IMPS 2017
International Multidisciplinary Conferences on Productivity and Sustainability

PROCEEDING

of the 2017 International Multidisciplinary
Conferences on Productivity and Sustainability

**Alila Hotel
Jakarta, 5-7 December 2017**

UKRIDA press

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of the 2017 International Multidisciplinary Conferences on Productivity and Sustainability

Editors:

Indra Karnadi, Ph.D.

Ngadiman Djaja, Ph.D.

Hamin, DBA

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PREFACE

To make people are fascinated to us (either as a researcher or academician), we can make them keep asking about our research and project. The more interests from others, the more recognitions we get. The easiest way to learn about research and projects is by participating in an academic forum which discusses recent studies and facts from various disciplines. It is also a cost-effective way to build network with various researchers and academicians from various backgrounds.

On 5-7 December 2017, the 2017 International Multidisciplinary Conference on Productivity and Sustainability (IMPS 2017) is organized based on the fact that today's world demands better productivity due to the harsh competition, as well as the needs of sustainability as regards the scarce resources and global competition. Three sub-conferences are formed to accommodate the diversity of academic backgrounds: Science, Engineering and Technology (ICSET); Economics, Business and Management (ICEBM); and Social and Behavioural Science (ICSBS).

We have +250 papers submitted by authors from Indonesia, Malaysia, Taiwan, Japan, Vietnam, India, P. R. China, and USA, 154 papers were accepted, and 136 have registered to present their papers in the conference. **Selected authors are committed to publish their papers in the proceeding**, while the rest will continue their studies and publish their works in various reputable journals.

We would like to thank all the authors for participating in the IMPS 2017. Thanks to our invited speakers: Professor Naoki Kobayashi (Saitama Medical University, Japan), Professor Suganda Jutamulia (University of Northern California, USA), Professor Joewono Widjaja (Suranaree University of Technology, Thailand), Associate Professor Ferry Jie (Edith Cowan University, Australia), Dr. Hamin (Krida Wacana Christian University, Indonesia), Professor Sri Suryawati (UN; Gadjah Mada University, Indonesia), Dr. Pillar Ramos-Jimenez (Philippine NGO Council on Population Health and Welfare, Philippine), and Professor Johana Endang Prawitasari (Krida Wacana Christian University, Indonesia). We appreciate Professor Stuart Yin (Pennsylvania State University, USA) for his insightful invited paper. A heartfelt thank is given to the committee, moderators and reviewers who have been involved in the organizing conference with heart and soul.

Finally, thank you for our organizing partners for making this happen: Taiwan Education Centre, Chang Jung Christian University (Taiwan), Tunghai University (Taiwan), Parahyangan Catholic University (Indonesia), and Petra Christian University (Indonesia).

Jakarta, 20 March 2018

Dr. Oki Sunardi
Krida Wacana Christian University, Indonesia
General Chair

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Science, Engineering and Technology

Economic, Business and Management

Social and Behavioural Science

CONFERENCE PAPERS

[ICEBM-2017] Confirmation: We successfully received your Paper!

Dear **Hotlan Siagian**,

Thank you for your submission.
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Papers that passed the Plagiarism checking will be sent to Editor. Editor will appoint 2-3 reviewers based on their expertise to examine your paper (blind review). It takes 2-3 weeks for a paper to reach a first decision. Presenters are encouraged to make revision no later than 7 days after the first decision.
The final decision will be announced on August 30 (at the latest). The review process aims to make sure that all the accepted papers have met the standard for journal publication.
We will contact you soon.

Best Regards,

ICEBM-2017

Arricle for ICEBM conference

Hotlan Siagian <hotlan.siagian@petra.ac.id>   Tue, Aug 1, 2017 at 11:40 AM
To: icebm@ukrida.ac.id, Hatane Samuel <samy@petra.ac.id>, Serli Wijaya <serliw@petra.ac.id>

Dear ICEBM Committee,
please find attached 2 full paper article for your review. We apologize for the late submission and hope you can
accommodate our participation.
thank you very much for your kind attention.
Best reards
Dr.Ir.Hotlan Siagian M.Sc.
Prodi MM UK Petra

---

2 attachments

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[ICEBM-2017] Confirmation: We successfully received your Paper!

