

ORIGINAL

Customer satisfaction and parent loyalty in an educational institution

Satisfacción del cliente y fidelización de padres de familia en una Institución Educativa

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ABSTRACT

The objective of the study was to determine the relationship between customer satisfaction and the level of loyalty of the parents of El Buen Pastor Adventist School of Ñaña 2020. A quantitative, descriptive, correlational, cross-sectional approach was used. The study sample consisted of 160 clients, to whom a Likert scale questionnaire was applied for the collection of information. The results show a descriptive tendency of response with an indifferent level in all dimensions of both variables. In addition, Spearman's Rho value for the customer satisfaction and loyalty level variables was 0,894 with a significance level of $0,000 < p=0,05$. While for the dimensions of the customer satisfaction variable and the loyalty level variable, the following was obtained: perceived functional quality (0,171; $0,030 < p=0,05$), perceived technical quality (0,462; $0,000 < p=0,05$), perceived value (0,570; $0,000 < p=0,05$), trust (0,783; $0,000 < p=0,05$) and expectations (0,593; $0,000 < p=0,05$). It is concluded that there is a significant relationship between customer satisfaction and the level of loyalty of the parents of the Good Shepherd Adventist School of Ñaña 2020.

Keywords: satisfaction; loyalty; trust; expectations; organization.

RESUMEN

El estudio tuvo como objetivo determinar la relación que existe entre la satisfacción del cliente y el nivel de fidelización de los padres de familia del Colegio Adventista El Buen Pastor de Ñaña 2020. Se abordó un enfoque cuantitativo, de tipología descriptiva, correlacional, de corte transversal, la muestra de estudio se consolidó por 160 clientes, a quienes se les aplicó un cuestionario con escala Likert para la recolección de información. Los resultados muestran una tendencia descriptiva de respuesta con un nivel indiferente en todas las dimensiones de ambas variables. Además, el valor de Rho de Spearman para las variables satisfacción del cliente y nivel de fidelización fue 0,894 con un nivel de significancia de $0,000 < p=0,05$. Mientras que para las dimensiones de la variable satisfacción del cliente y la variable nivel de fidelización se obtuvo lo siguiente: calidad funcional percibida (0,171; $0,030 < p=0,05$), calidad técnica percibida (0,462; $0,000 < p=0,05$), valor percibido (0,570; $0,000 < p=0,05$), confianza (0,783; $0,000 < p=0,05$) y expectativas (0,593; $0,000 < p=0,05$). Se concluye que, existe relación significativa entre la satisfacción del cliente y el nivel de fidelización de los padres de familia del Colegio Adventista El Buen Pastor de Ñaña 2020.

Palabras clave: satisfacción; fidelización; confianza; expectativas; organización.

INTRODUCTION

Different authors may have different opinions about what defines a customer, what satisfaction is considered loyalty, and what it takes to achieve either. Changes in the environment brought about by technological advances, market instability, and increased intensity of global competition have facilitated continuous changes in the dynamics of various markets. Competition is becoming not just an annoying aspect of life but a decisive one. This is because we know that, in the past, customer satisfaction and loyalty were determined by factors other than the quality of the product itself. This could be due to the nature of the world at that time or to the fact that the importance of the transaction itself - the trade in goods - was valued more than the quality of the customer experience (Lomas, 2017; Medina, 2018).

In this vein, this new, more careful, and demanding market is one of the most challenging and confusing to serve. Today's customers are said to be more intelligent and better informed than our parents' generation, so companies need to differentiate themselves from the competition by creating unique customer experiences to retain their loyalty (Miranda, 2019).

On the other hand, to establish the relationship between job satisfaction and loyalty, it is essential to develop relational trends to see the direct impact and how it influences the search for strategies to avoid commercial deterioration and increase consumer confidence to boost world trade (Orlandini, 2016). In this situation, studies on customer loyalty and satisfaction have demonstrated the importance of the customer's point of view, revealing that satisfied consumers are more likely to return and spread the word about the brand. This point of view will help the company provide better customer service and get the most out of its employees (Sarmiento, 2018).

Silva-Treviño et al. (2021) emphasize that although most companies claim that customer satisfaction and service are their top priorities, the truth is often very different, as evidenced by the high dissatisfaction levels frequently observed when organizations test their products and/or services. As a result, this calamity has caused financial losses and a negative reputation in the market.

