

Effect of Integrated Marketing Communication on the Parental Interest in School Choice and Loyalty Among Private Schools in San Juan, Batangas

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Abstract: This study determined the effect of marketing on parental interest in school choice and parents' loyalty and examined the mediating role of school image among private schools in San Juan, Batangas. Specifically, it assessed parental interest, parents' loyalty, marketing practices, and school image; determined the influence of marketing on parental outcomes; and investigated whether school image mediates the relationship between marketing and parental interest and loyalty. The findings served as the basis for the development of an Integrated Marketing Communication (IMC) Plan for private schools. A quantitative descriptive-correlational research design was employed. The respondents consisted of 340 parents or legal guardians of Junior High School and Senior High School students from selected private schools in San Juan, Batangas, chosen through stratified proportional sampling. Data were collected using a validated researcher-made questionnaire. Frequency and percentage, weighted mean, composite mean, regression analysis, and mediation analysis were utilized to analyze the data and determine the relationships among variables. The results revealed that parents generally exhibited high levels of parental interest and parents' loyalty toward private schools. Marketing practices, including website marketing, social media marketing, advertising, public relations, and direct marketing, were positively assessed, while school image was favorably perceived in terms of credibility, trust, and educational quality. Regression analysis showed that advertising and direct marketing significantly influenced parental interest, whereas website marketing, social media marketing, advertising, and direct marketing significantly influenced parents' loyalty. However, school image did not significantly mediate the relationship between marketing and parental outcomes, indicating that parents respond more directly to effective communication, accessibility of information, and personalized engagement. Based on the findings, an Integrated Marketing Communication Plan was proposed to strengthen marketing effectiveness, enhance stakeholder engagement, improve enrollment attraction, and sustain long-term parental loyalty among private schools in a competitive educational environment.

Keywords: *Integrated Marketing Communication, Parental Interest, Parents' Loyalty, School Image, Private Schools, Marketing Practices.*

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I. INTRODUCTION

Marketing has become a critical business function that enables organizations to attract customers, strengthen relationships, and sustain long-term competitiveness. In highly competitive service industries, marketing serves as a strategic tool for communicating value, differentiating services, influencing consumer decisions, and building customer loyalty. Through various communication channels and promotional strategies, organizations seek to enhance brand awareness, establish credibility, and create meaningful relationships with their target markets. As consumer preferences continue to evolve, organizations are increasingly challenged to develop effective marketing approaches that not

only attract customers but also encourage long-term commitment and loyalty.

Private academic institutions operate within a similar competitive service environment where schools compete for enrollment, market share, and stakeholder trust. As parents serve as the primary decision-makers in selecting educational institutions for their children, schools utilize various marketing practices such as website marketing, social media marketing, advertising, public relations, and direct marketing to communicate their value proposition and competitive advantages. These marketing activities allow institutions to promote their programs and services, strengthen stakeholder engagement, and enhance their visibility within the educational marketplace.

Despite the implementation of various marketing initiatives, many private schools continue to encounter challenges related to enrollment attraction, student retention, and long-term parental commitment. Competition among private schools has intensified as parents are provided with a wider range of educational options both within and outside their local communities. Consequently, schools must continuously evaluate the effectiveness of their marketing efforts and determine which communication strategies significantly influence parental decisions. In this context, school image may also play an important role in shaping parents' perceptions regarding institutional credibility, trustworthiness, and service quality.

Considering the growing competition among private schools and the continuing concerns regarding enrollment sustainability and parental loyalty, there remains a need to understand how marketing practices influence parental decision-making. Limited studies have examined the combined effects of marketing practices on parental interest and parents' loyalty among private schools in San Juan, Batangas, particularly in relation to the mediating role of school image. Hence, this study was conducted to determine the effect of marketing on parental interest in school choice and loyalty and to assess whether school image mediates the relationship between marketing practices and parental outcomes.

