

**ETHICAL ASPECTS IN MARKETING MIX AND THE IMPACT TO CUSTOMER VALUE AND INTENTION IN
EDUCATION SERVICES**

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ABSTRACT

This research is focusing on what kind of ethical aspects in marketing mix and how are those aspects give impact on values and intentions of education services customer. The methods used in this study were exploratory and survey method. The approach was implemented in accordance with the interests of achieving the objectives of the study. According to exploratory study, steps of data collection consists of: preparation, research conduct, and data analysis. Data was collected through documentation study, interviews, focus group activities, and semi-open questionnaire. The outputs of exploratory study are: construct building, variable operationalization, and questionnaire items. Furthermore, the survey involved 12 Master of Management courses that exist at 4 universities in Bandung, Indonesia, and also involved 150 respondents. Exploratory study showed that the construct of ethical products (except for the two indicators), the price and the place, still has not revealed the existence of the suitability of the indicators with the available data. Further test on the model suitability shows that the ethical aspects which influence the values is only the price ethics. While other ethical aspects of the data did not support the influence of the ethical aspects of product, promotion, and place to the customer values. However, the values influence the intentions of educational services costumer.

Keywords: *ethics in marketing mix, customer value, intention, education service*