

How to Improve Parent Loyalty with the Marketing Mix and School Image on a Private Vocational School in Jakarta, Indonesia

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Abstract: Marketing mix is a marketing tool used by the organizations or institutions to identify customer needs and wants, included in the educational sector. The school must to survive and mature to take on the competitions in the educational sector. This study aims to investigate how marketing mix can enhance parents loyalty and build school image, along mediate relationship of school image between marketing tactics and parents loyalty in the vocational private schools in Jakarta, Indonesia. Respondent are randomly selected from all of the parents from children in the eleven and twelve grades at the school. Data collection tool is questionnaire, which contains the spectrum of 5 items Likert with the items ranging and analyzed using structural equation modeling method (SEM). The results showed that the marketing mix can enhance parents loyalty and build school image and school image is have a partial mediate to marketing mix and parents loyalty. Among the marketing mix include: Promotions, people, price, product and place. Subsequently, school image can partial mediated relationship between marketing tactics and parents loyalty.

Keywords: marketing mix, school image, parent loyalty

Date of Submission: 26-04-2019

Date of acceptance: 11-05-2019

I. Introduction

Create and maintain a consumer should be a priority for the school. The right strategy should be well planned and continuous, in order that consumers want to use education services of the school. Therefore, schools should continue to make serious efforts thereby customer satisfaction can be fulfilled and become loyal consumers. One of strategy that can be done to acquires customers loyalty is a marketing mix strategy, which consist of the product, price, place, promotion (Perreault and McCarthy, 2002), participants, physical evidence and process (Booms and Zeithaml, 2003). These strategies must be done continuously as a marketing tool that will influence the school image thereby in the end can influence the customers loyalty who loyal customers (Kotler, Wong, Saunders and Armstrong, 2005). Marketing mix strategies have been used to observe impact on corporate image (Kim and Hyum, 2010; Amini, Darani and Afshani, 2012; Ebeid, 2014; Malik et al., 2015), the same in the marketing of educational services (Li Hung, 2009; Malik et al., 2015). The marketing mix is also used as a variable to identify customers loyalty (Li Hung, 2009; Alipour, Aghamohammadi, Ahmadi and Hoseini, 2012). Malik et al. (2015) study showed an indicator of promotion differential impact on school image. While according Kotler and Keller (2012) a good image can increase a positive impression and provide quality assurance, confidence and a certain prestige to the customers.

The study about corporate image on consumer loyalty has been observe by many researchers (Nguyen, Leclerc, and LeBlanc, 2013; Yee, Ling Leong, 2014) and the same research on education (Li Hung, 2009; Skallerud, 2011; Alipour, Aghamohammadi, Ahmadi and Hoseini, 2012; Malik et al., 2015), however, different results has be found in other study (Ishak, 2012). Although previous research discuss with the same but still with different results. This may possibly because of differences in methods research or with different levels of the objects, social conditions, culture and the economy of communities in each location. The discuss has explained the importance of the marketing mix, on the school image and parents loyalty, however that need further research on a vocational of private school in Jakarta.

II. Literature Review

Marketing Mix

Kotler and Keller (2012) explained thats one of strategies to associated with the marketing activities of the company is marketing mix strategy, is defined as a set of marketing tools the company to used constantly to achieve the purpose of marketing in the target markets. Furthermore, Kotler and Keller (2012) explained and classify marketing mix into four category called 4P namely product, price, place and promotion (Perreault and McCarthy, 2002), and then added other factors to marketing mix service, namely participants, physical

evidence and process (Booms and Zeithaml, 2003) so it becomes 7P. According Kotler and Keller (2012) a product is anything that can be offered to the market to satisfy their needs and wants. Marketed product is covered physical goods, services, experiences, events, people, places, organizations and ideas. Product indicators according Kotler and Armstrong (2012) consists of the variety, quality, design, features, packaging, brand and service. While the indicator of the products in the study of Li and Hung (2009) is the school infrastructure. School Infrastructure are facilities and equipment such as laboratories, computers and teaching facilities.

