THE EFFECT OF BRAND IMAGE AND CUSTOMER RELATIONSHIP ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION AT PRIMARY SCHOOL AL-ULUM

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ARTICLE INFO	ABSTRACT
	This study aims to determine the effect of brand image and customer relationship on customer loyalty mediated by customer satisfaction. The population of this study was all parents of Primary School Al-Ulum students, using the slovin formula as a sampling technique. Data analysis techniques using path analysis. The results of this study indicate that brand image has a significant effect on consumer satisfaction. Customer Relationship has a significant effect on Consumer Satisfaction. Brand Image has a significant effect on Customer Loyalty. Customer Relationship has a significant effect on Customer Loyalty at Primary School Al-Ulum. Consumer Satisfaction has a significant effect on Customer Loyalty at Primary School Al-Ulum. Consumer Satisfaction can mediate the effect of Brand Image on Customer Loyalty. Consumer Satisfaction can mediate the influence of Customer Relationships on Customer Loyalty.
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1. INTRODUCTION

The success of a school in providing education can be measured by the satisfaction of its pupils' parents where customer satisfaction with educational services is one of the determining factors for the success of educational competitions. In this case, services that provide a sense of security and comfort, receipt of complete and clear information, and satisfaction in the good service provided by staff and teaching staff create satisfaction in students. Customer satisfaction is the main key to the continuity and progress of a business, especially in the service sector. If the customer is not satisfied, the dissatisfaction can harm his business because the customer will switch to other service providers who can provide satisfaction [1] states that satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations. If performance fails to meet expectations, the customer will be dissatisfied. If performance matches expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be delighted. To create and maintain customer satisfaction, including through brand image, customer relationship, and customer loyalty.

Al-Ulum School is a school that is quite attractive to parents and does not play games in realizing its vision and mission. This school also has a good brand image in the eyes of the community, this school is quite well-known in the city of Medan. The number of students at Al-Ulum school is also large compared to other schools. This school is large enough to make it convenient for parents to pick up and send their children to the school, so the researchers chose to do research at the Al-Ulum school. The following is the data on the number of students at Primary School Al-Ulum:

Table 1. Number of Primary School Al-Ulum Students

School year	Total Students	Number of Troops
2017/2018	999	5
2018/2019	1008	5
2019/2020	983	5
2020/2021	953	5
2021/2022	924	5

Source: Primary School Al-Ulum (2022)

Based on the table above, shows that the number of students in Primary School Al-Ulum has fluctuated. From 2017 to 2019 there was an increase of 9 students. Whereas from 2018 to 2019 there was a decrease of 25 students, the decline in the number of students continued until 2022 where a decrease of 30 students in 2020 and as many as 29 students in 2022 based on previous years. The following is data on students whose parents re-enrolled their children at Al-Ulum school.

Table 2. Condition of Students with Siblings

School year	Total Students
2017/2018	36
2018/2019	50
2019/2020	48
2020/2021	39
2021/2022	37

Source: Primary School Al-Ulum (2022)

Based on the table above, it can be seen that many parents enroll their other children in the same school, namely Primary School Al-Ulum. Customer loyalty is an important factor in business survival and the development of a competitive environment [2]. Customer loyalty is needed by companies to improve service quality [3]. Loyal customers will tend to buy more products at the bank, do not prefer other banks, do not try new products and encourage other people to become customers [4]. Now many banks have realized the value of current customers and are trying to find ways to increase customer loyalty [5]. This is the most important consideration for customers before coming to Al-Ulum Primary School to register their children at the SD. Brand image, customer relationship, and customer satisfaction are highly prioritized for SD to build customer loyalty. According to [6] Loyalty is a psychological state consisting of customer satisfaction, the continuance of the product, and the existence of an emotional connection that leads to a deep relationship between the customer and the company that provides the service or product. Meanwhile, according to [7] Loyalty is customer support of a product or service. Like opinion [8] Loyalty of existing customers must be maintained because it costs almost five times the cost of acquiring a new customer to retain an existing one [9].