According to Vela and Zavaleta (2014), some entities at the regional level in Trujillo do a good job in terms of customer service, a crucial factor; currently, the administration is oriented towards the personalization of the service, seeking a pleasant experience for the user; and that this is something they have a lasting memory of. Given that every service must be guaranteed, it is up to each company to create, organize, and maintain the ideal environment for its customers. On the other hand, educational institutions cannot avoid this new management style. Still, they must be flexible enough to adapt to unforeseen circumstances and resilient enough to deal with the challenges of a more competitive global market, marked by rapidly evolving offers that present numerous advantages and opportunities that prioritize user interaction, satisfaction, and loyalty (Horna, 2018).

As a result, competition has increased in the education sector in general and among Adventist schools in particular due to the entry of new participants offering a wider range of courses to the youth market in response to changing consumer preferences. It is, therefore, crucial to develop and implement strategies that enable each Adventist school in Lima to make the most of its human, technical, and educational resources to increase the likelihood that the customer will enroll their youngest child in the following school year, thus demonstrating the interest and urgency of evidencing the satisfaction and loyalty of the parents. Furthermore, the operational programs of Adventist schools for parental satisfaction are based on proven processes of care and problem-solving that reveal a universal discontent with school routines and procedures.

About the above, the Adventist school "El Buen Pastor de Ñaña" would not exist if parents did not send their children there every day. The meaning of this sentence is evident; for this reason, millions of schools dedicate a great deal of effort every year to increasing customer satisfaction and ensuring their future profits. However, in recent years, the lack of parental loyalty has led many to enroll their children only to change schools the following year. Based on the above, the following research question is posed: What is the relationship between customer satisfaction and the level of loyalty of parents at the El Buen Pastor Adventist School in Ñaña 2020?

Likewise, the following general objective is to determine the relationship between customer satisfaction and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020. Similarly, the specific objectives are to determine the relationship between the level of loyalty of parents at the El Buen Pastor Adventist School in Ñaña 2020 and the dimensions of customer satisfaction such as perceived functional quality, perceived technical quality, perceived value, trust, and expectations. In addition to the general hypothesis of the study, There is a relationship between customer satisfaction and the level of loyalty of parents at the El Buen Pastor Adventist School in Ñaña 2020.

Literature review

Albujar's study (2016) aimed to evaluate customer loyalty and its influence on improving the positioning of the "Issafarma" pharmacy in Chepén, concluding that the impact between the study variables is significant. Likewise, in his research, Carrera (2017) aimed to determine if the quality of service is related to customer loyalty at the Ripley San Isidro bank, obtaining an $r=0,655$ which indicates a direct relationship between the study variables. Along the same lines, the study by Castillo (2018) focused on determining the existence of a correlation between the quality and service variable and customer satisfaction at Curtiembre & Servicios Libertad S.A.C. in Trujillo, defining a positive

relationship between the independent and dependent variables.

In addition, Chino (2018) conducted a study to determine the effect of service quality on customer loyalty in micro and small enterprises in the textile handicraft sector in Cercado de Lima. The result obtained was $r=0,747$, which indicates a positive effect of service quality on customer loyalty in micro and small enterprises in the textile handicraft sector. Likewise, Cristóbal and Godoy (2018) presented a piece of research to determine the influence of service quality on customer loyalty at Caja Piura in the district of Chaupimarca 2018; the results showed that service quality has a direct impact on the loyalty of Caja Piura customers in the district of Chaupimarca. Similarly, Reyes (2015) proposed determining the factors that influence workers' loyalty towards a loan association in Retalhuleu, concluding that the workers have a high level of loyalty based on the dimensions investigated.

Likewise, the research by Pacheco (2017) aimed to develop a customer loyalty plan to increase sales for the company DISDURAN S.A. in the canton of Durán; the overall result indicates that the company provides 91% customer loyalty satisfaction. On the other hand, the study by Pinela and Plúas (2013) aimed to analyze the deficit in the after-sales in the loyalty processes to design strategies that allow to attract and maintain the customers of Cerámica INNOVA, concluding that the population of the city of El Milagro is not aware of the existence of different types of businesses, companies that work there. Therefore, there has been no environmental development due to inadequate strategies to attract customers. In addition, Aguilera et al. (2006) present a study to analyze the evolution of customer loyalty in the market of private health providers in Chile; the results show that customer loyalty in the health area is still in the development stage because several firms in the market know the importance of the loyal customer, but do not have strategies in place to observe the value that the loyal customer generates. Finally, Achig's research (2012) aimed to design a customer loyalty model in software development organizations. Case: ScienceTech S.A., the results are 7,0/10 in service satisfaction and 7,5/10 in recommendations to other customers considering users' complaints and claims.

