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Brand Image and Customer Loyalty of Parents in a Private Sectarian School in Central Negros

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Abstract. Brand image and customer loyalty are critical factors influencing school choice and student retention in today's competitive education system. Private sectarian institutions build strong brands and lasting stakeholder ties. This study investigated the brand image and customer loyalty of parents at a private sectarian school in Central Negros Occidental. It aimed to examine how demographic factors influence these perceptions and to understand the connection between brand image and loyalty. Ultimately, it sought to inform marketing strategies that enhance stakeholder engagement and institutional growth. This study employed quantitative research design, utilizing a researcher-made questionnaire to gather data on brand image and customer loyalty among parents. The respondents of the study were 145 parents of students who were enrolled in a private sectarian school. Participants were identified through a stratified random sampling technique. Subsequently, the gathered data underwent analysis using both descriptive and inferential statistical methods to determine levels, explore relationships, and identify significant differences related to various demographic factors. The results indicated a strong brand image and high customer loyalty for the private sectarian school across various demographics. However, there are opportunities to enhance perceptions of competence and benefits, particularly among lower-income families. Enhancing these strategies could strengthen the school's competitiveness and maintain parental loyalty. In addition, the study revealed that a strong brand image significantly influences customer loyalty among parents in a private sectarian school in Central Negros Occidental. Positive perceptions across all brand image dimensions were consistently associated with very high loyalty, regardless of demographic differences. The brand image of the school positively relates to parents' loyalty. This highlights the importance of strategic branding in strengthening parental commitment and sustaining school enrollment.

Keywords. Brand image, Customer loyalty, Parents, descriptive, comparative, and correlational, Private sectarian school, Central Negros, Philippines

1. Introduction

A brand is fundamentally a perception and connection that resides in the minds of customers [1, 2]. In the realm of education, brand image is the impression held by various stakeholders, including the local community, parents, and students themselves [3, 4]. A strong brand image encourages students to become advocates, sharing positive experiences and recommending the institution to others. This positive perception influences consumer decisions, particularly when families choose different schools [5]. A well-established brand image helps

students differentiate between institutions, increasing the likelihood of enrollment and ultimately fostering customer loyalty [6].

Customer loyalty in education extends beyond simple enrollment. It signifies a commitment to the institution, demonstrated by parents' continued willingness to enroll their children and their active recommendation of the school to others [7]. Numerous elements contribute to this loyalty, such as service quality, the robustness of the brand image, academic achievement, the strength of interpersonal connections within the school community, and the cultivation of a favorable learning environment. Maintaining high academic standards, offering engaging extracurricular activities, and fulfilling parents' expectations all contribute to enhanced satisfaction and loyalty among students and their families [8, 9, 10].

A strong brand image in educational institutions is often linked to increased customer loyalty, as students who perceive the school positively are more likely to remain committed and advocate for the institution [11, 12]. Building trust and credibility is essential for any educational institution seeking to thrive. A strong and positive brand image is a key driver of parental loyalty in private educational institutions [13]. This positive perception creates a ripple effect: when parents have confidence in the school, their children are more likely to experience satisfaction, reinforcing loyalty among both groups. Educational institutions should prioritize strategic marketing efforts to cultivate a positive brand image, increase enrollment, and capture the interest of both parents and students [7]. Failing to do so can negatively impact customer loyalty and ultimately harm the institution.

In the Philippines, school brand image in a competitive market relies on prestige, affordability, and family trust, influenced by culture and economy. According to Soliman [14], the brand equity of a Private Catholic College in Negros Island, Philippines, is essential for students to enroll because of its brand name and distinctiveness. However, in the case of the Christian school in Talisay City, Negros Occidental, declining enrollment may be linked to a lack of appreciation for the school's projected image, influencing parents' decisions to enroll their children. Limited marketing resources and negative perceptions circulating within the community can damage the school's reputation. While powerful, word-of-mouth communication can also be detrimental if negative experiences are shared, impacting enrollment and student retention. When parents are unaware of the school's unique value proposition or have negative experiences with the administration, facilities, or teaching quality, they may lose trust and seek alternative options for their children.

While research on brand image and customer loyalty exists across various sectors globally [15], including the restaurant industry, the automotive industry, and higher education [16, 6, 14], there is a notable gap in understanding how the parents of students in private sectarian schools particularly in Central Negros Occidental perceive brand image by its dimensions and assess the level of customer loyalty. By incorporating demographic factors such as sex, age, educational attainment, and monthly family income, this research will comprehensively understand the relationship between brand image and customer loyalty in the educational sector.

