

The Influence of Marketing Mix, Technological Reputation, Brand Orientation, Employee Skill for Innovation, Goal Setting on Customer Satisfaction and Customer Loyalty at Muhammadiyah Vocational School Surabaya

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ABSTRACT. Research This done for analyze influence Marketing Mix, Technological Reputation, Brand Orientation, Employee Skills for Innovation, and Goal Setting to Customer Satisfaction as well as the implications to Customer Loyalty to students class XI of Muhammadiyah Vocational High School in Surabaya. This study used a quantitative approach with an explanatory design, involving 160 respondents selected through probability sampling, with data collection through questionnaires and analysis using SEM-PLS. The results showed that Technological Reputation, Brand Orientation, Employee Skill for Innovation, and Goal Setting had a significant positive effect on Customer Satisfaction, while Marketing Mix did not show a significant effect. Furthermore, Brand Orientation, Goal Setting, and Customer Satisfaction proven influential positive significant to Customer Loyalty, whereas Marketing Mix, Technological Reputation and Employee Skill for Innovation No influential This finding confirms that technology integration, strong brand orientation, employee-teacher competence, and clarity of student goals are dominant factors in building satisfaction and loyalty in vocational schools, especially in the context of private vocational schools that face challenges of low enrollment, limited facilities, and competitive pressure from public schools.

KEYWORDS: Marketing Mi; Brand Orientation; Technological Reputation; Employee Skills for Innovation; Goal Setting; Customer Satisfaction; Customer Loyalty.

I. INTRODUCTION

Globalization give broad influence on conditions economy temporary in a way simultaneously impact on the sector education. Intensity competition in realm business, especially in education among institution public and private, have increase in a way significant. Competition between institution become more clear Because liberalization education permeate practice pedagogical within the country (Martono, N., et al., 2020). Educational institutions the more involved in marketing strategy and practice innovative in framework operational they. The emergence technology new fundamentally change methodology in which the institution education promote offer they to consumers. According to Johnston (2016), technology in a way significant influence sales strategy and increase capacity organization for implementation effective sales.

In the world of education, the directorate School Intermediate the Ministry of Primary and Secondary Education (Kemendikdasmen) carries out Vocational activity Synchronization and Harmonization related to the 2025 Vocational School Development Program, which aims prepare competent graduates from vocational school. Related matter This, SMK prepares themselves so that their students graduate with competent, but challenges are also often faced. Challenges faced condition education in East Java, in particular condition a number of Private vocational schools in the Surabaya area are increasingly worrying Because risk decline registration students who will quick happened. Private vocational school sector report feel overshadowed by the School Institution Intermediate State Vocational School (SMKN) related entry student new. Therefore that, the Government East Java Province supports initiative Muhammadiyah Regional Management which aims for increase number of vocational schools. In the context of Muhammadiyah Vocational School education, Social Media Platform (SMP) increases communication, encouraging involvement students, and refine brand strategy; however, understanding about its influence regarding the branding of Muhammadiyah schools still Not yet Enough researched.

Based on explanation above, research This more focused on Marketing Strategy for Education Services Based on Technological Reputation, capable build Brand Orientation, stakeholder trust and increasing amount participant educate with A strategy concept on strengthening or improvement quality service integrated education with marketing strategy concept (Marketing Mix), combined with teacher competency (Employee Skill for Innovation), teacher/student expectations/goals (Goal Setting) become

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reality, satisfaction students who in turn influence on loyalty Muhammadiyah Vocational School students. With focus study empirically at the Muhammadiyah Vocational School Educational Institution which in matter This researchers take place research at Muhammadiyah 1 Vocational School Surabaya and Muhammadiyah 2 Vocational School Surabaya.

