

A School's Corporate Branding and Marketing Strategies in Relation to Students' Institutional Loyalty

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Abstract: Building student loyalty in higher education requires a strong institutional identity, strategic marketing, and meaningful student engagement. This study explored the relationship between school's corporate branding and marketing strategies on student institutional loyalty in a private higher education institution in Oroquieta City, Philippines. It utilized a descriptive correlational research design. It targeted 142 graduating students from three academic programs. School's Corporate Branding, Marketing Strategies and Students' Institutional Loyalty questionnaires were used in gathering the data. Mean, Standard Deviation, Pearson correlation, and regression analysis were used in analyzing the data. The findings showed that students rated Very Great Extent in both school's corporate branding and marketing strategies, which strongly influenced their loyalty, with brand reputation and campus accessibility as key predictors for students' institutional loyalty. Thus, it can be inferred that integrated branding and marketing efforts help in fostering institutional loyalty in the higher education sector. It is recommended that the institution may further strengthen student loyalty and foster institutional growth through consistent and strategic brand communication, enhanced campus accessibility, personalized engagement initiatives, and continuous, data-driven evaluation of its marketing strategies.

Keywords: Corporate Branding, Marketing Strategies, Personalized Communication, Private Higher Education, Student Satisfaction.

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I. INTRODUCTION

In the current competitive global education environment, institutions are increasingly embracing corporate branding and strategic marketing techniques to attract, retain, and foster loyalty among students (Dally et al., 2021). Across different nations, universities and colleges establish themselves not only as hubs of academic excellence but also as brands that align with students' values, aspirations, and lifestyle choices (Farhat et al., 2021). An institutional branding, characterized by a clear brand identity, reputation, and differentiation, plays a vital role in shaping student perceptions and choices (He et al., 2021). Similarly, marketing strategies that emphasize program offerings, affordability, accessibility, and effective communication have a significant effect on students' emotional ties and long-term dedication to their institutions (Bungai et al., 2024). As higher education becomes increasingly market-oriented, it is crucial for educational institutions to comprehensively analyze how these elements influence institutional loyalty to stay competitive, sustainable, and focused on students.

Educational institutions play a vital role in shaping individuals and societies through knowledge sharing, skills

acquisition, values integration, and credentials authenticity that are essential for personal development and societal progress (Price et al., 2021). These institutions are not only the center of learning but also operate within competitive environments that require strategic management, innovation, and effective communication for sustainable service operations (Jafarov, 2025). The identity, image, and perception of an institution became critical assets, especially in the dynamic and highly competitive educational landscape at present (Aithal & Maiya, 2025).

The vast number of schools and colleges offering similar services demanded immediate action to ensure survival and continued success. To remain competitive, institutions need to consistently uphold high-quality standards that supported effective marketing and reputation management (Kayyali, 2023). As competition among private higher education institutions intensified, the adoption of diverse and strategic marketing approaches became increasingly essential. Recent research emphasized that engaging in meaningful corporate social responsibility (CSR) initiatives significantly enhanced student loyalty by strengthening brand reputation and fostering trust for long-term institutional commitment (Rasoolimanesh et al., 2024). The pivotal role of CSR served

as a strategic tool for differentiation and sustained student engagement in the higher education landscape. Students held deeply personal perceptions of higher education brands shaped by their individual experiences and expectations and corporate branding (Douaa & Malika, 2024).

A school's corporate branding significantly influenced students' perceptions, satisfaction, and loyalty by creating a cohesive and unique institutional identity (Isilebo et al., 2024). Effective branding encompassed visual elements such as logos and slogans, as well as core values, mission, and reputation, aligning these with the aspirations of students and stakeholders (Raza et al., 2024). The institutions that foster well-crafted branding while integrating a sense of belonging, trust, and emotional connection among students could enhance students' loyalty and engagement in their academic journey (Shahnaz & Qadir, 2020).

The evidence of consistent branding across platforms could also enhance institutions' recognition, satisfaction, and advocacy which make the students offer positive referrals. In this vein, proper reputation management and alignment of branding with institutional goals further strengthened perceptions of quality and trust, which leads to institution's sustainability (Al Samman & Al-Ethawi, 2023). Corporate branding shapes an institution's competitive advantage and fosters enduring relationships with students.

A school's marketing strategies played a crucial role in strengthening its brand and fostering institutional loyalty. The strategic use of digital tools such as email campaigns, social media, and value-driven storytelling not only built brand awareness but also nurtured emotional connections and increased student engagement (Bungai et al., 2024). The university-sponsored social media enhanced social integration and retention, particularly for online learners (Eaton & Cates, 2020). Consistent messaging that highlighted institutional strengths reinforced brand identity and loyalty. In competitive regions, universities strategically invested in branding to differentiate themselves, retain students, and enhance their reputation and long-term growth (Muendo et al., 2024).

Marketing strategies played a pivotal role in fostering institutional loyalty by shaping students' enrollment choices and maintaining their long-term engagement. Personalized approaches such as targeted communication via social media, email campaigns, and content marketing enabled institutions to form emotional connections with students, strengthening their sense of belonging and institutional commitment. The institutions' engagement and interactive branding efforts significantly enhance student engagement which promotes students' loyalty (Farhat et al., 2021). The value of storytelling and community involvement in building trust could encourage student advocacy (He et al., 2021). Institutions that showcased student testimonials or empowered current students to serve as ambassadors created a reinforcing cycle that boosted retention and loyalty. Moreover, effectively communicating innovations in educational quality and relevance remained essential to attracting public interest, increasing enrollment, and deepening student engagement and loyalty (Dally et al., 2021).

Institutional loyalty referred to the ongoing emotional and academic commitment that students developed toward their educational institution. This loyalty was shaped by various dimensions, including emotional attachment, academic satisfaction, and perceived long-term value. A sense of belonging and active involvement in campus life played a significant role in fostering emotional ties, which reinforced loyalty (Shahnaz & Qadir, 2020). When students felt genuinely connected to their institution, they were more likely to remain engaged and committed throughout their academic journey.

Meanwhile, the quality and perceived value of academic programs were critical contributors to institutional loyalty (Dalangin, 2021). Accordingly, students who believed that their education supported career advancement and personal growth were more likely to remain loyal and advocate for their school (Raza et al., 2024). Post-graduation engagement further strengthened this loyalty which emphasized that alumni who maintained strong ties and actively promoted their alma mater helped reinforce the institution's reputation and sustainability (Qomariah et al., 2020). These factors not only improved student retention but also encouraged positive word-of-mouth and contributed to long-term institutional success.

