

THE EFFECT OF SERVICE QUALITY AND SCHOOL IMAGE ON THE LOYALTY OF PARENTS OF STUDENTS MEDIATED VARIABLES OF SATISFACTION
(Case Study at SD Al Muslim Tambun Bekasi)

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Abstract - This study aims to determine how much influence the quality of service and image of the school on the loyalty of parents of students mediated by the satisfaction variable at SD Al Muslim Tambun Bekasi.

The method used in this research is to use associative which is measured using the path analysis method with SPSS 25.0. The data in this study used a sample of the parents of grade 4 and 5 SD Al Muslim Tambun Bekasi as many as 143 respondents. The data were collected using a questionnaire.

In this study, it was found that school image has a direct effect on parental satisfaction. The image of the school does not have a direct effect on parental loyalty which is mediated by the satisfaction variable. Loyalty has a direct effect on the satisfaction of the parents of students. Service quality does not have a direct effect on student parent loyalty which is mediated by the satisfaction variable. Service quality has a direct effect on satisfaction. Service quality does not have a direct effect on loyalty through satisfaction. School image has an indirect effect on loyalty through parent satisfaction. This shows that the better the quality of service provided by SD Al Muslim, the more loyalty the parents of students have to the school.

The results of this study provide useful findings for SD Al Muslim in order to improve the quality of school services to be more satisfied and loyal to school by increasing school performance related to the ability of schools to be alert in responding to problems that arise in the school environment, schools provide clear and easy information. parents understand, the school is able to graduate students with above average achievement.

Keywords: Service Quality, School Image, Loyalty and Parent Student Satisfaction

Abstrak Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas pelayanan dan citra sekolah terhadap loyalitas orang tua siswa yang dimediasi variable kepuasan pada SD Al Muslim Tambun Bekasi.

Metode yang digunakan dalam penelitian ini adalah menggunakan asosiatif yang diukur dengan menggunakan metoda analisis jalur dengan SPSS 25.0. Data dalam penelitian ini menggunakan sampel dari orang tua siswa kelas 4 dan 5 SD Al Muslim

Tambun Bekasi sebanyak 143 responden. Data tersebut dikumpulkan dengan menggunakan kuisioner.

Dalam penelitian ini ditemukan bahwa citra sekolah berpengaruh langsung terhadap kepuasan orang tua. Citra sekolah tidak berpengaruh langsung terhadap loyalitas orang tua siswa yang dimediasi oleh variable kepuasan. Loyalitas berpengaruh langsung terhadap kepuasan orang tua siswa. Kualitas pelayanan tidak berpengaruh langsung terhadap loyalitas orang tua siswa yang dimediasi oleh variable kepuasan. Kualitas pelayanan berpengaruh langsung terhadap kepuasan. Kualitas pelayanan tidak berpengaruh langsung terhadap loyalitas melalui kepuasan. Citra sekolah berpengaruh tidak langsung terhadap loyalitas melalui kepuasan orang tua siswa. Hal tersebut menunjukkan bahwa semakin baik kualitas pelayanan yang diberikan oleh SD Al Muslim akan semakin meningkatkan loyalitas orang tua siswa pada sekolah.

Hasil penelitian ini memberikan temuan yang bermanfaat bagi SD Al Muslim dalam rangka meningkatkan Kualitas pelayanan sekolah untuk semakin puas dan loyal pada sekolah dengan meningkatkan performance sekolah terkait kemampuan sekolah sigap dalam merespon masalah – masalah yang muncul di lingkungan sekolah, sekolah memberikan informasi yang jelas dan mudah dimengerti orang tua siswa, sekolah mampu meluluskan siswa/nya dengan prestasi di atas rata-rata

Kata kunci : Kualitas Pelayanan, Citra Sekolah, Loyalitas dan Kepuasan Orang Tua Siswa

I. PRELIMINARY

Islamic schools are a new model for educational institutions in Indonesia. According to Suyatno (2015: 2), the emergence of this Integrated Islamic School was motivated by the dissatisfaction of most actors of the Islamic movement in Indonesia with the development of the national education system.

Here the researchers show the table of the number of students from the 2017/2018 to 2019/2020 school year.

Table 1.1. The development of PPDB at SD Al Muslim Tambun from the school year 2017/2018 to 2019/2020.

| NO | SCHOOL YEAR | REALIZATION | TARGET | % |
|----|-------------|-------------|--------|-----|
| 1 | 2017-2018 | 128 | 128 | 100 |
| 2 | 2018-2019 | 112 | 112 | 100 |
| 3 | 2019-2020 | 108 | 112 | 96 |

Source: Al Muslim Tambun Elementary School Archives, 2019

Table 1.1. show The number of students at SD Al Muslim Tambun in South Tambun District in 2019/2020 has fluctuated where from the 2017-2018 Academic Year to the 2018-2019 Academic Year is stable on target, and in the 2019-2020 Academic Year it has decreased by 4%.

Consumer satisfaction, namely students and parents is very important because it provides benefits for schools, which can lead to consumer confidence. Improving the quality of education services in an effort to maintain parental trust is a requirement that

must always be implemented. Students and parents who believe in their school will reuse the education services they have experienced and can also provide recommendations to their closest ones to become students at SD Al Muslim Tambun.

1.1. Formulation of the problem

From the formulation above, we found seven problem formulations. Among them are:

1. Is there a direct effect of service quality on student parent satisfaction?
2. Is there a direct effect of school image on parental satisfaction student?
3. Is there a direct effect of service quality on loyalty?
4. Is there a direct effect of school image on loyalty?
5. Is there a direct influence on the loyalty of students' parents satisfaction ?
6. Is there an indirect effect on service quality loyalty through satisfaction of the parents of students?
7. Is there an indirect effect of the image of the school on the loyalty of the parents of students through the satisfaction of the parents of students?

1.2. Research purposes

Based on the formulation of the research problem above, this study aims to determine the direct effect:

1. Quality of service to student parent satisfaction.
2. The image of the school on the satisfaction of the parents of students.
3. Quality of service to loyalty.
4. Image of the school to loyalty.
5. Loyalty of parents to satisfaction.

And to know the indirect effect:

6. The quality of service to loyalty through the satisfaction of parents of students.
7. The image of the school towards loyalty through the satisfaction of the parents of students.

II. LITERATURE REVIEW

2.1. Definition of Service Marketing

According to Kotler and Keller (2012: 83) stated that service marketing is any action or action that can be offered by a party to another party which is basically intangible (intangible) and does not result in ownership of something. According to Zeithaml and Bitner in Daryanto (2011: 236) states that service marketing is also defined as promises. Promises made to customers and must be kept. "The strategic framework is known as the service triangle which strengthens the importance of people within the company in making their promises and being successful in building customer relationships.

2.2. Service quality

Kotler in Lupiyoadi (2014: 7) "service quality is any action or activity that can be offered by one party to another, basically it is intangible and does not result in any transfer of ownership. The production of services may or may not be related to physical products. Consumer satisfaction is the level of feeling where someone states the results of a comparison of the performance of the service product received and the expected one, Kotler in Lupiyoadi (2014: 228). Meanwhile, according to Kotler, who is quoted again by Fandy

Tjiptono (2012: 312), consumer satisfaction is the level of a person's feelings after comparing the performance (or results) he perceives compared to his expectations.