II. RESEARCH METHODS

Design study is plan systematic and structured used researchers for collect, analyze, and interpret data to answer questions question research. The type of research used in study This is study explanatory with approach quantitative. In research This there are two variables that is variables free, like Marketing Mix (X1), Technological Reputation (X2), Brand Orientation (X3), Employee Skill for Innovation (X4), and Goal Setting (X5) while variables bound namely Customer Satisfaction (Z) and Customer Loyalty (Y). Population from study This that is all over student class XI of Muhammadiyah Vocational School in Surabaya city with sample as many as 160 students.

III. RESULTS AND DISCUSSION

Model testing through approach analysis Partial Least Square Structural Equation Modeling (PLS SEM) includes: evaluation outer model, aims for evaluate validity measurement, ensuring every indicator in a way accurate represent the latent variables that it measures, through inspection like mark factor loading, construct validity, composite reliability and discriminant validity test.

Validity Test

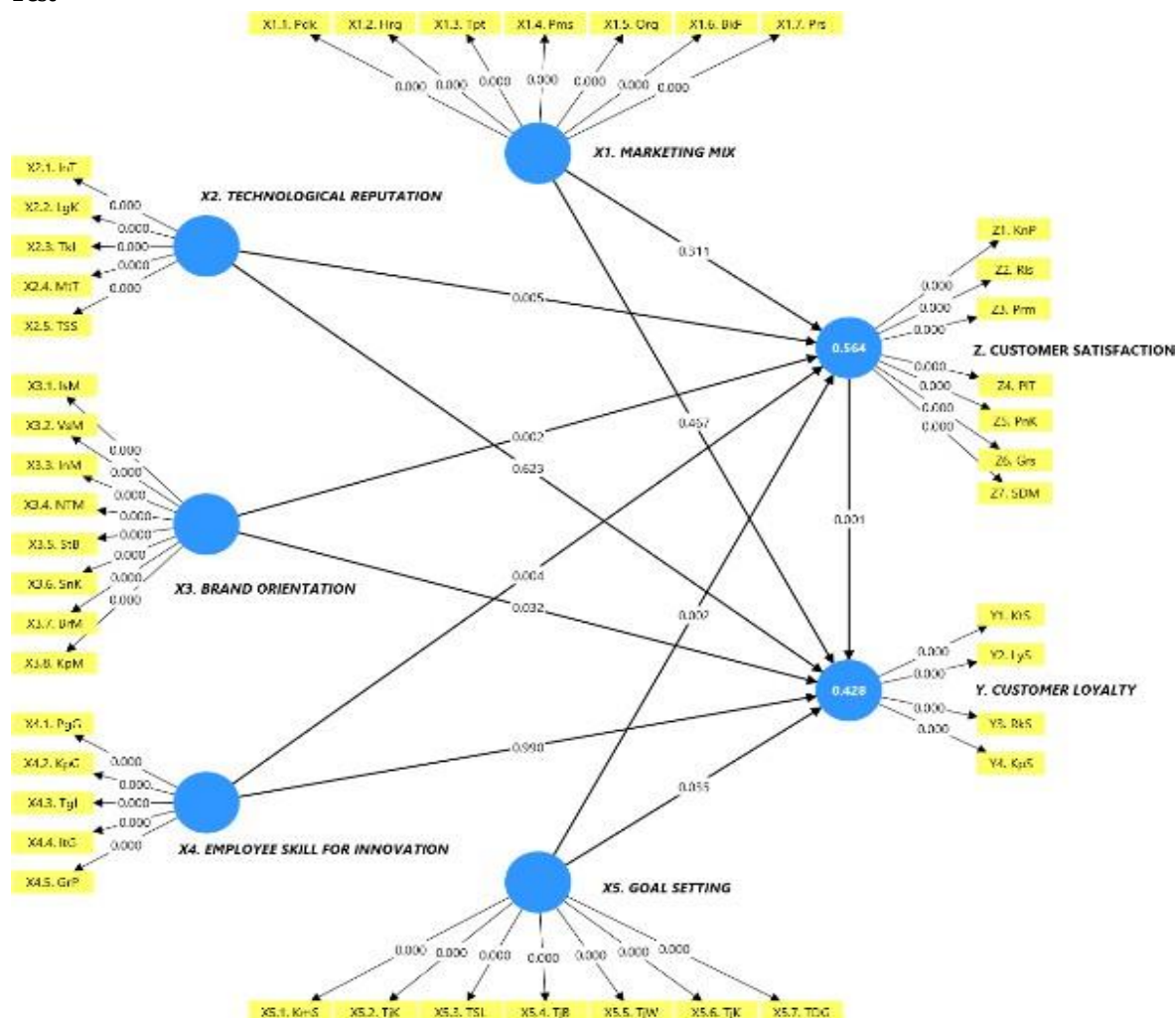


Figure 1.1 Graphic Output Outer Model Smart PLS

From figure 1.1 we can know that all indicator have outer loading value declared valid. Based on validity outer loading stated all valid indicators convergent validity. on construct X1, where all loading values the indicators bigger of all cross loading to construct

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others. Where the indicators are X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, X1.7, mark loading is 0.767 to 0.835 more big rather than cross loading to construct others. Likewise with all indicator other Where loading value to construction > cross loading to construct others. Then all indicator mark loading to the construction > cross loading then this model has fulfilled condition validity discriminant.

Testing validity discriminant with Fornell-Larcker approach presented in the table following:

Table 1.1

Testing Validity Discriminant (Fornell-Larcker)