ICEBM-2017 <imps@ukrida.ac.id>   Fri, Aug 4, 2017 at 1:08 AM
Reply-To: ICEBM-2017 <icebm@ukrida.ac.id>
To: hotlan.siagian@petra.ac.id

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The final decision will be announced on August 30 (at the latest). The review process aims to make sure that all the accepted papers have met the standard for journal publication.
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PAPER EVALUATION FORM

Complete this form if you cannot use online form

Paper Title:

The influence of marketing mix on the parent loyalty through school image

RECOMMENDATION

This paper is:

ACCEPTABLE with further revision

COMMENTS

1. The title should use capital on the beginning of each word (with no "**.**"). In this case;

   The influence of marketing mix on the parent loyalty through school image.

   should be,

   The Influence of Marketing Mix on the Parent Loyalty through School Image

2. The authors and affiliation should follow the ASL template.

Hotlan Siagian[a,*], Serli Wijaya[b], Patricia Karnia[c]
[a]*Petra Christian University, Magister Management Department, Surabaya, 2630, Indonesia*
[b]*Petra Christian University, Hospitality Department, Surabaya, 2630, Indonesia*
[c]*Petra Christian University, Magister Management Department, Surabaya, 2630, Indonesia*
*Corresponding author Email: hotlan.siagian@petra.ac.id

   Should be,

Hotlan Siagian[1,*], Serli Wijaya[2] and Patricia Karnia[1]
[1]*Petra Christian University, Magister Management Department, Surabaya, 2630, Indonesia*
[2]*Petra Christian University, Hospitality Department, Surabaya, 2630, Indonesia*
*Corresponding author Email: hotlan.siagian@petra.ac.id

3. The references should be consistent (please see the ASL template). Authors should not put journal number after the volume. For example:

   K. L. Keller, *J. Mark.*, vol. 57/1,1–22 (1993).

   Should be

   K. L. Keller, *J. Mark.* 57, 1 **(1993)**

4. Sub-chapter should be in bold letter with the same size and capital letter on the beginning of each word. For example:

   2.1. Marketing mix should be **2.1 Marketing Mix**

ICEBM-2017 Pre-Review

Hotlan Siagian <hotlan.siagian@petra.ac.id>   Tue, Aug 1, 2017 at 3:03 PM
To: "ICEBM-2017 International Conference on Productivity and Sustainability in Economics, Business and Management"
<icebm@ukrida.ac.id>

Thank you, I will do that.

[Quoted text hidden]

ICEBM-2017 Pre-Review

ICEBM-2017 International Conference on Productivity and Sustainability in Economics, Business and Management <icebm@ukrida.ac.id>
Reply-To: "ICEBM-2017 International Conference on Productivity and Sustainability in Economics, Business and Management" <icebm@ukrida.ac.id>
To: hotlan.siagian@petra.ac.id

Tue, Aug 1, 2017 at 3:01 PM

Dear Hotlan Siagian,

Thank you for submitting your paper entitled "The relationship between marketing mix, school image, and parent loyalty" to ICEBM 2017.

However, you are suggested to revise some parts of your paper as we found 29% similarities as we checked it on turnitin. Our editorial requires lower than 20% similarities.

You may submit your revised paper before 15 August. Please start the submission from the beginning.

We are looking forward to receiving your revised paper.

Thank you.

Best regards,

ICEBM 2017

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Hotlan Siagian <hotlan.siagian@petra.ac.id>   Tue, Aug 1, 2017 at 3:03 PM
To: "ICEBM-2017 International Conference on Productivity and Sustainability in Economics, Business and Management" <icebm@ukrida.ac.id>

Thank you, I will do that.

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Re: [ICEBM-2017] A Paper was Submitted by Hotlan

ICEBM 2017 UKRIDA <icebm@ukrida.ac.id>   Mon, Aug 7, 2017 at 3:29 PM
To: Hotlan <hotlan.siagian@petra.ac.id>

Dear Hotlan,
Thank you for your revised paper entitled "The relationship between marketing mix, school image, and parent loyalty".
However, we still find 27% similarities based on the result in turnitin.
Attached is the parts of similarities.
You may resend your paper after revision.

Thank you.