Thus, this study aimed to assess the level of brand image and customer loyalty of parents of students in a private sectarian school in Central Negros Occidental during the school year 2024-2025. The findings of this study will be the basis for the proposed marketing strategy, which aims to increase enrolment, customer satisfaction, and patronage and sustain the school's operation.

2. Framework of the Study

This paper theorizes that a strong brand image positively influences customer loyalty among parents of students enrolled in a private sectarian school in Central Negros Occidental. A positive perception of the school's brand, as perceived through its various dimensions, could lead to increased parental commitment and advocacy. This proposition is grounded in Aaker's Brand Equity Theory [15], which provides a framework for understanding how brand image contributes to overall brand value.

Aaker's Brand Equity Theory emphasizes five key components: brand awareness, brand associations, perceived quality, brand loyalty, and proprietary brand assets [15]. These components strengthen a brand's value proposition and influence consumer behavior. Brand awareness builds trust and recognition, while brand associations shape perceptions and relevance. Perceived quality affects customer satisfaction, and brand loyalty drives repeat purchases and resistance to competitors.

In the context of this study, Aaker's theory serves as a lens for examining how the dimensions of brand equity influenced parents' perceptions of a school's quality, reliability, and overall reputation. Brand awareness can attract new students, while strong brand associations shape positive perceptions of the school's identity and values. Perceived quality and brand loyalty may lead to higher retention rates and increased parent advocacy. Applying Aaker's theory, the study developed a framework for understanding how brand image impacted customer loyalty in this educational setting.

3. Methods

This study utilized a quantitative research design, incorporating both descriptive-comparative and correlational methodologies, to thoroughly investigate the connection between brand image and customer loyalty among parents at a private sectarian school. The participants for this research consisted of 145 parents (either mother or father) of students enrolled at the private sectarian school during the 2024-2025 academic year. These participants were selected through a stratified random sampling method.

Table 1. Distribution of Respondents

Parents	N	n	%
Preschool	39	39	27
Grade 1	24	22	15
Grade 2	13	12	8
Grade 3	13	13	9
Grade 4	20	20	14
Grade 5	18	18	12
Grade 6	23	21	15
Total	150	145	100

This study utilized a researcher-made questionnaire drawing upon the work of Wijaya [17] and Fedotova et al. [12] to investigate the brand image and customer loyalty of the

respondents. Respondents' brand image perceptions were assessed using a researcher-made questionnaire containing 69 items across brand identity, brand personality, brand associations, brand attitude and behavior, brand competence, and brand benefits. In assessing the level of customer loyalty, a researcher-made questionnaire was utilized in the study of Fedotova et al. [12]. It comprises 18 items spread across the areas of attitudinal and behavioral loyalty. It is validated and reliability tested. To ensure the validity of the instrument, sixteen professionals, including research experts and school administrators, assessed the questionnaire's content validity by calculating Lawshe's Content Validity Ratio (CVR), a standard quantification technique. Their validation resulted in a CVR of 0.89, demonstrating very high validity. The reliability coefficient was computed using Cronbach's Alpha method by pilot-testing the instrument with 30 parents or guardians who were not connected with the private sectarian school. It resulted in a 0.987 score, indicating that the instrument is highly consistent and reliable.

Both descriptive and comparative methods were employed for data analysis. Descriptive statistics, encompassing mean, standard deviation, frequency, and percentage distribution, were calculated. For the comparative analysis, the Mann-Whitney U and Kruskal-Wallis H tests were utilized. Additionally, Spearman Rho was applied for the correlational analysis. Furthermore, the Kolmogorov-Smirnov test was performed to assess the normality of the variables. Lastly, to ensure the ethical integrity of this study, the researcher adhered to the ethical guidelines established by the Philippine Health Research Ethics Board (PHREB), upholding the principles of respect for persons, beneficence, and justice.