➤ Objectives

- Describe the socioeconomic demographic profile of the respondents in terms of:
 - ✓ age;
 - ✓ educational attainment; and
 - ✓ monthly household income.
- Assess the level of parental interest and parents' loyalty among private schools in San Juan, Batangas.
- Evaluate the marketing practices of private academic institutions in terms of:
 - ✓ website marketing;
 - ✓ social media marketing;
 - ✓ advertising;
 - ✓ public relations; and
 - ✓ direct marketing.
- Assess the school image of private academic institutions.
- Determine the significant influence of marketing on parental interest and parents' loyalty.
- Examine the mediating role of school image on the influence of marketing on parental interest and parents' loyalty.
- Based on the findings of the study, to develop an Integrated Marketing Communication (IMC) Plan to increase parental interest and parents' loyalty in choosing a private school.

II. MATERIALS AND METHODS

➤ Research Design

This study utilized a quantitative descriptive-correlational research design. The descriptive component was employed to describe the socioeconomic demographic profile of the respondents, assess parental interest and parents' loyalty, evaluate the marketing practices of private academic institutions, and determine the school image of private schools in San Juan, Batangas. The correlational component was used to determine the influence of marketing practices on parental interest and parents' loyalty and to examine the mediating role of school image in the relationship between marketing and parental outcomes.

Specifically, the respondents were described according to their age, educational attainment, and monthly household income. The levels of parental interest and parents' loyalty were assessed in relation to private school selection and continued enrollment. Marketing practices were evaluated in terms of website marketing, social media marketing, advertising, public relations, and direct marketing, while school image was assessed based on parents' perceptions of the institution's credibility, reputation, professionalism, and educational quality. Furthermore, regression analysis was employed to determine the significant influence of marketing on parental interest and parents' loyalty, while mediation analysis was utilized to determine whether school image significantly mediates the relationship between marketing practices and parental outcomes.

➤ Respondents

The respondents of the study consisted of 340 parents or legal guardians of Junior High School and Senior High School students enrolled in selected private schools in San Juan, Batangas. The respondents were selected using stratified proportional sampling to ensure adequate representation from participating private schools. The sample size was determined using Raosoft Sample Size Calculator with a 5 percent margin of error and a 95 percent confidence level. To qualify as respondents, participants must be parents or legal guardians of currently enrolled Junior High School or Senior High School students in the selected private schools. Participation in the study was voluntary, and respondents were informed of the purpose of the study before answering the survey questionnaire.

➤ Data Gathering Instrument

The primary instrument used in this study was a validated researcher-made questionnaire consisting of five parts: socioeconomic demographic profile, parental interest, parents' loyalty, marketing practices, and school image.

The first part gathered information regarding the respondents' socioeconomic demographic profile, including age, educational attainment, and monthly household income. This section was utilized to describe the characteristics of the respondents and provide background information relevant to the study. The second part consisted of statements assessing parental interest in school choice. The items measured the extent to which parents considered various factors and

marketing efforts when selecting a private school for their children.

In addition, the third part assessed parents' loyalty toward private schools. The statements measured parents' willingness to continue enrolling their children, recommend the institution to others, and maintain long-term commitment to the school. Moreover, the fourth part measured marketing practices in terms of website marketing, social media marketing, advertising, public relations, and direct marketing. This section evaluated parents' perceptions regarding the effectiveness of the school's marketing communication initiatives. Additionally, the fifth part assessed school image

based on parents' perceptions of the institution's credibility, trustworthiness, professionalism, educational quality, and overall reputation.

Prior to the actual data gathering, the questionnaire underwent content validation by experts in research and marketing. A pilot test was likewise conducted to determine the reliability of the instrument using Cronbach's Alpha, ensuring acceptable reliability coefficients before administration. The questionnaire utilized a seven-point Likert scale to measure the respondents' level of agreement with each statement. The scale and interpretation used in the study are presented in Table 1.

Table 1 Scoring of Responses

INTERVAL	VERBAL INTERPRETATION	
	Parental Interest and Parents' Loyalty	Marketing and School Image
6.50 – 7.00	Very High	Very Good
5.50 – 6.49	High	Good
4.50 – 5.49	Slightly High	Somewhat Good
3.50 – 4.49	Average	Average
2.50 – 3.49	Slightly Low	Somewhat Poor
1.50 – 2.49	Low	Poor
1.00 – 1.49	Very Low	Very Poor

➤ Data Gathering Procedure

Prior to the conduct of the study, the researcher secured the necessary permissions and approvals from the administrators of the selected private schools in San Juan, Batangas. Informal interviews with selected school administrators and personnel were conducted to gather preliminary information regarding enrollment trends, marketing practices, and parental engagement concerns. Thereafter, the researcher-made questionnaire underwent content validation and pilot testing among 30 respondents who were not included in the actual sample to establish its reliability.

