



The Influence of Price, Promotion, and Service Quality on Interest in Private Tutoring

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Abstract

Tutoring plays an important role, especially for the development of student learning because not only the knowledge obtained at school but also student learning motivation. Even though currently the National Examination is abolished, students still have learning needs both classically in class and independently through tutoring. This study aims to find out and analyze the effect of price, promotion, service quality in the interest of following private tutoring both partially and simultaneously. This research is a quantitative research method with a population of 802 students in class XI at four private high schools in Central Java, Surakarta namely Regina Pacis High School, Al Abidin Bilingual Boarding School High School, Muhammadiyah High School Kottabarat Special Program, and Al Islam 1 Surakarta High School. The sampling technique use proportionate random sampling. Collect data use questionnaires and analysis of the data use is multiple linear regression analysis.

INTRODUCTION

Education is an important matter for humans. All human beings get the right to education that they want and deserve and according to their needs. Education is defined as a place to add expertise through the learning process they acquire. It is hoped that by obtaining education, it will give birth to the next generation with qualified and intelligent individuals in various aspects so that they can take advantage of progress in each field while still having the character of nationalism. Education is something that is useful and important, especially for developing countries, one of which is Indonesia.

There are 3 types of education in Indonesia, namely formal education, non-formal education and informal education. Formal education is education that is structured and tiered starting from an early age, basic education, secondary education, and higher education. Julianto (2019, 15) says that "formal education has characteristics, namely the existence of learning supports such as school buildings, a curriculum that has been designed clearly evenly, learning materials that are taught according to level, and education providers from the government or non-government". Non-formal education is education that can be carried out in an organized and tiered manner outside of formal education. The specialty of non-formal education is learning activities that can be carried out inside or outside of school and students can take part in non-formal learning without special qualifications, there are no gaps, and the implementation time is not too long. Informal education is self-education of the person which is carried out on the basis of will and self-awareness which is usually obtained from the family and community environment.

Formal education that focuses more on the skills of students to be ready if they are in society and in the environment makes students get broader knowledge about moral guidelines and ethics. Each student has their own strengths and weaknesses as in understanding the material and of course students and parents want these deficiencies to be overcome by education outside of school or non-formal education. Sulfayah & Arifin (2016, 3) say that "non-formal education is a method that provides opportunities for the community to increase knowledge through systematic learning and communication outside of school". Formal education is indirectly related to non-formal education because of the competency standards of graduates in Indonesia which include attitudes, knowledge, and skills of students that must be fulfilled from an education unit at the stages of primary and secondary education can be supported from non formal learning.

As time goes by, education in Indonesia will definitely experience developments and changes that are adapted to the times, such as in the current era of technological development 4.0. According to Echaluze et.al (2022) education in the current era has experienced quite rapid development coupled with technological developments that have made the quality of learning increase in terms of educators and learning outcomes. However, it is possible that new problems and deficiencies will arise along with ongoing developments and in the end many will deepen their knowledge by participating in non-formal education, one of which is private tutoring. According to Dang (2007, 685) said " that private tutoring can be found in developing countries that are economically and geographically diverse, to acquire knowledge that has not acquired while implementing formal learning.

Private tutoring institution has different prices, services and promotions to offer. Price is one that greatly influences private tutoring to develop. It was explained that price is a value for a product that explains the amount of money that must be met by the public to get the product (Kotler & Armstrong, 2008). Parents and students will definitely see the price offered in advance whether it is affordable or not. The large variety of prices allows students and parents to adjust the price according to the demand they want, but the prices offered by private tutoring are many that are not in accordance with the wishes of parents in particular and many say that the prices offered are not affordable. This price range includes product prices, price changes, and payment methods that make companies more competitive in determining prices (Khan, 2014). In accordance with the results of observations made by researchers as much as 69% or 40 students said that the price offered was not affordable and 31% or 18 students said it was affordable. High prices make parents and students' expectations of the services provided by private tutoring also maximum and of high quality. According to Garvin (1987) quality is a condition related to goods, people, or labor, procedures, and the environment to meet customer or consumer expectations. The services provided by the company depend on three things, namely systems, technology, and people. The learning model of the tutor, the quality of the tutor, of course there are also differences between tutors and educational and non-educational graduates. This was explained in accordance with Nida (2022) that the services of tutors from education have more influence on the attractiveness of students in participating in learning due to experience from the cognitive aspects of learning, mastery of the material, attention is more mastery than tutors who come from non-educational graduates. Another aspect is learning support materials such as modules and questions of concern in providing services.