4. Results and Discussion

4.1 Level of Brand Image as Assessed by Parents

The overall level of brand image assessed by parents is very high ($M=3.51$, $SD=0.47$). Across different demographic groups, all subgroups consistently rated brand image very high. Among the dimensions of brand image, attitude, and behavior received the highest mean score ($M=3.54$, $SD=0.52$), followed by brand association ($M=3.53$, $SD=0.50$) and brand personality ($M=3.53$, $SD=0.49$), which almost rated equally, brand identity ($M=3.51$, $SD=0.45$), and brand benefit ($M=3.48$, $SD=0.54$) and brand competence ($M=3.49$, $SD=0.53$) received the lowest score, though still considered very high in ratings.

The "very high" rating across all dimensions implies that respondents perceive the school's brand as exceptionally strong, with high recognition, clear differentiation, alignment with its mission, and a reputation for innovation, trustworthiness, and competence within the community. The dimensions receiving the highest mean scores, such as attitude and behavior, association, and personality, relate primarily to the brand's perceived character, style of interaction, and the mental connections and feelings it evokes. This suggests that the brand excels in building relationships, projecting an appealing personality, and establishing strong, positive mental links in the minds of parents [17].

The very high brand image scores are a significant accomplishment and an asset that promotes higher levels of student satisfaction and engagement [18]. It also creates a positive perception that directly contributes to an enhanced school reputation, a factor consistently identified as crucial for attracting prospective students and high-quality faculty and staff [19]. On the other hand, the low Standard Deviation (SD) indicates strong parental consensus. This shared positive perception, clustered around a high mean score, minimizes parental alienation and likely fosters positive word-of-mouth referrals.

Attitude and behavior are the highest among all six dimensions, signifying an exceptionally positive evaluation and favorable disposition from parents towards the brand. They often guide their purchasing decisions with a strong sense of responsibility for their children. They frequently build a positive attitude toward a brand based on trust and perceived reliability [20]. The “very high” association indicates that parents have established strong and predominantly positive mental and emotional connections with the brand. This association emphasizes the need for brands to cultivate positive associations through various factors like attributes, benefits, and personality [16]. On personality and identity, the high scores suggest that parents find the brand highly appealing and congruent with their values or aspirations. Additionally, parents clearly and consistently recognize the distinct and attractive persona the brand has successfully cultivated [17]. These findings suggest significant strength in the more experiential, relational, and perhaps softer aspects of the brand [21]. This pattern suggests that the brand's image strength is particularly notable in areas concerning how it presents itself and interacts with attitude/behavior, personality, identity, and association.

The dimensions scoring relatively lower, while still very high, pertain more directly to the functional aspects of the brand's offering – the specific value it delivers (benefit) and its perceived effectiveness and reliability in doing so (competence) [17]. The brand's low ranking suggests that parents see its practical performance or reliability as slightly weaker than its image or emotional appeal. It suggests an opportunity exists to more clearly articulate and prove the tangible outcomes, unique advantages, and core educational effectiveness the school offers. This becomes critical when choosing products or services for their children. Parents need unwavering trust in the brand's ability to deliver safely and reliably [32]. However, the slightly lower scores might indicate a potential gap, not necessarily in the school's actual performance in these areas, but in how effectively these aspects are communicated or made tangible to parents. This suggests a strategic opportunity to focus on providing concrete evidence of the value delivered and the school's effectiveness in its core mission [22].

