.34	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 1.1 presents the school preferences of selected students in terms of faculty as assessed by the respondents. Among the indicators, “I prefer a university that has courses and activities that will contribute to understanding my chosen program.” got the highest weighted mean of 3.72 which is interpreted as “strongly agree”. Meanwhile, “I prefer an instructor who effectively stimulates and moderates’ discussion.” got the lowest weighted mean of 3.62. This means that the subjects and enrichment activities provided by the university are essential in satisfying the preferences of the students. They are more focused on the learning they can benefit from enrolling in a university, which includes the units of the program, enrichment activities, seminars, training, and webinars. We can say that the teaching style and method of the instructors in a university comes to their least priorities in their preferences. As long as the instructor can discuss essential topics from their designated course and the students can decipher what is being discussed.

Moreover, the composite mean of 3.68 interpreted as “strongly agree” revealed that students prefer schools that have activities and courses essential in developing their skills for their chosen program. This result implies proper management of activities and courses for the students is fundamental as this is the main reason why the students will enroll in a university. Since the faculty has the capability to manage the courses and activities, they play a critical role in a university. Hence, a key to an outstanding education system relies on the faculty a university has.

As stated by the Department of Education (2022), instruction ensures that everyone knows what they need to learn is important so that everyone can work together to make sure it happens in the best way possible. Moreover, according to the California Department of Education (2021), instruction helps teachers use different ways of teaching to help all students learn. They should choose fun and meaningful activities and check how well students are doing so they can change their teaching if needed. Good teachers help students do well in school.

Table 1.2: The School Preferences Of Selected Students In Terms Of Library

Indicators	Weighted Mean	SD	Interpretation
1. I prefer a university that has an accessible library during class hours, including Saturdays.	3.64	0.52	Strongly Agree
2. I prefer a university that has an approachable librarian.	3.68	0.47	Strongly Agree
3. I prefer a university that has a library with an open shelf system, and allows frequent, judicious, and productive use of library facilities.	3.64	0.50	Strongly Agree
4. I prefer a library that provides a wide range of academic books and journals, which support teaching activities of the faculty inside the university and learning of the students.	3.67	0.49	Strongly Agree
Composite Mean	3.66	0.40	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 1.2 presents the school preferences of selected students in terms of library as assessed by the respondents. Among the indicators, “I prefer a university that has approachable librarians” has the highest mean of **3.68** which is interpreted as “**strongly agree**”. On the other hand, “I prefer a university that has a library with an open shelf system, and allows frequent, judicious, and productive use of library facilities” has the lowest mean of **3.64** verbally interpreted as “**strongly agree**”. This means that the students are satisfied with the university that has an approachable librarian as they are the one who assists and facilitates the orderliness of a library. Approachable librarians encourage students to make use of the facility more often. Based on the result, frequent availability of libraries does not make sense when the librarians are unapproachable. Moreover, the composite mean of **3.66** revealed that students prefer universities that have library personnel who can assist students appropriately.

These findings imply that students tend to feel satisfied when they are accommodated and appropriately assisted by the librarians. Student-librarian interaction gives them the motivation to frequently use the library efficiently as they are necessary for assistance on how to use the facility properly and look for the academic resources they need. In this way, it provides the students with prompt action on what they need to prevent wasting time.

The Best Universities (2022), which stated that academic journals, databases, and books can all be found in college and university libraries, giving students access to both on- and off-campus resources. The library is a great place for students to raise their grades and learn about life after graduation. Moreover, an academic library is critical to the institution's teaching, research, and learning activities. All of the academic library's services must be customized to the patrons' present and future needs.

Table 1.3: The school preferences of selected students in terms of learning environment

Indicators	Weighted Mean	SD	Interpretation
1. I prefer a university that has a spacious, well-ventilated, and well-lighted laboratory.	3.69	0.48	Strongly Agree
2. I prefer a university that always maintains laboratory equipment in good working condition.	3.73	0.48	Strongly Agree
3. I prefer a university that has adequately equipped laboratories that will help me train skills needed in my chosen program.	3.70	0.49	Strongly Agree
4. I prefer a university that has updated laboratory equipment, apparatuses, and supplies.	3.72	0.47	Strongly Agree
5. I prefer a university that has a wholesome environment, accessible, and adequate size.	3.69	0.47	Strongly Agree

