

Community Engagement: Maintaining Satisfaction and Quality to Foster Sustainable Student Loyalty at Bali Hati International School

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ABSTRACT

Bali Hati International School endeavors to enhance student loyalty and satisfaction across its kindergarten to high school programs. Despite restrained marketing efforts, many students continue their education at the school, prompting investigation into sustainability factors. This study explores the factors influencing sustainable student loyalty and satisfaction, focusing on service quality, programs, and facilities. It aims to develop strategies for improving customer retention through enhanced understanding of consumer behavior in educational contexts. In-depth interviews with current students, alumni, and parents using a structured questionnaire revealed that Bali Hati International School's sustained focus on academic quality, diverse programs, and responsive student support has fostered an environment conducive to high levels of student satisfaction and loyalty. Thus, through consistent dedication to academic excellence, diverse program offerings, and effective student support, Bali Hati International School has successfully created an environment that supports enduring student satisfaction and loyalty, despite limited marketing efforts.

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INTRODUCTION

Children's psychological factors play a significant role in the process of mental preparedness and smooth adaptation (Kardiatun et al., 2023). The educational sector is currently undergoing rapid expansion. Indonesia boasts one of the largest education systems worldwide, with over 52 million pupils, three million teachers, and 400 thousand schools (Statista, 2024). Within the domain of higher education, various elements exert a significant influence on the whole student experience, extending well beyond the walls of the classroom. Institutions should use a comprehensive approach that includes service quality, school facilities, and program offerings in order to foster student loyalty, satisfaction, and effective word-of-mouth marketing. These factors not only influence the individual experiences of students but also have a substantial impact on an institution's reputation and performance in attracting and maintaining students. In the current highly competitive corporate environment, service quality is regarded as a method for attaining a predetermined standard. An organization that possesses a superior degree of service quality has the ability to fulfill client requirements while also maintaining a strong position in terms of economic competitiveness within its specific industry (J. Abbas, 2020).

Education services are characterized by a high degree of reliance on both labor and capital, which contributes to their complexity. Education services encompass all educational activities that prioritize service within the process (Munir, 2020). According to service quality specialists, it is widely accepted that this tendency has a significant impact on influencing businesses and pushing policies. Service quality is associated with enhanced productivity and acts as a crucial enabler for greater sales, positive word-of-mouth, and improved competitive production capacity. Providing high-quality educational services to consumers, particularly students, is essential for the success of educational service providers. Student satisfaction with school services positively influences their long-term utilization of those services (Alam et al., 2021).

The study conducted by (Suryani et al., 2023) confirms that service quality has a substantial and favorable impact on consumer satisfaction, ultimately resulting in long-term advantages and profitability for the institution. Within the realm of education services, it is important for service providers to deliver top-notch services in order to foster long-term customer loyalty (S. A. Abbas, 2019). Consequently, educational institutions must endeavor to establish enduring relationships with their students. In this instance, loyalty can be demonstrated by the consumers' inclination to offer suggestions and communicate favorable sentiments (Ismadi et al., 2019). Typically, students tend to select educational institutions that offer higher service quality in order to ensure more satisfaction (Purwati et al., 2018). Student loyalty will be influenced either directly or indirectly (Thanh & Doan, 2021). High levels of student satisfaction foster strong institutional loyalty. High-quality education offers enhanced learning chances and demonstrates that the degree of happiness or discontent significantly impacts students' academic achievements or failures (Lika Trisela & Hermanto, 2022).