The price is an amount of money or goods that buyers spend on a various kinds of products and services provided by the seller. Monroe (2010). Furthermore, the price is one of the important factor for customer decision making to transactions. While according to Kotler and Armstrong (2012) price is the amount of money charged for a product or service or amount of values in exchange for benefits of consumers for having and using the product or service. According Matzler, Renzl and Faullant (2007) that there are four important factors in pricing: (1) price fairness, i.e., whether the price is reasonable, acceptable or justifiable; (2) price transparency, i.e. whether the price offered clear and comprehensive; (3) price reliability, i.e. whether the price offered can be accountable; (4) the relative price, which offer a comparison with its competitors. While the Indicator price according to Carthy on and Perrefault (2003) consists of the level of prices, discounts, time of payment and the payment terms. The indicator price according to Li and Hung (2009) in the research is scholarships and government policy of the suitability prices by the school to student.

According to Evans and Berman (1992) quoted by Simamora (2003), promotion is all of the communication used to inform, persuade, or remind people about the resulting product organizations, individuals and households. While according to Kotler (2005), the promotion is one way companies to communicate through messages that are designed to stimulate the awareness, interest and will ending with the action of purchases made by customers on the product or service companys. Indicator of promotion, according to Li and Hung (2009) in her research is formal and informal information has provided to students or parents. The form of information among others, is of flyers, letters, brochures, internet portal (website) or a meeting of the PTA (Parents and Teachers Asosiation).

The location can be defined as a place where the company was doing physical activities, according to Zeithaml and Bitner (2005) that the place or distribution channels contained in the marketing services consist of variety in distribution channels, intermediaries, the outlet location, transportation, storage and manage distribution channels. Furthermore, Payne (2001) mentions the location is pleased with the companys decision about which operations and employees will be placed. The interaction between service providers with customers to determine whether or not the location. Location indicator, according to Li and Hung (2009) in the research is accessible location and transport school facilities for students and parents and then adequate parking space. According to Zeithaml and Bitner (2005) people is all the participants play a role in the presenting of the service so as to influence the perceptions of customers. Elements of the companys participants among others employees, consumers, and other consumers within the service. Indicator products according to Li and Hung (2009) in his research is the ability, skill, knowledge, experience and caring teachers to students. Based on research, marketing mix strategies can improve the companys image (Kim and Hyum, 2010; Amini, Darani and Afshani, 2012; Ebeid, 2014; Malik et al., 2015), the same in marketing education services (Li Hung, 2009; Malik et al., 2015). The marketing mix can enhance consumer loyalty (Li Hung, 2009; Alipour, Aghamohammadi, Ahmadi and Hoseini, 2012) Although on research Malik et al. (2015) promotion and place indicators does get same results.

Corporate Image

Corporate image according to Kasali (1994) is a personality, reputation, the companys value, and corporate identity. While the Indicators according to the schools image, Li and Hung (2009) in her research is reputation and credibility belongs the school. Improving the education services quality through service marketing mix can be improve school image (Li Hung, 2009; Malik et al., 2015), because the image of a product or company can increase when consumers get a high quality product, and will decline if consumers get lower quality products. A brand can also Influence the purchase of a product, for the purchase of products not only influenced the products themselves, but image factors come into Influence. The image is a long-term investment in a company that is managed with a maximum will give a big advantage for companies that manage it (Kotler and Keller, 2012). A good image can give a positive impression and can provide quality assurance, confidence and a certain prestige to consumers (Kotler and Keller, 2012). Based on the results of study of companys image can improve consumer loyalty (Nguyen, Leclerc, and LeBlanc, 2013; Yee, Ling Leong, 2014) and the same results on the research of Education sector (Li Hung, 2009; Skallerud, 2011; Alipour, Aghamohammadi, Ahmadi and Hoseini, 2012; Malik et al., 2015), however different results is found in other research (Ishak, 2012).