On Thu, Aug 3, 2017 at 2:08 PM, Hotlan <imps@ukrida.ac.id> wrote:
> Dear ICEBM-2017,
>
> This is a notification email that a paper was submitted by **Hotlan.**
> Please check it by using Administrator menu.
>
> Best Regards

--

Best regards,
Frieda (Ms)
Submission Manager
International Conference on Productivity and Sustainability in Economics, Business and Management (ICEBM) 2017
Universitas Kristen Krida Wacana, Jakarta
Indonesia

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Re: [ICEBM-2017] A Paper was Submitted by Hotlan

Hotlan Siagian <hotlan.siagian@petra.ac.id>　　　　　　　　　　Thu, Oct 26, 2017 at 5:22 PM
To: ICEBM 2017 UKRIDA <icebm@ukrida.ac.id>

Dear Frieda,
Please advise..i may misunderstood. I have made payment for as non speaker. The question does my paper to be published or not..my understanding is that my article will be published but i will not paricipate as speaker. My goal is that my article to be published..even i won't attend the conference.
Please confirm promptly.
Thank you very much
[Quoted text hidden]
--
Dr.Ir.Hotlan Siagian M.Sc.
Prodi MM UK Petra

Re: [ICEBM-2017] A Paper was Submitted by Hotlan

ICEBM 2017 UKRIDA <icebm@ukrida.ac.id>   Wed, Nov 1, 2017 at 4:38 AM
To: Hotlan Siagian <hotlan.siagian@petra.ac.id>

Dear Hotlan,

In order to get published, you must present your article in the conference.
Thank you.

[Quoted text hidden]
  [Quoted text hidden]
  [Quoted text hidden]

[Quoted text hidden]

ACCEPTANCE LETTER

Dear Author(s),

It's my pleasure to inform you that after the first stage of blind review process, your paper:

Title   : The influence of marketing mix on the parent loyalty through school image
Paper ID : ICEBM-016
Author(s): Hotlan Siagian,
              Serli Wijaya,
              Patricia Karnia
Track   : ICEBM

has been **ACCEPTED** to be presented in the 2017 International Multidisciplinary Conference on Productivity and Sustainability, 5-7 December 2017 in Bali. Please register as presenter via conference website no later than 15 October 2017.

In order to be published in **Advanced Science Letters**, your paper will be reviewed by at least two reviewers. The committee will send the full review result no later than 15 November 2017 (if further review result occur to make sure the minimum quality requirement of the paper). Final revised paper should be submitted by the authors **no later than 21 December 2017** to the committee. Your revised paper is expected to be published in 2018.

Look forward to seeing you in Bali.

Best Regards,

Friday, 16 October 2017

Dr. Oki Sunardi
General Chair
IMPS 2017

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ICEBM 2017 UKRIDA <icebm@ukrida.ac.id>   Mon, Dec 4, 2017 at 5:09 PM
Bcc: hotlan.siagian@petra.ac.id

Distinguished presenters,

Your presentation is coming soon.
In order to ease the time management during your presentation, kindly please send us your power point slides **by 8.00 PM tonight**.

Your slides will be prepared in the laptop provided at the conference room and therefore no need to plug and play your flashdrive or open your email account.

Thank you for your kind cooperation.

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Best regards,
Frieda (Ms)
Submission Manager
International Conference on Productivity and Sustainability in Economics, Business and Management (ICEBM) 2017
Universitas Kristen Krida Wacana, Jakarta
Indonesia

Revised Paper Review

ICEBM 2017 UKRIDA <icebm@ukrida.ac.id>   Tue, Jan 23, 2018 at 12:06 AM
To: Hotlan Siagian <hotlan.siagian@petra.ac.id>

Dear Hotlan Siagian,

We apologize for the delay in sending the first review of your revised paper.
Attached in this email is the review from our editor(s).
Your final paper must be submitted by 30 January 2018 at 12.00 PM to icebm@ukrida.ac.id.
As the email subject, please mention the PaperID, corresponding author's name, and revision number. (Example: ICBEM099-Jaka Samudera-Rev2).

Thank you and best wishes on your publication.

--

Best regards,
Frieda (Ms)
Submission Manager
International Conference on Productivity and Sustainability in Economics, Business and Management (ICEBM) 2017
Universitas Kristen Krida Wacana, Jakarta
Indonesia

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Revised Paper Review

ICEBM 2017 UKRIDA <icebm@ukrida.ac.id>   Tue, Jan 23, 2018 at 12:10 AM
To: Hotlan Siagian <hotlan.siagian@petra.ac.id>

Dear Hotlan Siagian,

Here are the Copyright Agreement Form.
Your final paper must be submitted by 30 January 2018 at 12.00 PM along with the completed and signed Copyright Agreement (attached) to icebm@ukrida.ac.id.
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The Influence of Marketing Mix on the Parent Loyalty through School Image

Hotlan Siagian[1,*], Serli Wijaya[2], Patricia Karnia[1]