6. I prefer a university that has aesthetically attractive interior and exterior design.	3.62	0.49	Strongly Agree
7. I prefer a university that has functionally designed and well-planned buildings.	3.71	0.46	Strongly Agree
8. I prefer a university that has spacious, well-ventilated, well-illuminated, and air-conditioned classrooms.	3.74	0.44	Strongly Agree
Composite Mean	3.70	0.35	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 1.3 presents the school preferences of selected students in terms of learning environment as assessed by the respondents. Among the indicators, “I prefer a university that has spacious, well-ventilated, well-illuminated, and air-conditioned classrooms.” got the highest mean of 3.74 which is interpreted as “strongly agree”. On the other hand, “I prefer a university that has aesthetically attractive interior and exterior design.” got the lowest mean of 3.62 which is interpreted as “strongly agree”. Based on the results, students are likely to be satisfied in a university when it has decent and well-ordered rooms for them. Schools that are equipped with basic amenities such as the lighting, air-condition, and capacious room are their standards. Application of such amenities to the school premises provides students an environment which is conducive to learning. Exterior and interior designs fall on their least priorities, but we can say that this still appeals to them as the majority of them strongly agreed.

In addition, a composite mean of 3.70 interpreted as “strongly agree” proves that facilities and basic amenities of university play a major role in the satisfaction of the students. They are not after the aesthetics of the room, but the benefits and features of the room. For as long as the rooms are decent and have potential for a good learning environment, they are satisfied.

Arshad (2018) determined the things in a school building, like fresh air, plants, places to play, and medical supplies, can help students do better in school. A person who studied this found that all of these things can help students learn more. Moreover, Valerie Sheares Ashby (2021) stated that the way a school looks and is taken care of can affect how everyone feels about being there. It's important for the people who work on the school's buildings and grounds to do a good job so that the school is clean, safe, and looks nice. These people are called the Physical Plant and they do lots of different jobs to keep everything running smoothly, like fixing things that break and making sure the air conditioning works. They also help other people who work at the school to do their jobs better. The Physical Plant is very important for the school to work well, and everyone should do their best to make it a good place to be.

Table 1.4: The School Preferences Of Selected Students In Terms Of Student Personnel Preferences

Indicators	Weighted Mean	SD	Interpretation
1. I prefer a university that has well-organized varied activities; directed by competent staff.	3.68	0.47	Strongly Agree
2. I prefer a university that has competent guidance counselors.	3.62	0.50	Strongly Agree
3. I prefer a university that has well-organized student assistance programs such as financial aid and health services.	3.69	0.46	Strongly Agree
4. I prefer a university that has an active alumni association; involvement in job placement scholarship.	3.64	0.50	Strongly Agree
Composite Mean	3.66	0.38	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 1.4 presents the result of the student’s school preferences in terms of Student Personnel Preferences by computing the composite mean as assessed by the respondents. Among the indicators, “I prefer a university that has well-organized student assistance programs such as financial aid and health services” has the highest mean with **3.69** which is interpreted as “**strongly agree**”. On the other hand, “I prefer a university that has competent guidance counselors” has the lowest mean with **3.62** which is interpreted as “**strongly agree**”. This result denotes that students prefer a university that has an established assistance program for them, especially financial aid such as scholarships and discounts. In the midst of a crisis caused by the global pandemic, students and parents prefer schools that can help them with their financial obligations to the university. Establishing these kinds of programs gives them a sense of compassion now that we are still in the recovery of the aftermath of the pandemic.

Moreover, the composite mean of **3.66** implies that students' personal preferences are essential in appealing to the students. They are more focused on what they can benefit from the university hence, it is important for the university to establish programs that help students with their studies. In this way, the university will be able to gain the trust of the students as they benefit from the school. Providing them these can be a way to gain their loyalty and lead to their retention

The findings of the study are supported by Alina Ciobanu (2017), who stated that in order to have a positive relationship with students, it is important to help them adjust to university life, explore and clarify their values, form

friendships, feel a part of the campus community, and find financial aid opportunities for further education. Moreover, Sharon Wilfong (2022), stated that student personnel work to support students' success by encouraging their personal development, academic success, and career planning. In higher education, student personnel affairs work to enhance academic growth through initiatives that develop fundamental abilities.

Table 1.5: The school preferences of selected students in terms of social orientation and community involvement

Indicators	Weighted Mean	SD	Interpretation
1. I prefer a university that has involvement in community outreach programs.	3.63	0.50	Strongly Agree
2. I prefer a university that has relations and shares resources with the community.	3.67	0.49	Strongly Agree
3. I prefer a university that has concern with the needs of others.	3.72	0.47	Strongly Agree
4. I prefer a university that has a wide community available for students to participate in.	3.64	0.55	Strongly Agree
Composite Mean	3.67	0.40	Strongly Agree

- 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 1.5 presents the result of the student's school preferences in terms of Social Orientation and Community Involvement by computing the composite mean as assessed by the respondents. Among the indicators, "I prefer a university that has concern with the needs of others" has the highest mean of **3.72** which is interpreted as "**strongly agree**". Meanwhile, "I prefer a university that has involvement in community outreach programs" has the lowest mean with **3.63** which is interpreted as "**strongly agree**". This result suggests that students prefer a university that shows sympathy and consideration for the needs of others. This includes community involvement, social corporate responsibility, and advocacy of the university. Their efforts for the community reflect their brand image and how they are perceived by the students and potential market. In addition to that, the university must be a role model for the students to build their character hence, they must be aware of their actions.