Parents Loyalty

According to Oliver (1999) customer loyalty is a strong commitment from customers to subscribe again or purchase a product or service or repurchase consistently in the future, even though the situation influence and the marketing efforts have the potential to cause the switch behavior. While according to Lovelock and Wright (2002) the loyalty of a customers willingness to continue to support a company in the long term, buy and use the products and services on the basis of a sense of love that is exclusive and voluntarily recommend a companys products to his family. As for the profit of the company due to the loyal consumers have advanced by Griffin (2002) is as follows: can reduce the costs of marketing, can reduce transaction costs, can decreased the cost of turn over consumers, can increase sales that will expand the companys market share, motivate positive word of mouth with the assumption that the loyal customers is also that those who feel unsatisfied and can reduce the cost of failure. Zeithaml, Parasuraman and Berry (1996) Considered that indicators of customer loyalty consists of: (1) speaking positive things about the company; (2) customers want to recommend the company to others; (3) customers will consider the company as first choice in the future; (4) consumers will be doing more business with the company in the future. While parental loyalty Indicators students according to Li and Hung (2009) in her research is a commitment, comments (word of mouth), and recommendation. El Camino Collage in Wijaya (2012) use a matrix that can be used to analyze the relationship between the internal and external customers of the school. External customers at school is the parents, the Government and the community including the school Committee. The internal customers at schools are students, teachers and administrative staff. It consider that the parents is not direct customers although that must be considered in the analysis of the customers school. On higher education such as universities, will be considered successful in building his reputation in successfully attracting the intention of students (Helgesen and Nettet, 2007). However in the basic education level or secondary schools must be able to attract the intention of the parents (Skallerud, 2011). Parents tend to take decisions or to be part of her son's school, when already have an idea of what will be experienced and perceived by their children. Parenting is a final decision makers for the education of his son, because of substantial impression and parent loyalty be concern in this study.

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III. Research Models And Hypotheses

This research was conducted to observe relationship between marketing mix with the parents loyalty, where the relationship is mediated by the school image which is the perception of parents on the school. This research is deductive research that has been done by previous researchers and theories. Marketing orientation is not only focus on the orientation to resulting product, but already switched on orientation at consumers (Lauterborn, 1990; Popovic, 2006). Where each business unit as well as the school sued for not merely satisfy the needs of consumers, but also claimed to be satisfying the consumer itself. With these conditions cause the importance of marketing information, which is very necessary to anticipate the changing tastes of consumers towards products of educational services. Therefore required a marketing strategy which is a blend of various strategies, both in the form of activities as well as the important factors is the core of the marketing mix itself to achieve the desired goals. Specifically the marketing mix that became a subject in the study accordance with previous research (Li Hung, 2009; Alipour et al., 2012; Malik et al., 2015) that uses a collection of marketing variables that can be controlled and used by the school which consists of a product, the participant or human resources, price, place and promotion. Schools in the educational program must be equipped with appropriate supporting facilities, for the implementation of educational activities and a good quality. Of the facility provided positive perception can shape parents loyalty on the schools image. Even the physical facilities as one of the important criteria in the selection of schools by parents. The results of a previous study (Li Hung, 2009; Alipour et al., 2012; Malik et al., 2015) shows that, of the product (educational services) is part of the marketing mix that

was capable to improve school image. Li and Hung (2009) found that products which include infrastructure such as computer, laboratories and other educational facilities have a beneficial influence associated with the perception of parents on the schools image.

Participants or human resources has a very important position in a marketing strategy, because participants can serve as directly or indirectly in the marketing strategy for a product or service on a business activity and are able to improve the school image (Li Hung, 2009; Alipour et al., 2012; Malik et al., 2015). Malik et al. (2015) verify that the participants have a relationship very closely with school image, where the perceptions of parents considered that, should the school have a staff that is educated and has easy access to get a service. It can be indicated by the high quality of teachers, teaching students with the right way and give knowledge or education effectively. The price is important thing associated with marketing strategy, as it relates to the existing market around the site of the company that became target marketing. Some research (Li Hung, 2009; Alipour et al., 2012; Ebeid, 2014; Malik et al., 2015) has been verify that the price is part of the marketing mix that is able to improve the company's image. Any costs incurred by the student or parents over educational services provided by schools, the parental decision making will affect students in choosing a school. Li and Hung (2009) on his research found an influential relationship between parental loyalty price with students, where the influence of such relations can be found directly or indirectly through the mediation of school image.

The selection of the place or distribution channels are very important to provide a needed consumer education services at the right time and place. Including facilities or the means needed in relation to the means of transport for students and parents such as parking or transportation routes heading to school. Li and Hung (2009) in the attribute for his research study place or school locations that are easily accessible and easy transportation. With the results of research that has significant effects on school image. Promotion related to attempts to direct a person to provide the information directly or indirectly to the consumer or prospective consumer, which in this case is the parents loyalty as well as students, in order to better know the products of education that the school had. Promotion can be used by schools to stimulate the use of educational services be faster or stronger by consumers. The promotion is part of the marketing mix that is capable of affecting the corporate image (Li Hung, 2009; Alipour et al., 2012; Ebeid, 2014; Malik et al., 2015). In his research, Li and Hung (2009) that uses its marketing strategy on the promotion dimension and associate it with an image of the school. With the giving of information in a formal or informal in the form of flyers, letters, brochures, internet portal and the PTA (parent teacher association). The results of the research there were influential relationships i.e. significantly between the promotion with school image.