Following the validation process, the respondents were selected using stratified proportional sampling. The validated survey questionnaire was then distributed to qualified parents or legal guardians of Junior High School and Senior High School students. Prior to participation, respondents were informed of the purpose of the study and assured of the confidentiality of their responses. Upon retrieval, the completed questionnaires were checked, organized, encoded, and prepared for statistical analysis.

➤ Statistical Treatment of Data

The data gathered were interpreted and analyzed using Frequency and Percentage, Weighted Mean, Composite Mean, Regression Analysis, and Mediation Analysis.

III. RESULTS AND DISCUSSIONS

This part presents, analyzes, and interprets the data gathered in accordance with the objectives of the study.

Table 2 Socioeconomic Demographic Profile of Parents in terms of Age

Age	Frequency	Percentage
25-34 years old	10	2.94
35-44 years old	153	45.00
45 years old and above	177	52.06
Total	340	100

As seen in Table 2, most of the respondents belong to the age group of 45 years old and above, which constitutes 177 or 52.06 percent of the total respondents. This was followed by respondents aged 35 to 44 years old with 153 or 45.00 percent, while only 10 or 2.94 percent belong to the age group of 25 to 34 years old. The findings indicate that the majority of parents making school-related decisions are mature adults who are likely to possess greater life experience, financial stability, and established family responsibilities.

Table 3 Socioeconomic Demographic Profile of Parents in terms of Educational Attainment

Educational Attainment	Frequency	Percentage
Elementary Undergraduate	1	0.29
Elementary Graduate	8	2.35
High School Undergraduate	56	16.47
High School Graduate	134	39.41
College Undergraduate	67	19.71
College Graduate	72	21.18
Postgraduate Degree	2	0.59
Total	340	100

As seen in Table 3, most of the respondents are high school graduates, which constitute 134 or 39.41 percent of the total respondents. This was followed by college graduates with 72 or 21.18 percent, college undergraduates with 67 or 19.71 percent, and high school undergraduates with 56 or 16.47 percent. Only a small proportion of respondents belong to the elementary and postgraduate levels. The results indicate that the majority of parents possess moderate educational backgrounds, enabling them to understand and evaluate information related to school programs and services.

Table 4 Socioeconomic Demographic Profile of Parents in terms of Monthly Household Income

Monthly Household Income	Frequency	Percentage
Less than PhP 12,030	84	24.71
PhP 12,030 to PhP 24,060	103	30.29
PhP 24,061 to PhP 48,120	100	29.41
PhP 48,121 to PhP 84,210	35	10.29
PhP 84,211 to PhP 144,360	14	4.12
PhP 144,361 to PhP 240,600	3	0.88
PhP 240,601 and above	1	0.29
Total	340	100

As seen in Table 4, most of the respondents belong to the PhP 12,030 to PhP 24,060 monthly household income bracket, which constitutes 103 or 30.29 percent of the total respondents. This was closely followed by respondents earning PhP 24,061 to PhP 48,120 with 100 or 29.41 percent and those earning less than PhP 12,030 with 84 or 24.71 percent. Only a small percentage belong to the higher income categories. The findings reveal that the majority of parents come from low to middle-income households, suggesting that financial considerations remain an important factor in school choice and retention decisions.

