

FACTORS INFLUENCING PARENT LOYALTY IN ADVENTIST SCHOOLS: AN EMPIRICAL ANALYSIS IN ROMANIA

FACTORES QUE INFLUYEN EN LA LEALTAD DE LOS PADRES EN LAS ESCUELAS ADVENTISTAS: UN ANÁLISIS EMPÍRICO EN RUMANIA

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Abstract.

The aim of this study is to investigate the predictors of parent satisfaction and assess the effect of parent satisfaction on parental loyalty towards Adventist educational institutions, including primary, secondary and high schools, within the context of Romania. The research is carried out using a structured questionnaire administered to parents who have chosen Adventist schools for their children's education in Romania. A total of 297 parents agreed to take part in the research. A path analysis was conducted to examine the relationship between the factors perceived value, service quality, corporate image, communication and convenience and the effect on parent satisfaction, and in its turn on parent loyalty. The results indicate that perceived value ($\beta_{st} = 0.58$), service quality ($\beta_{st} = 0.34$) and convenience ($\beta_{st} = 0.07$) are significant predictors that explain 85% of the variance of parent satisfaction, which subsequently has a positive effect on loyalty ($\beta_{st} = 0.85$), explaining 72% of the variance of the endogenous variable. Further research may expand upon the results of this study and explore further variables that may have a significant impact on parent satisfaction and parent loyalty.

Keywords: parent satisfaction, parent loyalty, perceived value
corporate image

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