Table 3. Level of Brand Image as assessed by Parents

Variable	Identity			Personality			Association			Attitude and Behavior			Competence			Benefit			Brand Image				
	M	SD	Int	M	SD	Int	M	SD	Int	M	SD	Int	M	SD	Int	M	SD	Int	M	SD	Int		
Sex																							
Male	3.58	0.48	VH	3.59	0.50	VH	3.61	0.46	VH	3.62	0.51	VH	3.56	0.59	VH	3.51	0.62	VH	3.58	0.50	VH		
Female	3.49	0.44	VH	3.52	0.48	VH	3.51	0.50	VH	3.53	0.52	VH	3.48	0.52	VH	3.48	0.52	VH	3.50	0.47	VH		
Age																							
Younger	3.51	0.47	VH	3.54	0.51	VH	3.54	0.51	VH	3.55	0.54	VH	3.47	0.55	VH	3.48	0.56	VH	3.52	0.50	VH		
Older	3.50	0.42	VH	3.52	0.46	VH	3.51	0.48	VH	3.53	0.50	VH	3.52	0.51	VH	3.49	0.52	VH	3.51	0.45	VH		
Educational Background																							
High School	3.54	0.47	VH	3.52	0.50	VH	3.59	0.56	VH	3.46	0.51	VH	3.41	0.63	VH	3.45	0.64	VH	3.50	0.53	VH		
College Level	3.62	0.36	VH	3.66	0.37	VH	3.65	0.39	VH	3.67	0.38	VH	3.63	0.39	VH	3.66	0.37	VH	3.65	0.34	VH		
With Bachelor's Degree/ Master's Degree or higher	3.45	0.48	VH	3.47	0.52	VH	3.46	0.53	VH	3.49	0.57	VH	3.43	0.58	VH	3.40	0.58	VH	3.45	0.51	VH		
Family Income																							
Lower	3.47	0.47	VH	3.49	0.52	VH	3.49	0.53	VH	3.51	0.55	VH	3.44	0.57	VH	3.44	0.57	VH	3.47	0.50	VH		
Higher	3.57	0.40	VH	3.61	0.41	VH	3.59	0.43	VH	3.61	0.45	VH	3.57	0.46	VH	3.55	0.48	VH	3.58	0.41	VH		
Whole	3.51	0.45	VH	3.53	0.49	VH	3.53	0.50	VH	3.54	0.52	VH	3.49	0.53	VH	3.48	0.54	VH	3.51	0.47	VH		

Mean Range: 1.00-1.75=Very Low (VL), 1.76-2.50=Low (Lo), 2.51-3.25=High (Hi), 3.26-4.00=Very High (VH)

4.2 Level of Customer Loyalty of the Respondents

The parents of the private sectarian school exhibit a very high level of customer loyalty (M=3.56, SD =0.57) overall across all surveyed demographic groups. In terms of loyalty, behavioral and attitudinal, the respondents revealed a very high level (M=3.55, SD = 0.71) and (M=3.57, SD=0.54), respectively.

The overall "very high" level of parent loyalty indicates that the respondents always exhibit customer loyalty, characterized by a strong emotional attachment, frequent enrollment, positive recommendations, and active engagement in school activities. This positive result significantly indicates the school's strength and resonance within its community.

Such high levels of loyalty suggest that parents are satisfied with the educational services provided and feel a strong connection and commitment to the institution. A strong, positive brand image, built on factors like perceived quality, reputation, and effective communication, fosters trust and satisfaction, key antecedents to loyalty [20]. The synergy between the school's high brand image and very high loyalty demonstrates that it has cultivated a positive perception, leading to deep-seated commitment from parents. This parental loyalty drives retention and positive referrals and enhances the school's reputation, indicating that the school effectively meets community expectations for long-term success [20, 23].

The data shows that fathers have slightly higher loyalty ratings than mothers. This finding is unexpected, as research (both globally and in the Philippines) indicates that mothers have significantly more daily involvement with their children's education [24]. One theory is that less-involved fathers might have a generally positive but less detailed view. Another is that highly involved mothers might have a more nuanced and slightly more critical perspective, even while being generally positive. Given the school's predominantly female parent base, this slight difference should be monitored but likely does not represent a major divergence in overall satisfaction.

Parents with a high school education rated loyalty as the highest overall and behaviorally. However, parents holding bachelor's or master's degrees rated loyalty slightly lower overall, though still "very high." Studies indicate that parents with advanced educational backgrounds frequently hold elevated expectations for their children's academic pursuits and may interact with schools in distinct ways [25]. The higher behavioral loyalty among high school graduates could indicate a strong focus on tangible outcomes like re-enrollment and positive WOM, perhaps driven by a high perceived value for the educational opportunity provided. The peak in attitudinal loyalty among college-level parents might suggest a strong resonance with the school's mission, values, and community aspect – the 'heart' connection. Even though parents with Bachelor's/Master's degrees were still very loyal, their slightly lower scores might be because they expected more regarding school academics or teaching ways. This matches studies suggesting that higher education can lead parents to be more critical or have specific needs from a school [26].

Minor variations were observed based on income. Higher-income parents rated overall and attitudinal loyalty slightly higher, while lower-income parents rated behavioral loyalty slightly higher. This aligns with some research suggesting higher SES (socioeconomic status) parents may focus more on alignment with values and expectations (attitudinal) [27] while lower-income parents, potentially receiving financial aid like the ESC grant [28, 29].