A strong image can be formed with the creative effort and hard work continuously, and takes a relatively long time (Kotler, Wong, Saunders and Armstrong, 2005). Therefore schools should also have a good and strong image in the perception of consumers. A good image can be perceived from a marketing strategy that is carried out by the school. With the image of a good school is going to have a positive perception of the community so as to heighten consumer confidence. Li and Hung (2009) suggests that customers who have positive perceptions towards marketing efforts conducted the school will have a beneficial impact on school image. From the study presented above it can be concluded that in this study will look at the interconnectedness of the relationship between marketing mix with the school image are:

Hypothesis 1 (H1): Marketing Mix Will Improve The School Image

The company image is very important on the activities of the company (Durianto, 2001; Kotler and Keller, 2012) because if a company has a good image, then it can make it easier in carrying out marketing activities, as well as in reverse if the company has a bad image or negative then the company will have a burden or complicate marketing activities. The importance of corporate image has become one of the factors in some previous research (Li Hung, 2009; Ishaq, 2012; Nguyen, Leclerc, and LeBlanc, 2013; Malik et al., 2015). So it is with the school which is a business that is engaged in the field of education, requires a good or positive image in the perception of society, particularly the consumers who use his services. With a positive image in the community then the marketing activities will run more effectively. Li and Hung (2009) suggests that customers who have positive perceptions towards marketing efforts conducted the school will have a beneficial impact on school image. Customer loyalty is a thing that is highly expected by the company, whether engaged in manufacturing or services. because by having loyal customers, then the cost or time incurred for acquiring new customers. Li and Hung (2009) proved empirically by showing the results of his research, that the school image in a positive and significant effect on the parents loyalty. Further, Li and Hung (2009) states that the school image could act as a useful tool to predict the parents loyalty. Based on an examination given above, then it can be inferred that in this study will look at the relationship between school image with parents loyalty:

Hypothesis 2 (H2): The School Image Will Improve The Parents Loyalty

The marketing mix is one of the strategies that made in such a way that it can increase the satisfaction of customers, with the benefits received by customers, then generate a positive experience interact so as to make increased customer trust and loyalty with the effect on parents loyalty. Li and Hung (2009) based on the results of his research suggest that there is a relationship between marketing mix with the parents loyalty who are

mediated by school image. It further expressed also that the marketing mix price relationship directly or indirectly through the school image (partial mediation), but the marketing mix of product, participants, place, and promotion of loyalty influence indirectly through school image (full mediation).

Based on the description given above, then it can be inferred that in this study will discuss the interconnectedness of the relationship between marketing mix (product, price, promotion, participants) and the parents loyalty with a research hypothesis as follows:

Hypothesis 3 (H3): Marketing Mix Will Improve Parents Loyalty

The hypothesis based on explanation already spelled out, then this study will describe the variables that will be measured, whereby the variable the independent variable in the form of the marketing mix. While the dependent variable in the form of consumer loyalty (parents loyalty), which will be mediated by the mediation variables in the form of a school image. The third variable is the linkages made three hypotheses of research, where the framework hypothesis of this research can be described as follows:

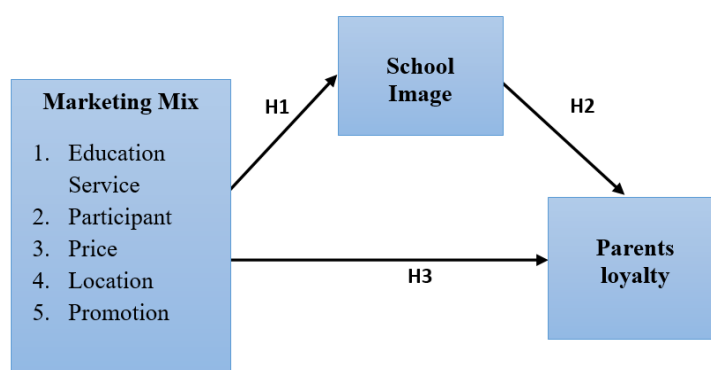


Figure 1. Framework Research Hypothesis

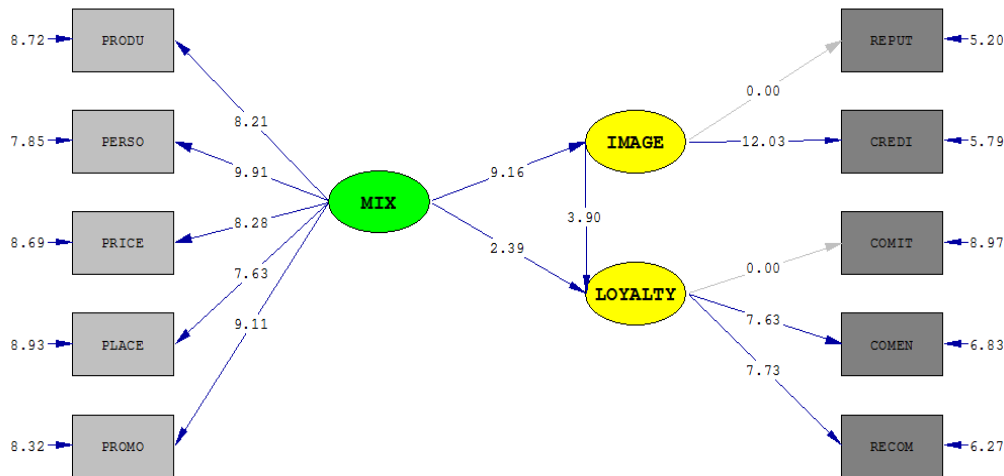
IV. Research Methods

Types and sources of data the framework was adapted from the study of Li dan Hung (2009), with a research model shown in Figure 1. This research used questionnaire consisting of 39 indicators in the spread to 210 parents of gra ional privat School in Jakarta, previously conducted trials to 30 parents. From the questionnaire de 11th and 12th in Vocat that was in the scatterplot obtained 200 data representing the parents in this school (Hair et al., 2008). The majority of the data comes from the parents with aged 41-50 years (56,5%), among all respondents have a job such as employees and entrepreneur (44%), high school graduates (56%) and has a regular expenses 1.5 – 2 million (30,5%).

Scale used in the questionnaire is Likert with answer graded in five categories (1-5) ranging from strongly disagrees to strongly agree that assessment. The acquired data to test the validity, reliability and heterogeneity using the statistical program and analyzed using Structural Equation Model (SEM), to examine the relationship between marketing mix to the school image and the schools image to parents loyalty and the role of mediating the schools image to marketing mix and parents loyalty.

V. Results Analysys And Discussion

The result showed that the test of the validity of the factors in each indicator in each variable is valid, because the value of the loading factor to have a good match (> 0.50) and the value of the t-value greater than t-table (1.96) at the level of significance 5% (Hair et al., 2008). While the reliability test results show the valid values to construct reliability > 0.6 and variance extracted values > 0.5 (Bagozi and Yi, 1988) for all indicators, except for the variance extracted in the marketing mix. But the reliability test is still considered valid, because just by one method only (Ghozali and Fuad, 2008). Furthermore, when tested structural equation model of the marketing mix with the schools image obtained R2 value of 0.56. It shows that 56% of the variance of the schools image can be explained by the marketing mix variables, while the remaining 44% is explained by other variables not included in this research. While testing Structural Equation Model between the marketing mix and the school image to the parents loyalty obtained R2 value of 0.65, which indicates that marketing mix and school image together explain the loyalty by 65% and the remaining 35% is explained by other variables which is not included at this research. Based on the analysis data goodness of fit, it showed that insufficient compatibility among Chi Square, ECVI, AIC and CAIC, Fit Index and Goodness of Fit. There is a good fit on the results form to the RMSEA and Critical N. therefore, it can be concluded compatibility throughout the model (Goodness of Fit) model of the research is qualified. Furthermore, this research resulted in the path diagram as shown in Figure 2.