2.3. School Image

According to Chen & Chen (2014: 144) The image of a school can create lifelong value for students. The image of a school can be manifested in the form of attitudes and behaviors that positively or negatively influence school policies, programs and budgets.

2.4. Satisfaction of parents of students

According to Wijayanti (2017: 186) explains the definition of "Consumer satisfaction is the consumer's perception that their expectations have been met or exceeded by buying and or using the product".

From this definition it can be concluded that basically the notion of customer satisfaction includes the difference between expectations and performance or the results perceived by customers.

2.5. Loyalty

Loyalty is something that arises without coercion but arises automatically. According to Griffin quoted by Sangadji and Shopiah (2013: 104) states that: "Loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services from a selected company." With purchases made by customers continuously can provide long-term benefits for the company. According to Tjiptono (2014: 393) states that: "Customer loyalty is a customer commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases."

2.6. Relationship between Research Variables

2.6.1. Direct Effect of Service Quality on Parental Satisfaction students.

Parents of students are the main goal in the world of education, because without parents, school students cannot get profit to run their business. Akhmad Khusaeni's (2016) research results also show that there is a positive and significant influence between service quality and satisfaction. Likewise, the results of research from Wahyudin Rahman (2018) which states that service quality has a positive and significant effect on student satisfaction at the Faculty of Economics, Unismuh Luwuk.

2.6.2. The direct influence of School Image on Satisfaction Parents of students.

A good image is not only to attract parents in choosing schools, but also to improve customer attitudes and satisfaction towards schools. This is supported by Akhmad Khusaeni (2016) which also shows that there is a positive and significant influence between School Image on student parent satisfaction. In addition, the results of research from Wahyudin Rahman (2018) stated that the image of the institution has a positive and significant effect on student satisfaction at the Faculty of Economics, Unismuh Luwuk.

2.6.3. Direct Effect of Service Quality on Parental Loyalty students.

Poor service quality will have an impact on student parents who are disappointed and ultimately turn to competitors. Kuswanto's (2018) research results show that there is a positive and significant influence between service quality on student parent loyalty. Research result Ainna Nurul (2017) states that the higher the quality of services provided, the perceived satisfaction will also be high and form high loyalty.

2.6.4. Direct Influence of School Image on Student Parental Loyalty.

An image cannot be printed like making goods in a factory, but an image is an impression that is obtained according to one's knowledge and understanding of something. This is supported by Kuswanto (2018) which shows that simultaneously the School Image has an effect on the Loyalty of Students' Parents. Akhmad Khusaeni's (2016) research results which state that the image of the school also has a direct effect on student loyalty at SMK Negeri Rembang Pasuruan.

2.6.5. Direct Effect of Loyalty on Student Parent Satisfaction.

Customers must have loyalty to the company, customers will feel safe in conducting transactions with the company and transactions made will be guaranteed with certainty. The results of research conducted by Ainna Nurul et al (2016) also show that there is a positive and significant influence between the loyalty of parents of students on satisfaction.

2.6.6. Indirect Effect of Service Quality on Loyalty through student parent satisfaction.

The satisfaction felt by parents of students is indeed important which will have an impact on the creation of loyalty of parents by providing good quality service, so that they will continue to be loyal to the school. This is supported by research by Ainna Nurul et al (2016) which shows that the quality of service to loyalty through satisfaction of students' parents has a significant effect. Likewise, the research results of Akhmad Khusaeni (2016) which state that the higher the quality of service the higher the student's satisfaction.

2.6.7. Indirect influence between School Image on Loyalty Parents of students through Satisfaction of parents of students.

A good school image will have a good influence, where they will always buy and use products and services on an ongoing basis because the image of the school is seen as good in the community so that it provides satisfaction where with satisfaction the parents of students will believe in the school they choose. This is supported by research. This is supported by research by Ainna Nurul et al. (2016) which shows that there is a positive influence between service quality and loyalty through the satisfaction of students' parents at SMK ISLAM SUDIRMAN 2 AMBARAWA. Likewise, the research results of Wahyudin Rahman (2018) show that the variable image of the institution has a positive and significant effect on student satisfaction at the Faculty of Economics, Unismuh Luwuk.

2.7. Hypothesis Development

Sugiyono (2017: 64) states that hypothesis development is a temporary answer to the formulation of research problems. Thus the formulation of the problem with the aim of research which is the development of a research hypothesis is as follows:

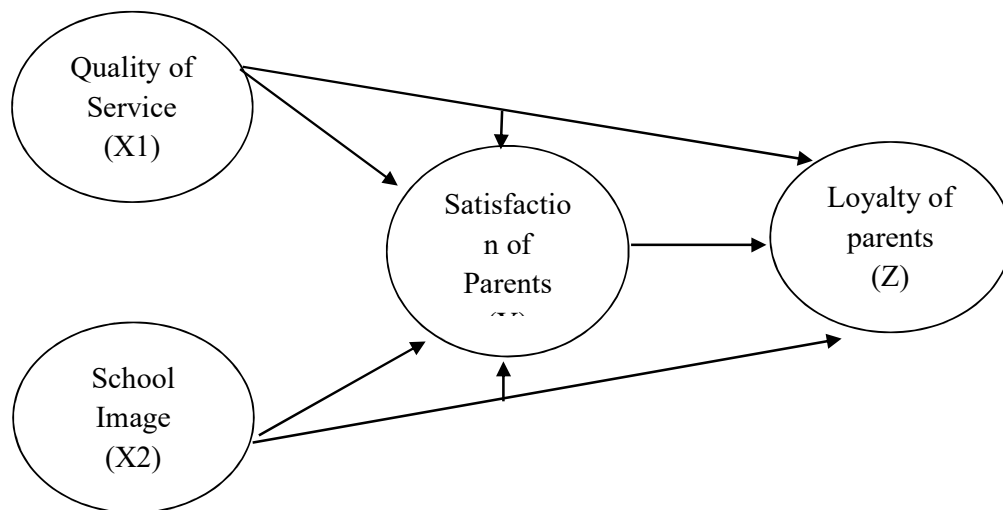
1. It is suspected that there is a direct effect of service quality on student parent satisfaction.
2. It is suspected that there is a direct effect of school image on student parent satisfaction.
3. It is suspected that there is a direct effect of service quality on student parent loyalty.
4. It is suspected that there is a direct effect of school image on student parent loyalty.
5. It is suspected that there is a direct effect of loyalty on student parent satisfaction.
6. It is suspected that there is an indirect effect of Service Quality on Loyalty through Parent Satisfaction.

7. It is suspected that there is an indirect influence between School Image on Parental Loyalty of students through Parent Satisfaction of students.

2.8. Research Conceptual Framework

There are two variables in this study, namely exogenous and endogenous variables. Exogenous variables are all variables for which there is no explicit cause or in the diagram there are no arrows pointing to them, other than in part of the measurement error. Meanwhile, endogenous variables are variables that have arrows leading to these variables. The exogenous variables are Service Quality (X1) and School Image (X2) which can directly influence the endogenous variables, namely Satisfaction (Y) and Student Parent Loyalty (Z) as intervening variables that mediate the influence between variables. can be described in the research paragraph below:

Figure 2.1. Path diagram model (Path)



Source: Ratlan Pardede and Ramhard Manurung (2014)

III. RESEARCH METHOD

3.1. Research Strategy

The research strategy used in this study is an associative strategy, namely the research strategy used to determine the effect of two or more exogenous variables on endogenous variables. This study aims to provide an explanation of how the influence of service quality (X1), and School Image (X2) on satisfaction (Y) with parents' loyalty (Z) as an intervening variable.