Many private tutoring in Surakarta are still not able to fulfill the wishes of the students themselves according to the results of observations as much as 55% (32 students) said tutoring followed by students provided services that were not in accordance with the wishes of students and 45% (26 participants students) said that they had provided services that were in accordance with the price offered. An element that also attracts students' interest is promotion or marketing. This was explained by Benouakrim and Kandoussi (2013, 148) that "marketing aims to build, develop, maintain and strengthen a network of relationships with various stakeholders based on strong economic and social standards and the achievement of common goals". Promotion must be done with the right place and time, if excessive. These elements that will make students interested will appear to follow and choose private tutoring according to their wishes, as said by Bandura (1977) that if someone has feelings of pleasure, interest in something high, and high motivation high on something then to reach that interest will be easy.

The results of these interviews showed that many students said that they took private tutoring because some subjects were difficult to understand and teachers often directed students to look for material on

their own via the internet or other sources. In addition, students also said that the reason for attending private tutoring was to focus more on and understand certain subjects that were considered very difficult when taught and to assist them in doing school assignments. Other students also said that they chose private tutoring because it was more comfortable if they were taught directly by private tutors, the tutor focused on just one child and the explanations provided were more complete and clearer and if they were still confused they could ask directly.

The many advantages and benefits that students get from taking private tutoring are not accompanied by the number of students taking private tutoring. The large number of private tutoring providers in the city of Surakarta who have official numbers or who do not yet have official license numbers has created a distance between private tutoring providers and students. In terms of business, a service and product provider company definitely wants these services or products to be in great demand by the public, one of which is private tutoring. Private tutoring service providers must be able to adjust to the wishes and needs of students so that interest in taking tutoring is higher.

According to Richardo, Hussin, Norman et al. (2020) wrote in a research journal conducted at one of the tutoring schools in the city of Wonosobo explaining that prices and promotions are very affect students' interest in taking private tutoring and their loyalty with a variety of programs, tutor competencies, superior programs by means of personal selling, advertising, publications from print and electronic media. Butarbutar (2020) also said that in his research on Rangkaing Medan North Sumatra tutoring, he also said that forms of promotion that are often carried out by companies such as advertising, personal selling, influence from other people and direct marketing are still effective and influential ways. significant in growing the interest of students to follow the tutoring. However, this is different from what was said by Kozar (2013) in research conducted in Russia which stated that students usually still find the private tutoring they want through references from themselves compared to promotions through social media and influence from others. In addition, according to Aptaguna and Pitaloka (2016) said in their research in South Tangerang that service quality has a significant effect on the intention to buy services, but prices do not affect the intention to buy public services. This is different from what was said by Liu and Lee (2016) in research conducted in China which said that price and service quality greatly affect the attractiveness of public interest in using or buying the services offered. Several differences in the result of the research and also the renewal in this studied with the lack of previous researchers discussing these three variables together and especially in the city of Surakarta made researchers want to know that interest in take private tutoring in influenced by price, promotion, and quality of services provided by tutoring learn it.

METHODS

Central Java province has advantages in terms of education. Based on the ranking of the best UTBK scores, it is still concentrated on the island of Java with Central Java province being the province that places the most schools in the top national rankings with several schools from Surakarta city ranking in the top 100 nationally, namely Regina Pacis Surakarta High School, Al Islam 1 High School Surakarta , Kottabarat Special Program Muhammadiyah High School, and Al Abidin Bilingual Boarding School Surakarta High School. This study uses a type of quantitative research and uses a proportionate random sampling technique. The population in this study were students of class XI SMA Regina Pacis Surakarta, SMA Al Abidin Bilingual Boarding School Surakarta, Muhammadiyah High School Kottabarat Special Program and Al Islam 1 High School Surakarta totaled 802 students and a sample of 267 students was obtained. Data was collected using a Likert scale with a closed questionnaire. The results of data processing using IBM SPSS 25. Instrument testing using validity and reliability tests. Data analysis and hypothesis testing through classical assumption test, multiple regression analysis, t test, F test, and test R^2 .

