A Student Loyalty Model: Promotion, Products, and Registration Decision Analysis - Case Study of Griya English Fun Learning at the Tutoring Institute in Wonosobo Central Java

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ASEAN Economic Community (AEC) became a new chapter for Indonesia at the end of 2015. This triggers the workforce to improve their English language skills. It is solely to improve the competitiveness of local human resources with foreign workers, especially from ASEAN. As a result, English training or Tutoring began to emerge in both rural and urban areas. Griya English Fun is one of the various Tutorings in Wonosobo district who tries to provide English language training services to children ranging from junior high school to university students. In the competition in the Tutoring industry, it can be said that the number of students registers to Griya English Fun have decreased. Researcher examines more deeply about what factors influence students in registering at Griya English Fun. This type of research is quantitative research. The population is students of Griya English Fun, with the sample are 100 students. While the variables used are promotion and price, the decision to register as a mediating variable and student loyalty. The analytical tool used is SEM PLS. From the results of the study found that the promotion and price variables have a positive and significant effect on students' decisions to enrol in Griya English Fun. The promotion has no positive and significant effect, but the price has a positive and significant effect on student loyalty. While other findings are the decision of students enrolling in Griya English Fun also has a positive and significant effect on student loyalty.

**Keywords:** *MEA, Promotion, Product, Purchase Decision, Loyalty*

Introduction

The ASEAN Economic Community (AEC) which came into force at the end of 2015, has become a new chapter for Indonesia. The labour competition among ASEAN countries is becoming increasingly fierce. The labour market in Indonesia is now not only controlled by local human resources but also has to compete closely with human resources from neighbouring countries such as Thailand, Malaysia, Philippines, Vietnam, Laos and others.

Entering this era inevitably forced workers should be able to communicate fluently in English. Being able to speak English properly and fluently can be an added value for these workers. At least by mastering it, Indonesia's human resources can compete with HR from other ASEAN countries. In the initial stages of employee recruitment selection interviewers usually emphasise the ability to speak English prospective employees. This, therefore, aims to improve the company's image from investors (Bostani & Rastegari, 2018).
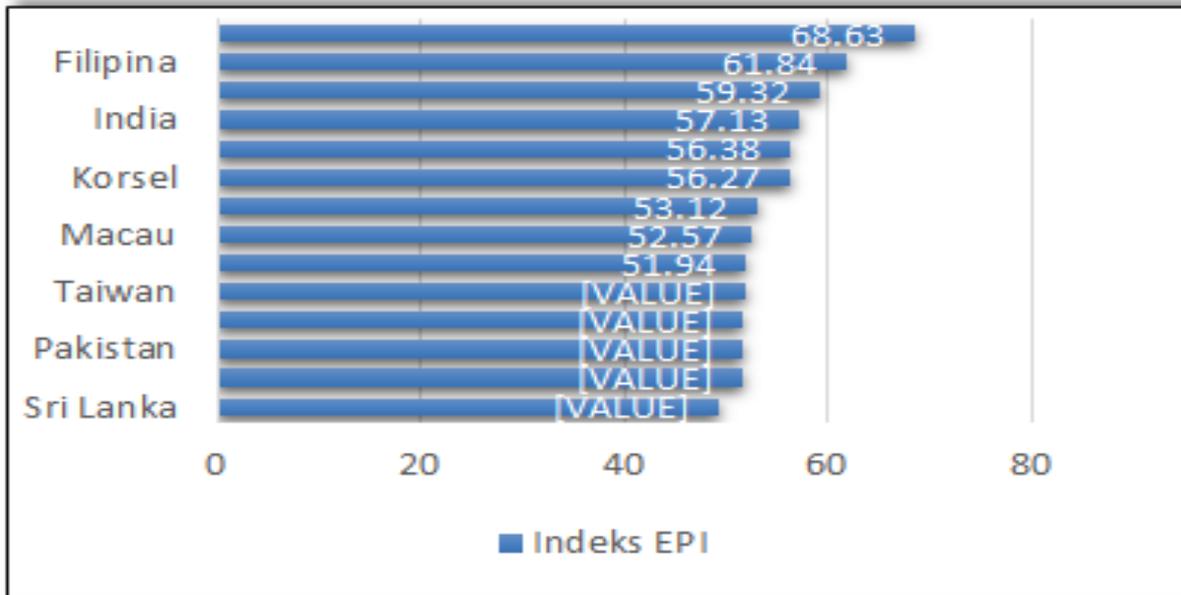
The following author presents a comparison chart of the 2016 English Proficiency Index (EPI) report in 2016 and 2018 among Asian countries (Shayakhmetova & Chaklikova, 2018: Hashemian & Farhang-Ju, 2018).