Furthermore, a composite mean **3.67** signifies that community involvement of the university appeals to students. Showing compassion and sympathy to the community brings a positive image to the university which in return has an advantage for the students. Although doing such activities results in a positive outcome, universities must do these genuinely not just for the sake of their image.

Kuhlman (2018) stated that social community involvement is connected to many different cognitive processes, including the use of morality versus competence in making judgments about other people and forming impressions.

Moreover, according to Sally Hussey (2021), it's important for people to be involved in their community and work together with the government to make good decisions that benefit everyone. When everyone works together, things can be fairer and more sustainable. Sometimes, traditional ways of doing things don't work, so it's important to have community involvement to understand what people really need and want. Celis (2018) stated that to make sure that the school is friendly and helpful to the community; it should ask important people in the community to help plan projects and get other groups involved in making rules and plans.

Table 2.1: The level of marketing program implementation of ABC University in terms of services

Indicators	Weighted Mean	SD	Interpretation
1. The university offers high-quality education.	3.36	0.62	Strongly Agree
2. The university offers multiple courses available for new enrollees and their students.	3.43	0.59	Strongly Agree
3. The subjects in the Curriculum are sufficient for the learning of students.	3.39	0.57	Strongly Agree
4. The university's programs meet the needs and wants of the students.	3.36	0.60	Strongly Agree
Composite Mean	3.38	0.48	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 2.1 shows the level of marketing program implementation of ABC University in terms of services as assessed by the respondents. Among the indicators, “The university offers multiple courses available for new enrollees and their students' ' has the highest weighted mean of 3.43. On the other hand, “The university offers high-quality education.” and “The university's programs meet the needs and want of the students.” got the lowest weighted mean of 3. 36. All indicators were interpreted as “strongly agree”. This implies that the university has numerous courses to offer to students. However, the university lacks in terms of programs provided. This may include the activities such as training, seminars, and other skill-enhancing activities for the students. As per the result in table 1.1, it is found that students prefer universities that have courses and activities that will contribute to understanding their chosen program hence ABC university must improve this area as this satisfies the students the most.

However, a composite mean of 3.38, verbally interpreted as “strongly agree” revealed that the institution has fully implemented services in its marketing program. Although this has shown a positive result in terms of their services, especially with their course offerings, the university must continuously improve this aspect especially the programs in order to completely satisfy their enrollee and gain new students.

In line with this finding, according to Machali & Hidayat (2019) products in the context of educational services are services offered to customers in the form of reputation, prospects, and a variety of choices. Educational institutions that are able to survive and be able to win the competition for educational services are institutions that can offer a reputation, prospects, good quality of education, bright prospects and opportunities for students to determine the options they want, such as further studies at favorite universities in or in the country, work or in good community. Educational products are everything that is offered, aiming to fulfill their needs and desires. Moreover, educational service products produced by schools in a broad sense need to be well analyzed, because the educational profession does not only focus on curriculum and assessment but must consider the effectiveness of communication, student behavior, basic skills, and the social spirit of students as part of the service product mix education.

Table 2.2: The level of marketing program implementation of ABC University in terms of price

Indicators	Weighted Mean	SD	Interpretation
1. The university's tuition is reasonable.	2.99	0.77	Agree
2. The university's tuition fee equals the quality of education it gives.	3.01	0.80	Agree
3. Payment scheme of tuition fees is varied and helpful to students.	3.22	0.67	Agree
4. The quality of the products (books, LMS, and other materials) is good for the price.	3.11	0.80	Agree
Composite Mean	3.08	0.66	Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 2.3 presents the result of the level of marketing program implementation of UPHSD in terms of price by computing the composite mean. Among the indicators, “Payment scheme of tuition fees is varied and helpful to students.” has the highest weighted mean of 3.08. While “The university's tuition is reasonable” got the lowest weighted mean of 2.99. Both indicators were interpreted as “agree”. Based on the results, it is found that in terms of prices, the payment scheme for tuition fees is implemented in the university. This program has been helpful to the students at the university as this gives them consideration for their financial obligation to the school. However, students are not fully satisfied with the tuition fee. The university may have charged an excessive price for the tuition fee. The quality of services provided is not worth the price that students pay.