While considerable research has examined the effects of branding and marketing on student loyalty in private higher education institutions, a significant literature gap persists in the literature concerning the strategic use of digital marketing tools in cultivating long-term student-institution relationships (Shahnaz & Qadir, 2020). Traditional branding approaches have been well-documented, focusing largely on institutional image, service quality, and perceived academic value. However, with the rapid evolution of digital technologies and the shifting behaviors of digitally native students, understanding the role of platforms such as social media, targeted email campaigns, and content marketing becomes increasingly vital in fostering student loyalty.

The importance of emotional connection, academic satisfaction, and post-graduation engagement serve as foundational pillars of student loyalty (Dalangin, 2021). However, the mechanisms by which digital marketing strategies reinforce these factors remain underexplored. Although existing studies acknowledge the importance of institutional reputation and branding as drivers of loyalty is limited empirical evidence linking these drivers with innovative digital marketing strategies that are actively shaping the modern educational landscape (Al Samman & Al-Ethawi, 2023; Raza et al., 2024).

More importantly, the literature lacks a robust examination of how branding elements, when strategically integrated with digital platforms, contribute to sustaining student loyalty beyond graduation a period crucial for alumni engagement, word-of-mouth promotion, and institutional advocacy. In the context of private higher education, where student retention and lifelong affiliation are critical, addressing this knowledge and literature gap are timely and relevant.

Therefore, this study sought to bridge these literature and knowledge gap by exploring the relationship of targeted digital marketing strategies on student loyalty within private higher education institutions. It aimed to offer novel insights into how specific digital tools such as social media content, personalized communication, and online branding efforts enhance the emotional and cognitive bonds between students and their institutions. By doing so, the study contributes to both academic literature and practical applications in higher education marketing and alumni relations, reinforcing the importance of digital innovation in sustaining loyalty throughout the student life cycle and beyond.

II. THEORETICAL FRAMEWORK

This study utilized the following three key theories to understand the relationship between branding, marketing, and student loyalty: The *Customer-Based Brand Equity* (CBBE) Theory by Keller (1993), the *Marketing Mix* (4Ps) Theory by McCarthy (1960), and the *Student Loyalty Model* by Oliver (1999).

Customer-based brand equity theory was introduced by Aaker (1991). The theory described how strong brands were built by influencing customers' perceptions and experiences. It emphasized that brand equity was created in the minds of customers based on what they saw, heard, thought, and felt about the brand. The key brand elements such as awareness, associations, perceived quality, and loyalty, and how these contributed to a school's overall value from the perspective of students. It offered a framework for understanding how these factors shaped student perceptions, influenced their decision-making, and how branding strategies impacted stakeholder perceptions particularly those students that contribute to the institutional reputation, student satisfaction, and loyalty.

The Customer-Based Brand Equity Theory, has been widely used in previous studies to understand how a school's brand image affects student loyalty and retention. This theory focuses on how students, as consumers, perceive and value the brand of an educational institution, and how these perceptions influence their behavior, commitment, and satisfaction.

In earlier research, the CBBE model was used by examining two key parts of brand knowledge: brand awareness and brand associations (Raza et al., 2024). Brand awareness refers to how familiar students are with the school's name, logo, and reputation, while brand associations relate to the ideas and feelings students connect with the school, such as academic excellence, community involvement, or modern facilities. These two elements shape how students think and feel about the school and influence whether they choose to stay, recommend it to others, or feel proud to be part of it.

Several studies found that brand loyalty and perceived quality are both important parts of Brand Equity Theory. They play a big role in creating strong emotional and mental connections between students and their school (Eaton & Cates, 2020). If a university is known for high-quality teaching, modern learning tools, and effective digital engagement through social media, students are more likely to feel satisfied

and loyal (Al Samman & Al-Ethawi, 2023). These positive feelings and experiences increased students' sense of belonging, commitment to stay until graduation, and willingness to remain connected even after finishing their studies.

The core components of brand equity brand loyalty, awareness, perceived quality, and associations demonstrate how these elements addressed strategic challenges and provided competitive advantages across industries (Coudounaris et al., 2024). In hospitality management, consumer perceptions, brand awareness, and loyalty contributed to brand value (Tasci, 2021). It indicated that perceptual and financial brand equity assert how perceptions of quality and brand associations directly influenced loyalty and competitive positioning.

On the other hand, Marketing mix (4Ps) theory by Jerome McCarthy in 1960, was utilized as a guiding framework to examine how various institutional marketing strategies influence student loyalty in a private higher education context. Each element of the 4Ps was operationalized through specific variables: product through program offerings, price through school fees and financial aid, place through campus accessibility, and promotion through institutional messaging and communication channels. By analyzing how these components affect student satisfaction, emotional connection, and commitment, the study applied the theory to identify which marketing strategies most effectively drive institutional loyalty. This practical application of the 4Ps model allowed for a structured evaluation of how strategic alignment with student expectations can enhance competitive positioning and student retention. Studies highlighted the versatility of the Marketing Mix 4Ps Model in addressing various strategic goals.

Recent studies have shown how the marketing mix traditionally known as the 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence) continues to evolve in response to changing technology and student behavior, particularly with the growing influence of digital platforms and social media. In private higher education, schools must adapt their marketing strategies by aligning the elements of the marketing mix with students' current expectations (Pardiyono et al., 2022). The "product", which includes academic programs, must be relevant and attractive to students' future career goals. "Price", including tuition fees and financial aid, needs to be competitive and transparent. "Place", or how accessible the campus and learning methods are (such as online or hybrid options), must match the modern student lifestyle (Pinna et al., 2023). Finally, "promotion" has expanded to include social media promotions, which are now crucial tools in reaching and influencing prospective students.

Similarly, the quality of social media engagement such as the relevance, consistency, and professionalism of content acts as a mediating factor in students' decision-making process. This means that even if academic programs and fees are attractive, poor communication or weak digital presence can reduce student interest and trust. In this vein, successful student recruitment and retention in private higher education depend not only on offering quality education and services but also on

how effectively these offerings are communicated through modern digital tools (Al-Dmour et al., 2024). The integration of the marketing mix with technological advancements and understanding students' digital behavior can help institutions stay competitive and meet the evolving expectations of both local and international students.

Finally, the student loyalty model was developed by Oliver (1999) in his work on customer loyalty asserted that loyalty focused on a student's "attitudinal" and "behavioral" loyalty: attitudinal loyalty refers to the student's emotional attachment to the institution, while behavioral loyalty refers to actions such as recommending the institution to others or maintaining continued engagement after graduation.