Variables	X1. MARKETING MIX	X2. TECHNOLOGICAL REPUTATION	X3. BRAND ORIENTATION	X4. EMPLOYEE SKILLS FOR INNOVATION	X5. GOAL SETTING	Y. CUSTOMER LOYALTY	Z. CUSTOMER SATISFACTION
X1. MARKETING MIX	0.807						
X2. TECHNOLOGICAL REPUTATION	0.602	0.805					
X3. BRAND ORIENTATION	0.558	0.546	0.798				
X4. EMPLOYEE SKILLS FOR INNOVATION	0.460	0.517	0.619	0.801			
X5. GOAL SETTING	0.338	0.423	0.388	0.307	0.779		
Y. CUSTOMER LOYALTY	0.429	0.459	0.525	0.411	0.465	0.814	
Z. CUSTOMER SATISFACTION	0.527	0.600	0.635	0.572	0.506	0.599	0.801

Source: SmartPLS Data Processing Results (2025)

Table 1.1 illustrates results analysis of Fornell & Larcker variables Marketing Mix (X1), Technological Reputation (X2), Brand Orientation (X3), Employee Skill for Innovation (X4), Goal Setting (X5), Customer Loyalty (Y), Customer Satisfaction (Z).

Interpretation from Table 1.1 is:

1. Marketing Mix (X1): Has AVE value (**0.807**) which shows that variables Marketing Mix own validity good discriminant compared to with other variables in the model.
2. Technological Reputation (X2): Has AVE value (**0.805**) which shows that variables Technological Reputation own validity good discriminant compared to with other variables in the model.
3. Brand Orientation (X3): Having the highest AVE value (**0.798**), indicates that indicators that measure Brand Orientation variable is very good in form construct the.
4. Employee Skill for Innovation (X4): Has the highest AVE value (**0.801**), indicates that indicators that measure variables Employee Skill for Innovation is very good in form construct the.
5. Goal Setting (X5): Have the highest AVE value (**0.779**), indicates that indicators that measure variables Goal Setting is very good in form construct the.
6. Customer Loyalty (Y): Have AVE value (**0.814**), which remains fulfil criteria validity discriminant Because more big from correlation with other variables.
7. Customer Satisfaction (Z): Have AVE value (**0.801**), which remains fulfil criteria validity discriminant Because more big from correlation with other variables.

Result of analysis matrix validity discriminant, all construct in the model already fulfil criteria validity discriminant.