Job satisfaction

According to Lomas (2017), it is an emotional and satisfying stage that affects the individual's evaluation of their work and the experience they have gained from it. For his part, Boada (2019) defines it as a positive predisposition at work based on values and beliefs, which are a consequence of the work routine. Likewise, Pardo et al. (2021) point out that it is a set of positive or negative emotions with which workers see their work related to dedication, commitment, and mood.

Loyalty

For Albuja (2016), this represents a connection between a company and the customer, and it ends when the customer finishes the purchase. For his part, Chino (2018) defines it as the construction of a link between the customer and the company, where actions are gradually created that add value and increase satisfaction levels. For Orlandini (2016), loyalty is based on three factors: quality of service provided, customer satisfaction, and organizational image. Likewise, Reyes (2015) points out that loyalty constitutes the generation of a long-term bond to attract more customers and make them come back due to the feeling of satisfaction with the products or services they purchase.

METHOD

The present study uses a quantitative approach, which allows the numerical results of the research to be analyzed through data collection to respond to the objections raised (Gómez, 2006). In this case, it allowed us to analyze the relationship between customer satisfaction and loyalty.

The research design was descriptive since general data was analyzed to provide answers to the questions sought within the research. According to Paneque (1998), the purpose of this design is to explain data that has been collected in due time. It is also correlational in design because the aim was to find the relationship or degree of association between two variables. In addition, it was non-experimental and cross-sectional because the data was not manipulated, and all the information was collected at a single point in time.

On the other hand, the population consisted of 160 clients of the El Buen Pastor Adventist school in Ñaña in 2020. In addition, at the author's convenience, a population census sampling was used, taking as a sample the 160 clients of the El Buen Pastor Adventist school in Ñaña, that is, the entire population to be studied.

The survey technique, according to Cea (1995), is frequently used in social research and consists of gathering people's opinions, feelings, or perceptions about a particular subject. In the case of the present investigation, the survey was applied to collect data referring to the variable job satisfaction (Dimensions: perceived functional quality, perceived technical quality, perceived value, trust, and expectations) and the variable customer loyalty (Dimensions: information, internal marketing, communication, customer experience, and incentives and privileges) of the customer of the Buen Pastor school in Ñaña.

For data collection, permission was requested from the school authorities to gather information through an online survey, where previously validated instruments were applied. Subsequently, this data was transferred from an Excel format to the SPSS v26 program for statistical processing, where descriptive data of the variables and dimensions

was obtained using tables and graphs for its interpretation, in addition to the hypothesis test using Spearman's Rho statistic, to analyze the correlation of the variables according to the objectives set out in the study based on the background information found for comparison.

RESULTS

Below are the descriptive results of the behaviors of the dimensions belonging to the study variables that refer to customer satisfaction (independent variable) and loyalty of parents (dependent variable). In this sense, we have:

Table 1.

Descriptive analysis of the dimensions of the independent variable: Customer satisfaction

Dimensions	Perceived functional quality		Perceived technical quality		Perceived value		Trust		Expectations	
Scale of measurement	F	%	F	%	F	%	F	%	F	%
Strongly disagree	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Disagree	34	21,3%	28	17,5%	32	20,0%	40	25,0%	41	25,6%
Neutral	64	40,0%	63	39,4%	73	45,6%	69	43,1%	74	46,3%
Agree	51	31,9%	53	33,1%	46	28,8%	44	27,5%	33	20,6%
Strongly agree	11	6,9%	16	10,0%	9	5,6%	7	4,4%	12	7,5%
Total	160	100%	160	100%	160	100%	160	100%	160	100%

Figure 1.