These theories were considered highly relevant to the study, as they aligned with its objective of identifying the factors that influenced student loyalty. The research, which focused on B.S. Criminology graduating students, examined how the institution's corporate branding and marketing strategies affected their loyalty. The theories highlighted the importance of satisfaction, institutional reputation, and identification in shaping loyal behaviors. This loyalty was evident not only in the students' engagement during their academic journey but also in their willingness to support and promote the institution after graduation. Through the application of these theories, the study provided meaningful insights into how branding and marketing efforts contributed to student satisfaction, emotional connection, institutional commitment, and advocacy.

Student loyalty theory was applied by Al Hassani and Wilkins (2022) and Pinna et al. (2023) to examine the critical role of loyalty in shaping student behaviors and institutional outcomes in higher education. They investigated how organizational identification and institutional reputation influenced student satisfaction, retention, and supportive behaviors, highlighting that loyal students were more likely to remain enrolled and promote their institution positively. Similarly, loyalty drove co-creation behaviors in academic settings, demonstrating that loyal students actively engaged in collaborative initiatives could enhance the institution's image and service quality over time (Pinna et al., 2023). Thus, fostering student loyalty as a strategic priority postulates a direct impact on institutional success and sustainability.

III. CONCEPTUAL FRAMEWORK

This study explored the relationship between various variables and constructs, presenting a comprehensive framework for understanding how schools effectively attracted, engaged, and retained students, ultimately fostering institutional loyalty.

The school's corporate branding was considered central to understanding how the institution's overall perception and image influenced students' institutional loyalty (Raja, 2023). A strong corporate brand functioned as a powerful tool in shaping students' attitudes, behaviors, and emotional connections to the institution.

Effective corporate branding played a vital role in influencing student retention, advocacy, and overall satisfaction (Al Samman & Al-Ethawi, 2023). When students identified with the institutional brand and took pride in their affiliation, they were more inclined to recommend the school, participate in activities, and remain engaged as alumni (Dalangin, 2021). As such, corporate branding shaped not only initial impressions but also long-term loyalty by delivering a consistent, meaningful, and emotionally engaging experience. Branding encompassed key dimensions such as identity, reputation, and differentiation, which collectively defined how students perceived their academic environment.

Brand identity anchored in the institution's mission, vision, and core values serves as the foundation of corporate branding by aligning the school's purpose with student aspirations, fostering trust, clarity, and a sense of belonging (Douaa & Malika, 2024). When reinforced by a strong brand reputation built on academic quality, credible faculty, and institutional achievements, this identity enhances student satisfaction, trust, and long-term commitment (Raza et al., 2024).

When students are familiar with and believe in the institution's identity, they are more likely to feel a sense of belonging. A positive reputation reinforces the perception that the institution delivers value, which directly contributes to satisfaction and commitment (Raza et al., 2024).

Brand reputation represented the trust and prestige that an institution had built among its stakeholders, reflecting its credibility and position within the academic community. A strong reputation reassured both prospective and current students about the quality and value of their educational experience that fosters confidence in their choice of institution (Miotto et al., 2020). Accordingly, a highly competitive higher education market, brand reputation played a crucial role in shaping student decisions, as perceptions of institutional quality often influenced enrollment and retention (Nguyen & LeBlanc, 2022).

Moreover, a strong brand reputation not only attracted new students but also encouraged positive word-of-mouth referrals, which were critical in building sustained institutional loyalty. Alumni engagement, community recognition, and successful graduate outcomes amplified this effect by reinforcing the institution's image as a credible and desirable choice (Lessa & Coelho, 2024). In an era when students increasingly sought meaningful and trustworthy educational experiences, institutions with solid reputations benefited from enhanced student satisfaction, emotional attachment, and advocacy (Al Hassani & Wilkins, 2022).

Thus, maintaining and continually enhancing brand reputation through quality academic programs, faculty excellence, and transparent communication was essential for private institutions that aimed to differentiate themselves and secure long-term loyalty in a dynamic educational landscape.

Brand differentiation focused on the unique characteristics or offerings that set the institution apart from

its competitors. This included specialized programs, innovative teaching methods, or state-of-the-art facilities that provided a competitive advantage. Differentiation ensured that students perceived a compelling reason to choose the institution over others, which led to higher satisfaction and stronger institutional loyalty (Chiguvi & Tadu, 2020). In crowded markets, institutions that effectively communicated their unique value propositions were more likely to attract and retain students (Hung, 2020). It played a key role in a competitive educational landscape. When an institution clearly communicated what distinguished it whether innovative programs, specialized faculty, or modern facilities students perceived added value in their educational choice. The institution's uniqueness strengthened emotional attachment and motivated students to remain loyal both during their academic journey and after graduation (Toledo & Luque, 2020).

These constructs brand identity, reputation, and differentiation defined the institution's corporate branding, shaping its ability to attract, engage, and retain students. They influenced prospective students' enrollment decisions, enhanced satisfaction among current students, and established a competitive position in the higher education sector that contribute to long-term institutional loyalty.

School marketing strategies, grounded in the 4Ps model (Product, Price, Place, and Promotion) developed by McCarthy (1960), emphasized the strategic actions institutions undertook to attract and retain students. This framework provided a comprehensive perspective through which higher education institutions (HEIs) designed and implemented marketing efforts that resonated with their target audience, primarily prospective and current students. These strategies enhanced brand visibility, communicated value, built trust, and fostered loyalty, contributing to both student attraction and long-term retention (Yum & Kim, 2024).

Program offerings emphasized the variety and quality of academic programs, ensuring alignment with students' educational and career goals (Maiya & Aithal, 2023). A diverse and innovative range of programs strengthened an institution's appeal and distinctiveness, which contributed to higher levels of student satisfaction and loyalty (Simanjuntak et al., 2024).

School fees, including tuition and financial aid options, were a crucial component of marketing strategies, directly influencing accessibility for students from diverse socioeconomic backgrounds (Attipoe & Wahua, 2023). Implementing affordable fee structures and scholarship programs fostered inclusivity and helped minimize financial obstacles to education (Thelma, 2024).

Campus accessibility was a critical factor influencing student satisfaction, engagement, and loyalty in higher education. Recent studies emphasized that both physical and digital accessibility significantly impacted students' academic experiences and perceptions of institutional support (Zhu & Liao, 2023). The positive effects of campus walkability on students' emotional well-being, demonstrated that improved

physical accessibility enhanced the overall campus experience. Meanwhile, the importance of location and ease of access influence students' logistical decisions. A well-located campuses and the integration of online program offerings significantly broadened the institution's reach (Hayles, 2021).

Institutional messaging focused on communication strategies aimed at effectively promoting the institution's brand to prospective and current students. Through digital campaigns, storytelling, and showcasing alumni achievements, these efforts shaped perceptions, built awareness, and strengthened institutional credibility (Ceman, 2024). Clear, authentic, and emotionally resonant messaging helped distinguish the institution in a competitive market, particularly when aligned with students' values and aspirations. Moreover, consistent messaging across platforms, especially social media and institutional websites, enhanced brand trust and increased engagement. A well-crafted institutional message not only influenced student decision-making but also contributed to long-term commitment by reinforcing the institution's identity and purpose (Hartley & Morphew, 2022).