The majority of students who attend SD Al-Ulum are students who are outside the Medan District area. This shows the high customer loyalty to Primary School Al-Ulum. The following is the residence data for sub-district students:

Table 3. Data on Subdistrict Student Residence

No	Subdistrict	Total Students
1	Kec. Binjai Utara	1
2	Kec. Calendar	2
3	Kec. Cimanggis	1
4	Kec. Jaya Baru	1
5	Kec. Kuta	1
6	Kec. Lubuk Begalung	1
7	Kec. Lubuk Pakam	1
8	Kec. Medan Amplas	25
9	Kec. Medan Area	470
10	Kec. Medan Barat	2
11	Kec. Medan Baru	1
12	Kec. Medan Denai	98
13	Kec. Medan Helvetia	1
14	Kec. Medan Johor	15
15	Kec. Medan Kota	127
16	Kec. Medan Labuhan	1
17	Kec. Medan Maimun	80
18	Kec. Medan Maryland	3
19	Kec. Medan Perjuangan	9

20	Kec. Medan Petisah	2
21	Kec. Medan Polonia	4
22	Kec. Medan Satria	2
23	Kec. Medan Selayang	1
24	Kec. Medan Sunggal	3
25	Kec. Medan Tembung	15
26	Kec. Medan Timur	10
27	Kec. Medan Tuntungan	2
28	Kec. Mori Atas	1
29	Kec. Pancur Batu	1
30	Kec. Patumbak	3
31	Kec. Percut Sei Tuan	35
32	Kec. Rantau Selatan	2
33	Kec. STM Hilir	1
34	Kec. Snuggle	1
35	Kec. Tanjung Morawa	1
	Jumlah	924

Source: Primary School Al-Ulum (2022)

Based on the table above, shows that students' parents still register their children at Al-Ulum Primary School even though they are far from where they live. Every business organization has the desire to achieve the goals set. These goals can incorporate profit maximization, increasing sales, expansion, growth, product accessibility, product awareness, and customer satisfaction. Profit maximization also serves as the backbone of business goals [10]. In the same view, the level of profit maximization depends on the level of customer satisfaction which has a direct relationship with customer loyalty [11]. Customer loyalty is one of the most important indicators of an organization doing its best [12]. Customer loyalty is directly related to customer satisfaction, it is proven that customer loyalty can be measured through customer satisfaction [13]. Customer satisfaction is basic for any organization to achieve its goals [14]. In other words, the level of customer satisfaction reflects the level of achievement of organizational goals [15]. Satisfied customers tend to create favorable and enjoyable relationships with organizations [16]. Customer loyalty to the organization arises from the satisfaction received by the customers by using the products or services received from the organization [17]. The important nature of understanding the level of customer loyalty, for an organization today is a must to create and maintain profitable relationships [18].

According to [19] states that satisfaction affects customer loyalty, and this also affects the higher profits achieved by the company. Satisfied customers will show signs of their loyalty through behavior and attitudes, and customer satisfaction is also good for company growth [20]. Only by measuring customer satisfaction can companies tell how vulnerable customers are to changing their spending patterns or leaving competitors with better product offerings [21]. Thus, the importance of customer satisfaction and customer loyalty cannot be underestimated in today's competitive business environment [22]. Although customer satisfaction does not guarantee repurchases from customers, it plays a very important role in achieving customer loyalty [23].

One that influences customer loyalty is the brand image. Brand image is very important for business continuity because brand image reflects customer perceptions of a product or service [24]. According to [25] Brand image is the perception and belief that is carried out by consumers, as reflected in the associations that occur in the consumer's memory. Thus, the better the brand image of a product or service, the more positive the customer's perception of the product or service being offered is [26]. [27] states that there are several benefits of a brand image including continuity, namely satisfaction manifested from products consumed by customers for years, and ethics, namely satisfaction related to responsible behavior towards the brand in question about society. Al-Ulum Primary School exists based on the concern and responsibility of parents to protect their children from the negative effects that exist and spread in society due to the bad effects of modernization. By adhering to its vision of becoming an Islamic faith-based educational institution that is at the forefront of giving birth to generations of leaders who build noble civilization (Islam). With the increasing number of quality education, especially those with Islamic characteristics as their superior product, it seems to be a challenge for Al-Ulum Primary School to be able to create a brand that can be recognized and attached to the hearts of the community. Not only as a new community to bind them to send their children to Primary School al-Ulum but also as

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parents of students who are already part of Primary School al-Ulum to be loyal and able to work together in achieving the school's vision, mission, and goals.