Inner model test or structural model test is a structural model in context method analysis Partial Least Squares Structural Equation Modeling (PLS-SEM) according to Hair et al. (2022) is stage analysis for evaluate connection causal (relationship) cause and effect between latent variables (constructs) in the research model, or variables that are not can measured in a way directly. The main purpose of the inner model test is for test hypothesis research and assessment to what extent empirical data support the theory proposed.

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Reliability Test

Table 1.2 Cronbach's, Alpha, rho_c, AVE values

Variables	Cronbach's alpha	Reliability composite (rho_a)	Reliability composite (rho_c)	Average variance extracted (AVE)
X1. MARKETING MIX	0.911	0.914	0.929	0.651
X2. TECHNOLOGICAL REPUTATION	0.864	0.865	0.902	0.648
X3. BRAND ORIENTATION	0.919	0.924	0.934	0.637
X4. EMPLOYEE SKILLS FOR INNOVATION	0.861	0.869	0.900	0.642
X5. GOAL SETTING	0.893	0.908	0.915	0.606
Y. CUSTOMER LOYALTY	0.830	0.832	0.887	0.662
Z. CUSTOMER SATISFACTION	0.907	0.907	0.926	0.642

Source: SmartPLS Data Processing Results (2025)

With see mark Average Variance Extracted (AVE) where recommended AVE value is above 0.5 (Hair et al., 2022). Based on the results data research in table 1.2 can known that all over AVE value > 0.5. Then the statement from indicator on the can declared valid.

Cronbach's Alpha used for measure mark lowest reliability Where mark Cronbach's Alpha which can accepted is above 0.60, whereas values above 0.70 are considered Good or reliable. (Hair et al., 2022). From table 1.2, the results Cronbach's Alpha output on the construct Marketing Mix (X1), Technological Reputation (X2), Brand Orientation (X3), Employee Skill for Innovation (X4), Goal Setting (X5), Customer Loyalty (Y), Customer Satisfaction (Z), are above 0.70 so that all over construct can it is said has fulfil condition reliability based on Cronbach's Alpha.

According to Hair et al. (2022) the value Good Composite Reliability (CR) is > 0.70, although value of 0.60 still can accepted. Higher value tall show greater reliability high, with values above 0.70 are considered own high reliability.

Based on Table 1.2, composite reliability output results on the construct Marketing Mix (X), Technological Reputation (X2), Brand Orientation (X3), Employee Skill for Innovation (X4), Goal Setting (X5), Customer Loyalty (Y), and Customer Satisfaction (Z), all is above 0.70 meaning construct the has fulfil condition reliability based on Composite Reliability. This indicates that in a way composite all over variables own adequate internal consistency in measure latent variables measured so that can used in analysis furthermore.

Hypothesis testing

There are eleven influential hypotheses direct or No influential, from eleventh hypothesis can used for see hypothesis influence direct or no directly something variables exogenous to variables endogenous.

Table 1.3 Structural Relationships between Variables

Hypothesis	Structural Relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Information
H1	X1. MARKETING MIX -> Z. CUSTOMER SATISFACTION	0.090	0.082	0.088	1,016	0.311	Not Significant
H2	X2. TECHNOLOGICAL REPUTATION -> Z. CUSTOMER SATISFACTION	0.206	0.202	0.072	2,840	0.005	Significant
H3	X3. BRAND ORIENTATION -> Z. CUSTOMER SATISFACTION	0.267	0.272	0.085	3,143	0.002	Significant
H4	X4. EMPLOYEE SKILL FOR INNOVATION -> Z. CUSTOMER SATISFACTION	0.189	0.197	0.064	2,937	0.004	Significant
H5	X5. GOAL SETTING -> Z. CUSTOMER SATISFACTION	0.227	0.233	0.072	3,147	0.002	Significant
H6	X1. MARKETING MIX -> Y. CUSTOMER LOYALTY	0.064	0.061	0.088	0.729	0.467	Not Significant