Table 5 Parental Interest towards Private Schools

Parental Interest	SD	Mean	Int.
1. Interest in school programs	1.27	5.94	High
2. Influence of marketing efforts	1.32	5.74	High
3. Attention to advertisements	1.43	5.74	High
4. Importance of school reputation	1.25	6.11	High
5. Search for credible schools	3.99	6.22	High
6. Participation in school orientations	1.33	5.74	High
7. Evaluation of school facilities	1.18	5.96	High
8. Influence of school achievements	1.24	5.88	High
9. Use of digital information	1.33	5.80	High
10. Recommendation of appealing schools	1.35	5.73	High
Composite Mean	1.12	5.89	High

As seen in Table 5, the composite mean of 5.89 indicates a high level of parental interest toward private schools. The highest-rated indicator was search for credible schools, which obtained a mean of 6.22, followed by importance of school reputation with a mean of 6.11 and evaluation of school facilities with a mean of 5.96, all interpreted as high. These findings suggest that parents place considerable importance on the credibility, reputation, and overall quality of a school when making enrollment decisions. Meanwhile, recommendation of appealing schools obtained the lowest mean of 5.73, while influence of marketing efforts, attention to advertisements, and participation in school orientations each obtained a mean of 5.74, although all remained within the high category. Overall, the results indicate that parents demonstrate a strong interest in private schools, particularly those that project credibility, maintain a positive reputation, and provide information that supports informed school choice decisions.

Table 6 Parents' Loyalty towards Private Schools

Parents' Loyalty	SD	Mean	Int.
1. Intention for continued enrollment	1.59	5.64	High
2. Satisfaction with school services	1.27	5.76	High
3. Pride in school affiliation	1.28	6.07	High
4. Recommendation to other parents	1.40	5.72	High
5. Participation in school activities	1.35	5.68	High
6. Support for school programs	1.32	5.73	High
7. Perception of service improvement	1.33	5.77	High
8. Commitment to the school	1.41	5.50	High
9. Emotional connection to school	1.30	5.56	High
10. Positive long-term relationship	1.36	5.74	High
Composite Mean	1.11	5.72	High

As seen in Table 6, the composite mean of 5.72 indicates a high level of parents' loyalty toward private schools. The highest-rated indicator was pride in school affiliation, which obtained a mean of 6.07, followed by perception of service improvement with a mean of 5.77 and satisfaction with school services with a mean of 5.76, all interpreted as high. These findings suggest that parents generally have favorable perceptions of their chosen schools and recognize the institution's efforts to provide quality services and continuous improvement. Meanwhile, commitment to the school obtained the lowest mean of 5.50, followed by emotional connection to school with a mean of 5.56 and participation in school activities with a mean of 5.68, although all remained within the high category. Overall, the results indicate that parents exhibit a strong sense of loyalty toward private schools, particularly when they are satisfied with the services provided and perceive ongoing institutional improvements.

Table 7 Marketing Practices of Private Academic Institutions in terms of Website

Website	SD	Mean	Int
1. Availability of school information	1.37	5.72	Good
2. Ease of website navigation	1.33	5.68	Good
3. Regular content updates	1.33	5.70	Good
4. Professional website presentation	1.28	5.79	Good
5. Accessibility of contact information	1.29	5.77	Good
6. Positive school impression	1.27	5.83	Good
7. Usefulness of online inquiries	1.35	5.75	Good
8. Appeal of website design	1.26	5.68	Good
9. Communication of school values	1.31	5.76	Good
10. Confidence through website information	1.19	5.79	Good
Composite Mean	1.12	5.75	Good

Table 7 presents the marketing practices of private academic institutions in terms of website, with a composite mean of 5.75, interpreted as good. The highest-rated indicator was positive school impression, which obtained a mean of 5.83, followed by professional website presentation and confidence through website information, both of which obtained a mean of 5.79, all interpreted as good. These findings suggest that school websites effectively contribute to establishing a favorable image and enhancing parents' confidence in private educational institutions. Meanwhile, ease of website navigation and appeal of website design obtained the lowest mean of 5.68, while regular content updates obtained a mean of 5.70, although all remained within the good category. Overall, the results indicate that school websites serve as valuable communication and marketing tools that support information dissemination and institutional credibility. The findings further suggest that websites influence parental perceptions by providing accessible and relevant information about the school. Continuous improvements in website functionality and content management may further enhance stakeholder engagement and strengthen parents' confidence in the institution.