Student loyalty plays a crucial role in managing rivalry among school, since it is seen as the basis for generating positive word-of-mouth, which in turn recruits potential students (Andi Mesta, 2019). Student loyalty to the institution is influenced by various aspects, one of which is the positive perception of the corporate brand image. Additionally, satisfaction with the quality of services offered by academics to students also plays a role in determining loyalty (Andi Mesta, 2019). Loyalty is a valuable resource for firms and plays a crucial role in corporate strategy and success, offering lasting competitive advantages. Ensuring student loyalty can be achieved by consistently striving to ensure student satisfaction with the services they are provided (Susan et al., 2023). The significance of student satisfaction is demonstrated by its influence on student loyalty towards higher education institutions (Appuhamilage & Torii, 2019). A study conducted by (Andi Mesta, 2019) revealed that student satisfaction plays a crucial role in determining student loyalty. The study also discovered that university brand image acts as a mediator in the relationship between

satisfaction and loyalty. A recent study conducted by (Lika Trisela & Hermanto, 2022) shown that there is a strong and positive correlation between student happiness and student loyalty.

Positive experiences within an educational institution foster a strong connection and sense of loyalty among students and parents. This devotion arises from the sense of being appreciated, assisted, and acknowledged for their efforts and accomplishments. When individuals share these favourable experiences through word-of-mouth, they possess substantial influence and trustworthiness. Prospective families are more inclined to place trust in direct testimonials from present students and parents rather than relying on traditional advertising or promotional materials. This sort of marketing, which is based on natural and non-artificial methods, not only improves the school's reputation but also promotes its attractiveness to families who are looking for a nurturing and intellectually stimulating educational setting for their children. Therefore, the purpose of this research is to gain deeper knowledge into the factors that contribute to the sustainable student loyalty at Bali Hati International School. Due to the fact that it helps to understand how satisfied customers are with the services that are offered and how this satisfaction effects their loyalty to the brand, this research will be beneficial in terms of understanding the behaviour of consumers.

METHODS

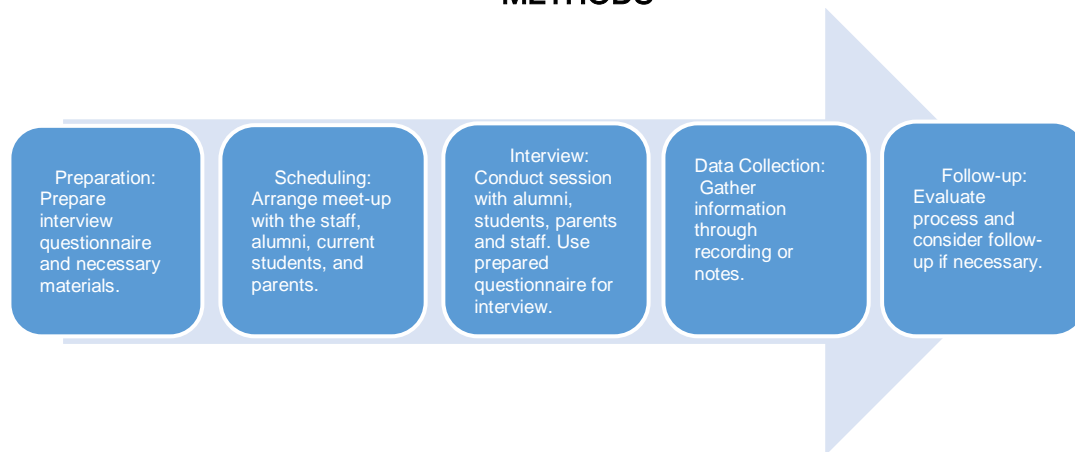


FIGURE 1. Process Scheme for Interviews at Bali Hati International School

The Bali Hati International School will serve as the location for the interview session. Participants will include current students, alumni, and parents who have provided their children with the opportunity to attend school in Bali Hati and have had the opportunity to experience the school's facilities and program. The manner of putting this activity into action will require scheduling interviews with the participants, as was previously agreed upon. Depending on the respondents' choices and availability, interviews will be conducted individually once they arrive at the place. In-depth interviews will be conducted with the use of the pre-prepared questionnaire in order to obtain the necessary data. In the course of the interviews, we will concentrate on gaining an understanding of the individual's motivations for selecting the school, as well as their preferences and dislikes, their personal experiences with the services and program and expectations associated with Bali Hati International School.