3.2. Population and Sample Research

The general population in this study were all 672 parents of SD Al Muslim Tambun Bekasi students. And the target population is all parents of grade 4 and 5 students totaling 224 people. The target population is limited because the parents of grade 4 and 5 students have experienced the quality of services provided by the school

Determination of the number of samples in this study using the Slovin formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n = The number of samples sought

N = Total population

e = percent leeway due to inaccuracy due to error

5% of the samples are still retractable or desirable. In this study, researchers used e at 5% and with a confidence level of 95%.

The calculations in determining the number of samples are as follows:

$$n = \frac{224}{1 + 224(0.05)^2}$$

n = 143 respondents

Based on the calculation results, the number of samples to be used is at least 143 respondents.

3.3. Data and Data Collection Methods

3.3.1. Research data

The data used in this study are primary data. Respondent data is needed to find out respondents' responses regarding the effect of service quality, school image on parents' satisfaction of students who are mediated by the loyalty variable at SD Al Muslim Tambun. In this case the data is obtained directly by dividing a questionnaire containing a list of statements to the parents of students.

3.4. Data analysis method

The data collected from the questionnaire was tabulated, then processed. To make it easier to perform data processing, researchers used version 25.0 of the SPSS (Statistical Program For Microsoft Sciences) software, so that the results are faster and more precise. Data is presented in tabular form with the aim that data is easy to read and understand.

3.4.1. Research Analysis Units

In this study, the unit of research analysis is individuals who become parents of students at SD Al Muslim Tambun, Bekasi Regency. The analysis units of this research are useful for knowing the responses of respondents regarding the influence of service quality and school image on Loyalty with Parents' Satisfaction as Intervening variable at SD Al Muslim Tambun, Bekasi Regency, Bekasi.

3.4.2. Data Collection Instruments

This research instrument is measured by a Likert scale, which is a scale used to measure the attitudes, opinions and perceptions of a person or group of people about certain events. The measured variables are translated into several indicators, and each indicator has sub indicators. Sub indicators serve as a starting point for compiling instrument items in the form of statements in a questionnaire.

In the research instrument used for data collection in the form of a questionnaire. My research instrument was compiled from sub indicators of service quality and school image on satisfaction with parents' beliefs as an intervening variable, in a statement with 4 (four) alternative answers. In the statement used the Likert scale. Each respondent's answer is given a score and the number of scores that indicate positive or negative.

The questionnaire used is very personal and confidential, there are also options for answers with a certain score. Where the answer to each instrument item has a weighted value as in the following table.

Table 3.5. Likert Scale Score Weighted

| No. | Alternative / Answers | Code | Weighted Value |
|-----|-----------------------|------|----------------|
| 1 | Strongly agree | SS | 4 |
| 2 | Agree | S | 3 |
| 3 | Disagree | TS | 2 |
| 4 | Strongly Disagree | STS | 1 |

Source: Sugiyono (2017)

From the table above, the greater the number of values given by the respondents for each factor, indicating that these factors have a positive effect on performance. While the measured variables are described in several indicators and each indicator has a sub-indicator, this will be used to compile instrument items in the form of questions in a questionnaire. To be able to determine the indicators of each variable under study, it requires a broad and deep insight into the variables studied, and the theories that support it.

3.4.2.1. Research Instrument Test

A good research instrument (questionnaire) must meet the requirements, namely valid and reliable. To find out the validity and reliability of the questionnaire, it is necessary to test the questionnaire using validity and reliability tests. Because this validity and reliability aims to test whether the questionnaire distributed to obtain research data is valid and reliable, for that reason, the authors will also perform these two tests on the research instrument (questionnaire).

1. Validity test

According to Arikunto (2013: 211), validity is a measure that shows the levels of validity or validity of an instrument. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. The data that has been obtained is tabulated and factor analysis is carried out using the Construct Validity method using a simple correlation method. According to Sugiyono (2017: 126), if the result is 0.60 or more, then this factor is a strong construction that has good construction validity.

Questions are said to be valid if r count is greater or equal to 0.60 if r count is less than 0.60, then the questions are said to be invalid or valid (Sugiyono, 2017: 183).

2. Reliability Test

According to Arikunto (2013: 203), reliability is a tool to measure the extent to which the measuring instrument used can be trusted. This technique can be used to determine whether a research instrument is reliable or not. Reliability measurement techniques can be done with one shot or just one measurement, then the results are compared with other questions or measure the correlation between the answers to the questions. The reliability test in this study used the help of the SPSS version 25.0 application with the alpha cronbach test technique, a variable is said to be reliable, if: Cronbach's Alpha result > 0.60 = reliable, if the Cronbach Alpha result is less than 0.60, then it is not reliable.

3.4.3. Statistical Data Analysis Tools

The statistical analysis of the data used in accordance with the objectives of the study is path analysis. In path analysis, the influence of exogenous variables on endogenous variables can be in the form of direct and indirect effects, or in other words, path analysis takes into account the direct and indirect effects. In contrast to the usual regression model, the effect of the independent variable on the dependent variable is only direct.

In addition, path analysis is a method used in causal models that have been formulated by researchers on the basis of certain theoretical considerations and knowledge.

In other words, path analysis has the utility to check or test the theorized causal model and not derive the causal theory.

Structural equation or also called a structural model, where each dependent / endogenous variable (Y) is uniquely determined by a set of independent / exogenous variables (X). Furthermore, an image that shows the structure of the causal relationship between variables is called a path diagram. Systematically, path analysis follows a structural model pattern, so the first step to working on or applying a path analysis model is to formulate structural equations and path diagrams.

1. Structural Equations

The structural equation is an equation that explains the relationship of the exogenous variables X1, X2 to the endogenous variables Y and Z. For more details, the path diagram for structural model 1 and structural model 2 is described as follows:

Structural equation 1:

$$Y = \alpha + \beta_{YX1} X1 + \beta_{YX2} X2 + \beta_{ZY} Z + \epsilon_1$$

Structural equation 2:

$$Z = \alpha + \beta_{ZX1} X1 + \beta_{ZX2} X2 + \beta_{ZY} Z + \epsilon_2$$

Information:

a = Constant

X1 = Quality of Service

X2 = School image

Y = Satisfaction of parents of students

Z = Loyalty

β_1 = Path Coefficient 1 Effect of Service Quality (X1) on Satisfaction (Y)

β_2 = Path 1 Coefficient Effect of School Image (X2) on Satisfaction (Y)

β_3 = Path Coefficient 1 Effect of Service Quality (X1) on Loyalty of Students' Parents (Z)

β_4 = Path Coefficient 1 Effect of School Image (X2) on Loyalty of Students' Parents (Z)

β_5 = Path Coefficient 1 The Effect of Parent Satisfaction (Y) on Parental Loyalty (Z)