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H7	X2. TECHNOLOGICAL REPUTATION -> Y. CUSTOMER LOYALTY	0.045	0.042	0.090	0.493	0.623	Not Significant
H8	X3. BRAND ORIENTATION -> Y. CUSTOMER LOYALTY	0.186	0.173	0.086	2,166	0.032	Significant
H9	X4. EMPLOYEE SKILL FOR INNOVATION -> Y. CUSTOMER LOYALTY	-0.001	0.014	0.084	0.013	0.990	Not Significant
H10	X5. GOAL SETTING -> Y. CUSTOMER LOYALTY	0.188	0.193	0.089	2.122	0.035	Significant
H11	Z. CUSTOMER SATISFACTION -> Y. CUSTOMER LOYALTY	0.325	0.334	0.094	3,467	0.001	Significant

Source: SmartPLS Data Processing Results (2025)

IV. DISCUSSION

1. Influence Marketing Mix to Customer Satisfaction

Based on results testing hypothesis show that mark significant p-value on the variable Marketing Mix of $0.311 > 0.05$ from mark This can interpreted that variables Marketing Mix No significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya, then Hypothesis rejected. Meanwhile mark coefficient Path Coefficient (original sample) of 0.090 or with percentage 9.0%, figure This show that existence influence positive between second variables It means its influence No significant, between variables Marketing Mix to Customer Satisfaction at Muhammadiyah Vocational School Surabaya.

Research result This not enough support research conducted by S., Sánchez-García, J., Esteve, E.B., Brkić, I., 'Cirić, M., Gardašević, J., & Petrović, M. (2020) which shows that the strongest correlation with satisfaction student achieved by: service process, factors human, service, while the correlation rather weak However Still Enough strong achieved with proof physical, distribution, price, promotion. From an integrative perspective, the findings This underline that marketing Marketing Mix does not Can taken a number of part just but all factors of the Marketing Mix must be submitted during research data collection as conveyed by Zeithaml & Bitner (2000:19) which includes 7Ps consisting of from Product, Price, Place, Promotion, People, Physical Evidence, and Process.

2. Influence Technological Reputation to Customer Satisfaction

Based on results testing hypothesis show that mark significant p-value on the variable Technological Reputation of $0.005 < 0.05$ of mark This can interpreted that variables Technological Reputation influential significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya, then Hypothesis accepted. While mark coefficient Path Coefficient (original sample) of 0.206 or with percentage 20.6%, figure This show that existence influence positive significant between both variables between variables Technological Reputation to Customer Satisfaction at Muhammadiyah Vocational School Surabaya.

Findings study This show that technology has become an integral part of arrangement Study teach latest and can impact significant on satisfaction students. In addition, the involvement of students are very important for satisfaction sustainable students. Findings This support results study from Höflinger, P.J., Nagel, C., & Sandner, P. (2018) which shows that truly innovative companies may prioritize qualitative output over quantitative efficiency, which impacts their reputation. This also applies to the education sector. Furthermore, the findings of this study also support the findings of Prentice, C., Lopes, S.D., & Wang, X. (2020), which revealed that these findings have implications financial for company and provide outlook about allocation source Optimal power. Employee service significantly impacts the overall assessment of service quality. This also applies to the world of education. Educational institutions managed with a focus on quality, both in terms of human resources and other aspects, will also have a financial impact.

3. Influence Brand Orientation to Customer Satisfaction

Based on results testing hypothesis show that mark significant p-value on the variable Brand Orientation of $0.002 < 0.05$ of mark This can interpreted that variables Brand Orientation influential significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya, then Hypothesis accepted. While mark coefficient Path Coefficient (original sample) of 0.267 or with percentage 26.7%, figure This show that existence influence positive significant between variables Brand Orientation towards Customer Satisfaction at Muhammadiyah Vocational School Surabaya.