RESULTS AND DISCUSSION

A. Results

1. Multiple Regression Analysis

Table 1. Multiple Regression Test Results

Model	Unstandardized Coefficients		standardized Coefficients Beta	t	Sig.
	B	std. Error			
(Constant)	-4,529	3,019		-1,500	0.135
Price (X1)	0.389	0.093	0.205	4,180	0.000
Promotion (X2)	0.452	0.071	0.329	6,377	0.000
Quality of Service (X3)	0.154	0.021	0.361	7,265	0.000

Based on the Table of Multiple Regression Test results, the equation $Y = -4.529 + 0.389(X1) + 0.452(X2) + 0.154(X3)$. When explained, this equation is: (1) The value of the constant is -4.529, which means that if the variable price, promotion and quality of service is zero then the value of interest in taking private tutoring is -4.529. (2) The price variable has a regression coefficient value of 0.389 which means it has a positive influence on interest in taking private tutoring and if the price variable increases by 1 then the value of interest in taking private tutoring will increase by 0.389. (3) The promotion variable has a regression coefficient value of 0, 452 which means it has a positive influence on interest in taking private tutoring and if the promotion variable increases by 1 then the value of interest in taking private tutoring will increase by 0.452. (4) The service quality variable has a regression coefficient value of 0.154 which means it has a positive influence on interest in taking private tutoring and if the service quality variable increases by 1 then the value of interest in taking private tutoring will increase by 0.154.

2. TEST F

Table 2.F Test Results

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	482,972	3	160,991	80,125	0.000 ^b
	residual	528,429	263	2.009		
	Total	1011,401	266			

Based on Table 2, the value of F shows that the count is 80.125 with a significant level used is 0.005 and a df value of 1 = 3, and a df value of 2 = 267-3-1 = 263. The results of the F table obtained are 2.638925 and have a sig value. i.e. $0.000 < 0.005$. So it can be concluded that H_0 research is rejected and H_a is accepted so that there is a positive and significant influence between the variables price (X1), promotion (X2), and quality of service (X3) on interest in taking private tutoring (Y).

3. TEST t

Table 3. Test Results t

Coefficients ^a						
Model	Unstandardized Coefficients		standardized Coefficients	Q	Sig.	
	B	std. Error	Betas			
1	Constant	-4.5229	3.019		-1,500	0.135
	Price (X1)	0.389	0.093	0.205	4,180	0.000

Promotion (X2)	0.452	0.071	0.329	6,377	0.000
Quality of Service (X3)	0.154	0.021	0.361	7,265	0.000

This test uses a significance level of 0.05 with a value of $df = 267 - 3 = 264$, so that the T table is 1.96899. The following is an interpretation of the t test, namely: (1) The price variable (X1) has a t count of 4.180 which shows that $t \text{ count} > t \text{ table}$ ($4.180 > 1.96899$) besides the sig. 0.000 or smaller than 0.05, it can be concluded that there is a positive and significant influence between the price variable (X1) and the interest variable (Y). (2) The promotion variable (X2) has a t count of 6.377 which shows that $t \text{ count} > t \text{ table}$ ($6.377 > 1.96899$) besides the sig value. 0.000 or smaller than 0.05, it can be concluded that there is a positive and significant influence between the promotion variable (X2) and the interest variable (Y). (3) The service quality variable (X3) has a t count of 7.265 which indicates that $t \text{ count} > t \text{ table}$ ($7.265 > 1.96899$) besides the sig. 0.000 or smaller than 0.05, it can be concluded that there is a positive and significant influence between service quality (X3) and interest variable (Y).