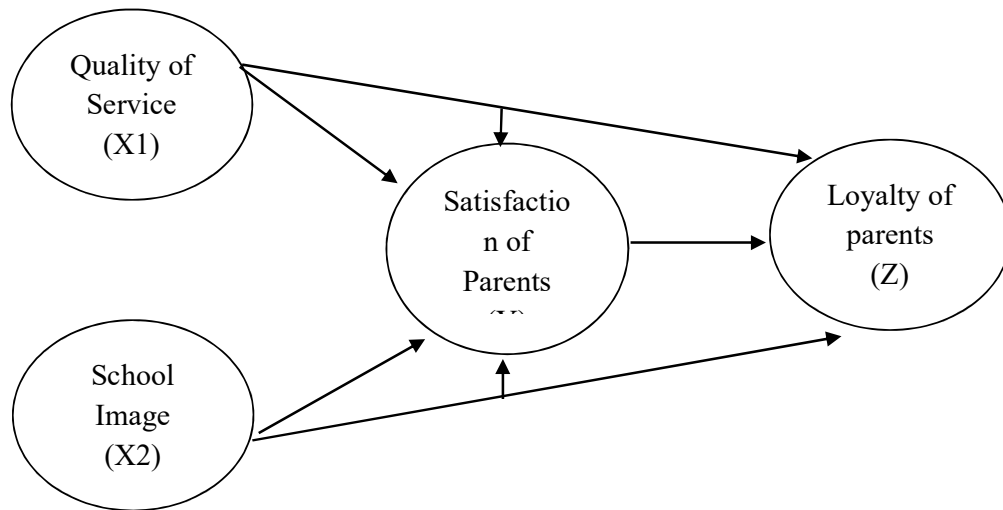
ϵ_1 = Structure model error 1

ϵ_2 = Structure model error 2

2. Path Diagram

Path diagram is a tool to graphically depict the structure of the causality relationship between exogenous, intervening (intermediary) and endogenous variables. To represent the causality relationship in the path diagram using a single headed arrow symbol, this indicates a direct influence between exogenous or intervening variables and endogenous variables. This arrow also relates errors to endogenous variables, and to represent the correlation or covariance relationship between two variables using a two headed arrow. According to Juanim (2010: 18) states that each variable is symbolized in the form of a box, while other variables that are not analyzed in the model or error are described in a circle.

3.1. Path Diagram service quality and school image to people's loyalty student parents who mediated the satisfaction variable



Source: Ratlan Pardede and Ramhard Manurung (2014)

This model describes the relationship between exogenous variables, namely service quality (X1), school image (X2), endogenous variables, namely satisfaction of parents of students (Y), and loyalty of parents of students (Z) as intervening variables. service quality (X1), School Image (X2) to satisfaction (Y), and service quality (X1), School Image (X2) to parents' loyalty (Z), and parents' loyalty (Z) to satisfaction (Y) is called the direct effect. Meanwhile, from the quality of service (X1), school image (X2) on satisfaction (Y) through the loyalty of the parents of students (Z) is called the indirect effect.

3. Path Coefficient Testing

Hypothesis testing is used to determine the significance of the effect of exogenous variables on endogenous variables partially or simultaneously. The steps of testing the hypothesis in the study are:

1. Effect of X1 (Service Quality) on Y (Satisfaction)
Ho: $\beta_{yx1} = 0$ There is no significant direct effect of service quality on student parent satisfaction.
Ha: $\beta_{yx1} \neq 0$ There is a significant direct effect of service quality on student parent satisfaction.
2. Effect of X2 (School Image) on Y (satisfaction)
Ho: $\beta_{yx2} = 0$ There is no significant direct effect of school image on student parent satisfaction.
Ha: $\beta_{yx2} \neq 0$ There is a significant direct effect of school image on student parent satisfaction.
3. Effect of X1 (Service Quality) on Z (Loyalty of Students' Parents)
Ho: $\beta_{zx1} = 0$ There is no significant direct effect on service quality Loyalty of Parents of students.
Ha: $\beta_{zx1} \neq 0$ There is a significant direct effect on service quality Loyalty of Parents of students.
4. Effect of X2 (School Image) on Z (Loyalty of Students' Parents)
Ho: $\beta_{zx2} = 0$ There is no significant direct effect on School Image Loyalty of Parents of students.
Ha: $\beta_{zx2} \neq 0$ There is a significant direct influence on School Image Loyalty of Parents of students.
5. Effect of Z (Loyalty of Students' Parents) on Y (Satisfaction)

Ho: $\beta_{zy} = 0$ There is no significant direct effect loyalty to the satisfaction of the parents of students.

Ha: $\beta_{zy} \neq 0$ There is a significant direct effect loyalty to the satisfaction of parents of students.

To test the effect of changes in exogenous variables on changes in partial endogenous variables, seen from the significance t compared to the real level α ($5\% = 0.05$) with the following criteria:

- a) Ho is rejected, if the significance $t < 0.05$
- b) Ha is accepted, if the significance $t \geq 0.05$

According to Ghazali (2011: 248) states that the procedure for testing the indirect effect and its significance is carried out using the Sobel Test, as follows:

6. The influence of X1 (Service Quality) on Y (satisfaction) through Z (Loyalty of parents of students)

Ho: $\beta_{x1yz} = 0$ There is no significant direct effect of service quality on parental satisfaction through student parent loyalty.

Ha: $\beta_{x1yz} \neq 0$ There is a significant direct effect of service quality on parental satisfaction through student parent loyalty.

7. The influence of X2 (School Image) on Y (satisfaction) through Z (Loyalty of parents of students)

Ho: $\beta_{x2yz} = 0$ There is no significant direct effect of school image on parents' satisfaction through student parent loyalty.

Ha: $\beta_{x2yz} \neq 0$ There is a significant direct influence between school image on student parent satisfaction through parents' loyalty.

For the Sobel Test, the indirect effect is seen from the significance of t compared to the real level α ($5\% = 0.05$). With criteria:

- a). Ho is rejected or Ha is accepted if the significance of $t < 0.05$ and
- b). Ho is accepted or Ha is rejected if the significance of $t \geq 0.05$

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

SD Al Muslim was founded in the academic year 1994/1995 and is an A-accredited integrated elementary school (Very Good = 98.00. Best Second Place in West Java) received the Raksa Prasada award in 2013 as an environmental cultured school from the teacher of West Java. SD Al Muslim develops curricula, facilities, and appropriate learning models using a curriculum with an integrated learning pattern between the Ministry of National Education curriculum which is enriched with the superior curriculum of the Al Muslim foundation to form pious, intelligent, and creative Muslim children that focus on 3 aspects of development, namely cognitive, affective, and psychomotor.

4.2. Respondent Description

4.2.1. Respondent characteristics

In this study, data collection used a questionnaire, which was given to 143 respondents who described such characteristics age, and occupation:

1. Respondent description by age

The results of the respondent description test based on age are described in Table 4.1. as follows:

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Table 4.1. Respondent Data Based on Age

| Age | amount | Percentage |
|--------------|------------|-------------|
| <30 Years | 2 | 1.40 |
| 31-39 years | 52 | 36.36 |
| > 40 Years | 89 | 62.24 |
| Total | 143 | 100% |

Source: Data processed (2020)

The table above presents the characteristics of the respondents when viewed from the age percentage. Age <30 years consisted of 2 people (1.40%), aged 31 to 39 years consisted of 52 people (36.36%), and aged > 40 years consisted of 89 people (62.24%). This shows that most of the respondents were > 40 years old consisting of 89 people with a percentage of 62.24%, more dominant because the age of the children who were the case studies was elementary school aged 7 years and over. So that most of the parents / respondents have entered adulthood.