Findings This support results study from Fazli -Salehi, R., Esfidani, MR, Torres, IM, & Zúñiga, MA (2019) which shows that there is connection positive between identification brands and factors his predecessor including prestige, competition between organizational and intra- organizational. In addition Shehzadi, S., Nisar, Q. A., Hussain, M. S., Basheer, M. F., Hameed, W. U., & Chaudhry, N. I. (2021). disclose that image positive brand image is also influenced by spoken words from mouth to

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mouth and satisfaction students. Research This in line with research conducted by Panda, S., Pandey, SC, Bennett, A., & Tian, X. (2019) show that image different brands play role important in level satisfaction students. Quality service own greater impact big to level satisfaction students. Creating image positive brand is one of the the strategy with conceptualize image university brand as heritage, quality service and trust as well as investigate the relationship with satisfaction student.

4. Influence Employee Skills for Innovation to Customer Satisfaction

Based on results testing hypothesis show that mark significant p-value on the variable Employee Skills for Innovation of $0.004 < 0.05$ of mark This can interpreted that variables Employee Skills for Innovation influential significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya, then Hypothesis accepted. While mark coefficient Path Coefficient (original sample) of 0.189 or with percentage 18.9%, figure This show that existence influence positive significant between both variables between variables Employee Skills for Innovation to Customer Satisfaction at Muhammadiyah Vocational School Surabaya. This means that the more tall Employee Skills for Innovation in work, then satisfaction customer be the main one.

Research result in accordance with study conducted by Agyeiwaah, E., Dayour, F., & Zhou,

(J). Y. (2021) which shows that commitment employee fully mediate connection between quality

technical and satisfaction customers and some mediate connection between personal interaction and satisfaction customers. This is also in accordance with study from Li, EY, & Ko, S.-F. (2021) which shows that all over variables predictor influential significant and direct to employee market orientation. Effects moderation mechanism significant internal marketing when interact with behavior citizenship organizations and bonds relational, but no with quality relationship. Effect interaction negative mechanism internal marketing and behavior citizenship organization give warning for management company in balance activity behavior citizenship organizations among employee.

5. Influence Goal Setting to Customer Satisfaction

Based on results testing hypothesis show that mark significant p-value on the variable Goal Setting of $0.002 < 0.05$ of mark This can interpreted that variables Goal Setting influential significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya, then Hypothesis accepted. While mark coefficient Path Coefficient (original sample) of 0.227 or with percentage 22.7%, figure This show that existence influence positive significant between variables Goal Setting to Customer Satisfaction at Muhammadiyah Vocational School Surabaya. This means that the more tall Goal Setting, then satisfaction customer become very necessary.

Research result This show that Goal Setting influential positive to Customer Satisfaction. Findings This in line with results study from Juhaňák, L., Brücknerová, K., Nekardová, B., & Zounek, J. (2023) who revealed that determination goals and orientation objective intrinsic in a way significant and positive correlated with satisfaction This study also discusses learning behavior, goal setting, and goal orientation in relation to student satisfaction with the courses they study. The results of this study This support carried out by Sukadi, Ratna SJ (2018) show that determination conscious purpose influence personality and perception, as well as satisfaction work and performance services, which ultimately increase Company performance. The bottom line is that goal setting influences customer satisfaction, increasing performance employee become need main.

6. Influence Marketing Mix to Customer Loyalty

Based on results testing hypothesis show that mark significant p-value on the variable Marketing Mix of $0.467 > 0.05$ from mark This can interpreted that variables Marketing Mix No significant to Customer Loyalty at Muhammadiyah Vocational School Surabaya, then Hypothesis rejected. Meanwhile mark Path Coefficient (original sample) is 0.064 or with percentage 6.4%, figure This show existence influence positive between second variables It means its influence positive No significant, between variables Marketing Mix to Customer Loyalty at Muhammadiyah Vocational School Surabaya.

This matter not enough in accordance with results convey that study from John, S.P., & Villiers, R.D. (2022) provider education tall must committed to customer - centered, service - oriented tactics and actions, and must get trust customers and build loyalty from practice marketing they. Research show that behavior-oriented service, trust, commitment and infrastructure provider education increase satisfaction and loyalty students at the institution education.