Additionally, a composite mean of 3.08 interpreted as “agree” revealed that the institution implemented price in its marketing program. Though the university provided a helpful payment scheme for the students, the need to reassess the tuition fee charged to students is recommended. This area has the need of major improvement as this has the lowest composite mean among the other variables included in the marketing program.

In line with this result, Machali and Hidayat (2019) stated that affordable prices for all groups can affect the selection of schools. Generally, parents with lower middle income choose a school that is relatively cheaper, unless they receive a scholarship, while parents with middle and upper income choose the best school, although the cost is relatively inexpensive. However, if a quality school is relatively cheap, it will certainly be a consideration in choosing an educational institution. On the other hand, Schiffman & Kanuk (2019) explains those how consumers perceive certain prices, high, low, reasonable, have a strong influence on purchase intentions and purchase satisfaction. This shows that a consumer values the fairness of a product or service price, depending on how to evaluate it.

Table 2.3: The level of marketing program implementation of ABC University in terms of promotion

Indicators	Weighted Mean	SD	Interpretation
1. The university conducts campus visits to promote the school.	3.30	0.64	Strongly Agree
2. The university provides social media platforms to keep the students updated.	3.43	0.60	Strongly Agree
3. The university offers discounts to students who recommend other students to enroll in UPHSD and who have siblings enrolled in the same university.	3.45	0.58	Strongly Agree
4. The university uses billboards to promote.	3.43	0.56	Strongly Agree
Composite Mean	3.40	0.47	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 2.3 presents the result of the level of marketing program implementation of UPHSD in terms of promotion as assessed by the respondents. Among the indicators, “The university offers discounts to students who recommend other students to enroll in UPHSD and who have siblings enrolled in the same university” got the highest mean of 3.45 which was interpreted as “strongly agree”. On the other hand, among the indicators, “The university conducts campus visits to promote the school” has the lowest mean with 3.30 which is interpreted as “strongly agree”. However, a composite mean of 3.40 is interpreted as “strongly agree” revealed that the university has fully implemented promotion on its marketing program. This indicates that the primary activity of the university in terms of its promotion is offering discounts to students. This benefits both the institution and students as this strategy attracts new enrollees and increases retention of the students. Discounts are attractive to students, it makes them feel that the university is considerate and compassionate hence, this is an effective strategy for their retention. Moreover, the institution must think of other strategies with their

promotion, they could improve their campus visit activity as this is also an effective strategy to gain students.

Breeding (2022) stated that schools that are not run by the government and are for students from kindergarten to 12th grade are always changing the way they attract and keep new students. But one thing that always helps is when they invite potential new students to come and visit the school. This can make a big difference in helping the student decide if they want to go to that school because they can imagine what it would be like to be a student there. College students like using electronic sources more. It's important for a school to find a good way to tell people about it. This can help get more people interested in the school and want to go there. Promotion is when you tell people about something and try to convince them it's good. Moogan (2018)

Table 2.4: The level of marketing program implementation of ABC University in terms of place

Indicators	Weighted Mean	SD	Interpretation
1. The university is located in an accessible and convenient area.	3.40	0.62	Strongly Agree
2. The university provides a friendly and safe environment.	3.48	0.57	Strongly Agree
3. The university provides a supportive environment for students to succeed in their studies.	3.41	0.52	Strongly Agree
4. The university's location is near my house.	3.11	0.90	Agree
Composite Mean	3.35	0.50	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 2.4 presents the result of the level marketing program implementation of UPHSD in terms of place by computing the composite mean. Among the indicators, "The university provides a friendly and safe environment" has the highest mean of 3.48 which is interpreted as "strongly agree". Meanwhile, "The university's location is near my house." got the lowest weighted mean of 3.11. This implies that the university provides an environment for the students that are safe and friendly. In monitoring the orderliness of the premises of the university, personnel and staff play a fundamental role in achieving it, hence the institution has good employees in attaining it. However, most of the students that are enrolled away from the location of the school, hence the university lacks promotion to offer for those who will enroll near the location of the school or students mostly prefer to study away from their homes. In addition, a composite mean of 3.35 interpreted as "strongly agree" signifies that the institution has fully implemented a place in their marketing program.

The Economic Times (2022) discussed that place in the marketing mix refers to the channel or route that goods take from the source to the final user. More sales over a longer period of time are the result of choosing the right location. This means a larger market share, higher profits, and a better ability to track market changes in thinking, styles, fashion,

and needs. According to research, a healthy school environment boosts attendance and academic achievement, promotes student mental and physical well-being, increases teacher retention, and decreases violence. As a result, the overall school environment benefits in both the short and long term.