[1]Petra Christian University, Magister Management Department, Surabaya, 2630, Indonesia
[2]Petra Christian University, Hospitality Department, Surabaya, 2630, Indonesia
*Corresponding author email: hotlan.siagian@petra.ac.id

This work aims at examining the influence of the marketing mix on the parent loyalty through school image. The sampling size includes 200 respondents representing the parent of the student of 15 private schools in the city of Surabaya, East Java, Indonesia. Data collection used a questionnaire designed with 7-point Likert type scale. Data were analyzed using SmartPLS software. The results showed that the marketing mix influences the loyalty of parents. Marketing mix also impacts the school image, and school image affects the parent loyalty. School image contributes a mediating impact on the marketing mix and parent loyalty relationship.

Keywords: *marketing mix, school image, and parent loyalty*

1. Introduction

Today, many private schools are serving the people in any level of education including playground school, kindergarten school, and the next level, the primary school. Statistical report by the local government of East Java, Indonesia, indicates that the school capacity growth reaches 10% annually at the playground level, 7% for the kindergarten and primary school. Meanwhile, the demand for this level of education, which represented by the growth of the population of the age of two to six years old, is only 2% per year. This oversupply situation has pushed the foundation and their school management to review and redesign their strategy in facing the competition. The management of the school understands very well that there are many choices available for the parent of the kids without any switching. Based on this situation, the school management has to pay attention to getting the loyalty. They also understand that decision maker on the selection of the school is the parent of the kid[1]. Hence, the effort should be addressed primarily to the parent of the children.

In addressing the parent loyalty of the student, many types of research have been conducted.The image of the school is one factor that affects the loyalty of parents[2]. Another research stated that marketing mix, defined as a set of marketing tools, work together to satisfy consumer needs and build relationships with consumers[3]. This research also argues that marketing mix has an impact on the customer loyalty. There are four critical elements of marketing mix called 4Ps, i.e., product, price, place, and promotion[3]. However, in term of tangibility spectrum, teaching is a service placed in the range of pure services. This position means that the resulting product is intangible product and proposed 7Ps tools consisting of product, price, place, promotion, people, physical evidence, and process[4]. Based on the above description, the present study aims at examining the influence of marketing mix on the parent loyalty through school image as mediating construct on the private school in the region of East Java of Indonesia. This research, therefore, addresses three research questions. First, does the marketing mix affects school image. Second, does marketing mixes influence parent loyalty, and the third, does school image affects parent loyalty.

2. Theoretical background

2.1. Marketing Mix

Marketing is defined as a process how an organization provides value and make relationships with consumers to obtain a return from consumers[3]. There is a big difference between traditional marketing and educational marketing[5]. The first one is the reality that business organizations provide goods meanwhile schools as institutions offer services. Second, the acquisition of buyers on education services is intangible. It, therefore, must be evaluated by referring to the impression they give to the potential clients. The third difference is that educational services mainly depends on the reputation of the individual. Fourth, it is not fair to differentiate the quality of the services in the education industry. Fifth, that buyers cannot return educational products when they have used it. Last is the impossibility of repeating the use of educational services, unlike the use of other goods or services. The importance of these additional factor encourages the marketer to consider the concept of the expanded marketing mix for services which consists of product, price, place, promotion, people, process, and physical evidence[3,4].

2.2. School Image

Brand image is the perception of the customer in respect of the brand in consumer mindset[6]. Brand associations are anything related to brands in consumer memory[7]. The brand association is getting stronger when the frequency of experience with a particular brand is increasing[8]. Brand associations allow companies to distinguish the brands within the market. The different brand will create a competitive advantage. The image is built from one's ideas, impression, and ideas about an object[9]. The image of schools is not absolute but relatively depends on the image presented by other agencies[10]. The institutional image is the result of a set of processes by which the community take into consideration the various attributes of the organization[11]. School image can be shaped by a variety of dimension and is the achievement of some processes that include the past experiences, various information, and education promotion activities[2]. The school offer promises to the parents of the student through a variety of attributes.

2.3. Parent Loyalty

Marketing activities by organizations is to attain specific results, such as increased profits, market share, and loyal consumers[12]. The loyalty is a deep voluntary of the user to repeat the purchase or subscribe to a favored product and service[13]. Loyalty is a result of four phase of the development before the consumer decides to repurchase. The four stages of loyalty are cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. Loyal parents will support their children to continue to the next level in the same until they completed their study. Hence, parent loyalty influences the decision making[2,12]. The level of loyalty comprises three layers, i.e., low loyalty, moderate loyalty, and high loyalty, which characterized by a promise and support from parents to their graduated student resulting from an unforgettably enjoyable experience and enormous educational service delivery[14].