One of Primary School Al-Ulum's efforts to compete seriously is to use a customer relationship management program because the company understands that the path to organizational prosperity lies in the product or service offered, but also the extent to which the company has tried to offer more benefits to the relationship between clients and organizations, one of which is running a Customer Relationship Management organization.

It is believed that by utilizing CRM, an organization will build good correspondence and relationships with its clients so that the organization can react to the needs and needs of consumers. Along with the fulfillment of these needs and desires, it is enough to empower the fulfillment of customer needs. Buyer satisfaction is an important factor in deciding, and feeling happy with the item, by itself the customer will come back again to buy and recommend the item. The factor of a well-known school becomes an assessment for parents of students to choose Al-Ulum Primary School and a well-known school is a brand image that can be used to create quality for a product and as an attraction for consumers who want to use a product compared to other products. Therefore, organizations must properly introduce their brand to consumers, so that consumers can know that their brand has advantages compared to other brands.

Students and parents who trust their school will reuse the educational services they have experienced and can also provide recommendations to those closest to them to become Al-Ulum Primary School students. One business approach is based on managing relationships or relationships with customers, namely with customer relationships that focus more on what the customer values. Through the implementation of customer relationships, Al-Ulum Primary School is expected to be able to build good communication and relationships with its consumers to produce smart and quality students at competitive prices but also be able to answer the wishes and needs of parents of students.

2. Literature Review and Submission of Hypotheses
2.1 Customer Loyalty

Loyalty is a process, at the end of the process, satisfaction affects perceived quality, which can have an impact on loyalty and intentions for certain behaviors from a customer [28]. Customer loyalty is a commitment that is held tightly by customers to buy or promote a product in the form of goods or services consistently, this causes repeated purchases of the same brand, even though the customer gets situational influence or marketing from competitors to change to another brand [29][30]. Customer loyalty is a consumer who is said to be loyal or loyal if the consumer shows regular buying behavior or there is a condition where the consumer is required to buy at least twice within a certain time interval [31][32]. Customer loyalty is a repurchase solely involving the purchase of the same brand repeatedly [33][34]. Loyalty is consumer loyalty given to the product that the product meets consumer needs [35].

2.2 Consumer Satisfaction

Many experts define consumer satisfaction based on their respective perspectives, even though there is no single definition that is a common reference for consumer satisfaction, but in essence, they state the same substance regarding customer satisfaction [36]. Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (result) to the expected performance (or result). If performance is below expectations, the consumer is dissatisfied [25]. If performance meets expectations, the consumer is satisfied. If performance exceeds expectations, the consumer is very satisfied/happy to exceed expectations, the consumer is very satisfied/happy. Satisfaction comes from the Latin "satis" (meaning quite a lot, adequate) and "facio" (to do or make) simply satisfaction can be interpreted as an effort to fulfill something or make something adequate [37]. Consumer satisfaction is one of the reasons consumers decide to shop somewhere [38]. If consumers are satisfied with a product, they are more likely to continue to buy and use it and tell others about their pleasant experience with the product [39]. Consumer satisfaction is defined as a situation where consumer expectations of a product are by the reality received by consumers. If the product falls short of expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied [40]. Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the real or actual product performance with the expected product performance [41]. In general, satisfaction can be interpreted as a similarity between the performance of products and services received with the performance of products and services expected by consumers [42]. Consumer satisfaction can create a good basis for repeat purchases and create

customer loyalty, forming word-of-mouth recommendations that can benefit the company [43].

2.3 Brand Image

Brand image is a representation of the overall perception of the brand and the form of information and experience of the brand [14]. Brand image is related to attitudes in the form of beliefs and preferences for a brand [44]. Consumers who have a positive image of a brand will be more likely to make a purchase [45]. Through a brand image, consumers can recognize products, evaluate quality, reduce purchase risk, obtain certain experiences and obtain certain satisfaction from a product [7]. Brand image can be considered a type of association that appears in the minds of consumers when remembering a particular brand [46]. These associations can simply appear in the form of certain thoughts or images associated with a brand, as well as when someone thinks about other people [47]. Such associations can be conceptualized by type, support, strength, and uniqueness. Types of brand associations include attributes, benefits, and attitudes [48]. Attributes consist of attributes related to the product, for example, price, user, and usage image. While the benefits include functional benefits, symbolic benefits, and benefits based on experience [49]. A product that can maintain its image to be better than competitors will get a place in the hearts of consumers and will always be remembered. Brand image is the consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers [50]. Brand image is an association that appears in the minds of consumers when remembering a particular brand [51]. The association can simply appear in the form of certain thoughts and images associated with a brand [52].