Table 8 Marketing Practices of Private Academic Institutions in terms of Social Media

Social Media	SD	Mean	Int
1. Effectiveness of social media communication	1.34	5.86	Good
2. Awareness through social media	1.23	5.81	Good
3. Promotion of school achievements	1.20	5.89	Good
4. Responsiveness to online inquiries	1.31	5.66	Good
5. Reliability of online content	1.23	5.78	Good
6. Awareness of school activities	1.33	5.87	Good
7. Sense of school community	1.22	5.78	Good
8. Professionalism in online posts	1.29	5.79	Good
9. Ease of parent-school connection	1.32	5.88	Good
10. Trust through social media communication	1.31	5.79	Good

Composite Mean	1.11	5.81	Good
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Table 8 presents the marketing practices of private academic institutions in terms of social media, with a composite mean of 5.81, interpreted as good. The highest-rated indicator was promotion of school achievements, which obtained a mean of 5.89, followed by ease of parent-school connection with a mean of 5.88 and awareness of school activities with a mean of 5.87, all interpreted as good. These findings suggest that social media platforms effectively facilitate communication, showcase institutional accomplishments, and strengthen engagement between schools and parents. Meanwhile, responsiveness to online inquiries obtained the lowest mean of 5.66, followed by reliability of online content and sense of school community, both of which obtained a mean of 5.78, although all remained within the good category.

Overall, the results indicate that social media serves as an effective marketing channel that enhances information dissemination and stakeholder engagement. The findings further suggest that social media helps strengthen parents' awareness, trust, and connection with private schools. Moreover, a strong social media presence allows schools to communicate timely information and maintain visibility among stakeholders. Consistent and interactive online engagement may further improve parent-school relationships and reinforce positive perceptions of the institution.

Table 9 Marketing Practices of Private Academic Institutions in terms of Advertising

Advertising	SD	Mean	Int
1. Appeal of advertisements	1.23	5.70	Good
2. Promotion of academic programs	1.28	5.76	Good
3. Awareness of school options	1.25	5.84	Good
4. Clarity of promotional materials	1.24	5.80	Good
5. Promotion of school strengths	1.18	5.85	Good
6. Influence of school advertisements	1.24	5.76	Good
7. Trust through advertising	1.27	5.81	Good
8. Recall of institutions	1.23	5.78	Good
9. Perception of school quality	1.18	5.80	Good
10. Impact on parental interest	1.33	5.76	Good
Composite Mean	1.08	5.79	Good

Table 9 presents the marketing practices of private academic institutions in terms of advertising, with a composite mean of 5.79, interpreted as good. Among the indicators, promotion of school strengths received the highest assessment with a mean of 5.85, followed by awareness of school options (5.84) and trust through advertising (5.81). These results suggest that advertising is particularly effective in communicating the unique attributes and advantages of private schools while increasing parents' familiarity with available educational choices.

On the other hand, appeal of advertisements obtained the lowest mean of 5.70, although it remained within the good category. The relatively close mean scores across all indicators indicate that parents generally perceive advertising efforts positively and view them as useful sources of information during the school selection process. Promotional materials that highlight academic programs, achievements, and institutional strengths appear to contribute to favorable perceptions and increased awareness of private schools. Overall, the findings imply that advertising remains an important communication tool that helps schools maintain visibility, reinforce credibility, and attract the attention of prospective parents in a competitive educational environment.

Table 10 Marketing Practices of Private Academic Institutions in terms of Public Relations

Public Relations	SD	Mean	Int
1. Participation in community outreach	1.29	5.79	Good
2. Relationships with stakeholders	1.21	5.92	Good
3. Image through school events	1.20	5.91	Good
4. Communication with parents	1.23	5.91	Good
5. Transparency and openness	1.20	5.84	Good
6. Reputation through public events	1.17	5.95	Good
7. Professionalism of personnel	1.06	6.06	Good
8. Collaboration with organizations	1.09	6.06	Good
9. Trust through public involvement	1.21	5.95	Good
10. Community interaction and perception	1.13	5.95	Good
Composite Mean	0.99	5.93	Good

Table 10 presents the marketing practices of private academic institutions in terms of public relations, with a composite mean of 5.93, interpreted as good. Among the indicators, professionalism of personnel and collaboration with organizations obtained the highest mean of 6.06, followed by reputation through public events, trust through public involvement, and community interaction

and perception, all of which obtained a mean of 5.95. These results suggest that parents value schools that demonstrate professionalism, establish strong community partnerships, and actively engage with stakeholders. Such practices contribute to positive perceptions of the institution and help strengthen its reputation within the community.