2.4. Marketing Mix and Parent Loyalty Relationship

Better quality of the marketing mix will improve the loyalty of the parent[15]. The marketing mix also aims at producing goods and services that have been carefully researched and designed to attract consumers in the market to provide a high value to consumers[16] and consequently, marketing mix affects consumer loyalty[17]. Elements of the marketing mix should not be run individually but as a whole so that the marketing mix has an impact on consumer loyalty and therefore marketing mix influences the loyalty of parents[12]. The discussion above leads to the first hypotheses H1: Marketing mix affects parent loyalty.

2.5. Marketing Mix and School Image Relationship

The marketing mix influences the perception of consumer image in the public transportation[18]. From the results of the study found that the firm does not consider all dimensions in the marketing mix that led to the emergence of the negative image of the service company. The marketing mix, can help the tourist accommodation in building images in the minds of its customers[19]. The marketing mix element consists of price, advertising spends, commercial promotion and product[20]. The results showed that the four elements influence the image company and it is found that all elements of the marketing mix have a real impact on school image[2]. The description above leads to second hypotheses H2. Marketing mix affects school image.

2.6. Marketing Mix and Loyalty Relationship

The brand image has an impact on loyalty and promise. Brand image has a positive impact on customer loyalty and the perceptions of the quality and it affects the level to which consumers perceive marketing mix and the satisfaction on offer in the long run to generate sustainable returns[21]. In the sector of the university, it has proved that University image affects student loyalty[22]. The result of this research has significant implications for management, which suggest that by maintaining the image, the university will gain loyalty from undergraduates to advance their postgraduate studies at the same university. Hence, the university image affected student loyalty[23]. School image could serve as a useful means to predict the loyalty of parents[2]. This discussion leads to third hypothesis H3: School image affects parent loyalty

3. Methodology
3.1. Sample and Data Collection

On this study, the unit of observation was the parent of the student who has sent their kids to private school at the level of the playground, kindergarten, a primary and elementary school in the city of Surabaya, East Java, Indonesia. The questionnaire was constructed based on previous related literature as the primary source. The measurement item was developed using a semantic differential in 7 points of scale (1: strongly disagree, 7: strongly agree). Questionnaires were then distributed to 200 respondents. The individual sample was selected by chance at the public place where the parent brings along their kids such as at a restaurant, mall, and the school. The collection of administered questionnaire continues until 200 respondent obtained. The dataset is then analyzed using smart PSL software to assess the measurement model and to test the hypotheses through the analysis of the inner model.

3.2. Operational Definition of Variables

Based on the theoretical background discussed, the three research variables are defined in term of its indicators enabling the measurement of each latent variable. The operational definition of all the constructs and the corresponding theory is summarized in Table 1.

Table 1. The Operational Definition of the Variables.

Construct	Indicator
Product (X_1)	*1. School possesses a superior learning program compared to another school (PRD1)* *2. Graduate student experienced knowledge enhancement during learning process (PRD2)*
Price (X_2)	*1. Price is reasonable with the value received by student* (PRC1) *2. School imply clear policy on the school fee payment (PRC2)*
Place (X_3)	*1. School possesses enough parking area (PLC1)* *2. The school arrange the route to avoid traffic jam at school hour (PLC2)*
Promotion (X_4)	*1. School always publish the latest news about the activities (PRO1)* *2. School make a regular Parent-Teacher meeting to ensure two-way communication (PRO2)*
People (X_5)	*1. The teachers are qualified and competent on what they teach (PEO1)* *2. The teacher takes care of the students (PEO2)*
Physical evidence (X_6)	*1. The school possesses adequate to support the learning process (PE1)* *2. The school provides appropriate learning media for process (PE2)*
Process (X_7)	1. *The school administration is straightforward and efficient (PRS1)* 2. *The school conducts a proper communication with the parent (PRS2)*
School image (Y)	*1. The school has an excellent image in the mindset of the parent (SI1)* *2. The school image is better than another school image (SI2)*
Parent loyalty (Z)	*1. The parents support their kids to study at a higher level of the same school (PL1)* *2. The parents voluntarily recommend and inform the school to their colleague (PL2)*

4. Result and Discussion

Table 2 lists the factor loading of each indicator and the reliability of each block indicator. All indicators are valid since the outer loading exceeded the recommended minimum value of 0.50[24] in all cases (range 0.620 to 0.966). Table 2 also lists the magnitude of cross loading of each indicator showing that each indicator correlates more with its related construct more than with other constructs. The composite reliability and Cronbach alpha exceeded the recommended minimum value of .70 in all cases (range 0.904 to 0.964)[25]. This result demonstrated that measurement model is valid and reliable, and the analysis continues to examine the hypotheses.