2.4 Customer Relationship

Several strategies can be implemented by a company to build business loyalty with customers so that the business is run can survive in intense competition as is happening at this time [53]. One of the strategies in question is Customer Relationship Management (CRM). [54]. Customer Relationship Management (CRM) is a process of obtaining, maintaining, and enhancing profitable customer relationships to generate customer value so that customers are satisfied and optimize profits for the company [55]. Customer Relationship Management (CRM) is a process of obtaining, maintaining, and enhancing profitable customer relationships to generate customer value so that customers are satisfied and optimize profits for the company [1]. CRM is not just a concept or design. CRM is a business strategy that aims to understand, manage and manage customer needs, both current and potential in the future [56].

3. METHODS

The type of research used in this research is quantitative research. The quantitative research method is a type of research whose specifications are systematic, planned, and structured from the start to the creation of the research design. The quantitative research method is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection uses research instruments, and data analysis is quantitative/statistical in nature, to test established hypotheses [57]. The population of this study is the number of students enrolled at Primary School Al-Ulum in the 2021/2022 school year in all sub-districts in Medan City as many as 924 students, then subtracting the number of students who live in the Medan Area subdistrict of 470 students, so that a population of 454 guardians of students who are outside the Medan Area sub-district. The sampling technique in this study uses random sampling, meaning that the sample is taken from the population randomly and all research populations have the same opportunity to be used as a sample without being based on certain criteria [58]. The sampling formula uses the Slovin formula, as follows:

$$n = \frac{454}{1 + 454\,(0.05)^2}$$

$$n = \frac{454}{2.154} = 212.6$$

So the total number of respondents in this study was 213 parents of Primary School Al-Ulum. Furthermore, data collection techniques used questionnaires and data analysis in this study using statistical analysis, namely the partial least squares – structural inquiry model (PLS-SEM) which aims to carry out path analysis (path) with latent variables. This analysis is often referred to as the second

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generation of multivariate analysis [59]. Variant-based structural equation analysis (SEM) can simultaneously test the measurement model as well as test the structural model.

4. RESULT AND DISCUSSION
Results Test Analysis Requirements
Analysis Effect Mediation (Mediation effects)

Analysis Model Measurement/ Measurements Model Analysis uses 2 intermediate testing others as follows:

1. Construct reliability and Validity

Composite reliability is part that is used to test the value of the reliability of indicators on a variable. Something variable could state Fulfill composite reliability if have composite value reliability > 0.6.

Table 4. Composites reliability

Variable	Compositereliability
X1	0.7015
X2	0.7642
Z	0.7311
Y	0.7049

Based on Table 4 in on, could is known that score of composite reliability in all variable studies is> 0.6. Results this show that each variable has Fulfill composite reliability so it can be concluded that the whole variable has a degree of reliability tall one. In addition to observing the value of cross-loading, discriminant validity as well could is known through a method other than seeing score average variants extracted (AVE) for each indicator required value must > 0.5 for models which are good.

Table 5. Average Variant Extracted (AVE)

Variable	AVE
X1	0.653
X2	0.712
Z	0.623
Y	0.703

Based on Table 5 in on, is known that scores AVE X, Y, and Z > 0.5. Thereby could state that every variable has discriminant validity which good. Compared with Cronbach alpha, size assumes no equivalence between measurements assuming all indicators are given the same weight. So Cronbach Alpha tends lower bonds estimate reliability, whereas Composite reliability is a closer approximation with the assumption estimate parameters are accurate. This is in line with the opinion of Werts et al, (1974) that the use of composite reliability is better in the PLS technique (Partial Least Square).