Table 3. *Level of Customer Loyalty of the Respondents*

Variable	Behavioral Loyalty			Attitudinal Loyalty			Customer Loyalty		
	M	SD	Int	M	SD	Int	M	SD	Int
Sex									
Male	3.59	0.55	VH	3.61	0.64	VH	3.60	0.60	VH
Female	3.54	0.74	VH	3.56	0.52	VH	3.55	0.56	VH
Age									
Younger	3.52	0.55	VH	3.60	0.55	VH	3.57	0.54	VH
Older	3.57	0.86	VH	3.54	0.53	VH	3.55	0.59	VH
Educational Background									
High School	4.45	2.06	VH	3.63	0.50	VH	3.99	0.98	VH
College Level	3.66	0.41	VH	3.71	0.36	VH	3.69	0.37	VH

With a Bachelor's Degree/ Master's Degree or higher	3.42	0.60	VH	3.50	0.61	VH	3.47	0.59	VH
Family Income									
Lower	3.55	0.79	VH	3.55	0.57	VH	3.55	0.60	VH
Higher	3.53	0.54	VH	3.61	0.50	VH	3.57	0.50	VH
Whole	3.55	0.71	VH	3.57	0.54	VH	3.56	0.57	VH

Mean Range: 1.00-1.75=Very Low (VL), 1.76-2.50=Low (Lo), 2.51-3.25=High (Hi), 3.26-4.00=Very High (VH)

4.3 Difference in the Level of Brand Image as Assessed by Parents

The result indicated that brand image (KS = 0.152, p = 0.000) and customer loyalty significantly deviated from a normal distribution (KS = 0.211, p = .000), violating the assumption of normality, suggesting the need for non-parametric statistical analyses for the interpretation. The result showed no significant difference in brand image as assessed by parents when grouped according to sex and family income. Additionally, there is no significant difference in brand image across different educational backgrounds.

The analysis suggests that parents perceive the brand image of the private sectarian school similarly, regardless of their sex, age, family income, or educational background. This implies that the very high perception of the school's brand is consistent across diverse demographics and appears to resonate positively and uniformly among the surveyed parents.

The findings of the study of Azizan and Yusr [30] emphasize that a strong brand image as perceived by parents results in a deeper level of mental desire or connection to the brand. This becomes a powerful tool for driving consumer purchases regardless of different demographics [31].

Table 4. Difference in the Level of Brand Image as assessed by Parents

Variable	U	z	p
Sex	1270.500	-1.202	0.229
Age	2519.000	-0.408	0.683
Family Income	2151.000	-1.102	0.271
	χ^2	df	p
Educational Background	3.209	2	0.201

Note: the difference in the means is significant when $p \leq 0.05$

4.4 Difference in the Level of Customer Loyalty of the Respondents

The Mann-Whitney U test was used to determine the significant difference in customer loyalty as assessed by parents when grouped according to sex and family income. The results showed no significant difference according to sex [U=1281.000, p=0.247], age [U=2388.000, p=0.350], and family income [U=2385.000, p=0.891]. The Kruskal-Wallis H test also indicated no significant difference in customer loyalty across educational backgrounds [$\chi^2(2)=5.386$, p=0.068]. These results suggest that parents perceive customer loyalty similarly, regardless of sex, family income, or educational background.

Although the p-value for educational background (p=0.068) approaches the conventional significance threshold of 0.05, it does not meet it. Therefore, the conclusion remains that customer loyalty levels do not differ significantly based on the tested demographic characteristics. This statistically confirms the pattern observed descriptively in Table 3: the "Very High" level of customer loyalty is consistent across these parent subgroups. The notable descriptive variations, such as the high mean scores for the small group of High School

graduates, do not translate into statistically significant overall differences between the educational groups, likely due to high variability within groups or the generally high scores compressing potential differences. The school appears successful in fostering strong and consistent loyalty among the various segments of its surveyed parent population.

The most significant implication is that the school's current approaches to fostering parent loyalty are effective across diverse demographic segments. This suggests that the core value proposition, quality of service, and relationship management practices resonate universally with the parent body. The school should identify and continue to invest in the fundamental aspects of its operations and brand that cultivate this strong and consistent loyalty. These could include the quality of education/care, teacher-parent communication, school environment, perceived safety, and the overall experience provided to families [20].