4. Test R²

Table 4.R² Test Results

<i>Model Summary^b</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>std. Error of the Estimate</i>
1	0.691 ^a	0.478	0.472	1.417

Based on table 414, it shows that the Adjusted R Square value is 0.478 or 47.2%, which means that interest in taking private tutoring is influenced by price, promotion, and service quality factors. The remaining ($100\% - 47.2\% = 52.8\%$) 52.8% is influenced by other variables such as parents' income and work, school and family environment according to Rakhmadia (2017), and reputation from other communities according to Shanaz and Wahyono (2016). This shows that the relationship between interest in taking private tutoring with the three independent variables is moderate according to the indicators said by Chin (1998).

B. Discussion

1. The Effect of Price on Interest in Private Tutoring

The results of the t test show that the price variable (X1) has a t count of 4.180, which means that $t \text{ count} > t \text{ table}$ ($4.180 > 1.96899$) besides that the sig. 0.000 or smaller than 0.05, it can be concluded that in this study H₀ was rejected and H_a was accepted which made a positive and significant influence between the price variable on interest in taking private tutoring.

The results of this study prove that the first indicator is affordability, the variety of prices offered by the many programs offered by tutoring is in accordance with the wishes and needs of students. The suitability of price with quality is also in accordance with the wishes of students and parents to grow a high interest in participating in the tutoring. Price compatibility with benefits has also provided benefits that have a very positive effect on consumers. Price in accordance with ability or competitiveness indirectly also affects students' interest from the high and cheap price of a product that is considered by consumers when buying or subscribing to a service or product.

Price gives a very important influence on the progress of the company which in this study is the private tutoring institution itself. The first thing that really influences the company's progress is the price, because price is the most important thing that is considered by a consumer. The results of this study are in line with Randi, Suharto & Reskiputri (2022) which states that there is a positive and significant effect between price and interest in taking tutoring. This is also in

accordance with research conducted by Silaban (2019) explaining that price has a significant effect on students' interest in taking tutoring. This explains that price has an important role and an important influence on students and private tutoring institutions.

2. Influence Promotion of Interest in Private Tutoring

The results of the t test show that the promotion variable (X2) has a t count of 6.377 which means that $t \text{ count} > t \text{ table}$ ($4.180 > 1.96899$) besides that the sig value. 0.000 or smaller than 0.05, it can be concluded that in this study H_0 was rejected and H_a was accepted which made a positive and significant influence between the promotion variables on the interest in taking private tutoring. The promotion variable (X2) has an effective contribution of 18.5% and a relative contribution of 38.7% to the interest in taking private tutoring, which means that the promotion variable (X2) has an impact of 38.7% on the interest in taking private tutoring (Y).

Promotion frequency which aims at how often promotions are carried out by private tutoring institutions. In this indicator, many participants considered that the frequency of promotions carried out was in accordance with the wishes of students, so it was not too frequent, but there were also some students who considered that the frequency was carried out by private tutoring with a fairly long period of time, in addition to the quality of the promotions. which indicates whether the promotion is carried out with maximum quality or not, because if the quality of the promotion is not good then the response and interest of students will also be low. Next is the quantity of promotion where private tutoring institutions certainly don't only carry out promotions through social media, if private tutoring institutions have good quality, they will definitely carry out promotions directly. Promotion is also very influenced by time, if the promotion takes a long time it will also affect students' interest. In this study, many students felt that the time spent by private tutoring institutions in carrying out promotions was very effective and did not take a long time, then in carrying out promotions there must be promotion targets or consumers. If the promotion is not carried out to the right consumers, it will also make the promotion ineffective. In this study, many students felt that the time spent by private tutoring institutions in carrying out promotions was very effective and did not take a long time, then in carrying out promotions there must be promotion targets or consumers. If the promotion is not carried out to the right consumers, it will also make the promotion ineffective. In this study, many students felt that the time spent by private tutoring institutions in carrying out promotions was very effective and did not take a long time, then in carrying out promotions there must be promotion targets or consumers. If the promotion is not carried out to the right consumers, it will also make the promotion ineffective.

The results of this study are in accordance with previous studies. According to Junianti, Jamaris & Sunarti (2018) said that there is a significant influence between the promotion variable and students' interest in taking tutoring. Besides that Butarbutar (2020) in his research said that forms of promotion that are often carried out by companies such as advertising, personal selling, influence from other people and direct marketing are still effective and have a significant influence on growing students' interest in taking the tutoring. This explains that promotion has an important role and an important influence on students and private tutoring institutions.