Dimensions of the independent variable: Customer satisfaction

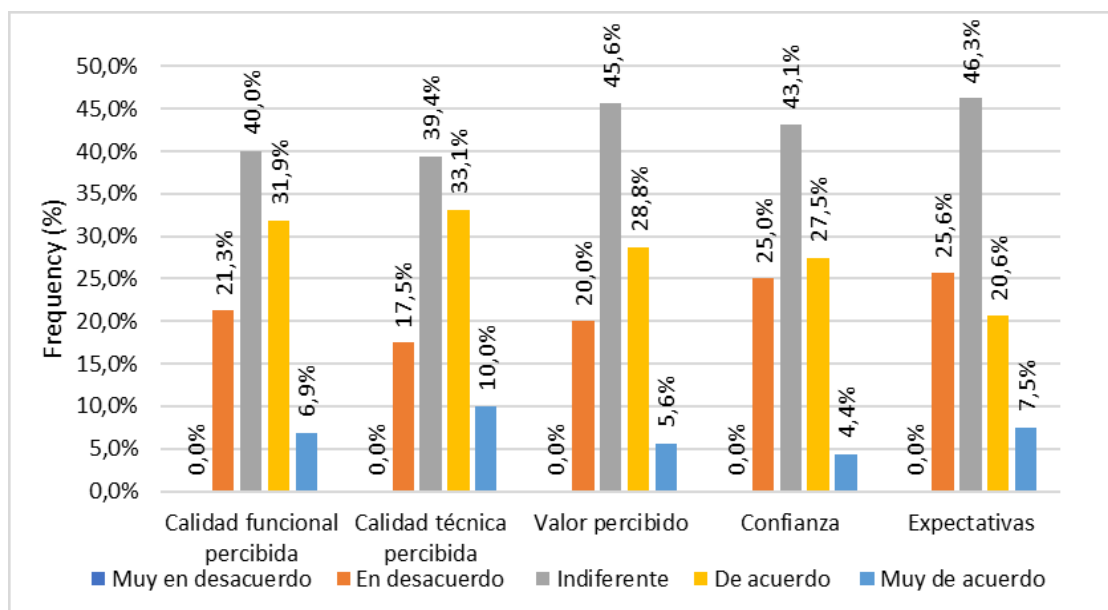


Table 1 and figure 1 show the perception of the respondents in terms of perceived functional quality; there is evidence of a predominance of majority response in the indifferent measurement scale with 40% of the study sample; this means that there is no greater emphasis in terms of the perception of complaint handling, expected service, knowledge of interests and needs, banking transactions and satisfactory service compared to other branches. Likewise, 31,9% of the participants agree with the items in this dimension, 21,3% disagree, and 6,9% strongly agree. For the perceived technical quality dimension, indifferent responses are predominant at 39,4%, this causes slight concern regarding the indifference of participants or users about the improvement of the services offered, the quality of the automated services, and the fulfillment of expectations regarding the services; 33,1% of the participants agree, 17,5% disagree, and, finally, 10% strongly agree.

Regarding the perceived value dimension, responses on the indifferent measurement scale are predominantly 45,6%. This refers to an indistinct character or positioning of the same in terms of trust in the entity, the institution's rates

and tariffs, quality of service, problems and inconveniences during its use, and competition in terms of the services provided. 28. 8% of participants agree with the items in the dimension, 20% disagree, and 5,6% strongly agree. Regarding the trust dimension, 43,1% of the participant's responses were on the indifferent measurement scale. This refers to the sample's impartial positioning regarding the problems and inconveniences presented during the services, the branch's recommendation, innovation, the entity's ideality, and concern for the client's needs. 27. 5% agree with the aforementioned items of the dimension, 25% disagree, and 4,4% strongly agree. For the expectations dimension, there is a predominance of responses on the indifferent scale, representing 46,3% of the participants; this creates a discursive or attention vertex in terms of the service offered by the branch adapted to the needs of the users, explanation, and information from the staff and knowledge on the part of the staff regarding the services provided, 25. 6% of participants disagreed, 20,6% agreed, and 7,5% strongly agreed.

