

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

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Introduction: 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 the connection between brand image and loyalty. Ultimately, it sought to design marketing strategies that enhance stakeholder engagement and institutional growth.

Methodology: This study employed a quantitative research design, utilizing a researcher-made questionnaire to gather data on brand image and customer loyalty among parents. The collected data were analyzed using descriptive and inferential statistical approaches to identify levels, relationships, and significant differences based on demographic factors.

Results: 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. In doing so could strengthen the school's competitiveness and maintain parental loyalty.

Conclusion: This 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 strong correlation between brand image and loyalty highlights the importance of strategic branding in strengthening parental commitment and sustaining school enrollment.

Practical Value: 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.

Direction for Future Research. Future research may investigate the long-term sustainability of the relationship between brand image and customer loyalty, focusing on the role of institutional policies and infrastructure. It could evaluate the effectiveness of various educational strategies, such as ICT integration and community engagement, to identify the best practices for fostering enduring customer loyalty. Additionally, an investigation of factors influencing differences among stakeholder groups (students, faculty, alumni) will aid in implementing interventions. Longitudinal studies tracking shifts in customer loyalty after implementing new branding strategies or policies are essential for understanding their real-world impact. Furthermore, measuring the effects of improved brand image practices on customer loyalty will provide empirical evidence of their benefits. Lastly, research could explore the reliability of these strategies across different educational institutions and communities, contributing to broader frameworks for enhancing brand loyalty.

Keywords: business management, brand image, customer loyalty, descriptive, comparative, correlational, Philippines

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