2. Respondent description based on occupation.

The results of the respondent description test based on work are presented in Table 4.2 as follows:

Table 4.2. Respondents' Descriptions by Occupation

| Profession | amount | Percentage |
|--------------|------------|-------------|
| entrepreneur | 18 | 12.59 |
| Employees | 44 | 30.77 |
| Housewife | 81 | 56.64 |
| Total | 143 | 100% |

Source: Data processed (2020)

The table above presents the characteristics of the respondents when viewed from their work. The respondents in this study were 143 people, where the number of respondents who had jobs as self-employed were 18 people (12.59%), 44 employees (30.77%), and 81 people 56.64 who became housewives. %. This illustrates that the majority of respondents are housewives.

4.3. Results of Testing Research Instruments

4.3.1. Validity test

According to Arikunto (2013: 211), validity is a measure that shows the levels of validity or validity of an instrument. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. The data that has been obtained is tabulated and factor analysis is carried out using the Construct Validity method using a simple correlation method. According to Sugiyono (2017: 126), if the result is 0.60 or more, then this factor is a strong construction that has good construction validity.

Questions are said to be valid if r count is greater or equal to 0.60 if r count is less than 0.60, then the questions are said to be invalid or valid (Sugiyono, 2017: 183).

The validity test was processed using a computer with the SPSS version 25.0 program. the research instrument can be said to be valid (accurate) for research if it has a validity value greater than or equal to 0.60 and vice versa, if the validity value is less than 0.60 it is said to be invalid (inaccurate). To calculate the level of validity and validity of data instruments, it is necessary to compare the value of R_{table} with R_{hitung}, in this study

it is known that the formula $df = N - 2$ where N is the number of respondents so that $df = 143 - 2$ with alpha 0.05 so that the Rtable result is 0,60

For the service quality variable (X1), 13 statements were given to 143 respondents. Based on data management, the results of the service quality variable (X1), the 13 statements have a calculated r value greater than 0.60 so that these statements can be used in data collection in this study.

The following are the results of data management for all statements in the service quality instrument consisting of 13 statements in the table as follows:

Table 4.3
Instrument Validity per Item for Service Quality Variables (X1)

| No. Statement | rhitung | critical | Decision |
|---------------|---------|----------|----------|
| 1 | 0.78 | 0.60 | Valid |
| 2 | 0.76 | 0.60 | Valid |
| 3 | 0.49 | 0.60 | Valid |
| 4 | 0.76 | 0.60 | Valid |
| 5 | 0.65 | 0.60 | Valid |
| 6 | 0.65 | 0.60 | Valid |
| 7 | 0.73 | 0.60 | Valid |
| 8 | 0.73 | 0.60 | Valid |
| 9 | 0.63 | 0.60 | Valid |
| 10 | 0.66 | 0.60 | Valid |
| 11 | 0.63 | 0.60 | Valid |
| 12 | 0.59 | 0.60 | Valid |
| 13 | 0.76 | 0.60 | Valid |

Source: The data was processed in 2020 with the SPSS version 25.0 program

Looking at table 4.3 service quality variables, it can be concluded that all 13 items of the service quality statement instrument are valid.

For the school image variable (X2), 7 statements were given to 143 consumers. Based on data management, the results of the school image variable (X2), the 7 statements have a value of rcount greater than 0.60 so that these statements can be used in data collection in this study.

The following are the results of data management for all statements in the school image instrument consisting of 7 statements in the table as follows:

Table 4.4. Instrument validity per item for school image variables (X2)

| No. Statement | rhitung | critical | Decision |
|---------------|---------|----------|----------|
| 1 | 0.65 | 0.60 | Valid |
| 2 | 0.62 | 0.60 | Valid |
| 3 | 0.83 | 0.60 | Valid |
| 4 | 0.48 | 0.60 | Valid |
| 5 | 0.83 | 0.60 | Valid |
| 6 | 0.74 | 0.60 | Valid |
| 7 | 0.63 | 0.60 | Valid |

Source: The data was processed in 2020 with the SPSS version 25.0 program

Looking at table 4.4 of the school image variable, it can be concluded that all 7 items of the school image statement instrument are valid.

For the student parent loyalty variable (Z), 4 statements were given to 143 consumers. Based on data management (Appendix), the result of the loyalty variable (Z) 4 shows that the statement has a calculated r value greater than 0.60 so that the statement can be used in data collection in this study.

The following are the results of data management for all statements in the customer satisfaction instrument which consists of 4 items in the table as follows:

Table 4.5 Instrument validity by item for parental loyalty variable (Z)

| No. Statement | rhitung | critical | Decision |
|---------------|---------|----------|----------|
| 1 | 0.86 | 0.60 | Valid |
| 2 | 0.89 | 0.60 | Valid |
| 3 | 0.88 | 0.60 | Valid |
| 4 | 0.90 | 0.60 | Valid |

Source: The data was processed in 2020 with the SPSS version 25.0 program

See table 4.5. The loyalty variable (Z) can be concluded that all 4 items of the instrument statement of the loyalty of the parents of students are all valid.

For the parent satisfaction variable (Y), 6 statements were given to 143 consumers. Based on data management, the results of the student's parent satisfaction variable (Y), the 6 statements have rcount values greater than 0.60 so that these statements can be used in data collection in this study.

The following are the results of data management for all statements in the student parent satisfaction instrument consisting of 6 statements in the table as follows:

Table 4.6 Instrument Validity per Item for Parental Satisfaction Variable (Y)

| No. Statement | rhitung | critical | Decision |
|---------------|---------|----------|----------|
| 1 | 0.67 | 0.60 | Valid |
| 2 | 0.73 | 0.60 | Valid |
| 3 | 0.74 | 0.60 | Valid |
| 4 | 0.59 | 0.60 | Valid |
| 5 | 0.77 | 0.60 | Valid |
| 6 | 0.66 | 0.60 | Valid |

Source: The data was processed in 2020 with the SPSS version 25.0 program

See table 4.6. The student's parent satisfaction variable (Y) can be concluded that all 6 items of the instrument for the statement of parents' belief are valid.

4.3.2. Reliability Test

After the validity test is carried out, the reliability test will then be carried out. The reliability test is intended to ensure that the instrument has consistency as a measuring tool so that the high level of reliability can show consistent results. Reliability testing was carried out using the Cronbach Alpha method. Furthermore, Sugyiono (2017: 126) said the research instrument was said to be reliable if the Cronbach Alpha value was 0.60 or more. The data is correlated with the help of the SPSS version 25.0 program

Table 4.7 Reliability Test Results

| Variable | ri | r critical | Decision |
|-----------------------------|-------|------------|----------|
| Quality of service (X1) | 0.918 | 0.60 | Reliable |
| Image of school (X2) | 0.867 | 0.60 | Reliable |
| Loyalty (Z) | 1,000 | 0.60 | Reliable |
| Satisfaction of Parents (Y) | 0.897 | 0.60 | Reliable |

Source: Data processed in 2020 with SPSS version 25.0

The table above shows that the results of the questionnaire answers are 13 (ten) items of service quality factor statements (X1), 7 (seven) school image statement items (X2), 4 (four) statements of loyalty (Z) and 6 (six) statements of people satisfaction students' parents (Y) are said to be reliable. This is because the Cronbach's Alpha value is obtained based on the table above where all of these values have exceeded 0.60.

4.4. Statistical Analysis of Data

4.4.1. Path Analysis

In the Path Analysis step the first is to test sub structure 1 and sub structure 2.