Figure 1. 2016 English Language Proficiency Index
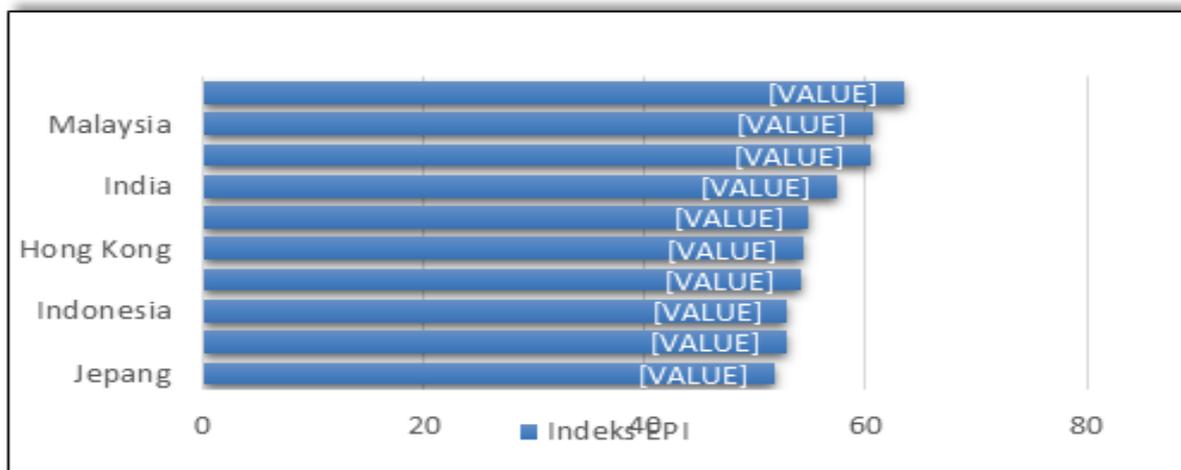
**Source:** http://databoks.katadata.co.id (2018)

Figure 2. English Language Proficiency Index in Asia 2018

Source: http://ef.com/EPI (2019)

From the data presented above, many business actors in the non-formal education services sector are competing to establish English Language Training and Training Institutions with the aim to increase the competence of Indonesians in using English. Thus, this is coupled with the increasing demand in the community. This will make business competition and English language training courses become increasingly competitive to be a winner in the marketing of its various products. Figure 1 and 2 show data on the number of Course and Training Institutions in the first quarter of 2017, where the number of English language course institutions was 4728 throughout Indonesia.

Figure 3. Index of 5 Most Training Institutions Types as of April 2017
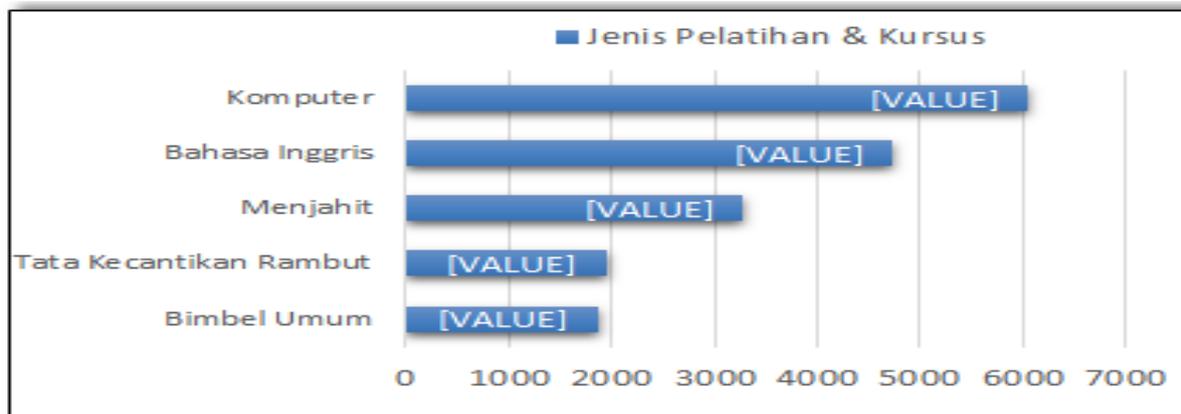
Source: http://Tirto.id (2018)

Educational institutions that provide course services are not only mushrooming in urban areas, but nowadays there are many types of Training Institutions found in both rural and small cities in the form of private lessons or Tutoring. Tutoring is a non-formal education program that will be a continuation or enrichment which is part of a school program that aims to help students explore the subject matter obtained from the school. Table 3 above shows the distribution of the number of tutoring in several provinces in Indonesia in the first quarter of 2017.