Chi-Square=46.96, df=32, P-value=0.04273, RMSEA=0.048

Figure 2. The results of the analysis of Path Diagrams – T-Value

In Figure 2 it can be seen that the results of the analysis support the hypothesis H1 i.e. marketing mix can enhance the school image with the t-value of 9.16. A value of the t-value marketing mix is the strongest participants (people), which has a value of 9.91 followed sequentially by promotion (9,11), price (8,28), products (8, 21) and places (7.63). It showed that school image s affected by the marketing mix. The higher the marketing mix then the higher schools image owned by the school as well otherwise the more the lower the perception or judgment of parents on the marketing mix strategy undertaken by the school then the school image that is formed will the lower or being negative. The results of this research are increasingly strengthened previous research results conducted by Li and Hung (2009) and Malik et al. (2015) which considered that the marketing mix have an influence on the views of parents on the schools image. The results of this research are increasingly strengthened previous research results conducted by Li and Hung (2009) and Malik et al. (2015) which considered that the entire marketing mix have an influence on the views of parents on the schools image. Similar research by Amini, Darani and Afshani, (2012) indicated that the marketing mix affect the image of the company. But the results of this research are partly different from the results of research conducted by Hyum Kim and (2010) in Korea which states that the price did not affect the companys image, while the other marketing mix (after-sales Service, Promotion and Channel) have a positive influence on the corporate image. The difference is of course can occur because Furthermore to the differences in economic conditions such as the level of income respondents. Where the South Korean come with relatively higher income compared to Indonesian income. So Korean not very sensitive to price.

In the second hypothesis test results (H2), found that the results of the analysis support the hypothesis H2 i.e. school image can increase parents loyalty with a t-value of 3.9 (Figure 2). These results confirm previous research conducted by Li and Hung (2009) and Malik et al. (2015) which considered that the school image can be used as a powerful tool in predicting the parents loyalty. Furthermore, this research also supports research conducted by Skallerud (2011) that uses a variable reputation of the school in his research and considered that the reputation of the school to the parents loyalty. Nguyen, Leclerc and LeBlanc (2013) concluded that the reputation of companys, corporate image and customer confidence as factors that lead to customer loyalty be increased. Same is the case with research conducted by Agyei and Kilika (2014) to obtain the same result, namely the existence of a relationship between the telecommunications companys image with the loyalty of consumers. But the results of this research in contrast to the research which was done by Ishaq (2012) indicated that the companys image has no influence on consumer loyalty. It can be due to a marketing get a lot of challenges in customer satisfaction due to the difficulty of applying the theory of theory of marketing development and socio-cultural distinction in Pakistani society.

On the results of the third hypothesis testing (H3), which viewed the relationship between marketing mix with parents loyalty found that the analysis data supports Hypothesis H3, namely the marketing mix can increase parents loyalty with a t-value of 2.39 (Figure 2). It showed that the parents loyalty influenced by the marketing mix strategies that are owned by the school. The results of this research are increasingly strengthened previous research results conducted by Li and Hung (2009) indicated that the marketing mix (product, price, place, participants and promotions) can provide a significant and positive influence on the parents loyalty, thereby the higher perception of parents on the marketing mix strategy undertaken by the school will be able to increase the parents loyaltyon the school. Then the study also supports the results of the research,

Aghamohammadi Alipour, Ahmadi, and Hoseini (2012) that use some of the marketing mix variables (participant, promotions, prices, venues and products). In the study they found the presence of influence between the marketing mix on the parents loyalty.

While Malik et al. (2015) in his research found only half of the marketing mix namely on variable products and significantly influential participants and positive parental loyalty towards students. While variable pricing, promotions and participants who examined the influence does not exist or the relationship with the parents loyalty. Based on the test results the difference coefficients on research model (Figure 2) to see that influential marketing mix directly on the parents loyalty to the value $t = 2.39 (> 1.96)$. While the marketing mix affect the school image with a value of $t = 9.16 (> 1.96)$. Next image of loyalty to school parents loyalty with a value of $t = 3.90 (> 1.96)$, thereby it could be inferred that the school image may mediate the relationship between marketing mix and parents loyalty (Hair et al., 2008). Influential marketing mix directly on parents and loyalty marketing mix, too influential indirectly on the parents loyalty through the mediation of school image. This is called partial mediation because it can affect directly and indirectly.