1. Testing the effect of service quality and school image on student parent satisfaction (Sub Structure 1). Based on data processing, the following results were obtained:

Table 4.8 Sub-structure coefficients 1
The Coefficient of Service Quality Variable and the School Image on Parents' Satisfaction
Coefficientsa

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .062 | .923 | | .067 | .947 |
| | Service quality | .021 | .028 | .055 | .740 | .461 |
| | School Image | .515 | .052 | .739 | 9,946 | .000 |

a. Dependent Variable: Parental Satisfaction

Source: Data processed in 2020 with the SPSS version 25 program.

Table 4.9
The variable of service quality, school image on the satisfaction of the parents of students

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .778a | .606 | .600 | 1,161 |

a. Predictors: (Constant), School Image, Quality of Service

Source: Data processed in 2020 with SPSS version 25.0

The magnitude of the number R square (r^2) is 0.606. This figure is used to determine the effect of school image and service quality on parents' satisfaction. This figure means that the effect of school image and service quality on parents' satisfaction is 60.6% simultaneously, while the remaining 39.4% is influenced by other factors.

The simultaneous influence of service quality and school image on student parent satisfaction, path diagram sub structure 1, the influence of service quality (X_1) and school image (X_2) on loyalty (Z), is shown in the following diagram:

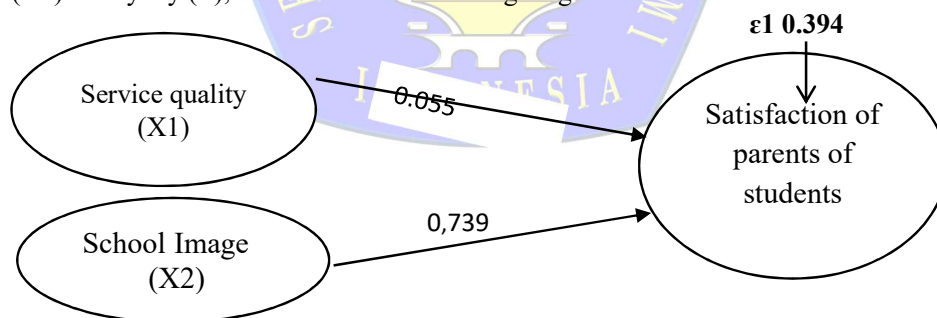


Figure 4.5 Sub Structure Diagram 1

$$Y = \alpha + \beta YX_1 X_1 + \beta YX_2 X_2 + \beta ZY Z + \epsilon_1$$

Information :

- a = Constant
- X_1 = Service quality
- X_2 = School image
- Y = Satisfaction
- Z = Loyalty of parents
- ϵ_1 = Structural model error 1

- Testing the effect of service quality, school image on loyalty through student parent satisfaction (Sub Structure 2). Based on data processing, the following results were obtained:

Table 4.10 Coefficients Sub Structure 2
The coefficient of the service quality variable, the image of the school on loyalty through the satisfaction of the parents of students

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1,201 | .807 | | 1,489 | .139 |
| | Service quality | .053 | .024 | .112 | 2,168 | .032 |
| | School Image | .447 | .059 | .510 | 7,565 | .000 |
| | Parental Satisfaction | .452 | .074 | .359 | 6,124 | .000 |

a. Dependent Variable: Loyalty

Source: Data processed in 2020 with SPSS version 25.0

Table 4.11. Service quality variables, school image on loyalty through student parent satisfaction

| Model Summary | | | | | |
|---------------|-------|----------|-------------------|----------------------------|--|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | |
| 1 | .901a | .812 | .808 | 1,015 | |

a. Predictors: (Constant), Parental Satisfaction, Service Quality, School Image

Source: Data processed in 2020 with SPSS version 25.0

The magnitude of the number R square (r^2) is 0.812. This figure is used to determine the effect of school image and service quality on loyalty through parent satisfaction. This figure means that the effect of school image and service quality on loyalty through parent satisfaction is 81.2% simultaneously, while the remaining 18.8% is influenced by other factors.

Thus a path diagram for the sub structure 2 can be drawn up, as follows:



Figure 4.6. Sub Structure Diagram 2

4.4.2 Regression Analysis

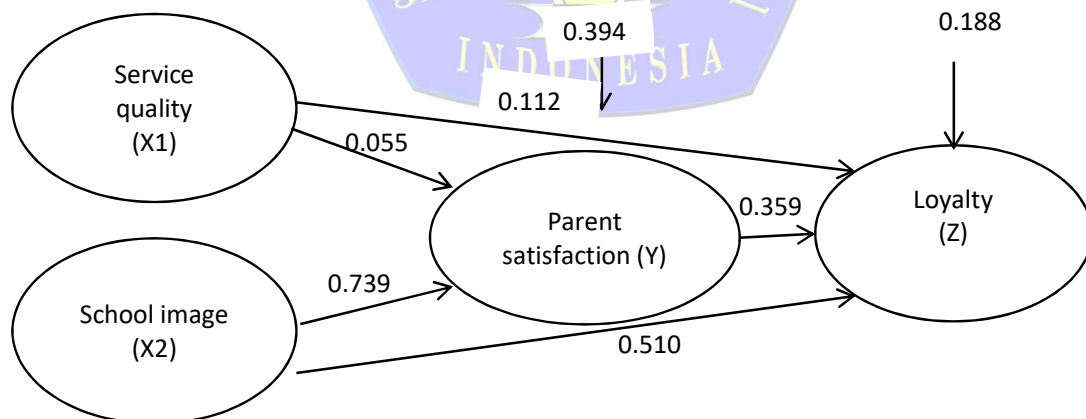
Based on the path diagram above, the direct and indirect effects can be explained as follows:

- Direct influence of service quality on student parent satisfaction**

- The direct effect of service quality on parents' satisfaction is 0.055 or 5.5%. This shows that 5.5% of parents' satisfaction is determined by the quality of service.
2. **The direct effect of school image on the satisfaction of students' parents**
The influence of the school image on the satisfaction of the parents of students is 0.739 or 73.9%. This shows that 73.9% of parents' satisfaction is determined by the image of the school.
 3. **The direct effect of service quality on student parent loyalty**
The effect of service quality on the loyalty of students' parents is 0.112 or 11.2%. This shows that 11.2% of parents' loyalty is determined by the quality of service.
 4. **The direct effect of school image on the loyalty of students' parents**
The effect of school image on the loyalty of parents of students is 0.510 or 51.0%. This shows that 51.0% of student parent loyalty is determined by the image of the school.
 5. **The direct effect of loyalty on student parent satisfaction**
The effect of loyalty on the satisfaction of parents of students is 0.359 or 35.9%. This shows that 35.9% of student parent satisfaction is determined by loyalty.
 6. **The indirect effect of service quality on loyalty through parent satisfaction.**
The indirect effect of service quality on loyalty through parents' satisfaction is $0.055 \times 0.359 = 0.01974$ or 1.974%. This shows that the loyalty of the parents of students increases the effect of service quality on loyalty through the satisfaction of the parents of students by 1.974%.
 7. **The indirect effect of school image on loyalty through student parent satisfaction**
The indirect effect of school image on loyalty through parent satisfaction is $0.739 \times 0.359 = 0.2653$ or 26.53%. This shows that the satisfaction of the parents of students improves the image of the school towards loyalty by 26.53%.