These constructs created a cohesive framework to understand and improve the effectiveness of marketing strategies in fostering student enrollment and retention.

Students' institutional loyalty reflected their level of engagement and long-term commitment to the educational institution. This loyalty was shaped by several interrelated constructs, including satisfaction with academic services, emotional connection, institutional commitment, and willingness to advocate (Dalangin, 2021). As Oliver (1999) explained in his theory of loyalty, such behavior stems from a deep sense of attitudinal and emotional attachment formed over time through consistent satisfaction. Emotional engagement is cultivated through belonging and involvement that significantly contributes to student retention and advocacy (Shahnaz & Qadir, 2020). Additionally, when students perceive value in their academic experience, they are more likely to remain committed and speak positively about the institution (Raza et al., 2024).

Satisfaction with academic services referred to how well the institution met students' academic needs, including the quality of teaching, curriculum relevance, and accessibility of learning resources. When students experienced high levels of satisfaction, they were more likely to form positive perceptions of the institution, which in turn encouraged continued enrollment and fostered long-term loyalty. Academic satisfaction plays a vital role in influencing student retention and institutional commitment (Wong & Chapman, 2023). Similarly, perceived quality in academic services significantly strengthens student trust and loyalty, positioning satisfaction as a central driver of student engagement and advocacy (Toledo & Martínez, 2020).

Emotional connection asserts a sense of belonging and attachment that students felt toward the institution. These emotional bonds, often nurtured through personal interactions, campus involvement, and meaningful academic or

extracurricular experiences which strengthened student loyalty and encouraged continued affiliation. Emotional engagement plays a key role in building lasting student-institution relationships (Snijders et al., 2020). Likewise, students who feel emotionally connected to their institutions are more likely to remain committed, advocate for the school, and contribute to its long-term success (Raza et al., 2024).

Institutional commitment represented students' willingness to remain with the institution, often linked to alignment with its values, mission, and perceived investment in their success. A strong commitment reduced attrition and enhanced institutional advocacy (Al Hassani & Wilkins, 2022). Similarly, students' commitment to their institutions is influenced by alignment with institutional values and perceived support that could reduce attrition and promote student advocacy (Kim & Lundberg, 2021).

Willingness to advocate refers to the proactive behavior of students in recommending and supporting their institution to peers, family, and the wider community. This behavior reflected not only their satisfaction and trust in the institution but also their emotional connection and sense of pride (Naheen & Elsharnouby, 2024). Student advocacy significantly enhanced the institution's public image and credibility, which led to the increased enrollment as students were provided with positive word-of-mouth referrals (Kumar & Lee, 2023). Moreover, advocacy acted as a form of social proof, encouraging prospective students to consider the institution based on trusted recommendations. Thus, students' satisfaction, emotional connection, and institutional commitment and their willingness to advocate created a synergistic effect that nurtured strong, long-lasting student loyalty. In this vein, higher education institutions may strive to maintain a competitive edge and ensure sustainability in an increasingly dynamic and demanding academic landscape.

➤ *Statement of the Problem*

This study explored the relationship of a school's corporate brand and marketing strategies on students' institutional loyalty. Specifically, this study sought to answer the following research questions:

- What is the extent of school's corporate branding in terms of brand identity, brand reputation, and brand differentiation as perceived by the respondents?
- What is the extent of the school's marketing strategies in terms of program offerings, school fees, campus accessibility, and institutional messaging as perceived by the respondents?
- What is the level of respondent's institutional loyalty in terms of satisfaction with academic services, emotional connection, institutional commitment, and willingness to advocate?
- Is there a significant relationship between the extent of school's corporate branding and respondent's institutional loyalty?
- Is there a significant relationship between the extent of the school's marketing strategies and the respondent's institutional loyalty?

- What are the predictors of the respondent's institutional loyalty?

➤ *Null Hypotheses*

- Ho1: There is no significant relationship between respondents' perceived level of corporate brand and institutional loyalty.
- Ho2: There is no significant relationship between respondents' perceived level of marketing strategies and institutional loyalty.
- Ho3: The school's corporate branding and marketing strategies are not predictors of the respondents' institutional loyalty.

IV. METHODOLOGY

This study employed a quantitative correlational research design to examine the relationships between a private higher education institution's corporate branding, marketing strategies, and student institutional loyalty in Oroquieta City, Philippines. Stratified random sampling was used to select 142 graduating students from three programs: Bachelor of Science in Criminology, Bachelor Business Administration, and Elementary Education based on distinct criteria such as length of stay and willingness to participate. Data were gathered using three researcher-made, pilot-tested questionnaires with a 4-point Likert scale to assess corporate branding (brand identity, reputation, differentiation), marketing strategies (programs, tuition, accessibility, messaging), and institutional loyalty (satisfaction, emotional connection, commitment, advocacy), each aimed for a reliability threshold of Cronbach's Alpha ≥ 0.8136 . The researcher followed ethical clearance from the MU Research Ethics Committee, informed consent was obtained, and participation remained voluntary, confidential, and secure. Data were collected on-site and analyzed using mean, standard deviation, Pearson correlation, and regression analysis to determine levels, relationships, and predictive strengths among the variables.

V. RESULTS AND DISCUSSION

➤ *Extent of School's Corporate Branding*

Table 1 shows the extent of the school's corporate branding as perceived by the student respondents. The overall result indicates that the school's corporate branding is perceived to a Very Great Extent (WM = 3.41, StDev = 0.0173). Students generally have a strong and favorable impression of how the school represents itself in terms of identity, reputation, and uniqueness. In this vein, the institution is successful in presenting a clear, consistent, and compelling brand image to its students.

A school's corporate branding is the strategic process through which an educational institution defines and consistently communicates its identity, values, and mission to stakeholders such as students, parents, staff, and the community. It includes both tangible elements like logos and slogans and intangible aspects such as culture, reputation, and student experience. Unlike business branding, which promotes products or services, school branding focuses on the

institution's educational philosophy and unique value. It ensures that all areas from academic programs to community outreach align with the school's core identity. In this vein, a strong corporate brand builds trust, boosts student recruitment and retention, enhances reputation, and fosters lasting loyalty, making it a crucial asset in a competitive educational environment.

Among the three constructs assessed, brand identity received the highest rating ($M = 3.44$; $StDev = 0.5526$) which also falls within the Very Great Extent category. It implies that students are highly aware of and aligned with the school's mission, vision, and core values. It shows that the institution has been effective in communicating its fundamental goals and identity to its academic community. When students can easily identify with the institution's core principles, it fosters a sense of belonging and shared purpose, which can enhance their engagement and loyalty.