VI. Managerial Implications

The school has gained a positive image, but need to be improved by means of fixing the flaws that exist as well as optimize the potential of the school. To improve the image of a positive school student, a school parent dibenak should pay attention to the chief marketing mix well. Therefore schools should prepare all the supporting means educational services such as the library with internet access and applications library, computer lab, school of integrated security systems as well as the school hall which is spacious and comfortable for large scale indoor activities. Furthermore in terms of price the school should be able to give an affordable price for both the cost of tuition fee and the cost of school program. Schools also need to prepare an acceptable payment system and with a reasonable fee as well as be accountable including affordable prices and healthy food on the school cafeteria.

The teacher is the most important element in the school, as the teachers role in education subjects is the transfer of knowledge and skills in accordance with the existing curriculum to students. Thus every teacher deserves to have competencies in accordance with the subjects he teaches. Furthermore every teacher should conduct trainings, seminars or other activities to improve the competence of which have at least two times a year. A safe parking area and spacious is the requirement that must be met by every manager of the building, as well as the school. The school requires sufficient parking space for vehicles, teachers or parents who are just dropping off or picking up his son. Spacious parking area also requires a good security. Such security can be created with a system of control by the security officer, good control at the gates of the school towards the guests, as well as the control directly to the parking area by the security officer and the security evaluation through the schools CCTV.

Each year the school print brochures, famlet, banners and calendars as a media information about the school that contains information about the schools with regard to new students program. The mold is one of the media promotion that provides information about the school, including loading the vision and mission of the school. Furthermore to the mold is also publishes an annual book that made each year which contains a lot of information about school program including the vision and mission of the school. The schools website is one of the means of communication and information schools provide information widely to the stakeholder of the school, particularly documentation of school activities. The school website contains information important dates and the date of completion of implementation of the activities of the school. The website is also a media promotion schools on students from outside the area to be able to move the school as well as prospective students from the region who want to continue school. That should be done to update the website on a regular basis. Other than that it's should be the teachers active in making the articles or at least gather the writings that deals with learning or developmental education school website so they can be rich in information.

VII. Conclusions

The results of this research can be concluded based on the analysis of the test results the first hypothesis is supported, which means marketing mix will improve school image. Factors that support the marketing mix on the school image is a participant, promotions, pricing, products and places. the school has a good marketing mix strategy so as to improve school image. The secondary results are the supported of second hypothesis in which the school image will improve the parents loyalty. The school image is a factor that can improve the parents loyalty, therefore to improve the parents loyalty at the school, the school should build and maintain the school image with various efforts of marketing mix strategy, so as to give a good impression of the parents.

The third results is the acceptable of the third hypothesis, namely marketing mix will increase parents loyalty. Marketing mix strategy which includes participants, promotion, pricing, product and place must be done well by the school in order to improve parent's loyalty. The study also found that the school image partially

mediates the marketing mix with the parents loyalty. Therefore, school images can be a mediation of the marketing mix to improve parents loyalty. For building a positive school image from parents perception, the school should pay attention to the marketing mix well. The school has a positive image, but need to be improved by fixing a little flaws and potential which can be optimized like as to complete supporting learning tools both in the classroom, library, hall, computers lab and security and financial system, and also improving teachers competency to enhance the overall education service in school.

VIII. Limitations

This research has some limitations that can be consideration for further research. This research use the questionnaire as a tool to measure because the purposes of saving time and effort. However, the questionnaire has limitations such as the occurrence of bias in filling in the answers of the questions there. There is a possibility of the respondents do not fill with real or just fill based on ideal conditions expected and not the actual conditions is taking place. This can cause the measurement used does not describe variables. This research took only a limited scope of research objects in Jakarta, Indonesia, thereby the conclusions obtained in this study is certainly not possible to be a generally accepted conclusion if applied to other objects outside the object of this research. This research only focuses on vocational high school level alone is not at the level of the other, thereby the results can of course differ. Furthermore , this research has still not explained the overall variables which can affect the school image and the parents loyalty, as already described in the discussion, thereby further research could include other variables.

Further research should use a broader research samples geographically comprising private schools as well as in the country at different cities across Indonesia, as well as with several levels of schools (primary schools, secondary schools, the first level of secondary school level and above). It was intended to obtained results more objective and representative with wider coverage represents of education sector in Indonesia. Furthermore the next research can expand his work by adding some other factors in the marketing mix as the process and the physical environment as well as other variable such as customer satisfaction or use a service dominant logic as a substitute product or service is in the marketing mix

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