Moreover, Alma (2018) revealed in her study that location of a university influences student’s decision; they prefer to be in the city and close to public transportation. In addition to that, this marketing mix variable is related to the actual location of the school. Distance, comfort, and the extent to which it is suitable for teaching and learning activities all play a role. According to Leckhart (2017), prospective parents choose a school that is close to their home. Reduced travel time to school, according to Yoo, Donthus, and Lee (2020), could lead to a positive perception and thus have a positive impact on improving the school image in the parent mentality.

Table 2.5: The level of marketing program implementation of ABC University in terms of people

Indicators	Weighted Mean	SD	Interpretation
1. The university has friendly, approachable staff members	3.42	0.56	Strongly Agree
2. The university's staff provides great services.	3.37	0.53	Strongly Agree
3. The university's professors value each student and acknowledge their efforts.	3.38	0.51	Strongly Agree
4. The university provides employees that are essential for education.	3.41	0.54	Strongly Agree
Composite Mean	3.40	0.44	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 2.5 presents the result of the level of marketing program implementation of UPHSD in terms of people by computing the composite mean. The composite mean is 3.40 which is interpreted as “strongly agree”. Among the indicators, “The university has friendly, approachable staff members” got the highest weighted mean of 3.42. While “The university's staff provides great services.” has the lowest weighted mean of 3.37. All of the indicators were interpreted as “strongly agree”.

Based on the results, the university has amiable and approachable staff members. University has established a student-friendly environment, especially for the staff. They are the ones who are responsible for addressing the needs and inquiries of the students hence, student-staff interaction is necessary for a university. We need to check all parts of the school to make sure they are doing a good job giving students what they need. Some parts might be doing better than others, so we need to make sure everyone is doing well to avoid problems for the students. Nonetheless, a composite mean of 3.40 interpreted as “strongly agree” revealed that the institution has fully implemented people in its marketing program.

Overall, they have excellent staff and personnel for the operation of the entire university.

In line with this result, Brassington (2017) believes that the people who talk to students about a school are really important in making them want to go there. The people who talk about a school and encourage others to go there are very important in making students decide where to go for college. (Enache, 2021). Moreover (Ivy, 2018) stated that the people who work at schools are very important for making sure students want to come there. They need to be friendly and helpful to students so they like the school. Students might also care about how smart the staff is. It's good to have good staff to help with advertising the school. According to Eanche (2021), when trying to convince a student to choose a school or program, the way that the people who talk to them act and what they say is really important. Anyone who talks to a student before they start, while they're getting admitted, and even after they finish should be careful and think about what they say so they don't mess up the student's decision.

Table 2.6: The level of marketing program implementation of ABC University in terms of process

Indicators	Weighted Mean	SD	Interpretation
1. The university is using a business system software that keeps their database centralized and secured. This software enables all depts of the school to access data and all transactions made to students, faculty, and staff	3.42	0.54	Strongly Agree
2. The university has departments and heads that oversee the welfare and activities of the students like guidance office, dean's office, and EMS.	3.44	0.51	Strongly Agree
3. All grades and summary of curriculum can be viewed by the students online through access to the Calsa portal.	3.52	0.50	Strongly Agree
Composite Mean	3.46	0.44	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 2.6 presents the results of the level of marketing program implementation in terms of the process by computing the composite mean. The composite mean is 3.46 and interpreted as “strongly agree”. Among the indicators, “All grades and summary of the curriculum can be viewed by the students online through the access of the Calsa portal” has the highest mean with 3.52. On the other hand, “The university is using a business system software that keeps their database centralized and secured. This software enables all departments of the school to access data and all transactions made to students, faculty, and staff” got the lowest weighted mean of 3.42. Both indicators were interpreted as “strongly agree”. Based on the result, it is found that when it comes to the convenience of the students in viewing their grades and curriculum, the university has provided it to their students. They have a website exclusively given to their students to check their necessary documents in school whenever and wherever they want.