Research Problem Formulation

Based on the description in the background above, the problem can be formulated as follows.
1) Does the promotion effect on the decision to register at Tutoring Griya English Fun?
2) Does the product offer effect on the decision to enrol at Tutoring Griya English Fun?
3) Does the decision of registering effect on students' loyalty at Tutoring Griya English Fun?
4) Does promotion have a direct effect on student loyalty at Tutoring Griya English Fun?
5) Does the offered product has a direct impact on student loyalty at Tutoring Griya English Fun?

Literature Review

Loyalty

Loyalty can be defined as a firmly held commitment to buy or subscribe to certain products or services in the future despite the influence of the situation and marketing efforts that have the potential to cause behaviour change (Kotler, 2016). Meanwhile, according to Oliver, quoted by Kotler (2016) states that loyalty is a commitment that is held deeply to buy or support products or services that are preferred in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch. In addition, Tjiptono (2014) defines customer loyalty as customer commitment to a brand, store or supplier based on the very positive nature of long-term purchases. Thus, student loyalty, in this case, is related to students' commitment to remain a part of the tutoring process.

Purchasing Decision

The purchasing decision is a process where consumers recognise the problem, find information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision (Tjiptono, 2014). The purchasing decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, products, prices, location, promotion, physical evidence, people, and process—thus forming an attitude on consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased (Alma, 2013). The purchase decision

is the stage where the buyer has made his choice based on the intention, purchase decision, and consume the product (Pranata, 2016).

Promotion

Many activities of a company are carried out not only producing products or services, setting prices, and selling products or services, but many other activities are interrelated with one another. One of them is promotion. Promotional activities are one part of the company's marketing mix, the contents of which provide information to the public or consumers about the products or services offered by the company. Not only that, but promotional activities are also communication activities between companies and customers or consumers. According to Daryanto (2011), promotion is a one-way flow of information or persuasion that can direct an organisation or a person to create transactions between buyers and sellers. Meanwhile, Hasan (2009) explained that promotion is a marketing function that focuses on communicating marketing programs persuasively to target customers, prospective customers (audiences) to encourage the creation of exchange transactions between companies and audiences.

Price

Price is the amount of money charged for a product or service or more clearly is the sum of all values as an indicator given by a customer to get a benefit by owning or using a product or service (Kotler, 2012). Price is the only element of the marketing mix that generates income. In determining the pricing policy of a company following the six-step procedure of Kotler (2012), namely:

1) Choose the pricing objective

Various price objectives are survival, maximising short-term profits, maximising short-term income, maximum sales growth, filtering the market to the maximum, filtering the market to the maximum and excelling in product quality and others. The five main objectives of pricing are:
      a)   ability to survive;
      b)   maximum current profit;
      c)   maximum market share;
      d)   maximum market understanding; and,
      e)   product quality leadership and other objectives.

2) Determine the request

Each price will lead to a different level of demand, and because of that, it will have various impacts on the company's marketing objectives. Various factors that affect demand are:

a) uniqueness;
b) awareness of replacements;
c) the difficulty of comparing;
d) total expenditure;
e) final benefits;
f) shared costs;
g) combined investment; and,
h) price quality.

3) Estimate costs

The demand sets a price limit that the company can impose for its products. Costs set a lower limit. The company wants to charge prices that can cover the costs of producing, distributing, and selling products, including a reasonable rate of return for the business and the risks. But when companies set product prices that can cover their full costs, profitability is not always the end of the result.

4) Analyse costs, prices, and competitors' offers

In estimating the possibility of prices determined by market demand and company costs, the company must take into account the costs, prices, and possible reaction of competitors' prices. The company must first consider the price of the closest competitor. If a competitor's offer contains features that are not offered by the company, the company must deduct their value from the company's price. The company can decide whether it can strain more, equal or less than competitors.

5) Choose a pricing method

There are six pricing methods, namely:
a) mark up;
b) determining the price of the rate of return or target profit;
c) pricing according to the perceived value;
d) determination of going rate prices. Pricing is through existing markets.
e) determination of auction type prices; and,
f) choose the final price.