In contrast, participation in community outreach obtained the lowest mean of 5.79, while transparency and openness obtained a mean of 5.84, although both remained within the good category. The relatively high ratings across all indicators indicate that public relations activities are generally effective in fostering favorable relationships between schools and their stakeholders. The findings imply that parents are more likely to develop trust and confidence in schools that maintain meaningful community involvement and consistent stakeholder engagement. These observations indicate that public relations efforts become more effective when combined with consistent communication, active stakeholder involvement, and visible organizational professionalism.

Table 11 Marketing Practices of Private Academic Institutions in Terms of Direct Marketing

Public Relations	SD	Mean	Int
1. Receipt of personalized messages	1.35	5.75	Good
2. Information during orientations	1.27	5.89	Good
3. Understanding through direct communication	1.34	5.87	Good
4. Approachability of staff members	1.15	6.03	Good
5. Feeling valued through communication	1.23	5.99	Good
6. Follow-up after inquiries	1.30	5.77	Good
7. Appreciation of promotional materials	1.18	5.93	Good
8. Trust through regular contact	1.24	6.04	Good
9. Communication through text or email	1.24	5.91	Good
10. Influence of personal interaction	1.23	6.00	Good
Composite Mean	1.08	5.92	Good

Table 11 presents the marketing practices of private academic institutions in terms of direct marketing, with a composite mean of 5.92, interpreted as good. The results reveal that trust through regular contact obtained the highest mean of 6.04, closely followed by approachability of staff members with a mean of 6.03 and influence of personal interaction with a mean of 6.00. These findings suggest that parents place considerable value on direct and personalized communication, particularly when school representatives are approachable and maintain consistent contact. Such interactions help establish trust and create a more positive experience for parents throughout the school selection process.

On the other hand, receipt of personalized messages obtained the lowest mean of 5.75, while follow-up after inquiries obtained a mean of 5.77, although both remained within the good category. The relatively high ratings across all indicators indicate that direct marketing efforts are generally effective in strengthening parent-school relationships and enhancing communication. Parents appear to appreciate opportunities for personal interaction, as these provide clearer information and a greater sense of involvement in school-related decisions. The findings imply that direct marketing remains an important strategy for fostering trust, improving stakeholder engagement, and encouraging long-term commitment among parents.

Table 12 School Image of Private Academic Institutions

School Image	SD	Mean	Int.
1. Reputation in the community	1.21	6.01	Good
2. High educational standards	1.13	6.08	Good
3. Competence of personnel	1.07	6.07	Good
4. Safe learning environment	1.16	5.99	Good
5. Fairness and professionalism	1.15	6.04	Good
6. Credibility of institutions	1.17	6.09	Good
7. Discipline and integrity	1.20	5.99	Good
8. Academic achievements	1.20	6.03	Good
9. Quality of facilities	1.32	5.91	Good
10. Professional communication	1.20	6.08	Good
11. Development of student values	1.19	6.09	Good
12. Trust from stakeholders	1.19	6.11	Good
13. Influence on loyalty	1.19	6.00	Good
14. Pride in school affiliation	1.28	6.02	Good
15. Positive overall impression	1.20	6.07	Good
Composite Mean	1.02	6.04	Good

Table 12 presents the school image of private academic institutions, with a composite mean of 6.04, interpreted as good. Among the indicators, trust from stakeholders obtained the highest mean of 6.11, followed by credibility of institutions and

development of student values, both of which obtained a mean of 6.09. High educational standards and professional communication likewise received favorable assessments, each obtaining a mean of 6.08. These findings indicate that parents generally perceive private schools as credible, trustworthy, and committed to providing quality education while promoting positive values among students.

Meanwhile, quality of facilities obtained the lowest mean of 5.91, while safe learning environment and discipline and integrity both obtained a mean of 5.99, although all indicators remained within the good category. The consistently high ratings across the indicators suggest that private schools have established a positive image among parents and other stakeholders. Such perceptions are important because they contribute to parental confidence, satisfaction, and continued support for the institution. Moreover, a favorable school image can strengthen stakeholder trust and encourage long-term commitment to the school. These results imply that maintaining organizational credibility and delivering quality educational services are essential in sustaining a positive institutional image.