However, the least implemented in the process of the institution is the business software. Instances are some students have used the software and some are not hence, they are unaware that the university has it. Hence, spreading awareness to the students and improving the software is recommended. In addition to that, a composite mean of 3.46 interpreted as “strongly agree” proves that the university has a fully integrated process in its marketing program. The university has offices and directors who manage the welfare and activities of the students, such as the counseling office, dean's office, and EMS. Students can see all grades and curriculum summaries online via the Calsa portal. In line with this result, Joshi (2022) stated that when processes are implemented appropriately, university systems provide admissions staff with greater control over student needs and motivations. With a centralized system in place, the entire process, from contact to conversion, becomes seamless. One of the unforeseen consequences of increasing competition for educational institutions is the growing need for schools to improve their processes for better servicing applicants' concerns and complaints. This is where university systems come in, simplifying, and expediting student enrolment. In other words, an enrollment system unifies all actions involved in the enrollment process into a single system. Everything takes place in one location, both online and offline. Moreover, he added that the faster you respond to prospects' queries, the more likely you are to engage them. In today's world, no one wants to wait for an admissions representative to respond to their inquiries when another institution is waiting to respond to them. Because automated enrollment systems are transportable, admission officials may respond to enquiries while on the go. They do not need to be in front of computers to get the work done.

Table 2.7: The Level of Marketing Program Implementation of ABC University in Terms of Physical Evidence

Indicators	Weighted Mean	SD	Interpretation
1. The university provides facilities that are accessible.	3.36	0.59	Strongly Agree
2. The facilities of the university give a pleasant atmosphere.	3.39	0.58	Strongly Agree
3. The university's size and number of classrooms are sufficient to accommodate the student population.	3.40	0.57	Strongly Agree
4. The university provides all the necessary equipment for each program/course offered.	3.30	0.71	Strongly Agree
Composite Mean	3.36	0.50	Strongly Agree

- Legend: 1.00-1.75- Strongly disagree
- 1.76-2.50- Disagree
- 2.51-3.25- Agree
- 3.26-4.00- Strongly agree

Table 2.7 shows the level of marketing program implementation of UPHSD in terms of physical evidence as assessed by the respondents. Among the highest indicators, “the university's size and number of classrooms are sufficient to accommodate the student population.” has the highest mean of 3.40. While “The university provides all of the necessary equipment for each program/course offered.” got the lowest weighted mean of 3.30. Both indicators were interpreted as “strongly agree”

This indicates that the university has the right number of classrooms to accommodate the number of students enrolled. Perks of studying in a private university, institutions are required to provide classrooms enough for the number of students. This is included in the tuition fee that is being charged to the students and parents. In relation to the recent findings from table 1.3, students prefer a university that has spacious, airy, and air conditioned classrooms hence, the institution satisfies their students in this aspect. On the other hand, the institutions must improve in providing the needed equipment necessary for their chosen program. This may include available updated computers, and projectors. In today's modern world, students must be equipped with these technologies in order for them to be skilled. In addition to that, a composite mean of 3.36 interpreted as "strongly agree" revealed that the institution has fully implemented physical evidence in its marketing program.

In line with this result, according to Alma & Hurriyati (2020) this physical facility is something that influences consumer decisions to buy and use the service products offered. The elements included in physical facilities include the physical environment, in this case physical buildings, equipment, logos, color, and other items that are combined with the services provided such as tickets, covers, labels and so on. So, this physical evidence is something that influences customer decisions to buy and use the service products offered. Leblond (2019) stated that a laboratory is a special room in school where students can learn about science and computers by doing experiments and studying things on the internet. It helps students remember what they learned by letting them do things themselves. The goal of a lab is not to get the right answer, but to learn how to understand what happens. It's a good place to learn more about science and make experiments more fun.

		F	LN	LIB	SPF	SOCI	Decision	Interpretation
SER	Pearson Correlation	.228*	.287**	.319**	.334**	.290**	H0 rejected	Significant
	Sig. (2-tailed)	.006	.001	.000	.000	.000	H0 rejected	Significant
	N	143	143	143	143	143	H0 rejected	Significant
PRICE	Pearson Correlation	.113	.194*	.210*	.158	.243**	H0 rejected	Significant
	Sig. (2-tailed)	.178	.020	.012	.060	.003	H0 rejected	Significant
	N	143	143	143	143	143	H0 rejected	Significant
PROMO	Pearson Correlation	.367*	.440**	.301**	.461**	.420**	H0 rejected	Significant
	Sig. (2-tailed)	.000	.000	.000	.000	.000	H0 rejected	Significant
	N	143	143	143	143	143	H0 rejected	Significant
PEOPLE	Pearson Correlation	.167*	.272**	.204*	.234**	.255**	H0 rejected	Significant
	Sig. (2-tailed)	.046	.001	.014	.005	.002	H0 rejected	Significant

	N	143	143	143	143	143	H0 rejected	Significant
PLACE	Pearson Correlation	.232*	.292**	.263**	.286**	.261**	H0 rejected	Significant
	Sig. (2-tailed)	.005	.000	.001	.001	.002	H0 rejected	Significant
	N	143	143	143	143	143	H0 rejected	Significant
PROCESSES	Pearson Correlation	.397*	.427**	.411**	.369**	.458**	H0 rejected	Significant
	Sig. (2-tailed)	.000	.000	.000	.000	.000	H0 rejected	Significant
	N	143	143	143	143	143	H0 rejected	Significant
PE	Pearson Correlation	.249*	.284**	.254**	.263**	.267**	H0 rejected	Significant
	Sig. (2-tailed)	.003	.001	.002	.002	.001	H0 rejected	Significant
	N	143	143	143	143	143	H0 rejected	Significant

Presented in table 3 is the significant relationship between the marketing program implementation and students' school preferences. It is shown in the table that all sub-variables have a positive relationship with one another. The level of their relationship mostly falls on weak to moderate correlation.