3. Influence Quality of Interest in Private Tutoring

The results of the t test show that the service quality variable (X3) has a t count of 7.265 which means that $t \text{ count} > t \text{ table}$ ($7.265 > 1.96899$) besides the sig. 0.000 or smaller than 0.05, it can be concluded that in this study H_0 was rejected and H_a was accepted which made a positive and significant influence between service quality variables on interest in taking private tutoring. The service quality variable (X3) has an effective contribution of 20.2% and a relative contribution of 42.3% to the interest in taking private tutoring, which means that the service quality variable (X3) has an impact of 42.3% to the interest in attending tutoring variable private (Y).

This study uses 4 indicators that can affect interest. These four indicators are very dependent on the human resources owned by private tutoring and the programs provided by private tutoring, the reliability of tutors and customer service and also the guarantee program provided by private tutoring, because these services are sure to be much desired and immediate. effect on students. In addition, the responsiveness and empathy of tutors and customer service in overcoming every problem and desire of students is an added value for private tutoring

institutions if they carry out well. The results of this study are in line with Waruwu, Permatasari & Putri (2018) states that the service quality variable significantly influences interest in taking private tutoring. According to Sari, Suryadi & Nurseto (2014) service quality has a positive and significant effect on interest and decision to take tutoring. This explains that service quality has an important role and an important influence on students and private tutoring institutions.

4. The Influence of Price, Promotion, and Service Quality on Interest in Private Tutoring

The regression equation that has been processed using SPSS 25 shows the result that is $Y = -4.529 + 0.389(X_1) + 0.452(X_2) + 0.154(X_3)$ which explains that the regression coefficients of the variable price, promotion and service quality are 0.389, 0.452, 0.154 which means that the three variables have a positive coefficient, which means that every increase in one and the other variables are considered unchanged, the interest in entrepreneurship will increase. The higher the price, promotion, and quality of service, the higher the interest in taking private tutoring. The calculated F value obtained is $80.125 > 2.638925$ (F table) and the sig. $0.000 < 0.05$. Based on this, it can be concluded that H_0 in this study is rejected and H_a is accepted so that there is a positive and significant influence between price, promotion, service quality on interest in taking private tutoring simultaneously. The amount of contribution made by the three variables simultaneously is seen from the Adjusted R square value of 0.472 (47.2%) which means that the interest in taking private tutoring is influenced by price, promotion and service quality of 47.2%. As much as 52.8% is influenced by other factors or variables.

This research is in accordance with previous research such as according to (Richardo et al., 2020) states in his research that price and also promotions have a significant effect on students' interest in taking private tutoring. In addition, according to Liu and Lee (2016) who said that price and service quality greatly affect the attractiveness of public interest in using or buying the services offered. According to Jutisa, Widodo & Wahyuni (2018) also said that price, promotion, and service quality (marketing mix) have a significant effect on interest in attending tutoring. This explains that price, promotion, and service quality have an important role and an important influence on students and private tutoring institutions.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

The conclusions from this study are: (1) There is a positive and significant influence between price and interest in taking private tutoring. (2) There is a positive and significant influence between promotions on interest in taking private tutoring. (3) There is a positive and significant influence between service quality and interest in taking private tutoring. (4) There is a positive and significant influence between price, promotion, and service quality on interest in taking private tutoring.

B. Suggestions

Base on the research result and conclusions, it can be suggested: (1) This research provides input to the Economics Education Study Program to provide teaching and adapt teaching materials in the development of marketing management materials in accordance with the needs of the industrial world, especially tutoring that can be applied directly by students in society. (2) This research can be used as a reference if you want to start a non-formal education service business so you can readjust more about prices, promotions and service quality that make the tutoring institution business work and can fulfill your goals as a businessman, namely getting good profits. (3) For Private Tutoring Institutions, this research can be used as a reference for private tutoring, especially in the city of Surakarta so that it is more able to readjust according to the variables in this study and it is hoped that private tutoring institutions will be more in demand to help improve student achievement with appropriate prices, promotions and services.

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