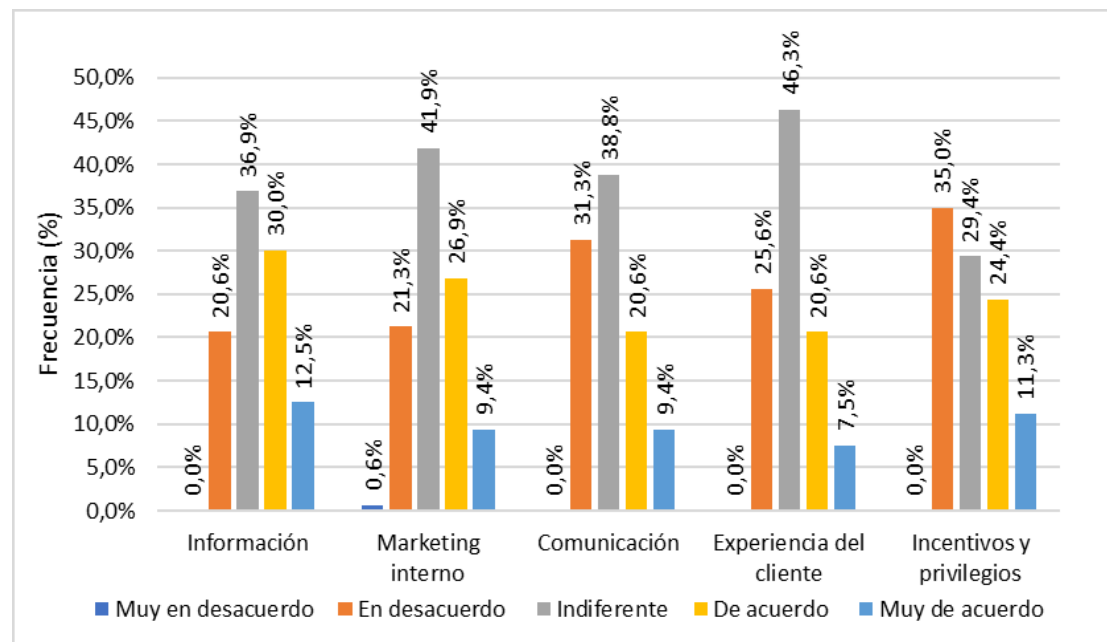
Table 2.

Descriptive analysis of the dimensions of the dependent variable: Level of customer loyalty

Dimensions	Information		Marketing interno		Communication		Customer experience		Incentives and privileges	
Scale of measurement	F	%	F	%	F	%	F	%	F	%
Strongly disagree	0	0,0%	1	0,6%	0	0,0%	0	0,0%	0	0,0%
I disagree	33	20,6%	34	21,3%	50	31,3%	41	25,6%	56	35,0%
Indifferent	59	36,9%	67	41,9%	62	38,8%	74	46,3%	47	29,4%
Agreed	48	30,0%	43	26,9%	33	20,6%	33	20,6%	39	24,4%
Strongly agree	20	12,5%	15	9,4%	15	9,4%	12	7,5%	18	11,3%
Total	160	100%	160	100%	160	100%	160	100%	160	100%

Figure 2.

Dimensions of the dependent variable: Level of customer loyalty



As seen in table 2 and figure 2, the respondents' perception regarding the level of information shows a predominance of responses on the indifferent measurement scale in 36,9% of participants. This refers to suggestions on managing services or introducing new ones, the organization's social networks, and a description of the services and products provided; 30% agree with the items in the dimension, 20,6% disagree, and 12,5% strongly agree.

Regarding the internal marketing dimension, 41,9% of the participant's responses are predominant on the indifferent measurement scale; this refers to an impartial positioning regarding the good work carried out by the workers, distribution, and design of the facilities. 26,9% of the participants agree, 21,3% disagree, and 9,4% strongly agree.

For the communication dimension, there is a predominance of the indifferent measurement scale with a percentage of 38,8% of the participants; this demonstrates a regular positioning among users in terms of the help provided by the institution's salesperson after the purchase of the service, the institution's friendly service towards customers and the speed of service provided by the institution, 31,3% disagreed, 20,6% agreed, and 9,4% strongly agreed.

With regard to the customer experience dimension, 46,3% of the participants responded indifferently. This highlights an indistinct trend in terms of users' recommendations to others, satisfaction with goods and/or services, and the proximity of the institution to the home. 26,5% disagreed, 20,6% agreed, and 7,5% strongly agreed with the respective items of the evaluated dimension.