In summary of the result, it is found that the level of correlation between the two variables is $r=.392$. This means that marketing program implementation and students' school preferences have a positive moderate correlation. Therefore, the null hypothesis of the significant relationship between marketing program implementation and students' school preferences is rejected.

H01: There is no significant relationship between marketing program implementation and students' school preferences.

This indicates that as the university increases the level of its marketing program implementation, students' school preferences will be satisfied. Well-managed services, price, promotion, people, place, physical evidence, and process are fundamental to the success of a university in the pursuit of the satisfaction of its students. Students' satisfaction leads to numerous positive impacts on the university which includes, student retention, an increased number of enrollee due to positive feedback from the enrollee, and more opportunities for the growth and development of the institution.

In the study conducted by Chen (2018) it is found that Place, promotion, pricing, product, people, market position, and physical proof are the seven major marketing strategy factors that universities should retain and develop. Moreover, the findings suggest that marketing strategies have a significant impact on student retention in higher education institutions. Higher education institutions must develop a customer-oriented strategy to differentiate their products from those of their competitors in today's competitive educational market. As a result, marketing techniques and loyalty are critical in higher education organizations.

Siming et al. (2017) stated that the relationship between educators and student satisfaction is valid, and the cause could be that students' levels of satisfaction are highly influenced by teachers' attitudes toward their professional teaching and how much preparation they put in before delivering a lecture. The more conscientious professors are about transmitting

knowledge through lectures, the more delighted students will be. Agboola et al. (2019) stated that when students are pleased with the services offered by the library, they are more likely to return, maximizing the utilization of library resources. Moreover, Murtiningsih and Wahyudi (2021) found that the degree of the relationship between tuition fees and student satisfaction is quite strong, implying that raising tuition fees will boost student contentment. Moreover, Richards (2019) revealed that students are likely to have realistic course design, good support services, and a social life, as well as for their university to maintain its good image. Moreover, Societal (2022) developing an engaging statement about the university's offering that resonates with the clients' wants and expectations will motivate them to act. Susilowati & Sugiono (2017) stated that one of the variables that affects the satisfaction learning process is the administrative personnel that provides assistance to college students.

PROPOSED ACTION PLAN

Services

Objectives	Activity	Activity overview	Target Audience	Department-in-charge	Date of Implementation	Budget
To analyze the weak points of the university, areas need to be developed.	Regular student's satisfaction survey in terms of the overall services offered by the university.	Student satisfaction surveys provide a way to measure the perception of the quality of education provided by the institution	Students	Marketing Department and Faculty	March 2023	₱ 300,000.00
To provide students extracurricular activities that will help them appreciate their chosen	Conducting field trip careers for the students.	Students use field trips to objectively rank potential career opportunities to help guide their individual career choice and pathway.	Students	Faculty	Yearly	P 4,500 per student

Services

Objectives	Activity	Activity overview	Target Audience	Department -in-charge	Date of Implementation	Budget
To immerse students in such equipment/technology that will absolutely benefit their future jobs.	Investing in updated equipment	Having good equipment at school, like nice classrooms and things to learn with, helps make learning better and more well-rounded.	Students	Managers	September 2024	P 300,00
To provide a space for the students where they can spend their time to study and learn.	Establish an open shelf policy in the library for the students.	Open shelf policy in the library is used in, or constituting a system of library organization in which books are so shelved as to permit direct examination and selection by patrons.	Students	Library	Feb 2023	-

Price

Objectives	Activity	Activity overview	Target Audience	Department-in-charge	Date of Implementation	Budget
To provide students a reasonable price for the services offered.	Analyze the prices of the services offered of the university	Price analysis is the study of the prices of products and services on the market to improve the profitability of e-commerce itself.	Students and parents	Managers	Yearly	-