Table 2. Measurement model assessment

Variable	Indicator	Outer loading	Cross loading			Reliability		R square
			Marketing mix	School image	Parent's loyalty	Composite reliability	Cronba lpha	
Marketing mix	PRD1	0.651	**0.612**	0.535	0.419			
	PRD2	0.666	**0.651**	0.482	0.457			
	PRC1	0.684	**0.684**	0.502	0.512			
	PRC2	0.620	**0.620**	0.495	0.469			
	PLC1	0.656	**0.656**	0.478	0.392			
	PLC2	0.623	**0.623**	0.398	0.230			
	PRO1	0.663	**0.663**	0.445	0.341	0,964	0,961	
	PRO2	0.666	**0.666**	0.423	0.325			
	PEO1	0.773	**0.773**	0.563	0.533			
	PEO2	0.776	**0.776**	0.570	0.461			
	PE1	0.777	**0.777**	0.543	0.413			
	PE2	0.782	**0.782**	0.558	0.419			
	PRS1	0.766	**0.766**	0.658	0.492			
	PRS2	0.783	**0.783**	0.610	0.516			
School Image	SI1	0.876	0.676	**0.876**	0.515	0,929	0.904	0,431
	SI2	0.966	0.667	**0.966**	0.547			
Parent Loyalty	PL1	0.805	0.515	0.515	**0.873**	0,947	0.916	0,521
	PL2	0.827	0.520	0.536	**0.891**			

Table 3 shows the path coefficient of each relationship between constructs. All coefficients have corresponding T-value exceed 1.96 for a significant level of 5% (range 4.161 to 13.736). The path coefficient and T-value was used to examine if the marketing mix affects parent loyalty. The path coefficient of 0.382 and the T-value of 5.132 implies a significant association between marketing mix and parent loyalty (H1). Table 2 also indicated that the indicators which are the most representative of the marketing mix are the people like the teacher, the physical evidence such as the building, location, and also the process. The school management needs to enhance those indicators in building the parent loyalty. This finding supports the previous research, which proposed that educational services be different from goods produced by manufacturers. This empirical analysis result proves that marketing mix affects the parent loyalty (H1).

Table 3. Inner model assessment

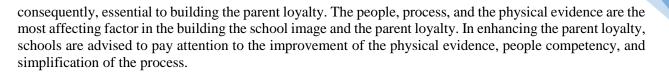| Hypothesis	Relationship	Coefficient	T-value	Remark
H1	Marketing mix -> Parent loyalty	0.382	5.132	supported
H2	Marketing mix -> School Image	0.722	13.736	supported
H3	School Image -> parent loyalty	0.326	4.161	supported

As illustrated in Table 3, the path coefficient of 0.772 and the T-value of 13.376 proved empirically that marketing mix affects school image (H2). This relationship is relatively stronger than that of the marketing mix and parent loyalty. The finding also means that marketing mix gives an impact not only on the parent loyalty but school image as well

The last finding support hypotheses (H3), that school image influence the parent loyalty. As shown in Table 3, path coefficient of 0.326 and corresponding T-value of 4.161 support the hypotheses. School image gives an impact in building the parent loyalty. It implies that the school image gives a mediating role in the relationship between marketing mix and parent loyalty. This result also implies that marketing mix has an indirect effect in affecting the parent loyalty. Hence, marketing mix activities for the private school is highly critical in building the parent loyalty. The most exciting finding was that school image does mediate the relationship of the marketing mix and the parent loyalty. The mediating effect of the school image is relatively high compared with the direct effect of the marketing mix on parent loyalty.

5. Conclusion

In connection with the aim of the study, this research concluded that the marketing mix affects the loyalty of the student parent directly. The marketing mix indirectly affects the parent loyalty through school image as a mediating construct. The school image also affects the parent loyalty. The marketing mix is,

consequently, essential to building the parent loyalty. The people, process, and the physical evidence are the most affecting factor in the building the school image and the parent loyalty. In enhancing the parent loyalty, schools are advised to pay attention to the improvement of the physical evidence, people competency, and simplification of the process.

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