2. Discriminant validity

The discriminant validity test uses the cross-loading value. Something indicator stated Fulfill discriminant validity if the score cross loading indicator on the variables is which biggest compared to other variables. The following is the cross-loading value of each indicator :

Table 6. Cross loading

Indicator	X1 variable	X2 variable	Z variable	Y variable
X1.1	0.5501	0.4000	0.6734	0.6428
X1.2	0.5069	0.1627	0.5923	0.0754
X1.3	0.5106	0.1484	0.4817	0.2580
X1.4	0.4631	0.1872	0.6293	0.1724
X1.5	0.5378	0.2387	0.6871	0.187
X1.6	0.5341	0.1954	0.6228	0.4000
X1.7	0.5501	0.1570	0.5492	0.1224
X1.8	0.5069	0.2263	0.5338	0.2668
X1.9	0.6514	0.5106	0.5114	0.6871
X1.10	0.5926	0.4631	0.6287	0.6228
X2.1	0.6121	0.5378	0.6129	0.5492

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Indicator	X1 variable	X2 variable	Z variable	Y variable
X2.2	0.4030	0.1627	0.6362	0.0754
X2.3	0.5106	0.1484	0.6126	0.2580
X2.4	0.4631	0.1872	0.4635	0.1724
X2.5	0.5378	0.2387	0.5218	0.187
X2.6	0.5341	0.1954	0.5836	0.4000
X2.7	0.5501	0.1570	0.6388	0.1224
X2.8	0.5069	0.2263	0.6529	0.2668
X2.9	0.1087	0.0210	0.5442	0.1552
X2.10	0.1209	0.0531	0.6199	0.0013
Z. 1	0.2052	0.4347	0.6734	0.1542
Z. 2	0.2190	0.5589	0.6552	0.2194
Z. 3	0.2958	0.3015	0.6641	0.6664
Z. 4	0.2472	0.7422	0.5923	0.3820
Z. 5	0.1460	0.3429	0.5713	0.1630
Z. 6	0.0688	0.1149	0.6218	0.3618
Z. 7	0.1878	0.6599	0.6154	0.2085
Z. 8	0.1352	0.5518	0.6282	0.1898
Z. 9	0.2417	0.3567	0.6318	0.0494
Z. 10	0.0968	0.2028	0.6819	0.0633
Y. 1	0.2778	0.2152	0.5461	0.4431
Y.2	0.3411	0.0323	0.6132	0.2802
Y.3	0.2151	0.1074	0.6495	0.5043
Y.4	0.1670	0.0930	0.6813	0.3380
Y.5	0.1906	0.1567	0.7126	0.4933
Y.6	0.0609	0.1225	0.7348	0.4022
Y.7	0.2593	0.1565	0.5106	0.4489
Y. 8	0.0469	0.1008	0.4631	0.3866
Y.9	0.2210	0.7195	0.5378	0.3548
Y.10	0.3873	0.1591	0.5341	0.3453

Based on the data presented in table 6 above, it can be seen that each indicator on the research variable has a cross-loading value biggest on a variable which formation compared with score cross-loading on variable other. Based on the results obtained, could be stated that the indicators used in a study this hashave discriminant validity which is good for arranging the variables eachrespectively.

Analysis Model Structural (Inner models)

Measurement inside model explained with results test path coefficient, test goodness of fit, and test hypothesis.

R Square

Based on processing data conducted using the smartPLS 3.0 program, the R-Square value is obtained asfollows:

Table 7. Value R Square

Variable	Score R square
Y	0.4584
Z	0.4479

Based on the data in Table 7 above, it can be seen that the score R-Square for variable Loyalty Customer (Y) is 0.4584.The acquisition of this value explains that the percentage of the size of Customer Loyalty could be explained by Brands Image and customer Relationshipsat 45.84%. Then for the R-Square value obtained by the variable Customer Satisfaction of 0.4479. This value explains that Customer Satisfaction can be explained by Brand Image and Customer Relationships as big 44.79%

F Square

The F-Square measurement or f^2 effect size is the size that is used to assess the relative impact of a variable that is influenced (exogenous) to a variable that is influenced (endogenous).

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Measurement ƒ 2 (f-square) is also called the effect of changing R 2.That is, the change in the value of R 2 when certain exogenous variables are omittedfrom the model, will use for evaluating if the variableomitted had a substantive impact on the endogenous constructs (Juliandi, 2018). The F-Square criteria according to (Juliandi, 2018) are as follows: (1) If the value ƒ 2 = 0.02 → small effect of the variable exogenous to endogenous; (2) If the value of ƒ 2 = 0.15 → The effect is moderate/moderate from exogenous to endogenous variables; and (3) If value ƒ 2 = 0.35 → Large effect of exogenous variables on endogenous.