7. Influence Technological Reputation to Customer Loyalty

Based on results testing hypothesis show that mark significant p-value on the variable Technological Reputation of $0.623 > 0.05$ from mark This can interpreted that variables Technological Reputation No significant to Customer Loyalty at Muhammadiyah Vocational School Surabaya, then Hypothesis rejected. Meanwhile mark Path Coefficient (original sample) is 0.045 or with percentage 4.5%, figure This show that No existence influence positive between second variables It means its influence No significant, between variables Technological Reputation to Customer Loyalty at Muhammadiyah Vocational School Surabaya.

This research is not in line with the research of VanDerSchaaf, HP, Daim, TU, & Basoglu, NA (2021) which investigated that technology can improve student services in higher education and the findings are showing that expectation efforts and influence social is influence important to intention behavior For adopt device soft (which is part from technology) for access university

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services . Research similar by Masadeh, R., Almajali, D., Alrowwad, A., Alkhawaldeh, R., Khwaldeh, S., & Obeid, B. (2023) shows that perception utility system information, training users, quality systems and support management influential positive to intention behavior users; whereas perception convenience use not yet.

8. Influence Brand Orientation to Customer Loyalty

Based on results testing hypothesis show that mark significant p-value on the variable Brand Orientation of $0.032 < 0.05$ of mark This can interpreted that variables Brand Orientation influential positive to Customer Loyalty at Muhammadiyah Vocational School Surabaya, then Hypothesis accepted. While mark coefficient Path Coefficient (original sample) of 0.186 or with percentage 18.6%, figure This show that existence influence positive significant between Brand Orientation to Customer Loyalty at Muhammadiyah Vocational School Surabaya. This means that the more Good Brand Orientation, then satisfaction customer be very good too.

Research result This in line with findings by Eldegwy, A., Elsharnouby, TH, & Kortam, W. (2018) which show that satisfied students with more university social programs tend show results equity brand namely, identification brand, availability for recommend, and willingness for emit cost premium additional. Other findings Panda, S., Pandey, SC, Bennett, A., & Tian, X. (2019) show that image different brands play role important in level satisfaction students, quality service own greater impact big to level satisfaction student.

9. Influence Employee Skills for Innovation to Customer Loyalty

Based on results testing hypothesis show that mark significant p-value on the variable Employee Skills for Innovation of $0.990 > 0.05$ from mark This can interpreted that variables Employee Skills for Innovation No significant to Customer Loyalty at Muhammadiyah Vocational School Surabaya, then Hypothesis rejected. Meanwhile mark Path Coefficient (original sample) is -0.001 or with percentage -0.1%, figure This show that No existence influence positive between second variables It means its influence No significant, between variables Employee Skills for Innovation to Customer Loyalty at Muhammadiyah Vocational High School Surabaya.

Findings This support results study from Agyeiwaah, E., Dayour, F., & Zhou, (J). Y. (2021) which shows that although attribute quality service own different impacts on commitment employees, commitment employee play role as predictor response -mediator in framework loyalty attitude. For example, personal interactions and quality technical is predictor significant commitment employees. Commitment employee influence satisfaction customers and intentions behave. In addition, commitment employee fully mediate connection between quality technical and satisfaction customers and some mediate connection between personal interaction and satisfaction customer.

Besides that study This in line with results research conducted by Gravett, K., Kinchin, IM, & Winstone, NE (2020). which shows that Lots staff and leaders No adopt neoliberal views and precisely conceptualize student as 'more from just customers'. In the study these concepts the can seen as indication ethos and a series greater value broad, underlying learning and teaching within institutions, values that are explicit articulated in strategy documents and exemplified by leaders and staff institution. This is depicted from sentence that student as 'more from just customer' which means that Muhammadiyah Vocational School students in Surabaya apart from as a customer, loyalty is also very important for development at school.