Likewise, for the incentives and privileges dimension, a response trend is evident in the descriptive analysis of the participants, with 35% strongly disagreeing in terms of compensating customers through programs and rewards for their consumption, promotions, and offers of the institution's services and the attractiveness of the institution's prices, 29,4% are indifferent, 24,4% agree, and 11,3% strongly agree.

Hypothesis testing

In this section, the inferential determinations necessary to contrast and validate the study hypotheses are clarified. By virtue of this, in order to reject or accept them, the following decision rules are used:

If the value $p > 0,05$ then the alternate hypothesis is rejected and the null hypothesis is accepted.

If the p value is 0,05, then the null hypothesis is rejected and the alternative hypothesis of the study is accepted.

Taking into consideration this necessary validation rule, we proceed to the inferential contrast approach.

Table 3.
General hypothesis test

	Correlations	N	Correlation coefficient	Sig. (bilateral)
Spearman's rho	Customer satisfaction and level of loyalty	160	0,894	0,000

Table 3 shows the results related to the variables customer satisfaction and level of loyalty, which have a high positive correlation $Rho = 0,894$, this means that as customer satisfaction increases, so does the level of loyalty of the parents of the school. Likewise, a bilateral significance of 0,000 is evident, which is less than the value $p = 0,05$, therefore rejecting the null hypothesis and accepting the study hypothesis, affirming that there is a relationship between customer satisfaction and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020.

Table 4.
Testing specific hypotheses

	Correlations	N	Correlation coefficient	Sig. (bilateral)
Spearman's rho	Perceived functional quality and level of loyalty	160	0,171	0,030
	Perceived technical quality and level of loyalty	160	0,462	0,000
	Perceived value and level of loyalty	160	0,570	0,000
	Trust and level of loyalty	160	0,783	0,000
	Expectations and level of loyalty	160	0,593	0,000

Regarding the specific hypotheses, table 4 shows the results corresponding to the relationship between the dimensions of customer satisfaction and the variable level of loyalty. For the dimension perceived functional quality and the variable loyalty of parents, the correlation coefficient was 0,171 with a bilateral significance level of 0,030 less than the value $p = 0,05$. Therefore, the null hypothesis is rejected, and the study hypothesis is accepted, affirming a significant relationship between perceived functional quality and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020.

Likewise, the value of Spearman's Rho obtained for the dimensions perceived technical quality (0,462), perceived value (0,570), trust (0,783), and expectations (0,593) concerning the variable level of loyalty had a bilateral significance level of 0,030 lower than the value $p = 0,05$, which is why the null hypotheses are rejected and the study hypotheses are accepted.

DISCUSSION

The main objective of the present research is to determine the relationship between customer satisfaction and parents' loyalty at the Good Shepherd Adventist School in Ñaña. Within the descriptive analysis of the customer satisfaction variable, there is a predominant trend of indifferent responses from the participants regarding handling its dimensions (perceived functional quality, perceived technical quality, perceived value, trust, and expectations). These levels of indistinct response trend coincide with those established by Cristóbal and Godoy (2018), who, through applied research, established that the predominance of participation in terms of the dimensions was indistinct. It should be noted that these authors, with the support of the descriptive results of Reyes (2015), this trend may be due to the simple reason of ignorance and little interest in the parameters studied within customer satisfaction.

Consequently, the results show that there is a high positive relationship between customer satisfaction and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020 ($Rho = 0.894$ and bilateral significance of 0,000 which is less than the value $p = 0,05$), results similar to those established by Pacheco (2017), who established a direct high positive relationship between customer loyalty and satisfaction in the increase in sales ($Rho = 0,895$ and effectiveness or perception of customer satisfaction of 91%).

Likewise, the results show that there is a very low significant relationship between perceived technical quality and the level of loyalty of parents at the El Buen Pastor Adventist School in Ñaña 2020 ($Rho = 0,171$ and a bilateral significance of 0,030 which is less than the value $p = 0,05$), a relationship that coincides with that presented by Carrera (2017) in terms of quality of service and customer loyalty at Banco Replay where, through a moderate correlation of $Rho = 0,655$, he established the direct relationship between the variables, noting that the technicality employed within the work activities of the institutions has a direct influence on sales performance and customer loyalty, since the optimization of response time, courtesy and quality constantly captivate the customer, so the monthly income flow of these people to the institutions is maintained and even grows due to the same technical approach within their operations (Castillo, 2018; Albújar, 2016).