The pricing method narrows the range from which the company must choose the final price. In selecting that price, companies must consider the factors of fracture, psychological factors, the influence of other marketing mix elements on prices, company policy on selling prices including the impact of other marketing activities, Kotler (2013)

Conceptual Framework

Based on the theory above, the conceptual framework as follows:

Figure 4. Conceptual Framework
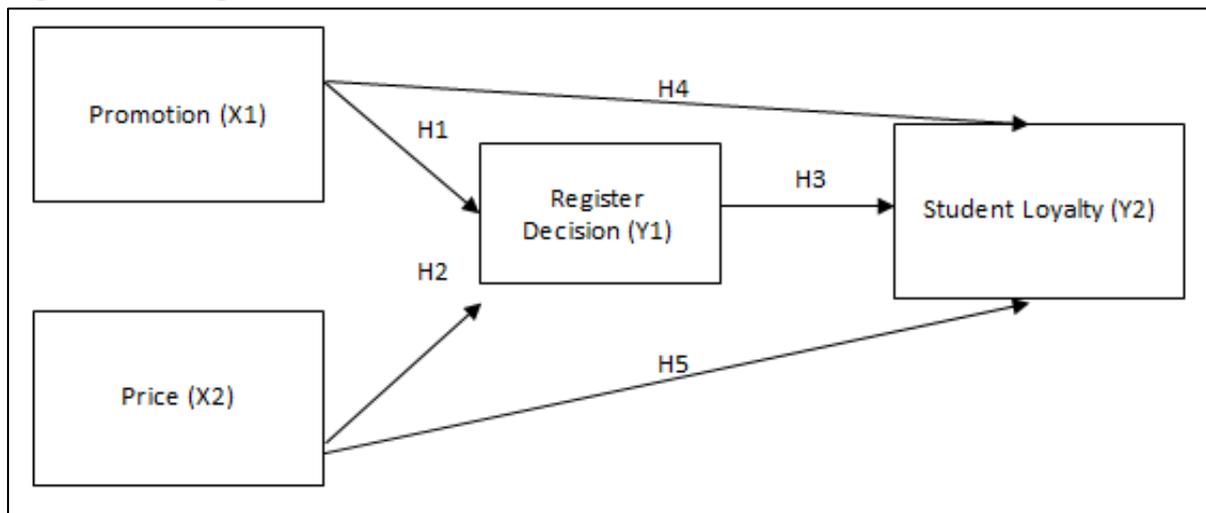
Hypothesis

From various theories and previous studies that the author has summarised as a foundation and from the framework of thought that the author has compiled, the next step is to form a hypothesis based on predetermined variables, namely:

H1: Promotion has a positive and significant effect on decision making.
H2: Price has a positive and significant effect on decision making.
H3: Decision making has a positive and significant effect on student loyalty.
H4: Promotion has a positive and significant effect on student loyalty.
H5: Price has a positive and significant effect on student loyalty.

Methods

Research Methodology

The population is a generalisation area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2017). This population is a group of subjects who want to be subjected to the generalisation of research results (Azwar, 2017). Thus, the population in this study is the students at Griya English Fun which is 320 throughout 2017.

The research sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). The sampling method used in this study is the non-probability method. Non-probability sample method in this study is purposive sampling. According to Sekaran (2013), "the sampling here is confined to specific types of people who can profile information, either because it is the only ones who have it or the conform to some criteria set by researchers."

The above statement explains that the sampling here is limited to certain types of people who can provide the desired information, either because it is the only one that has it, or according to some criteria set by the researcher. The criteria set are as follows.
1) Students who take part in the Tutoring program at Griya English Fun;
2) Students who are junior and senior high school education; and,
3) Students who are in Griya English Fun location when doing research.

Analysis Methods and Tools

The method of analysis of this study is a quantitative method and its analysis tool with SEM Before being analysed by Path analysis, the instrument test (questionnaire) is tested first with validity, reliability, and Hypothesis tests. SEM analysis aids with the Smart PLS 3.0 application. Promotion and price as independent variables, register decisions as intervening variables and students loyalty as dependent variables. The path analysis method is used as an extension of multiple linear regression analysis to test intervening variables.

The method can be drawn as in the image with the structure and sub structure of the path as below:

$Y = Pyx_1.X_1 + Pyx_2.X_2 + \mathcal{E}_1$
$Z = Pzx_1.X_1 + Pzx_2.X_2 + Pzy.Y + \mathcal{E}$
Note: X1 = Promotion; X2 = Price; Y = Purchase Decision; Z = Loyalty; and $\mathcal{E}$ = epsion (other factors that influence)

Result

Evaluate Measurement (Outer) Models

There are three values that must be considered at this stage, namely convergent validity, discriminant validity, and composite reliability.

1) Convergent validity, the correlation between the reflexive indicator scores and the latent variable scores. This research uses loading 0.5 to 0.6 which is considered sufficient, because it is the initial stage of developing the measurement scale, and the number of indicators per construct is not large, namely 2 to 4 indicators.

2) Discriminant validity, reflexive indicator measurement based on cross loading with its latent variables. Another method is by comparing the square root of the average variance extracted (AVE) values of each construct with the correlation between other constructs in the model. If the initial measurement values of the two methods are better than the other construct values in the model, it can be concluded that the construct has a good discriminant validity value or vice versa. Accordingly, it is recommended that the measurement value be greater than 0.50.