10. Influence Goal Setting to Customer Loyalty

Based on results testing hypothesis show that mark significant p-value on the variable Goal Setting of $0.035 < 0.05$ of mark This can interpreted that variables Goal Setting influential significant to Customer Loyalty at Muhammadiyah Vocational School Surabaya, then Hypothesis accepted. While mark coefficient Path Coefficient (original sample) of 0.188 or with percentage 18.8%, figure This show that existence influence positive significant between Goal Setting to Customer Loyalty at Muhammadiyah Vocational School Surabaya. This means that the more tall Goal Setting, then satisfaction customer be very good too.

Study This in line with results Research conducted by Martin, A.J., Burns, E.C., Collie, R.J., Bostwick, K.C.P., Flesken, A., & McCarthy, I. (2022) showed that perceived instructional support had a positive impact on students' growth goal setting, which in turn, increased academic engagement such as persistence, aspiration, and homework behavior. Specifically, growth goal setting was found to mitigate the detrimental effects of low socioeconomic status and prior achievement levels on student engagement outcomes. Good goal setting will have an impact on customer loyalty.

11. Influence Customer Satisfaction towards Customer Loyalty

Based on results testing hypothesis show that mark significant p-value on the variable Customer Satisfaction of $0.001 < 0.05$ from mark This can interpreted that variables Customer Satisfaction has an influence significant to Customer Loyalty at Muhammadiyah Vocational School Surabaya, then Hypothesis accepted. While mark coefficient Path Coefficient (original sample) of 0.325 or with percentage 32.5%, figure This show that existence influence positive significant between Customer Satisfaction towards Customer Loyalty at Muhammadiyah Vocational School Surabaya. This means that the more Good Customer

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Satisfaction, then loyalty customer be very good too.

Findings This support results study from Anwar, F., Kayani, AJ, & Shah, AJ (2023) who revealed that quality service and image company both of them own connection positive with satisfaction, trust, and loyalty students. In addition, the image company contribute more Lots to loyalty student compared to with quality service in context sector education Malaysia's height. This is can implied in the world of education as already conducted by researchers in his dissertation This.

Same thing was also expressed by Todea, S., Davidescu, AA, Pop, NA, & Stamule, T. (2022) in his research that is that commitment own impact most significant direct to loyalty. Factors other own influence No direct, satisfaction own the most significant total influence, followed by trust and commitment. Therefore that, the university must focus on improvement quality service for develop association positive brand, satisfaction students, trust, and commitment in develop loyalty.

V. CONCLUSION

Based on findings from results research and discussion can concluded as following:

1. Variables Marketing Mix No influential to Customer Satisfaction at Muhammadiyah Vocational School Surabaya.
2. Variables Technological Reputation influential positive significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya.
3. Variables Brand Orientation influential positive significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya.
4. Variables Employee Skills for Innovation influential positive significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya.
5. Variables Goal Setting influential positive significant to Customer Satisfaction at Muhammadiyah Vocational School Surabaya.
6. Variables Marketing Mix No influential to Customer Loyalty at Muhammadiyah Vocational School Surabaya.
7. Variables Technological Reputation No influential to Customer Loyalty at Muhammadiyah Vocational School Surabaya.
8. Variables Brand Orientation influential positive significant to Customer Loyalty at Muhammadiyah Vocational School Surabaya.
9. Variables Employee Skills for Innovation No influential to Customer Loyalty at Muhammadiyah Vocational School Surabaya.
10. Variables Goal Setting influential positive significant to Customer Loyalty at Muhammadiyah Vocational School Surabaya.
11. Variables Customer Satisfaction has an influence positive significant to Customer Loyalty at Muhammadiyah Vocational School Surabaya.

VI. SUGGESTION

Strategically, schools are encouraged to strengthen learning technology, build a clearer brand identity, and enhance the competency of teachers and staff to provide innovative educational services. Students are encouraged to play a role in building the school's image through feedback and sharing positive experiences. Future researchers are advised to expand the research area, compare with other schools, and add new variables to gain a broader understanding of student satisfaction and loyalty behavior.

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