Table 5. Difference in the Level of Customer Loyalty of the Respondents

Variable	U	z	p
Sex	1281.000	-1.157	0.247
Age	2388.000	-0.935	0.350
Family Income	2385.000	-0.137	0.891
	χ^2	df	p
Educational Background	5.386	2	0.068

Note: the difference in the means is significant when $p \leq 0.05$

4.5 Relationship between Brand Image and Customer Loyalty of Parents in a Private Sectarian School in Central Negros Occidental

The analysis revealed a strong positive correlation between brand image and customer loyalty ($r_s(143)=0.738, p<0.001$). This highly statistically significant finding indicates that when parents perceive the private sectarian school's brand image more favorably, they exhibit greater customer loyalty.

The findings affirm that a more favorable school image is associated with higher levels of parental loyalty [7]. This finding is consistent with a recent study by Dam and Dam [1] which underscored the connection between a positive school image and the loyalty of students and/or parents. Their research specifically indicated that parents' perception of the school's image and marketing strategies geared towards school employees were the most impactful elements in fostering "parental loyalty," thereby demonstrating a clear influence of school image on parental loyalty.

Table 6. Relationship between Brand Image and Customer Loyalty of Parents in a Private Sectarian School in Central Negros Occidental

Variable	r_s	df	p
Brand Image x Customer Loyalty	0.738*	143	0.000

Note: *correlation is significant when $p \leq 0.05$

Overall, the findings validate Aaker's Brand Equity about brand image and customer loyalty. Statistical findings show that a strong brand image positively influenced customer loyalty among parents of students enrolled in a private sectarian school in Central Negros Occidental. It confirms that a positive perception of the school's brand, as perceived through its

various dimensions, could lead to increased parental commitment and advocacy. Though the assessment of all dimensions across a demographic group is consistently very high, there is a notable lower value in the overall brand competence and benefit. Moreover, it validates that it is a well-regarded institution that has successfully built significant brand equity and fostered deep loyalty among its specific parent demographics. It appears to be effectively delivering on its perceived promises – likely a combination of quality education, strong sectarian values, and a supportive community – in a way that resonates with highly educated parents while remaining accessible (perhaps through financial discount programs and government aid) to its predominantly low-income base.

5. Conclusion

The findings reveal that the parents of students in a private sectarian school consistently perceive the school's brand image as strong and positive, regardless of their demographic or profile differences. This indicates that the school has effectively established a strong and favorable brand image that resonates with the entire parent population, regardless of background or individual differences. Moreover, the very high levels of customer loyalty exhibited by parents reflect not only their satisfaction but also a deep sense of trust and long-term commitment to the school. The confirmed strong positive correlation between brand image and customer loyalty implies that the more positively parents view the school's brand, the more loyal they tend to be. These points underscore the significance of cultivating a robust brand image to both retain parent loyalty and foster a positive reputation for the educational institution.

6. Limitations of the Findings

The study was conducted at one private sectarian school in Central Negros Occidental, which limits the generalizability of the findings. The findings from this study are restricted to the specific environment it investigated and do not represent how parents in various school types and regions experience. The research design limited its exploration to parent populations based on demographic criteria, thus preventing the comprehensive understanding of all parents, especially those with children beginning their academic journey. Moreover, the respondents are predominantly female and highly educated, which does not represent the general parent population, leading to uniformly positive findings. Their monthly income is based solely on the sample's average, without external benchmarks, making it difficult to assess the actual socioeconomic status compared to the broader population.

7. Practical Value of the Findings

The practical value of this study lies in its demonstration of the vital connection between brand image and customer loyalty within a private educational context. The consistently high levels of loyalty observed across demographics, especially in relation to positive brand perceptions, suggest that focused branding efforts can greatly influence parental commitment. This highlights the potential for private sectarian schools to use strategic marketing and stakeholder engagement as powerful tools to enhance retention and drive institutional growth.

8. Directions for Future Research

Future research may investigate the sustainability of the relationship between brand image and customer loyalty, focusing on student engagement and consistent communication of

values. It may also consider factors that enhance the effectiveness of marketing tactics related to pricing and payment. Additionally, a study examines how generational differences affect consumer behavior and brand perception. Also, investigating factors influencing differences among stakeholder groups (students, faculty, alumni) will aid in tailoring interventions. Additionally, future work could identify which specific dimensions of brand image (like academic quality or perceived value) are most critical in driving loyalty, incorporate the perspectives of other stakeholders, including students and staff, and evaluate the practical effectiveness of different branding strategies implemented by schools.

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