Subsequently, brand reputation is also perceived as very great extent ($M = 3.41$; $StDev = 0.4984$). This indicates that the students perceive the school as credible, trustworthy, and respected both internally and externally. Reputation is a vital aspect of brand equity because it reflects how the school is viewed in the eyes of stakeholders, including students, parents, employers, and the general public. A strong brand reputation builds confidence among students and can positively influence their decision to remain committed to the institution and recommend it to others.

The third construct which is brand differentiation, received a slightly lower but still strong mean score of 3.38 ($StDev = 0.4710$), within the Very Great Extent range. This rating reveals that students recognize certain distinctive attributes of the school that differentiate it from other private higher education institutions. These may include specialized academic programs, unique teaching methodologies, innovative facilities, or a distinct campus culture. Brand differentiation is crucial in competitive academic environments, as it allows an institution to stand out and attract students who are looking for specific qualities or advantages in their college experience.

The minimal variability in responses suggested a strong and unified agreement among students about the positive strength of the school's corporate brand. These results implied that the school's branding strategies successfully fostered

strong student loyalty, enhanced institutional credibility, and positioned the school favorably in a competitive educational environment. Nonetheless, continuous innovation, particularly in enhancing differentiation, was identified as a potential opportunity for the school to further strengthen its brand leadership.

The findings of the study corroborate with pieces of literature emphasizing that brand identity, reputation, and differentiation were key components that drove loyalty and stakeholder engagement (Oliver, 1960). Moreover, Keller's Customer-Based Brand Equity (CBBE) model supported the idea that when students felt a strong connection to a school's brand identity and trusted its reputation, they were more likely to exhibit loyalty behaviors.

The branding in higher education significantly influences how students perceive the institution, form their expectations, and make enrollment decisions (Chowdhury & Parvin, 2020). A strong, consistent, and authentic brand identity positively affects student satisfaction and shapes the overall educational experience. The students recognized and valued the school's efforts to communicate its mission, values, and distinct academic offerings, which helped position the institution favorably in their minds (Chiguvu & Tadu, 2020).

Moreover, effective branding helped build emotional connections with students, reinforcing a sense of belonging and trust that likely translated into stronger institutional loyalty. The positive outcomes observed imply that students were more inclined to advocate for their school, remain enrolled, and even support it post-graduation (Koku, 2022). Thus, branding in higher education extends beyond visual identity or marketing campaigns; it encompasses the total student experience, shaping how students internalize the institution's image and decide whether to commit to it long-term (Yum & Kim, 2024).

Thus, it can be inferred that the school has established a well-recognized and positively perceived brand across all three major dimensions. The students' high levels of awareness and agreement with the school's identity, reputation, and differentiation contribute to a cohesive and attractive institutional image. This positive brand perception is likely to influence student satisfaction, engagement, and loyalty, ultimately supporting the school's goals in student retention, advocacy, and reputation-building.

Table 1 Extent of School's Corporate Branding n=142

Constructs	WM	StDev	I
Brand Identity	3.44	0.5526	VGE
Brand Reputation	3.41	0.4984	VGE
Brand Differentiation	3.38	0.4710	VGE
Overall Weighted Mean	3.41	0.0173	VGE

Legend: 3.25-4.00 – Very Great Extent (VGE) 1.75-2.49 – Low Extent (LE) 2.50-3.24 -Great Extent (GE) 1.00-1.74 – Very Least Extent (VLE)

➤ Extent of School's Marketing Strategies

Table 2 shows the extent of the school's marketing strategies. The overall result reveals that the school's marketing strategies are perceived to a Very Great Extent

($WM = 3.56$, $StDev = 0.296$). The finding revealed that students hold strong positive perceptions regarding the effectiveness and relevance of the school's promotional and

communication efforts, contributing to their overall satisfaction and engagement with the institution.

School's marketing strategies refer to the planned efforts and actions an educational institution uses to promote its programs, values, and services to attract, engage, and retain students. These strategies include how the school presents its academic offerings, tuition policies, campus accessibility, and institutional messaging to effectively meet the needs and preferences of its target audience. The goal is to build a strong school image, enhance student satisfaction, and improve enrollment and loyalty.

Among the four constructs, program offerings received the highest rating (WM= 4.00; StDev = 0.5697) which is perceived as a Very Great Extent. Students highly appreciate the variety, relevance, and quality of academic programs being offered. It reflects how well the school's curriculum addresses their academic and professional goals, which likely influences their decision to enroll and remain at the institution.

Meanwhile, campus accessibility is perceived to have a very great extent (WM= 3.46; StDev = 0.4797). Students find the school's location, transportation access, and overall convenience of reaching the campus to be very favorable. Ease of access plays a crucial role in student retention and satisfaction.

Following closely is School Fees, (WM=3.41; StDev =0.5040) which is perceived to be of very great extent. The finding revealed that students perceive the cost of education to be reasonable and aligned with the quality of education and services they receive. It also implies that the institution effectively communicates its tuition and financial policies, minimizing confusion or dissatisfaction.

Lastly, institutional messaging received the lowest score among the constructs, but still within the Very Great Extent category (WM=3.37; StDev =0.4333). The finding revealed that while the school's efforts in communicating its mission, vision, and values are effective, the clarity, consistency, or delivery platforms used in its messaging need further enhancement.

The results aligned with the Integrated Marketing Communications (IMC) framework, which emphasized the importance of cohesive messaging across all touchpoints to build a consistent brand image (Roy & Misra, 2024). The principles of marketing in higher education suggested that clear academic positioning, affordability, accessibility, and strategic communication were critical to attracting and retaining students (Koku, 2022). Additionally, academic offerings and location were among the most influential factors affecting students' choice of institution (Lou et al., 2024). The institution's marketing strategies effectively met student expectations and needs. However, enhancing institutional messaging further could help students' aspirations and digital engagement trends can lead to even stronger brand alignment and recruitment outcomes.

Thus, it can be inferred that the school's marketing strategies are perceived very positively by respondents across all key areas, including program offerings, school fees, campus accessibility, and institutional messaging. In this vein, the institution effectively designs and implements its marketing efforts to meet the needs and expectations of its stakeholders, contributing to a strong and favorable image that supports student engagement and loyalty.