RESULT AND DISCUSSION

To understand how stakeholders (students, parents, alumni) perceive satisfaction and loyalty towards the institution, and the factors that influence it, this research found that most alumni, current students, and parents are highly satisfied with the quality of academic services provided. The curriculum, which emphasizes English language proficiency, IT skills, public speaking, and cultural understanding, allows students to explore their interests and personalize their educational journeys. Study programs that prioritize

interdisciplinary learning, project-based activities, and practical applications of knowledge encourage student engagement and foster a deeper understanding of the topics.

Moreover, the quality and accessibility of facilities at Bali Hati greatly impact student satisfaction. Modern classrooms are equipped with advanced technology and well-equipped laboratories that support scientific research, thereby promoting academic and cognitive development. The school's atmosphere and infrastructure also play a crucial role in enhancing student well-being and satisfaction. The facilities offered include well-maintained green fields, a pleasant environment for outdoor activities like yoga, sports, and cooking classes. There are also recreational facilities such as a garden filled with fruits and vegetables, a mini zoo for entertainment, and a cozy gazebo for socializing. Additionally, there is a kitchen with a lovely view and delicious cuisine for lunch, a spacious swimming pool for non-academic activities, and an exclusive temple for prayer. The implementation of safety and security protocols, covering both physical and emotional aspects, significantly influences students' overall happiness and satisfaction with the school environment. Support and guidance from teachers are also critical determinants of student satisfaction, with responsive academic advisors, compassionate counselors, and dedicated instructors.

Interviews revealed that some elementary school students are dissatisfied with the lack of trees and shady areas, causing the atmosphere to be hot during the day, especially when walking to the kitchen for lunch located in a different building from their classrooms. Additionally, some students are frustrated with the slow Wi-Fi connection at times, which is inconvenient considering Bali Hati International School has implemented IT-based learning.

Active community involvement during school increases satisfaction and loyalty, which in turn triggers word-of-mouth marketing. Evidence shows that graduates who participate in community engagement activities tend to maintain strong connections with the school after graduation. This is due to their high level of satisfaction with the activities and services provided.



(a)



(b)



(c)

FIGURE 2. Field Study and Interviews

Based on the interview results, Bali Hati International School has successfully maintained high levels of student loyalty and satisfaction through a steadfast commitment to service, support, and guidance from teachers, academic quality, diverse programs, and excellent facilities. Focusing on success in these areas has created an environment that supports both academic achievement and overall student growth. Consistent improvement in academic standards ensures that students receive a challenging education that prepares them for future challenges. Additionally, innovative initiatives and supplementary activities enrich the educational journey, fostering individual development and a sense of connection among students. Advanced facilities create an environment conducive to learning and exploration, thereby enhancing the overall educational experience.

The commitment to providing exceptional educational experiences is evident from the positive feedback received from students and families, underscoring the school's ability to exceed expectations. Based on the challenges faced by students, the following constructive suggestions are proposed to enhance satisfaction and promote loyalty:

- Planting trees around the school to reduce air temperature, contributing to efforts against climate change and environmental degradation, providing tangible solutions and long-term benefits for ecosystems.
- Investing in robust high-speed Wi-Fi infrastructure to ensure equal access and create digital inclusion, considering the growing reliance of the student population on digital connectivity.

In conclusion, through a consistent focus on academic quality, diverse programs, and excellent facilities, as well as responding to the challenges faced by students, Bali Hati International School has successfully created an environment that supports high levels of student satisfaction and loyalty. This result aligns with the findings of (Ahmad et al., 2021), which state that excellent facilities indeed contribute to student loyalty to the school.

Limitations

- Due to time and resource restrictions, the number of respondents who were interviewed may have been limited, which may have resulted in the potential missed opportunity to collect every relevant opinions.
- When qualitative data from interviews are relied upon, it is possible that subjective interpretations will be produced that are not truly reflective of the whole.

Future research

- Future research to explore another theory that might contribute to fostering sustainability of student in Bali Hati International School.

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