Table 13 Significant Influence of Marketing of Private Academic Institutions on Parental Interest

<i>Parental Interest</i>	B	Std. Error	t-value	p-value	Decision on H₀	Interpretation
Constant	0.801	0.2174	3.6841	0.0003	Reject	Significant
Website	0.0243	0.0755	0.3213	0.7482	Failed to Reject	No Significant Influence
Social Media	-0.0222	0.0791	-0.2803	0.7794	Failed to Reject	No Significant Influence
Advertising	0.283	0.1056	2.6793	0.0077	Reject	Significant Influence
Public Relations	0.0085	0.1031	0.0825	0.9343	Failed to Reject	No Significant Influence
Direct Marketing	0.5723	0.0788	7.2644	< .0001	Reject	Significant Influence
<i>Model Summary:</i>	R = 0.8139 R ² = 0.6624					

Table 13 presents the significant influence of marketing practices on parental interest. The regression model yielded an R² value of 0.6624, indicating that 66.24 percent of the variation in parental interest is explained by the marketing variables included in the study. Among the dimensions, direct marketing (B = 0.5723, p < .0001) and advertising (B = 0.2830, p = 0.0077) significantly influenced parental interest, leading to the rejection of the null hypothesis. In contrast, website marketing, social media marketing, and public relations did not show significant influence. The findings suggest that parents are more responsive to personalized communication and promotional efforts that directly provide information and encourage engagement with private schools.

Table 14 Significant Influence of Marketing of Private Academic Institutions on Parental Interest

<i>Parents' Loyalty</i>	B	Std. Error	t-value	p-value	Decision on H₀	Interpretation
Constant	0.1567	0.1586	0.9882	0.3238	Failed to Reject	Not Significant
Website	0.2328	0.0551	4.2262	< .0001	Reject	Significant Influence
Social Media	0.2752	0.0577	4.7706	< .0001	Reject	Significant Influence
Advertising	0.1781	0.077	2.3111	0.0214	Reject	Significant Influence
Public Relations	-0.0671	0.0752	-0.892	0.373	Failed to Reject	No Significant Influence
Direct Marketing	0.3361	0.0575	5.8486	< .0001	Reject	Significant Influence
<i>Model Summary:</i>	R = 0.9042 R ² = 0.8176					

Table 14 presents the significant influence of marketing practices on parents' loyalty. The regression model yielded an R² value of 0.8176, indicating that 81.76 percent of the variation in parents' loyalty is explained by the marketing variables included in the study. The results show that website marketing (B = 0.2328, p < .0001), social media marketing (B = 0.2752, p < .0001), advertising (B = 0.1781, p = 0.0214), and direct marketing (B = 0.3361, p < .0001) significantly influenced parents' loyalty, leading to the rejection of the null hypothesis. However, public relations did not show a significant influence on parents' loyalty (p = 0.3730).

The findings suggest that parents are more likely to remain loyal to private schools when they receive consistent information, meaningful engagement, and personalized communication through various marketing channels. Among the significant predictors, direct marketing exerted the strongest influence, highlighting the importance of maintaining direct and ongoing relationships with parents. These results indicate that effective marketing communication plays a vital role in strengthening parental commitment and long-term support for private schools.

Table 15 Mediating Role of School Image in the Influence of Marketing on Parental Interest

Path				B	Std. Error	z-value	p-value	Decision on H ₀	Int
Advertising	⇒	School Image	⇒ Parental Interest	0.0105	0.0181	0.5782	0.5631	Failed to Reject	Does not mediate
Direct Marketing	⇒	School Image	⇒ Parental Interest	0.0311	0.0535	0.5819	0.5606	Failed to Reject	Does not mediate

Table 15 presents the mediating role of school image on the relationship between marketing practices and parental interest. The results show that the indirect effect of advertising on parental interest through school image was not significant ($B = 0.0105$, $p = 0.5631$), leading to the failure to reject the null hypothesis. Similarly, the indirect effect of direct marketing on parental interest through school image was also not significant ($B = 0.0311$, $p = 0.5606$). These findings indicate that school image does not mediate the influence of advertising and direct marketing on parental interest.

