

## **ABSTRACT**

**VIVIAN**

**02619220018**

### **THE ANALYSIS OF THE INFLUENCE OF CONSUMER-BRAND IDENTIFICATION'S ANTECEDENTS ON PARENT LOYALTY AT Y.P. KARYA ANUGERAH (WINFIELD) FORMAL SCHOOL AND WINFIELD ENGLISH SCHOOL IN MEDAN**

(xix+295 pages; 42 images; 77 tables; 4 appendixes)

The growth of education in Indonesia is on the rise annually, leading to intensified competition within the industry. As competition escalates, educational organizations need to sustain and reinforce its customer loyalty among its guardians or parents at the school.

This study employs a causal research design utilizing quantitative methods and is analyzed using a statistical software, specifically IBM SPSS Statistics version 25.0. The data were collected through the distribution of questionnaires to 324 respondents with predefined characteristics.

In this study, there are two objects which are Y.P. Karya Anugerah (Winfield) Formal School and Winfield English School with eleven hypotheses. At Y.P. Karya Anugerah (Winfield) Formal School, there are five hypotheses accepted and six hypotheses rejected. The approved hypotheses suggest that Brand Personality Congruence, Prestige, Memorable Experience, and Intra-Organizational has a significant influence on Consumer-Brand Identification. Moreover, Consumer-Brand Identification has a significant influence on Customer Loyalty.

Meanwhile at Winfield English School, there are six hypotheses accepted and five hypotheses rejected. The accepted hypotheses indicate that Prestige, Distinctiveness, Intra-Organizational, Inter-Organizational, and Value Congruity has a significant influence on Consumer-Brand Identification. Furthermore, Consumer-Brand Identification has a significant influence on Customer Loyalty.

**Keywords: Consumer-Brand Identification, Customer Loyalty**

References: 167 (2014-2021)

## **ABSTRACT**

**VIVIAN**

**02619220018**

### ***ANALISIS PENGARUH ANTESEDEN IDENTIFIKASI KONSUMEN TERHADAP LOYALITAS ORANGTUA DI Y.P. KARYA ANUGERAH (WINFIELD) FORMAL SCHOOL DAN WINFIELD ENGLISH SCHOOL DI MEDAN***

*(xix+295 halaman; 42 gambar; 77 tabel; 4 lampiran)*

*Pertumbuhan pendidikan di Indonesia mengalami peningkatan setiap tahunnya, menyebabkan persaingan dalam industri ini semakin intensif. Seiring dengan meningkatnya persaingan, organisasi pendidikan perlu menjaga dan memperkuat loyalitas pelanggan, khususnya di antara para wali atau orang tua di sekolah.*

*Penelitian ini menggunakan desain penelitian kausal dengan metode kuantitatif dan dianalisis menggunakan perangkat lunak statistik, khususnya IBM SPSS Statistics versi 25.0. Pengumpulan data dilakukan melalui distribusi kuesioner kepada 324 responden dengan karakteristik yang telah ditentukan.*

*Studi ini melibatkan dua objek, yaitu Y.P. Karya Anugerah (Winfield) Formal School dan Winfield English School, dengan sebelas hipotesis. Di Y.P. Karya Anugerah (Winfield) Formal School, lima hipotesis diterima dan enam hipotesis ditolak. Hipotesis yang diterima menunjukkan bahwa Brand Personality Congruence, Prestige, Memorable Experience, dan Intra-Organizational memiliki pengaruh signifikan terhadap Consumer-Brand Identification. Selain itu, Consumer-Brand Identification memiliki pengaruh signifikan terhadap Customer Loyalty.*

*Sementara itu, di Winfield English School, enam hipotesis diterima dan lima hipotesis ditolak. Hipotesis yang diterima menunjukkan bahwa Prestige, Distinctiveness, Intra-Organizational, Inter-Organizational, dan Value Congruity memiliki pengaruh signifikan terhadap Consumer-Brand Identification. Selanjutnya, Consumer-Brand Identification memiliki pengaruh signifikan terhadap Customer Loyalty.*

***Kata Kunci: Kualitas Jasa, Citra Merek, Kepuasan Pelajar***

***Referensi: 54 (2016-2021)***