Based on the results of the path coefficient on sub structure 1 and sub structure 2, it can be described as a whole which illustrates the path analysis diagram of the influence of service quality and school image on student parent loyalty through parents' satisfaction can be seen in Figure 4.7. as follows:

Figure 4.7. Diagram of the Results of Structural Equations 1 and 2



Source: Data processed (2020)

4.5. Hypothesis test

This hypothesis test is used to measure the influence of the independent variables, namely service quality (X1) and school image (X2) on loyalty (Y) through parent satisfaction as an intervening variable. The results of hypothesis testing in this study are:

4.5.1 Testing the research hypothesis

To test the effect of exogenous variables with endogenous variables directly and indirectly, it can be seen from the significance value of t compared to the real level (α) of 5%, with the following criteria:

- 1) H_0 is rejected, if the significance $t < 0.05$
- 2) H_0 is accepted, if the significance $t \geq 0.05$

1. Hypothesis Testing Direct influence of service quality (X1) on student parent satisfaction (Y)

$H_0: \beta_{y1x1} = 0$ There is no direct and significant influence between the quality of service on student parent satisfaction.

$H_a: \beta_{y1x1} \neq 0$ There is a direct and significant influence between the quality of service on the satisfaction of the parents of students.

After testing the hypothesis above and based on the results of the calculation, the significance t of the service quality variable is 0.055 which is greater than the real level or $0.055 > 0.05$. Therefore it can be concluded that H_a is rejected, so directly there is a positive and significant influence between service quality and student parent satisfaction. Thus, the quality of service at SD Al Muslim Tambun Bekasi directly affects the satisfaction of the parents of students.

2. Hypothesis Testing The direct effect of school image (X2) on student parent satisfaction (Y).

$H_0: \beta_{y1x2} = 0$ There is no direct and significant influence between images school to the satisfaction of parents of students.

$H_a: \beta_{y1x2} \neq 0$ There is a direct and significant influence between the image of the school on the satisfaction of the parents of students.

After testing the hypothesis above and based on the results of the calculation, the significance t of the school image variable was 0.739, which was greater than the real level or $0.739 > 0.05$. Therefore, it can be concluded that H_0 is rejected, so there is a direct and positive influence between the image of the school and the satisfaction of the parents of students. Thus, the image of SD Al Muslim Tambun Bekasi school has an effect on the satisfaction of the parents of students

3. Hypothesis Testing Direct influence of service quality on loyalty (Y)

$H_0: \beta_{y1x1} = 0$ There is no direct and significant influence between service quality and loyalty.

$H_a: \beta_{y1x1} \neq 0$ There is a direct and significant influence between service quality and loyalty.

After testing the hypothesis above and based on the results of the calculation, the significance t of the loyalty variable is 0.032, which is smaller than the real level or $0.032 < 0.05$. Therefore, it can be concluded that H_0 is rejected, so directly there is a significant influence between service quality and loyalty. Thus, the quality of service at SD Al Muslim Tambun Bekasi does not directly affect the loyalty of the students' parents.

4. Direct influence of school image (X2) on student parent loyalty (Y).

$H_0: \beta_{y1x2} = 0$ There is no direct and significant effect between the image of the school to the loyalty of students' parents.

$H_a: \beta_{y1x2} \neq 0$ there is a direct and significant influence between the image of the school to the loyalty of students' parents.

After testing the hypothesis above and based on the results of the calculation, the significance t of the school image variable is 0.000, which is smaller than the real level or $0.000 < 0.05$. Therefore, it can be concluded that H_0 is rejected, so there is a direct and positive influence between the image of the school and the loyalty of the parents of students. Thus, the image of SD Al Muslim Tambun Bekasi school affects the loyalty of students' parents.

5. The direct effect of loyalty (Y) on student parent satisfaction (Z).

Ho: $\beta_{y1x1} = 0$ There is no direct and significant effect between loyalty on student parent satisfaction.

Ha: $\beta_{y1x1} \neq 0$ There is a direct and significant influence between loyalty and satisfaction of students' parents

After testing the hypothesis above and based on the results of the calculation, the significance t of the loyalty variable is 0.000, which is greater than the real level or $0.000 < 0.05$. Therefore it can be concluded that Ho is accepted, so directly there is a significant influence between loyalty and satisfaction of the parents of students. Thus, the loyalty of the parents of SD Al Muslim Tambun Bekasi students directly affects the satisfaction of the parents of students.

6. The indirect effect of service quality (X1) on loyalty (Y) through the satisfaction of the parents of students (Z).

Ho: $\beta_{y1x1} = 0$ There is no indirect and significant effect between service quality on loyalty through student parent satisfaction.

Ha: $\beta_{y1x1} \neq 0$ There is an indirect and significant influence between service quality on loyalty through student parent satisfaction.

Figure 4.8.
Result of Sobel Test Calculation 1
(The Effect of Service Quality on Loyalty through Satisfaction)

| CALCULATION FOR THE SOBEL TEST | | | |
|--------------------------------|--------------------------|-------------|------------|
| Input: | Test statistic: | Std. Error: | p-value: |
| a: 0.053 | Sobel test: 2.07677098 | 0.01153522 | 0.0378227 |
| b: 0.452 | Aroian test: 2.0525855 | 0.01167113 | 0.0401128 |
| s _a : 0.024 | Goodman test: 2.10183204 | 0.01139768 | 0.03556799 |
| s _b : 0.074 | Reset all | Calculate | |

Source: <http://quantpsy.org/sobel/sobel.htm>

After testing the hypothesis above and based on the results of the calculation, the significance t of the service quality variable is 0.03, which is smaller than the real level or $0.03 < 0.05$. Therefore, it can be concluded that Ho is accepted, so indirectly there is a significant influence between service quality and loyalty through student parent satisfaction. Thus, the quality of service at SD Al Muslim Tambun Bekasi indirectly affects the loyalty of students' parents.

7. The indirect effect of school image (X2) on loyalty (Y) through the satisfaction of the parents of students (Z).

Ho: $\beta_{y1x1} = 0$ There is no indirect and significant influence between school image on loyalty through student parent satisfaction.

Ha: $\beta_{y1x1} \neq 0$ There is an indirect and significant influence between the image of the school on loyalty through the satisfaction of the parents of students.

Figure 4.9.
Result of Sobel Test 2
(The Effect of School Image on Loyalty Through Parental Satisfaction)

| CALCULATION FOR THE SOBEL TEST | | | | |
|--------------------------------|--------------------------|-------------|------------|--|
| Input: | Test statistic: | Std. Error: | p-value: | |
| a 0.447 | Sobel test: 4.75517933 | 0.04248925 | 0.00000198 | |
| b 0.452 | Aroian test: 4.7302722 | 0.04271298 | 0.00000224 | |
| s _a 0.059 | Goodman test: 4.78048408 | 0.04226434 | 0.00000175 | |
| s _b 0.074 | Reset all | | Calculate | |

Source: <http://quantpsy.org/sobel/sobel.htm>.

After testing the hypothesis above and based on the results of the calculation, the significance t of the school image variable is 0.049, which is smaller than the real level or $0.000 < 0.05$. Therefore, it can be concluded that H_0 is accepted, so indirectly there is a significant influence between school image and loyalty. Thus, the image of SD Al Muslim Tambun Bekasi school indirectly affects loyalty through the satisfaction of students' parents.