Table 8. Value F Square

Variable	Score F square
Y	0.218
Z	0.315

The conclusion of the F-Square value can be seen in the table above as follows:
a. Variable X1 and X2 to Y have score ƒ 2 = 0.218, so the effect which big from variable exogenous to endogenous;
b. Variable X1 and X2 to Z have score ƒ 2 = 0.315 so the effect which big from exogenous variable to endogenous;

Mediation Effects
Analysis effect mediation (mediation effects) contains 3 sub-analysis, including (a) direct effects; (b) indirect effects; and (c) totals effects. Following this results from all three. 1. Direct effects (Influence Direct) Destination analysis direct effect (influence direct) is useful for test the hypothesis of the direct effect of an influencing variable (exogenous) on a variable which affected (endogenous) (Juliandi, 2018).

Direct effects
Criteria for testing hypothesis influence direct (direct effects)is like seen in part in lower this. Score probability/significance (PValue): (1) If the score P-Values 0.05, sosignificant (Juliandi, 2018).

Table 9. T-Statistics and P-Values

hypothesis	Influence	T-Statistics	P-Values	Results
H1	X1>Z	17,267	0.000	Significant
H2	X2>Z	6,575	0.000	Significant
H3	X1>Y	21,620	0.000	Significant
H4	X2>Y	5,995	0.000	Significant
H5	Z>Y	40,026	0.000	Significant

Indirect effects (Influence Not Direct)
Destination analysis indirect effect useful for test hypothesis influence no direct something variable which influence (exogenous) to a variable which influenced (endogenous) which mediated/mediated by something variable intervenes (variable mediator) (Juliandi, 2018). Criteria determine influence no direct (indirect effect) (Juliandi, 2018) is: if the score P-Values 0.05, so no significance means variable mediator (Z) no mediate influence something variable exogenous (X2/) to somethingvariable endogenous (Y). With say others, influence is direct.

Table 10. T-Statistics and P-Values

hypothesis	Influence	T-Statistics	P-Values	Results
H6	X1>Z>Y	23,639	0.000	Significant
H7	X2>Z>Y	6,301	0.000	Significant

Based on the table in on, hypothesis 6 has score P-Values as big0.000 <0.05, so it can be stated that the brand image variable (X1) is customers Loyalty (Y) mediated customers Satisfaction (Z) influence which is significant. Hypothesis 7 has score P-Values as big 0.000 <0.05, so it can be stated as a Customer Relationship variable (X1) towards Customer Loyalty (Y) mediated by Customer Satisfaction (Z).influence significant.

Total Effects

Total effect (total effect) is total from direct effect (influencedirect) and indirect effect (influence no direct) (Juliandi, 2018).

Table 11. T-Statistics and P-Values

Influence	Originalsample	P-Values
X1>Z	0.728	0.000
X2>Z	0.643	0.000
X1>Y	0.302	0.000
X2>Y	0.267	0.000
Z >Y	0.883	0.000

The conclusion from t h e score total effect on Table 4.17 is asfollows:
1. Total effect for connection X1, X2 and Z is as big 1.371;
2. Total effect for connection X1, X2 and Y is as big 0.569;
3. The total effect for connections Z and Y is as big as 0.883.

Discussion
Influence Brands Image to the customer's satisfaction

Based on results testing in a manner of Partial influence image brandto satisfaction consumer with P-Value 0.000 and level significant 0.000<0.05 of results they could conclude that brand image has a significant influence on satisfaction consumer. These results are in line with research conducted by [60][61][62] which states that image brands take an effect significant to satisfaction of the consumer. If seen by the answering respondent, a dimension that the highest value in shaping the brand image of Primary School Al Ulum is the dimension of strength with the Primary School Al-Ulum question item having a reputation that good. Results this showing that the reputation that has built Primary School Al Ulum has a role important in the formation of brand image variables. Question items are indicated with choosing the word good reputation as the brand used, where say the looked at good by Public so that wrong one strategy marketing which conducted Primary School Pestle Ulum this used to facilitate consumers in finding schools that have reputation good. However, in this study, the respondents answered "In my opinion, Primary School Al-Ulum employ teachers which expert (strength)", as much as 4.2% of the respondent answered, not enough agree. The thing this means is that several person old students feel SD Al-Ulum does not yet employ teachers expert so that person old students do feel not enough satisfied with school the. With thereby should Primary School Al-Ulum employ teachers whom experts could increase the satisfaction of consumers?

