The Effect of School Image on Students' Loyalty with Satisfaction as Mediating Variable on Private Secondary Schools with Different Social Class

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Abstract
Student's loyalty is needed to promote the school. Some factors that affect loyalty are school image and satisfaction. This study aims at analyzing the effect of school image to the students' loyalty with satisfaction as mediating variable and testing if there is the different effect on private secondary students with different social class. Questionnaires to 126 students from two different social classes were collected. Multiple regression linear and Sobel test were applied to see mediating effect of satisfaction. The results indicate that school image gives small effect on students' loyalty but higher effect on students' satisfaction. There is no different effect to the students' loyalty from different social class.

Keywords: school image, students' satisfaction, loyalty, social class, secondary school.

INTRODUCTION

Schools in Indonesia are divided into two major groups: public school and private school. The difference is on the source of operational cost. For public school, the operational cost is 100% supported by the government, while for private school it is supported by the foundation or sponsors (Sinaga, 2017). Private school has particular market segments that serve different class social. It affects the strategies that they should apply to attract more students.

School needs to have good image for they can promote their school well and is expected to build loyalty of the students. As shown by the finding of Ruzikna and Anggraini (2015), brand image positively and significantly affects consumer loyalty. Thus, when students are loyal, they can become good marketing agent through their word of mouth. Moreover, business

having good image can easily get consumers' trust and the customers will be proud to the product or service they are using (Ali et al., 2016).

Satisfaction is also known as one variable that has direct effect to loyalty (Hassan, 2019). The social class of consumers might affect their loyalty. However, there is no conclusion yet whether different social class will have different effect on loyalty. The research addresses two private secondary schools in Semarang that represent two different social class of upper and lower classes. The schools are chosen based on the economic background of the students' families. The aim of this research is to identify the effect of school image on loyalty with satisfaction as mediating variable on schools with different social class.

LITERATURE REVIEW

School Image

Brand image is the impression to an object or organization that recorded in consumers' memory (Kotler, 2012). Brand image is built when the product or service provider is able to give good reputation (Jasfar, 2012; Wong, 2017). Similarly, school image gives an important role on affecting students' decisions. School image is the result of cumulative processes combining experience, various information, and school marketing activities (Nguyen, 2001). There are different results on the effect of school image on loyalty. Hassan (2019) and Wong (2017) agreed that school image has direct significant effect to students' loyalty, while Ainna (2016) found that school image has indirect effect to loyalty.

School image to satisfaction

There are some factors affecting satisfaction of the consumers including service quality and school image. School needs to maintain and increases the level of consumers' satisfaction.

School image has direct effect to satisfaction (Ainna, 2016) and satisfaction has strong effect to loyalty. When consumers are satisfied, their loyalty also increase (Austin, 2017).

Satisfaction to loyalty

Consumers' satisfaction has strong effect to loyalty. When consumers are satisfied, their loyalty is built directly (Austin, 2017). Students' loyalty can be seen in the behavior and the desire to be loyal while being a student and after becoming an alumni (Sneijder, 2020). There are many factors affecting students' loyalty. They are service quality of the school, trust and satisfaction of students (Semuel 2016; Vindhya, 2017).

Loyalty and social class

Social class is a description that determines a person's position through economic conditions, education, incomes and so on (Eka, 2011). Wiratama's research (2016) reveals that social values are not proven to have an effect on customer satisfaction but have significant positive effect on loyalty. This result is different from the finding of Khoirunnisa (2013) which found that social class gives effect on loyalty but not significantly. The research model built on the literature review is as presented in figure 1.
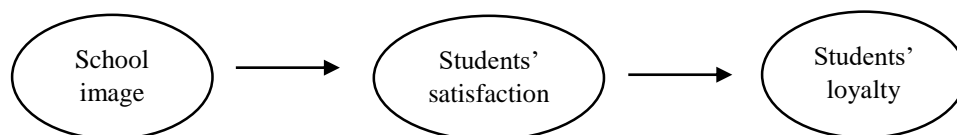
Figure 1. Research model

METHODS

This research uses quantitative method by distributing questionnaires to the students in two different private secondary schools that each has different market segment of upper and lower social class. Accidental sampling was used for selecting samples from which the data was collected. The number of samples used in this study is 126 respondents that is considerably

suitable and sufficient for a minimum use. They comprise of 52 respondents are upper social class students and 74 are lower social class students.

The questionnaire was tested for its validity and reliability. Items in the questionnaire are evidently valid since each has sig 0.000 which lower than 0.05 and the correlation (r) > 0.195 at 5% level of significant (see Table 1).

Table 1. Validity test

No	Variable	Indicator	r value
1	School image	School has good facilities	0,806
		Teachers have good communication	0,806
		School's program relates to the schools' vision	0,805
		School has a good name in the students' community	0,844
		Students hear good reputation of their school	0,754
2	Students' satisfaction	Teachers are able to deliver the material well	0,689
		School program suits with the students' need	0,863
		School is able to solve students' problem	0,862
		School supports and develops students' potential	0,874
		School has empathy to their students	0,850
3	Students' loyalty	Students are willing to recommend their school	0,748
		Students agree that school will always give the best	0,892
		Students have positive testimony	0,753
		Students are willing to support the school's program	0,867
		Students will always be proud of their school	0,840

Source: Primary data, 2021

The reliability of the questionnaire was tested at 5% level of significance with the reliability is more than 0.7. Table 2 shows the reliability value of each variable.

Table 2. Reliability test

No	Variable	R Alpha - value	Standardized value
1.	School image	0,924	0,7
2.	Students' satisfaction	0,935	0,7
3.	Students' loyalty	0932	0,7

Source: Primary data, 2021

The data was analyzed using multiple linear regression with significance level of 0.05. The tool used to analysis is IBM SPSS Statistics 25 followed by the Sobel test to check the indirect effect.

RESULTS AND DISCUSSION

Multiple Linear Regression

The result of multiple linear regression conducted with SPSS is presented in table 3. We can see that the significant value of each variable is < 0.05. Thus, both school image and satisfaction of students affect students' loyalty.

Table 3. Multiple Linear Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	0.655	0.778		0.841	0.402
School image	0.276	0.084	0.272	3.304	0.001
Satisfaction	0.485	0.082	0.497	5.906	0.000

Dependent variable: Loyalty

We also identify is there any effect from the different social class of the school and the result shows in table 4.

Table 4. The effect of different social class students to loyalty

Model	B	Coefficient Standard Error	Coefficient Standard Beta	t	Sig
Constant	0.073	0.851		0.086	0.931
School image (X)	0.274	0.083	0.269	3.293	0.001
Satisfaction (Z)	0.464	0.083	0.576	5.617	0.000
School	0.476	0.292	0.058	1.633	0.105

Dependent variable: loyalty (Y)

From the result, we can see the significant value of school is 0.105 which is > 0.05 It shows us that there is no effect of different social class to loyalty.

Indirect effect

The result of direct and indirect effect using path analysis is shown in figure 2. School image has higher effect on students' satisfaction than the effect on loyalty. Thus, school image affects loyalty but not as much as its effect on student's satisfaction.

Figure 2. The Direct and Indirect Effect to Loyalty

CONCLUSION AND IMPLICATION

In conclusion, school image has direct small effect on loyalty but affects satisfaction as much as 62.3%. There is no different student's loyalty behavior between the students from upper and lower social class schools.

The implication is that school needs to develop and increases students' satisfaction through many programs and teachers' empathy so the students can satisfy and become proud and happy with their school. Even though the school image does not give much effect on loyalty of the students, but it has big effect on satisfaction to the students and thus the school image must be maintained.

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