The results suggest that advertising and direct marketing directly influence parental interest without requiring the presence of school image as an intervening variable. This implies that parents respond more readily to promotional efforts and personalized communication when considering private schools.

Table 16 Mediating Role of School Image in the Influence of Marketing on Parents' Loyalty

Path				B	Std. Error	z-value	p-value	Decision on H ₀	Int	
Website	⇒	School Image	⇒	Parents' Loyalty	-0.0077	0.0071	-1.0841	0.2783	Failed to Reject	Does not mediate
Social Media	⇒	School Image	⇒	Parents' Loyalty	0.0139	0.0116	1.2013	0.2296	Failed to Reject	Does not mediate
Advertising	⇒	School Image	⇒	Parents' Loyalty	0.0129	0.0111	1.1633	0.2447	Failed to Reject	Does not mediate
Direct Marketing	⇒	School Image	⇒	Parents' Loyalty	0.0491	0.0387	1.2686	0.2046	Failed to Reject	Does not mediate

Table 16 presents the mediating role of school image in the influence of marketing practices on parents' loyalty. The results show that school image did not significantly mediate the relationship between website marketing ($B = -0.0077$, $p = 0.2783$), social media marketing ($B = 0.0139$, $p = 0.2296$), advertising ($B = 0.0129$, $p = 0.2447$), and direct marketing ($B = 0.0491$, $p = 0.2046$) and parents' loyalty. Since all p-values exceeded the 0.05 level of significance, the null hypothesis was not rejected, indicating that school image does not function as a significant mediating variable.

These findings suggest that the influence of website marketing, social media marketing, advertising, and direct marketing on parents' loyalty occurs directly rather than through school image. Parents may develop loyalty based on their actual experiences, interactions, and engagement with the school's marketing efforts rather than relying solely on perceptions of institutional image.

With reference to the matrix of findings, an Integrated Marketing Communication (IMC) Plan was developed to strengthen parental interest and parents' loyalty among private schools in San Juan, Batangas. The proposed plan focuses on enhancing advertising, direct marketing, website marketing, and social media marketing strategies, which were identified as significant predictors of parental interest and loyalty. The IMC Plan adopts a customer-centered and relationship-oriented approach that aims to improve stakeholder

engagement, strengthen institutional visibility, and sustain long-term enrollment through consistent and integrated communication efforts.

IV. CONCLUSIONS

The following conclusions were drawn based on the findings of this study:

- The majority of parents of Junior High School and Senior High School students in selected private schools in San Juan, Batangas are aged 35 years and above, are high school or college graduates, and belong to lower to middle income brackets.
- Parents have high levels of parental interest and parents' loyalty toward private schools.
- Marketing practices in terms of website, social media, advertising, public relations, and direct marketing are generally assessed as good.
- School image of private academic institutions is generally assessed as good.
- Advertising and direct marketing significantly influence parental interest, while website, social media, advertising, and direct marketing significantly influence parents' loyalty.
- School image does not significantly mediate the influence of marketing on parental interest and parents' loyalty.
- The proposed Integrated Marketing Communication (IMC) Plan is an appropriate strategic framework to strengthen

parental interest and sustain parents' loyalty among private schools in San Juan, Batangas.

RECOMMENDATIONS

Based on the findings and conclusions, the following recommendations may be considered:

- Private schools should strengthen direct marketing strategies such as personalized communication, inquiry follow-ups, parent consultations, and engagement activities to increase parental interest and sustain parents' loyalty.
- Schools should improve website accessibility, content organization, and social media responsiveness to provide parents with clear, updated, and accessible information.
- Private schools should implement consistent advertising campaigns highlighting institutional achievements, programs, credibility, and organizational strengths to strengthen visibility and parental engagement.
- Schools should sustain transparent communication, professional stakeholder relations, and responsive parent support systems to strengthen trust, satisfaction, and long-term parental commitment.
- Future researchers may explore other variables that may influence parental interest and parents' loyalty, such as customer satisfaction, service quality, technological adoption, and cultural factors in different educational settings.

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