Influence Customer's Relationships to Customers Satisfaction

Based on the partial test results of customer influence relationship to customer satisfaction with a P-Value of 0.000 and level significant 0.000<0.05 from results the could conclude that customer relationship has a significant influence on satisfaction consumer. Results from this are in line with a study conducted by [63][64][65] 2019) which states that customer relationships take affect satisfaction among consumers. Where is a school should pay more attention to how they should build relationships with customers, for example with give discounts or offer specials, besides that a school must notice quality products, as well as the desires and needs of customers, could be fulfilled by employees. Consumer behavior can be an opportunity for people person which want to open an effort new to Fulfill what which person wants and need. Based on the research results it is known that customer relationship has a positive influence on the satisfaction of consumers. This means that when Primary School Al Ulum applies the customer right relationships well then kindly will automatically get increased consumer satisfaction. Implementation of customer relationships good makes consumers feel more cared for and more comfortable. When Primary School Al Ulum applies customer relationships it good eats raises the satisfaction of the consumer. When the company has a customer database of course consumers will feel given attention special. But in this study the respondents' answers were "According to I party management very respond every complaint from user servicePrimary School Al-Ulum with good (people)", 4.2% respondent answer disagree. This indicates the lack of attention from the manager if there are complaints from the parents of students so that satisfaction consumer reduce. With thereby should Primary School Al-Ulum pays more attention and provides solutions as well responsible for complaints that parents feel aga students could increase consumer satisfaction.

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Influence Brands Image toward Customers' Loyalty

Based on results testing in a manner Partial image brand to loyalty consumer with P-Value 0.000 and level significant 0.000 <0.05 from these results it can be concluded that brand image affects consumer loyalty. This result is in line with research conducted by [66][67][68] which state that the image a brand take affects the loyalty of the consumer. If the school already has a good reputation with the mind customer, so will raise its image good in mind customers anyway and it can lead to consumer loyalty with ways of disseminating positive information by relevant customers with good Al Ulum Primary School, recommend Primary School Al Ulum to a person other, and Primary School Al Ulum the make which choice main from on school other. However, in this study, the respondents answered "In my opinion, Primary School Al-Ulum employ teachers which expert (strength)", as much as 4.2% of the respondent answered, not enough agree. The thing this means is that several people old students feel SD Al-Ulum does not yet employ teachers expert so that person old students feel not enough mina school son return to school. With thereby should Primary School Al-Ulum employ teachers which experts to increase loyalty among consumers?

Influence Customer's Relationships to Customer Loyalty

Based on the partial test results of customer influence relationship to consumer loyalty with a P-Value of 0.000 and level significant 0.000<0.05 from results the could conclude that customer relationship has a significant influence on loyalty consumers. Results in this are in line with the study conducted by [34][69][65] which state that customer relationship takes an effect significant to loyalty consumer. The thing this theory disclosed [50]"Highly satisfied customers generally stay loyal longer, will make purchases more often when the company introduces product new and upgraded product which already there is, the customer will talk positively about the company and its products, no notice competitor, and no sensitive to price, and offer product or service ideas to companies. Satisfaction is important but no condition is enough faithfulness. With say other, our could have satisfaction customer without loyalty. Based on From the research above, it can be concluded that having customers who satisfied enough makes the customer is loyal. However, in this study, the respondent's answered "In my opinion Primary School Al-Ulum employs teachers who are experts (strength)", as much as 4.2% of respondents answered that they did not agree. This is meant that several people's old students feel SD Al-Ulum does not yet employ teachers expert so that person ua students feel loyalty reduces to school. With thereby Al-Ulum Primary School should employ expert teachers so that can improve consumer loyalty.