3) Composite reliability, a block indicator that measures the internal consistency of construct indicators, shows the degree that indicates common latent (unobserved). The construct is declared reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60 even though it is not an absolute standard.

Convergent Validity

Convergent validity is used to determine instrument items that can be used as indicators of overall latent variables. The results of this test are measured based on the value of the loading factor (outer loading) of the construct indicator. Following convergent validity, test results are presented in the table.

Table 1: The result of Convergent Validity test

Variable	Indicator	Outer Loadings	Status
Promotion	X1.1	0.763	Valid
	X1.2	0.767	Valid
	X1.3	0.741	Valid
	X1.4	0.759	Valid
	X1.5	0.714	Valid
	X1.6	0.722	Valid
	X1.7	0.745	Valid
	X1.8	0.721	Valid
Price	X2.1	0.812	Valid
	X2.2	0.798	Valid
	X2.3	0.817	Valid
	X2.4	0.752	Valid
	X2.5	0.787	Valid
	X2.6	0.785	Valid
	X2.7	0.830	Valid
	X2.8	0.826	Valid
	X2.9	0.822	Valid
	X2.10	0.755	Valid
	X2.11	0.744	Valid
Register Decision	Y1.1	0.752	Valid
	Y1.2	0.785	Valid
	Y1.3	0.793	Valid
	Y1.4	0.793	Valid
	Y1.5	0.765	Valid
	Y1.6	0.861	Valid
	Y1.7	0.825	Valid
	Y1.8	0.845	Valid
Loyalty	Y2.1	0.753	Valid
	Y2.2	0.806	Valid
	Y2.3	0.821	Valid
	Y2.4	0.829	Valid
	Y2.5	0.813	Valid
	Y2.6	0.846	Valid
	Y2.7	0.774	Valid
	Y2.8	0.770	Valid

Source: Data processed by researcher, 2019

The table shows that all external loading factors have values greater than 0.5. So that this measurement can be concluded has met the requirements of convergent validity. The convergent validity of the measurement model using reflective indicators is assessed based on the external loading factor of the indicators that measure the construct. In this study, there are five constructs with a number of indicators ranging from 3 to 10 indicators with a scale of 1 to 5.

If the correlation coefficient is equal to 0.3 or more (at least 0.3), then the instrument is declared valid, and invalid if the correlation coefficient is smaller than 0.3. Sugiyono (2006) states that based on the results of the loading factor above, it is concluded that the construction which has a dominant loading factor above 0.5 has good convergent validity.

Validity test is also performed by testing methods comparing the value of the square root of the average variance extracted (AVE) in each construct with the correlation between other constructs contained in the model.

Tabel 2: Average Variance Extracted (AVE)

Variable	*Average Variance Extracted* (AVE)
Promotion	0.645
Price	0.643
Register Decision	0.561
Loyalty	0.634

Source: Data processed by researcher, 2019

Composite Reliability and *Cronbach's Alpha*

Besides the construct validity test, a construct reliability test is also measured by composite reliability and Cronbach's alpha from the indicator block that measures the construct. The following are the results of testing the reliability and Cronbach's alpha composite of Smart PLS:

**Table 3:** Composite Reliability and Cronbach's Alpha

Variable	*Cronbach's Alpha*	*Composite Reliability*
Promotion	0.922	0.936
Price	0.921	0.935
Register Decision	0.913	0.927
Loyalty	0.943	0.950

Source: Data processed by researcher, 2019

The construct is declared reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. From the results of the SmartPLS output above, all constructs have composite reliability values above 0.70. So, it can be concluded that the construct has good reliability.

The measurement model for the validity and reliability test, the coefficient of determination of the model and the path coefficient for the equation model, can be seen in the following figure:

Figure 5. The result of the PLS Algorithm
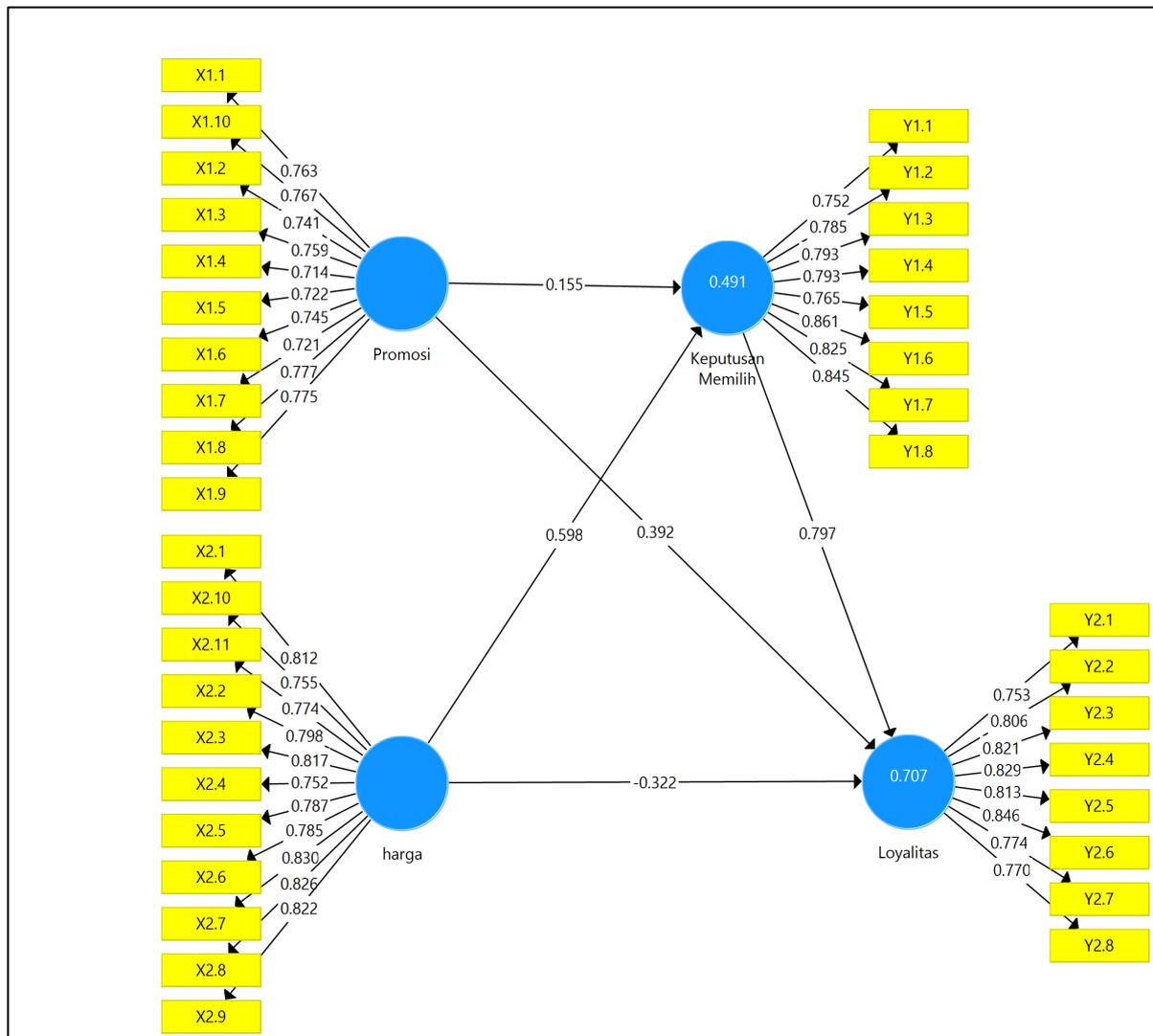
Source: Data processed by researcher, 2019

Structural Testing

Structural Model Testing (Inner Model)

The structural model in PLS is evaluated using R2 for the dependent variable and the value of the path coefficient for the independent variable which is then assessed for its significance based on the t-statistic value of each path. The structural model of this research can be seen in the following figure:

Figure 6. The result of PLS Bootstrapping
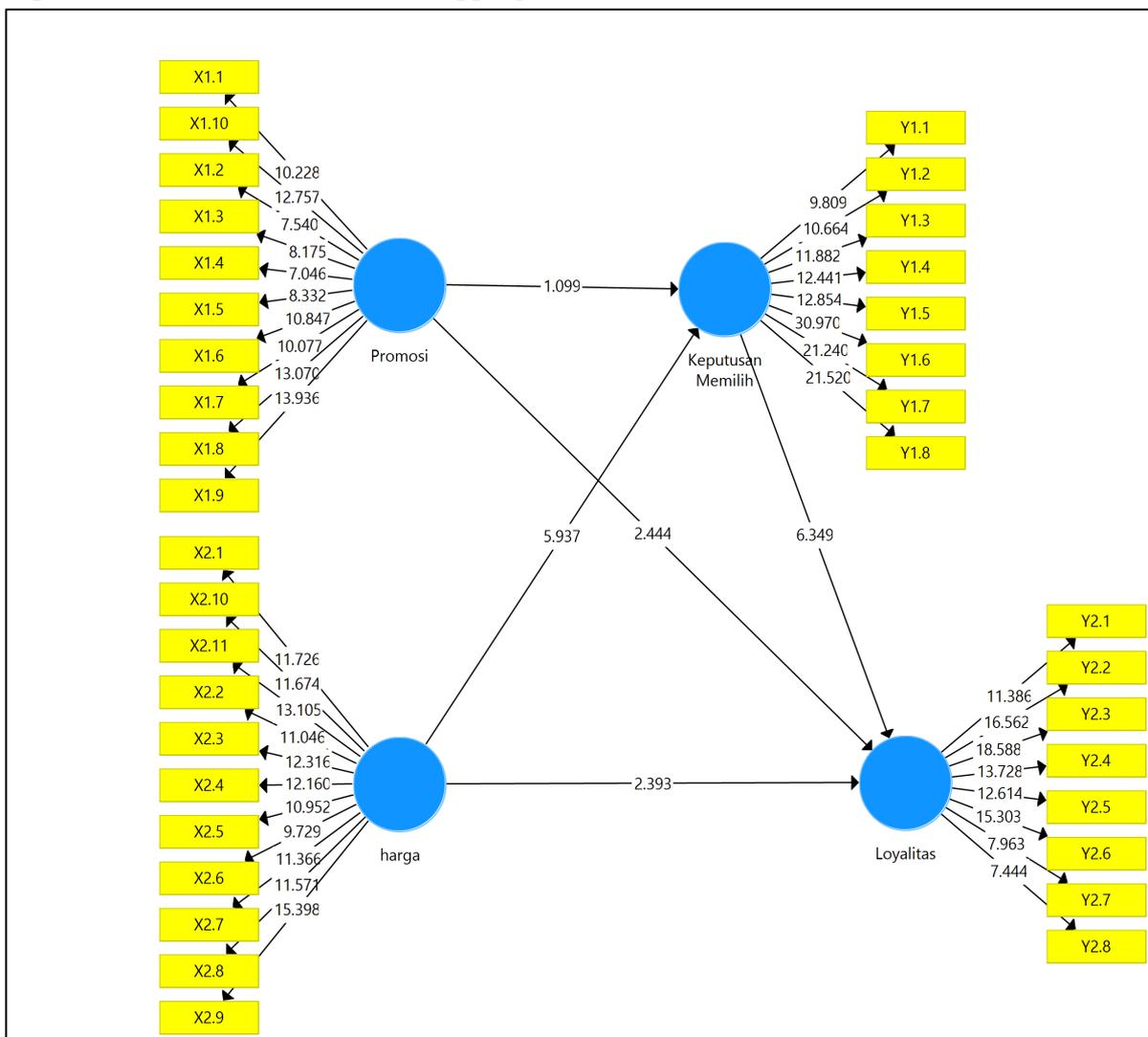
Source: Data processed by researcher, 2019

R2 values for each endogenous variable in this study can be seen in Table 4.

Table 4: R-square

Variable	R Square	R Square Adjusted
Register Decision (Y1)	0.491	0.481
Loyalty (Y2)	0.707	0.698

Source: Data processed by researcher, 2018

The value of R Square Register Decision (Y1) of 0.491 shows a double correlation (promotion and price analysis) with register decision, and R Square Loyalty Value (Y2) of 0.707 shows a double correlation (promotion and price analysis).

Goodness of Fit

The next stage will be to evaluate the model through the goodness of fit. The assessment of the goodness of fit is known from the Q-Square value. Q-Square value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, where the higher the Q-Square, the model can be said to be more fit with the data. The results of the calculation of the values of Q-Square are as follows:

Q-Square = 1 - [(1-0,491) x (1-0,707)]
= 1 - (0.509 x 0.293)
= 1 - 0.145
= 0.855

Based on the calculation above, the Q-Square value of 0.749 is obtained. This shows the amount of diversity of research data that can be explained by the research model is 85.5%, while the remaining 14.5% is explained by other factors that are outside this research model. Based on these results, the model in this study can be stated to have had excellent goodness of fit.

Other variables or other factors that can influence purchasing decisions include service quality and a significant positive effect on purchasing decisions (Anggita, 2017). For example, brand trust has a positive and significant effect on purchasing decisions (Rizky, 2015); and brand equity has a positive and significant effect on purchasing decisions (Asih, 2013).

Calculation of Influence between Variables

The Calculation of Influence between Variables as follows:

Table 5: Path Coefficients (Mean, STDEV, t-Value)

Variable	Original Sample (O)	T Statistics	P Values	Significance Level
Promotion -> Register Decision	0.155	2,050	0.027	<0.05
Price -> Register Decision	0.598	5.937	0.000	<0.05
Register Decision -> Loyalty	0.797	6.394	0.000	<0.05
Promotion -> Loyalty	0.392	2.444	0.015	<0.05
Price -> Loyalty	0.322	2.393	0.017	<0.05

Source: Data processed by researcher, 2019

Based on the table above it can be seen that the measurement model formed is the Equation Model as below:

$$Y1 = 0.155X1 + 0.598X2$$
$$Y2 = 0.797Y1 + 0.392X1 + 0.322X2$$

Where,
X1 = Promotion Variable
X2 = Price Variable
Y1 = Register Decision Variable
Y2 = Loyalty Variable

The equation above can be interpreted as follows.
1) The promotion has a positive coefficient direction on Register Decision.
2) Prices have a positive coefficient direction on Register Decision
3) Register decision has a positive coefficient direction on loyalty
4) The promotion has a positive coefficient direction on loyalty
5) Price has a positive coefficient direction on loyalty.