Consequently, there is evidence of a moderately significant relationship between perceived technical quality and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020 ($Rho = 0,462$ and a bilateral significance of 0,000 which is less than the value $p = 0,05$), results that are closely related to those established by Chino (2018) and Castillo (2018), where there is evidence of an increase in the relationship between quality of service and customer loyalty, with the caveat that keeping services constantly innovative promotes an increase in customer interest, where monotony is an essential factor in undermining loyalty (Cristóbal & Godoy, 2018). Likewise, this relationship extends to any line of work, including textiles, where through moderate correlations at a statistical level ($Rho = 0,747$), with a tendency to high, positive loyalty will always be found when the dimensions of satisfaction tend to be perceived successfully (Chino, 2018).

Likewise, it is observed that there is a moderately significant relationship between the perceived value and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020 ($Rho = 0,570$ and a bilateral significance of 0,000, which is less than the value $p = 0,05$). About perceived value, Reyes (2015) established that this is an elementary factor in customer loyalty, where its incidence is reflected in 100% customer service, that is, how important customers feel to service-providing organizations, under a relationship with $Rho = 0,600$ (moderately), this dimension marks an elementary milestone in the development of loyalty (Pacheco, 2017).

It is also evident that there is a significant relationship between trust and parents' loyalty level at the El Buen Pastor Adventist School in Ñaña 2020 ($Rho = 0,783$ and bilateral significance of 0,000, which is less than the value $p = 0,05$). In contrast to Pacheco (2017), customer loyalty remains intact if customer trust increases and improves. This means that for the commercial future, in terms of service, trust is the initial step in addressing any organizational procedure. A trusting customer is a secure customer and will, therefore, give faithful support to your services, even promoting the spokesperson in recommending said products or services (Pinela & Plúas, 2013; Aguilera, 2006).

Finally, there is evidence of a moderately significant relationship between expectation and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020 ($Rho = 0.593$ and a bilateral significance of 0,000 which is less than the value $p = 0,05$), these results are similar to those established by Aching (2012), who established a satisfaction towards the service and its loyalty with a $Rho = 0,70$.

CONCLUSIONS

It was shown that there is a relationship between customer satisfaction and the level of loyalty of parents at the El Buen Pastor Adventist School in Ñaña 2020, with a correlation $Rho = 0,894$, which meant a high positive correlation and a bilateral significance of 0,000, which is less than the value $p = 0,05$, so the null hypothesis was rejected, and the study or alternate hypothesis was accepted.

It was observed that there is a significant relationship between perceived functional quality and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020 with a correlation $Rho = 0,171$, which meant a very low positive correlation and a bilateral significance of 0,030, which is less than the value $p = 0,05$, so the null hypothesis was rejected. The specific hypothesis 1 of the study or alternating hypothesis was accepted.

It was clarified that there is a significant relationship between perceived technical quality and the level of loyalty

of the parents of the El Buen Pastor Adventist School in Ñaña 2020, with a correlation $Rho=0,462$, which meant a moderate correlation and a bilateral significance of 0,000, which is less than the value $p=0,05$. Therefore, the null hypothesis was rejected, and the study or alternate hypothesis was accepted.

It was observed that there is a significant relationship between perceived value and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020, with a correlation $Rho= 0. 570$, which meant a moderate correlation and a bilateral significance of 0,000, which is less than the value $p=0,05$. Therefore, the null hypothesis was rejected, and the study or alternate hypothesis was accepted.

It was shown that there is a significant relationship between trust and the level of loyalty of parents at the El Buen Pastor Adventist School in Ñaña 2020, with a correlation $Rho= 0,783$ and a bilateral significance of 0,000, which is less than the value $p=0,05$. Therefore, the null hypothesis was rejected, and the study or alternate hypothesis was accepted.

A significant relationship was observed between the expectation and the level of loyalty of the parents of the El Buen Pastor Adventist School in Ñaña 2020 with a correlation $Rho= 0. 593$, which meant a moderate correlation and a bilateral significance of 0,000, which is less than the value $p=0,05$. Therefore, the null hypothesis was rejected, and the study or alternate hypothesis was accepted.

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