4.6. Research Findings

4.6.1. The direct effect of service quality on student parent satisfaction

Based on the calculation results, the significance t of the service quality variable is 0.055 which is greater than the real level or $0.055 > 0.05$. Therefore, the variable service quality directly has a positive and significant effect on the satisfaction of the parents of SD Al Muslim Tambun Bekasi students.

This research is supported by research conducted by Akhmad Khusaeni (2016) which also shows that there is a positive and significant influence between service quality on satisfaction.

Likewise, the results of research from Wahyudin Rahman (2018) which states that service quality has a positive and significant effect on student satisfaction at the Faculty of Economics, Unismuh Luwuk.

4.6.2. The direct effect of school image on student parent satisfaction.

The results of the calculation obtained the significance t of the school image variable of 0.012 which is smaller than the real level or $0.012 < 0.05$. This means that the image of the school directly has a positive and significant effect on the satisfaction of parents of SD Al Muslim Tambun Bekasi students.

This research is in line with the money research conducted by Wahyudin Rahman (2018) which states that institutional image has a positive and significant effect on student satisfaction at the Faculty of Economics, Unismuh Luwuk. This is supported by Akhmad Khusaeni (2016) which also shows that there is a positive and significant influence between School Image on student parent satisfaction.

4.6.3. The direct effect of service quality on student parent loyalty

The result of the calculation shows that the significance t of the service quality variable is 0.000 greater than the real level or $0.000 > 0.05$. Therefore, the quality of service directly does not have a significant effect on the loyalty of the parents of SD Al Muslim Tambun Bekasi students.

This research is in line with research conducted by Ainna Nurul (2017) which states that the higher the quality of services provided, the perceived satisfaction will also be high and form high loyalty. Kuswanto's (2018) research results show that there is a positive and significant influence between service quality on student parent loyalty.

4.6.4 The direct effect of school image on student parent loyalty.

Based on the results of the calculation, the significance t of the school image variable was obtained, which was 0.032, which was smaller than the real level or $0.032 < 0.05$. The results prove that the image of the school directly has a positive and significant effect on the loyalty of parents of SD Al Muslim Tambun Bekasi students.

The results of this study are in accordance with research conducted by Akhmad Khusaeni (2016) which states that the image of the school also has a direct effect on student loyalty at SMK Negeri Rembang Pasuruan.

This is supported by Kuswanto (2018) which shows that simultaneously the School Image has an effect on the Loyalty of Students' Parents.

4.6.5. The direct effect of loyalty on student parent satisfaction.

Based on the results of the calculation, the significance t of the loyalty variable is 0.000 smaller than the real level or $0.000 > 0.05$. Therefore it can be concluded that H_0 is accepted, so directly there is a significant influence between loyalty and satisfaction of the parents of SD Al Muslim Tambun Bekasi students.

The results of the research that are in accordance with this research are research conducted by Ainna Nurul et al (2016) which also shows that there is a positive and significant influence between the loyalty of students' parents on satisfaction.

4.6.6 The indirect effect of service quality on loyalty through parent satisfaction.

Based on the calculation results, the significance t of the service quality variable is 0.055 which is greater than the real level or $0.055 > 0.05$. Therefore, it can be concluded that H_0 is accepted, so indirectly there is a significant influence between service quality and loyalty through the satisfaction of parents of students at SD Al Muslim Tambun Bekasi.

The results of the research that are in accordance with this research are research conducted by Akhmad Khusaeni (2016) which states that the higher the quality of service the higher the student's satisfaction. This is also supported by research by Ainna Nurul et al. (2016) which shows that the quality of service to loyalty through satisfaction of students' parents has a significant effect.

4.6.7 The indirect effect of school image on loyalty through the satisfaction of the parents of students.

Based on the results of the calculation, the significance t of the school image variable was obtained, which was 0.739, smaller than the real level or $0.739 > 0.05$. Therefore, it can be concluded that H_0 is accepted, so indirectly there is a significant influence between the image of the school and loyalty through the satisfaction of the parents of students at SD Al Muslim Tambun Bekasi.

The results of the research that are in accordance with this research are research conducted by Wahyudin Rahman (2018) which shows that the institutional image variable has a positive and significant effect on student satisfaction at the Faculty of Economics, Unismuh Luwuk.

This is supported by research. This is supported by research by Ainna Nurul et al. (2016) which shows that there is a positive influence between service quality and loyalty through the satisfaction of students' parents at SMK ISLAM SUDIRMAN 2 AMBARAWA.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the problems and objectives proposed in this study, the results of the study can be concluded as follows:

1. The quality of service directly has a significant effect of 5.5% on the satisfaction of the parents of students. So, 5.5% of parents' satisfaction at SD Al Muslim is influenced by the quality of service.
2. The school image directly has a significant effect of 73.9% on the satisfaction of the parents of students. Thus, 73.9% of parents' satisfaction at SD Al Muslim is influenced by the image of the school.
3. The quality of service indirectly gives a less significant effect of 11.2% on the loyalty of the parents of students. Thus, 11.2% of parents' loyalty at SD Al Muslim is influenced by the quality of service.
4. The school image has a significant influence on the loyalty of parents with a value of 51%. So, it can be concluded that 51% of the loyalty of parents is determined by the image of the school.
5. Direct loyalty has a significant effect of 35.9% on the satisfaction of the parents of students. So, 35.9% of parents' satisfaction at SD Al Muslim is determined by loyalty.
6. Service quality indirectly gives an effect of 1.974% on parental loyalty. So, 1.974% of the loyalty of the parents of students at SD Al Muslim is influenced by the quality of service through the satisfaction of the parents of students.
7. School image indirectly has an effect of 26.53% on parental loyalty. So, 26.53% of the loyalty of the parents of students at SD Al Muslim is influenced by the image of the school through the satisfaction of the parents of students.

5.2. Suggestion

Based on the research results, it was found that the variable service quality directly had a significant effect on the satisfaction of the parents of students. This can be a consideration for schools in increasing the satisfaction of parents of students in the future how the quality of services provided by the school can be accepted and satisfies the wider community, especially at Al Muslim Elementary School, for example by providing friendly and fast service..

1. Another variable that was found to be significant was school image which directly had a significant effect on parental satisfaction. This can be a consideration for schools on how to maintain the image of the school in order to maintain the quality of school education continuously / regularly.
2. The variable of service quality has no indirect effect on the loyalty of the parents of students. This can be a consideration for schools, such as providing special education costs for students who excel in the form of scholarships or providing special education fees for 6th grade students who continue their studies to junior high school in Al Muslim.
3. The image of the school has a direct effect on the loyalty of students' parents. This can be a school consideration by, for example, providing One get member facilities or registering new students for parents or students who recommend SD Al Muslim to their family, relatives or other relatives so that parents remain loyal to send their families to SD Al Muslim.
4. The loyalty variable was found to have a direct effect on student parent satisfaction. This can be a consideration for schools to further improve school promotion, such as being able to hold certain programs that benefit parents of students who send some of their children to school in Al Muslim.

5. The service quality variable does not indirectly affect the loyalty of students' parents. This can be considered further for schools or by conducting research and other research in education.
2. The last variable which has no effect is the image of the school which does not directly affect the loyalty of the parents of students. Schools can consider conducting school marketing to potential areas so that more Al Muslim Elementary Schools will know and send their children to Al Muslim Elementary School.

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