Table 2 Extent of School's Marketing Strategies n=142

Construct	WM	StDev	I
Program Offerings	4.00	0.5697	VGE
School Fees	3.41	0.5040	VGE
campus Accessibility	3.46	0.4797	VGE
Institutional Messaging	3.37	0.4333	VGE
Overall Weighted Mean	3.56	0.296	VGE

Legend: 3.25-4.00 – Very Great Extent (VGE) 1.75-2.49 – Low Extent (LE) 2.50-3.24 -Great Extent (GE) 1.00-1.74 – Very Least Extent (VLE)

➤ Extent of Respondents' Institutional Loyalty

Table 3 presents the extent of respondents' institutional loyalty, revealing an overall Very High level of loyalty (WM = 3.48, StDev = 0.0665). The students hold strong positive feelings and show a deep commitment toward their institution, which is crucial for fostering long-term engagement and support. Such a high overall loyalty reflects not only satisfaction with their experiences but also a genuine emotional attachment and willingness to maintain a lasting relationship with the school.

Institutional loyalty refers to the strong commitment and positive attachment that students feel toward their educational institution. It encompasses satisfaction with academic services, emotional connection, dedication to the school, and

the willingness to recommend or support the institution. The very high institutional loyalty indicates that students not only value their educational experience but also identify with the school's mission and community, which encourages long-term engagement and advocacy.

Looking more closely at the individual components, the willingness to advocate stands out with the highest score (WM = 3.58, StDev = 0.5840), indicating that students are highly motivated to recommend or endorse the institution to others. This behavior demonstrates not just loyalty but active promotion, which is vital for enhancing the institution's reputation and attracting prospective students.

Meanwhile, emotional connection scores are also rated as very high (WM = 3.47, StDev = 0.4552). It indicated that students feel a meaningful bond with the school, beyond academic transactions. This emotional attachment often translates into pride, trust, and ongoing support. On the other hand, both satisfaction with academic services and institutional commitment also received very high ratings (WM= 3.44, StDev = 0.4745 and 0.5184, respectively). Students are content with the quality of education and services they have received from the institution where they enrolled in. They have expressed a clear intention to remain engaged with the institution in the future.

These findings were supported by relationship marketing theory, which emphasized the importance of long-term engagement, loyalty, and emotional attachment in building customer (or student) relationships (Latif et al., 2021). Similarly, student loyalty models by Shams et al. (2024) identified satisfaction, emotional commitment, and advocacy

as key outcomes of effective institutional engagement and marketing. Research by María et al. (2021) further reinforced the idea that students who were satisfied and emotionally connected were more likely to recommend their institution and remain loyal beyond graduation. The results confirmed that the school's strategies successfully created a sense of belonging and pride, which translated into strong advocacy and institutional loyalty. Continuous enhancement of academic services and personalized engagement could further deepen these positive outcomes.

Thus, it can be inferred that the institution has successfully met or exceeded students' expectations in academics while fostering a sense of belonging and loyalty. Nevertheless, it affirmed that institutional loyalty is multidimensional, encompassing not only satisfaction but also emotional and behavioral components that sustain the school's long-term success.

Table 3 Extent of Respondents' Institutional Loyalty n=142

Constructs	WM	StDev	I
Satisfaction With Academic Services	3.44	0.4745	VH
Emotional Connection	3.47	0.4552	VH
Institutional Commitment			
Willingness To Advocate	3.44	0.5184	VH
	3.58	0.5840	VH
Overall Weighted Mean	3.48	0.0665	VH

Legend: 3.25-4.00 – Very High (VH) 1.75-2.49 – Low (L) 2.50-3.24 -High (H) 1.00-1.74 – Very Low (VL)

➤ *Significant Relationship between the extent of the Schools' Corporate Branding and the Respondents' Institutional Loyalty*

Table 4 shows the relationship between the different dimensions of the schools' corporate branding strategies: Brand Identity, Brand Reputation, and Brand Differentiation and the dimensions of institutional loyalty, namely satisfaction with academic services, emotional connection, institutional commitment, and willingness to advocate.

The study found a significant relationship between brand identity and institutional loyalty, with correlation coefficients ranging from $r = 0.453$ to $r = 0.608$, all statistically significant at $p \leq 0.01$. This indicates that students who were familiar with and aligned with the institution's mission, vision, and values exhibited greater satisfaction with academic services and a deeper emotional connection to the school. They were also more inclined to advocate for the institution. These results support prior research, such as that of Watkins and Gonzenbach (2020), who noted that strong institutional identity strengthens student loyalty by enhancing trust and pride.

Among the branding constructs, brand reputation demonstrated the strongest associations with emotional connection ($r = 0.710$) and satisfaction with academic services

($r = 0.708$). This shows that students' trust in the institution's academic excellence and prestige significantly influences their long-term commitment. These findings align with studies by Nguyen et al. (2020) and Rasoolimanesh et al. (2024), who emphasized that a credible reputation builds loyalty through emotional engagement and satisfaction. In practice, this highlights the importance of consistent academic quality and strong public image in retaining students and strengthening their institutional bonds.

Brand differentiation also showed high positive correlations, particularly with institutional commitment ($r = 0.749$) and emotional connection ($r = 0.710$). Students were more likely to remain loyal when they perceived the school as unique—whether through specialized programs, modern facilities, or innovative learning experiences. These results reflect similar findings by Balaji et al. (2016) and Chowdhury and Parvin (2020), who emphasized the role of distinct academic offerings and service innovation in fostering student engagement. Strategically, institutions should communicate their unique value clearly to attract and retain students.

All null hypotheses were rejected, confirming that school branding significantly influences various aspects of institutional loyalty. These results affirm the relevance of branding theories such as the Marketing Mix and Brand

Equity, which emphasize alignment between student expectations and institutional offerings. For administrators and educators, the findings suggest the need to integrate branding efforts into both policy and practice. This includes not only marketing strategies but also internal processes that promote a consistent, meaningful brand experience to support

student satisfaction, emotional investment, and long-term advocacy.

- *Significant Relationship between the Level of the Schools' Corporate Branding and the Respondents' Institutional Loyalty*

Table 4 Significant Relationship between the Level of the Schools' Corporate Branding and the Respondents' Institutional Loyalty

Level of School's Corporate Branding	Satisfaction With Academic Services	Emotional Connection	Institutional Commitment	Willingness To Advocate
Brand Identity	r= 0.608 p= 0.00** Reject Ho	r=0.569 p=0.00** Reject Ho	r=0.542 p=0.00** Reject Ho	r=0.453 p=0.00 Reject Ho
Brand Reputation	r= 0.708 p=0.00*8 Reject Ho	r= 0.710 p= 0.00 Reject Ho	r=0.612 p=0.00** Reject Ho	r=0.591 p= 0.00** Reject Ho
Brand Differentiation	r= 0.708 p=0.00*8 Reject Ho	r= 0.710 p=0.00*8 Reject Ho	r= 0.0.749 p=0.00*8 Reject Ho	r= 0.591 p=0.00*8 Reject Ho

Legend: 0.00-0.01**Highly Significant, 0.02-0.05*Significant, above 0.05 Not Significant

- Ho1 There is not significant relationship between the level of the schools' marketing strategies and the respondents' institutional loyalty.