Promotion

Objectives	Activity	Activity overview	Target Audience	Department-in-charge	Date of Implementation	Budget
To showcase the strengths of the university that can benefit them and attract more enrollees.	Social Media Marketing	Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool.	Potential Enrollee	Marketing Department	Monthly	P 10,000
To assist students and their families in making the difficult decision of where to invest their time, money, and energy during the next few years of studying.	Host Campuses Visit	Campus visit involves an information session directed by an admissions officer and a walking tour of campus conducted by a student ambassador.	Students from the school visited	Marketing Department	Yearly	P 20, 000

Promotion

Objectives	Activity	Activity overview	Target Audience	Department-in-charge	Date of Implementation	Budget
To attract new students and customers to the school.	School to school campaign	The school-to-school campaign is a way for marketing staff to promote their school to other schools in order to keep students and attract new customers.	Students from the school	Marketing Department	Yearly	P 100, 000

**Marketing Program Implementation of ABC University and School Preferences of Selected Students:
21 Basis For Enhancement Marketing Plan**

To help students through the finances of an education.	Scholarships	A scholarship is an award or payment made to support a student's education, based on their academic or other achievement.	Students of the university	Scholarship Department	Yearly	P 500, 000
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Promotion

Objectives	Activity	Activity overview	Target Audience	Department -in-charge	Date of Implementation	Budget
To identify leads for a sales team, get customer feedback, increase interest in a brand and promote products or offers to customers.	Telemarketing	Telemarketing is when telemarketers (professional people) talk to potential customers on the phone to sell products or ask for donations.	Prospective enrollee	Marketing Department	Monthly	P 10,000
To help the students to understand the labor market and education system, and to relate their needs in life and to become responsible global citizens.	Career Orientation Seminar	A Career Orientation Seminar develops an individual's competencies in self-knowledge, educational and occupational exploration, and career planning.	Students	Marketing Department	Yearly	P 10,000

People

Objective s	Activity	Activity overview	Target Audience	Departme nt-in- charge	Date of Implementatio n	Budget
To establish an effective teaching style and have expertise in the subject to which they will be appointed. This will support the growth and development of the faculty.	Training and development for the faculty.	Training and development is the process of providing professional development training and coaching to faculty members to help them improve their work performance, particularly in specific areas such as teaching and research	Faculty	Human resource department	Every end of semester	P 120, 0000

People

Objectives	Activity	Activity overview	Target Audience	Department -in-charge	Date of Implementation	Budget
To train how they should interact and respond to the needs and questions of the students and parents.	Training and seminars for the staff.	Training and Seminars help leaders and professionals gain relevant knowledge, acquire new skills, and discover innovative ideas, concepts, and strategies.	Staff	Human resource department	Every end of semester	P 120, 000

Physical evidence

Objectives	Activity	Activity overview	Target Audience	Department-in-charge	Date of Implementation	Budget
To be aware of which equipment has to be repaired, which supplies need to be restocked, and which apparatuses need to be replaced.	Regular auditing of laboratory equipment	A laboratory audit ensures that the laboratory has quality systems in place, follows good laboratory practices, and generates data of integrity and quality.	-	Maintenance Staff	Monthly	-
To immerse students in such equipment/technology that will absolutely benefit their future jobs.	Investing in updated equipment	Good equipment and facilities are part of a school's holistic approach to improving the learning environment and balancing academics with other important non-curriculum activities, whether science lab facilities or sports equipment.	-	Managers	September 2024	P 300,00

CONCLUSIONS

In the Light If The Findings of the Study, the Following Conclusions Were Drawn:

The university's curriculum and enrichment programs, faculty, library, learning environment, student personnel preferences, and social orientation and community involvement are critical in satisfying students' preferences. Students are more interested in the learning they can gain from studying at a university, which includes program units, enrichment activities, seminars, training, and webinars. They are also pleased with the university that has friendly librarians since they are the ones that support and facilitate library orderliness. Approachable librarians encourage students to use the facility more frequently. Their standards are schools that have basic amenities like lighting, air conditioning, and large rooms. The addition of such amenities to the school campus provides students with a learning environment. Exterior and interior design are among their lowest priorities, yet we can claim that they are still appealing to them because the majority of them firmly agreed.

Assistance programs such as scholarships and discounts appeals as well to the students. In the midst of a crisis caused by the global pandemic, students and parents prefer schools that can help them with their financial obligations to the

university. They appreciate a university that exhibits empathy and regard for others' needs. This encompasses community involvement, social business responsibility, and university advocacy.

Hence, a well-managed services, price, promotion, people, place, physical evidence, and process are fundamental to the success of a university in the pursuit of the satisfaction of its students. Students' satisfaction leads to numerous positive impacts on the university which includes, student retention, an increased number of enrollee due to positive feedback from the enrollee, and more opportunities for the growth and development of the institution.

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