Influence Customer's Satisfaction to customers' Loyalty

Based on the results of partial testing of the effect of satisfaction consumers on loyalty consumers with a P-Value 0.000 and level significant 0.000<0.05 of results they could conclude that consumer satisfaction has a significant influence on loyalty consumers. Results in this are in line with the study conducted by [70][71][72] which states that consumer satisfaction takes effect significant loyalty among consumers. The highest value of customer satisfaction is there on items "I already convey quality learning Primary School Al-Ulum to Public general (willingness recommend). Customer satisfaction is key to creating consumer loyalty. Primary School Al Ulum obtained many benefits with achievement level satisfaction which tall, ie other than could increase loyalty among consumers, but also could prevent customer turnover, reduce sensitivity customers to price, reduce marketing failure costs, reduce operating costs resulting from increased quantities customers, increase advertising effectiveness, and improve reputation business. Likewise with what happened to Primary School Al Ulum where customer satisfaction will take effect to loyalty consumers or consumers who once school their son at Primary School Al Ulum. This satisfaction will lead consumers to stay faithfully subscribed to Primary School Al Ulum, not switch schools other, and will recommend Primary School Al Ulum to a person known to others so that many benefits will be taken. Loyal customers are a valuable asset for Primary School Al Ulum to be able to maintain its survival of Primary School Al Ulum in a competitive market tight. But in this study, the respondents answer "I feel pleased with the variety of forms of learning carried out by the Primary School Al-Ulum (interest visit return)", as much as 3.3% of respondents answered disagree. This means some old people students feel the form of variation in learning carried out by the Primary School Al-Ulum is not yet good and reduces loyalty to consumer schools and the lack of interest for school his son back at school. Thus preferably Primary School Al-Ulum gives learning which varies so that could increase consumer loyalty through lessons which are following the expectations of parents so that parents want to get school his son to return to school.

Influence Brands Image to customers Loyalty mediated customers Satisfaction

Based on the results of testing in a manner that Partially influence the image brand to a loyal consumer with a P-Value 0.000 and level significant 0.000 <0.05 from these results it can be concluded that consumer satisfaction can mediate the effect of brand image on the loyal consumer. This shows that the variable is consumer satisfaction able to mediate well and significant relationship between images brand with loyal consumers [73][12][74]. The connection there is that is connection positive, where if the brand image of Primary School Al Ulum is getting better good, satisfaction among consumers even increase, and this will increase customer loyalty as well. Brand image owned by Primary School Al Ulum the more getting better, so satisfaction among consumers even will increase more and more, and with this increased satisfaction so loyalty among consumers even will be formed. From the results questionnaire filled out by customers, most have agreed that the image of the brand given by Primary School Al Ulum has been good and they feel satisfied and loyal. There are only a few respondents who feel disagree and it doesn't affect the results go out. However, from calculation obtained results that the influence directs bigger if compared with the influence no direct through intervening variables. But on research, the respondents answer "I am very proud to send my children to Primary School Al-Ulum because the quality of learning is very good (don't intend to move)", and 1.9% of respondents answered disagree. This means some parent's student no feel proud and possibility there is the intention to move schools. Thereby should Primary School Al-Ulum give teach the best so that its student increase their intelligence so parents can feel proud and increase loyalty among consumers through image brand?

Influence customers Relationships to customers Loyalty mediated customers Satisfaction

Based on results testing in a manner Partially influence customers' relationship to consumer loyalty with a P-Value of 0.000 and level significant 0.000<0.05 from results the could conclude that customer satisfaction can mediate the influence of customer relationship on consumer loyalty [75][76][77]. This shows that satisfaction received by customers can shape them into more loyal to Primary School Al Ulum. When Primary School Al Ulum gives products or services which exceed from expectations of the customer, the customer will feel satisfied. Flavor satisfied which obtained will give influence which positive to loyalty consumers. But on research, the respondent's answered "I am very proud to send my children to Primary School Al-Ulum because the quality of learning is very good (don't intend to move)", 1.9% of respondents answered disagree. This means some parent's student no feel proud and possibility there is an intention to move to school. Thus, Al-Ulum Primary School should establish good relations with the parents of students so that they can both advance child they taught so that could person old feel proud and increase loyalty among consumers through customer relationships.

5. CONCLUSION

From the results of the research, data analysis, and discussion in the previous chapters, so the following conclusions can be drawn: Brand Image matters significantly to customer Satisfaction at Primary School Al-Ulum. Customer Relationship has a significant effect on Customers Satisfaction at Primary School Al-Ulum. Brands' Image takes an effect significantly on Customer Loyalty at Primary School Al-Ulum. customers Relationships take effect significant to customers' Loyalty to Primary School Al-Ulum. customers Satisfaction take an effect significant on customers' Loyalty to Primary School Al-Ulum. customers Satisfaction could mediate influence the Brands Image towards Customers Loyalty at Primary School Al-Ulum. customers Satisfaction could mediate influence customers' Relationship to customers Loyalty at Primary School Al-Ulum.

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