- *Significant Relationship between the Level of the Schools' Marketing Strategies and the Respondents' Institutional Loyalty*

Table 5 clearly showed that all dimensions of the school's marketing strategies—Program Offerings, School Fees, Campus Accessibility, and Institutional Messaging—had statistically significant relationships with all measured components of institutional loyalty. The consistent rejection of the null hypotheses (Ho) across all categories, with p-values of 0.00, confirmed these associations were highly significant.

Program offerings exhibited the strongest correlations, especially with Satisfaction with Academic Services ($r = 0.703$) and Emotional Connection ($r = 0.645$). This suggested that when schools designed and offered relevant, well-structured academic programs that met student needs and expectations, it directly enhanced student satisfaction and built emotional bonds with the institution. These findings aligned with prior literature emphasizing the critical role of academic programming in shaping student experiences and loyalty. Although the correlations related to school fees were relatively lower than other marketing elements (e.g., $r = 0.524$ to 0.595),

they remained significant. Students' perceptions of fair, transparent, and competitive tuition and fees contributed to their overall satisfaction and loyalty. This implied that financial accessibility remained a vital component of marketing strategy, especially in environments where cost was a determining factor in school selection and retention. This dimension yielded moderately strong correlations (e.g., $r = 0.656$ with satisfaction and $r = 0.685$ with emotional connection), indicating that the physical and logistical accessibility of the school through location, transport, and ease of campus navigation impacted students' comfort and sense of belonging.

Institutional messaging showed consistent positive relationships across all loyalty dimensions (e.g., $r = 0.601$ with institutional commitment). Messaging that clearly and consistently communicated the school's mission, values, and achievements fostered alignment between student expectations and institutional identity. Effective messaging thus appeared not only to inform but also to inspire loyalty and advocacy, reinforcing branding through communication. The data demonstrated that all examined marketing strategies influenced institutional loyalty, but program offerings and campus accessibility emerged as particularly strong drivers. This suggested that strategic focus should be placed on curriculum development and infrastructure improvement,

alongside continued attention to financial strategy and institutional messaging.

The results supported prior findings in relationship marketing and student loyalty theory, which emphasized the role of program quality and accessibility in shaping student perceptions and engagement (Soutar & Turner, 2023). Jesa and Dennis (2024) also argued that educational marketing must prioritize product (programs), place (accessibility), price (fees), and promotion (messaging) to drive student satisfaction and retention. The strong linkage between program offerings

and loyalty outcomes aligned with Astin's theory of student involvement, which suggested that well-structured academic programs stimulated deeper student investment. Furthermore, the significant impact of institutional messaging resonated with branding literature (Mourad et al., 2020), which posited that effective communication of values and identity builds trust and long-term relationships. These results affirmed that integrated marketing strategies were essential in cultivating institutional loyalty and suggested a need for ongoing curriculum innovation, accessibility improvements, and value-driven communication.

Table 5 Significant Relationship between the Level of the Schools' Marketing Strategies and the Respondents' Institutional Loyalty

Level of School's Corporate Branding	Satisfaction With Academic Services	Emotional Connection	Satisfaction With Academic Services	Willingness To Advocate
Program Offerings	r=0.703 p=0.00** Reject Ho	r=0.645 p=0.00** Reject Ho	r=0.603 p=0.00** Reject Ho	r=0.538 p=0.00** Reject Ho
School Fees	r=0.591 p=0.00** Reject Ho	r=0.595 p=0.00** Reject Ho	r=0.576 p=0.00** Reject Ho	r=0.524 p=0.00** Reject Ho
Campus Accessibility	r=0.656 p=0.00** Reject Ho	r=0.685 p=0.00** Reject Ho	r=0.601 p=0.00** Reject Ho	r=0.581 p=0.00** Reject Ho
Institutional Messaging	r=0.656 p=0.00** Reject Ho	r=0.685 p=0.00** Reject Ho	r=0.601 p=0.00** Reject Ho	r=0.581 p=0.00** Reject Ho

Legend: 0.00-0.01**Highly Significant, 0.02-0.05*Significant, above 0.05 Not Significant

- Ho2: There is not significant relationship between the level of the schools' marketing strategies and the respondents' institutional loyalty.

➤ Predictors of the Respondents' Institutional Loyalty

Table 6 presented the results of a regression analysis conducted to determine the predictors of institutional loyalty among the respondents. The model examined the influence of two independent variables—brand reputation and campus accessibility—on the students' willingness to advocate for their institution. The table detailed the coefficients, standard errors, t-values, and p-values for each predictor, alongside the regression equation and model summary, providing a comprehensive overview of the factors that significantly contributed to institutional loyalty.

The results indicated that both brand reputation and campus accessibility were statistically significant predictors of institutional loyalty. Brand reputation showed a positive coefficient of 0.4661 ($p < 0.001$), while campus accessibility had a positive coefficient of 0.392 ($p < 0.001$). These findings implied that improvements in the university's reputation and the ease of accessing the campus substantially enhanced students' willingness to advocate for their institution. The overall model explained 42.99% of the variance in institutional loyalty ($R\text{-squared} = 42.99\%$), with an adjusted $R\text{-squared}$ of 42.17%, indicating a moderately strong model fit.

The significance of brand reputation aligned with the findings of Nguyen et al. (2020), who reported that institutional brand equity strongly predicted students' satisfaction and loyalty in higher education settings. Hanaysha (2022) highlighted that students' perceptions of an institution's reputation influenced their emotional attachment and commitment to the university. Additionally, the role of campus accessibility echoed the results of Al-Malki and Alzeiby (2023), who found that logistical ease, including transportation and campus location, directly impacted students' loyalty and overall educational experience. These results suggested that both tangible (accessibility) and intangible (reputation) aspects of the university experience were crucial for fostering long-term loyalty among students.

The analysis highlighted the critical role of brand reputation and campus accessibility in shaping students' institutional loyalty. These findings emphasized that loyalty was not solely an emotional decision but was influenced by tangible and perceptual factors that met or exceeded students' expectations. Grounded in the Expectation-Confirmation Theory and supported by recent research, the results offered clear directions for institutional strategies aimed at strengthening student commitment and advocacy, ultimately contributing to the institution's long-term success and reputation.

