

ABSTRACT

Schools are part of the education service industry, of course the approach related to prices that can be taken is the price mix approach. Knowing the importance of the service price mix in education or educational institutions where it can identify what aspects of the price mix are the determinants of prospective parents' decisions in choosing schools for their children. As for the basis of consideration, the author conducted research on price mix analysis using the IPA (Importance Performance Analysis) method, to measure how the perception of new prospective students at SMK Telkom 1 Medan on the performance and expectations of the price mix strategy that has been implemented so far. In addition, because of the phenomenon of the increasing number of competitors (other high schools/vocational schools in Medan), SMK Telkom 1 Medan is expected to be able to implement the most appropriate pricing strategy in this competition.

The purpose of this study is to see consumer satisfaction with the attributes of the price mix that has been implemented at SMK Telkom 1 Medan through the IPA (Importance Performance Analysis) method. This study uses a quantitative descriptive method. The population used in this study is the guardians of students or students who have registered and paid study fees at SMK Telkom 1 Medan, the minimum sample taken is 88 respondents. From the data obtained, the value of consumer perceptions of the performance of the price mix at SMK Telkom 1 Medan is higher at 74.34%, while consumers have an important expectation of the price mix at SMK Telkom 1 Medan at 68.96% and are in the important category.

The results showed that the level of satisfaction of consumers was measured in performance and expectations aimed at the price mix at SMK Telkom 1 Medan, with the average value of performance that respondents felt was 3.72 while expectations with an average value of 3.45. It can be concluded that respondents are satisfied because the average value of performance is greater than the average value of their expectations. However, from all the statement indicators, there is still one indicator that has a negative value related to "the cost of education services at SMK Telkom 1 Medan is affordable" which shows the level of satisfaction with the attributes of the price mix is currently still below expectations, meaning that there is still a gap.

Keywords: attribute price mix, price mix analysis, IPA analysis, importance performance analysis, education service price mix.