Theoretically, these findings were well-explained by the Expectation-Confirmation Theory (ECT), initially developed by Oliver (1980) and still widely applied and expanded upon in recent educational research. According to ECT, loyalty was a function of the confirmation of expectations and satisfaction. When students perceived that the institution met or exceeded their expectations regarding reputation and accessibility, they were more likely to develop strong commitment and willingness to advocate for it. This theory helped frame institutional loyalty not as a random outcome but as a cognitive and emotional response to the fulfillment of expectations.

The findings suggested that university administrators should prioritize strengthening their institution's public image and ensuring convenient campus accessibility to enhance student loyalty. Strategic branding initiatives, public relations efforts, and infrastructural improvements were recommended to create a more favorable perception among current and prospective students. Moreover, policies aimed at improving transportation options and campus access were found to significantly reinforce students' willingness to advocate for their institution, which was vital for sustained enrollment and positive word-of-mouth promotion.

➤ *Predictors of the Respondents' Institutional Loyalty*

Table 6 Predictors of the Respondents' Institutional Loyalty

Term	Coef	SE Coef	T-Value	P-Value
Constant	0.495	0.292	0.70	0.092
Brand Reputation	0.4661	0.0980	4.76	0.00
Campus Accessibility	0.392	0.0101	3.88	0.00
Regression Equation				
willingness to advocate = 0.495 + 0.4661 Brand reputation + 0.392 CA				
Model Summary	S	R-sq	R-sq(adj)	R-sq(pred)
S	R-sq	R-sq(adj)	R-sq(pred)	
0.444092	42.99%	42.17%	38.81%	

- Ho3: The school's corporate branding and marketing strategy are not predictors of the Respondents' institutional loyalty.

Regression analysis revealed that both corporate branding (particularly brand reputation and campus accessibility) were significant predictors of student loyalty.

VI. FINDINGS

➤ *The Following are the Findings of the Study:*

- The school's corporate branding is perceived by respondents to a Very Great Extent across all measured constructs: Brand Identity, Brand Reputation, and Brand Differentiation, which encompass students' familiarity with the mission, vision, and core values; perceptions of institutional reputation; and the school's unique features.
- The school's marketing strategies covering Program Offerings, School Fees, Campus Accessibility, and Institutional Messaging were all rated to a Very Great Extent reflecting strong positive perceptions from respondents.
- The extent of respondents' institutional loyalty measured through satisfaction with academic services, emotional connection, institutional commitment, and willingness to advocate was rated Very High, suggesting that the school's marketing strategies have effectively cultivated strong student relationships.
- A significant positive relationship was found between the level of the school's corporate branding and students' institutional loyalty. This indicates a strong and differentiated branding contributes to higher loyalty levels.
- A significant positive relationship was also found between the school's marketing strategies and institutional loyalty that all examined marketing strategies influenced institutional loyalty, but program offerings and campus accessibility emerged as particularly strong drivers.

VII. CONCLUSION

➤ *Based on the Findings of the Study, the Following Conclusions were drawn:*

- The school's branding strategies effectively cultivated high levels of student loyalty, strengthened the institution's credibility, and secured a competitive edge within the educational landscape. When students recognized and resonated with the school's identity, reputation, and unique positioning, they were more likely to remain loyal and advocate for the institution.
- Marketing strategies that aligned with students' expectations, especially in terms of academic programs, affordability, accessibility, and promotional messaging, played a vital role in shaping student perceptions and commitment.
- The integration of strong branding and strategic marketing efforts significantly enhanced student satisfaction, built emotional connections, and increased their willingness to advocate for the institution.
- A significant positive relationship existed between the school's corporate branding and students' institutional loyalty, indicating that a strong, clear, and differentiated brand identity played a crucial role in enhancing student loyalty. This underscored the importance of strategic branding in building lasting emotional and institutional connections with students.
- A significant positive relationship existed between the school's marketing strategies and students' institutional

loyalty, indicating that effective marketing played a key role in building student commitment. While all marketing strategies examined had a positive impact, program offerings and campus accessibility emerged as the most influential drivers, highlighting the importance of relevant academic programs and convenient location in strengthening student loyalty and institutional connection.

- Corporate branding significantly predicted student loyalty, with brand reputation and campus accessibility identified as the most influential factors. This finding emphasized the critical role of a strong institutional reputation and convenient campus location in fostering student commitment and long-term loyalty to the school.

RECOMMENDATION

Based on the findings and analysis of this study, the following recommendations are proposed to enhance student institutional loyalty through effective branding and marketing strategies:

- Private higher education institution may consistently communicate a strong and authentic brand image that aligns closely with its mission and core values. It is essential to invest in continuous innovation particularly by enhancing brand differentiation through unique academic programs, advanced technologies, and strategic partnerships. Coupled with efforts to build and maintain a credible reputation via quality academic offerings, positive student experiences, and active community involvement, these strategies will foster greater student trust, deepen institutional loyalty, and enhance the school's competitive position in the education sector.
- Private higher education institution may continuously improve its marketing communications by tailoring messaging strategies to better align with the changing needs and aspirations of students. Strengthening institutional messaging especially by incorporating current digital engagement trends and addressing evolving student interests can enhance brand consistency and significantly boost recruitment effectiveness.
- Private higher education institution may continue to enhance academic services and prioritize personalized engagement with students to further strengthen satisfaction and deepen emotional connections. By integrating strong branding with strategic marketing efforts, the school can cultivate even stronger institutional loyalty and encourage students to become active advocates, thereby reinforcing long-term relationships and supporting sustained institutional growth.
- Administrators and educators may need to integrate branding efforts into both policy and practice. This includes not only marketing strategies but also internal processes that ensure a consistent and meaningful brand experience, supporting student satisfaction, emotional engagement, and long-term advocacy.
- Administrators and educators may continue to implement and enhance integrated marketing strategies, with a particular focus on relevant academic program offerings and campus accessibility, as these appear to be key drivers of institutional loyalty. To further strengthen student

commitment, the school may also invest in ongoing curriculum innovation and adopt value-driven, student-centered communication approaches. These initiatives may contribute to an improved student experience and foster deeper, long-term connections with the institution.

- Administrators may prioritize strengthening the institution's public image and enhancing campus accessibility to boost student loyalty. This can be achieved through strategic branding initiatives, public relations efforts, and targeted infrastructural improvements that foster a more favorable perception among both current and prospective students. Additionally, implementing policies that improve transportation options and campus access may further encourage students to advocate for their institution an essential factor in sustaining enrollment and promoting positive word-of-mouth.
- Future researchers may explore the long-term impact of integrated branding and marketing strategies on student retention, advocacy, and institutional growth in private higher education. They may also examine how internal policy alignment and faculty involvement influence student perceptions and emotional connections. Including the perspectives of alumni and prospective students could provide a more comprehensive view of brand influence across the student lifecycle.

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