Hypothesis Testing

Based on data processing conducted by researchers can be used to answer the hypothesis of this study. Hypothesis testing in this study was conducted by looking at the t-value and p-value. The research hypothesis can be accepted if the p-value <0.05 and the calculated t value is positive. Following are the results obtained in the hypothesis testing in this study through the inner model:

Table 6: Hypothesis testing

Hypothesis	Effect	T-Value	*P-Value*	Result
H1	Promotion affects on register decision	2,050	0.027	Proved
H2	Price affects on register decision	5.937	0.000	Proved
H3	Register decision affects on loyalty	6.394	0.000	Proved
H4	Promotion effects on loyalty	2.444	0.015	Proved
H5	Prices effect on loyalty	2.393	0.017	Proved

Source: Data processed by researcher, 2019

The table above shows that the probability value (p) is less than 0.05. The level of significance was set at 5% so that the significant hypothesis limit was $p < 0.05$, Hair et al. In Wijanto (2008). Thus, the promotion variable has a significant effect on the decision variable, and the price has a significant effect on the decision variable to register then promotion, the price and the decision to register also partially influences student loyalty.

Hypothesis Test Results

Hypothesis 1 Test Results: Promotion affects on Registration Decision

Discussion on hypothesis 1 regarding the effect of promotion on the decision to register in tutoring in Griya English Fun which is mathematically formulated to the null hypothesis (H0) and the alternative hypothesis (Ha) as follows.

H0: Promotion has no positive and significant effect on register decision.
H1: Promotion has a positive and significant effect on register decision.

The results of data analysis obtained the value of T Value = 2.050 and the probability of significance (P Value) = 0.027. The level of significance was set at 5% so that the significant hypothesis limit was $p < 0.05$, Hair et al. in Wijanto (2008). It can be stated H1 is accepted, meaning that the promotion has a positive and significant effect on the decision of students to register at Tutoring Griya English Fun.

Hypothesis 2 Test Results: Price affects on Register Decision

Discussion on Hypothesis 2 regarding to the effect of the product on the decision to register in tutoring in Griya English Fun which is mathematically formulated the null hypothesis (H0) and the alternative hypothesis (Ha) as follows:
H0: Price has no positive and significant effect on the decision to register.
H2: Price has a positive and significant effect on the decision to register.

The results of data analysis obtained the value of T Value = 2.444 and the probability of significance P Value = 0.000. The level of significance was set at 5% so that the significant hypothesis limit was p <0.05, Hair et al. in Wijanto (2008). Thus, through an estimated value that is positive and p <0.05 can be stated H2 is accepted, meaning that the price offered by Tutoring Griya English Fun has a positive and significant effect on students' decision to register.

Hypothesis 3 Test Results: Register decision affects on Student Loyalty

Discussion on hypothesis 3 regarding the effect of the decision to register on student loyalty in tutoring in Griya English Fun is mathematically formulated the null hypothesis (H0) and the alternative hypothesis (Ha) as follows:
H0: The decision to register has no positive and significant effect on student loyalty.
H3: The decision to register has a positive and significant effect on student loyalty.

The results of data analysis obtained the value of T Value = 6.394 and the probability of significance P Value = 0,000. The level of significance was set at 5% so that the significant hypothesis limit was p <0.05, Hair et al. in Wijanto (2008). Thus, through an estimated value that is positive and p <0.05 can be declared H3 accepted, meaning that the decision of students to register at Tutoring Griya English Fun has a positive and significant effect on student loyalty.

Hypothesis 4 Test Results: Promotion affects on Student Loyalty

Discussion on Hypothesis 4 regarding the effect of promotion on student loyalty in tutoring learning Griya English Fun which is mathematically formulated to the null hypothesis (H0) and the alternative hypothesis (Ha) as follows.
H0: Promotion has no positive and significant effect on student loyalty.
H4: Promotion has a positive and significant effect on student loyalty.

The results of data analysis obtained the value of T Value = 2.444 and the probability of significance P Value = 0.015 the level of significance was set at 5% so that a significant hypothesis limit was p <0.05, Hair et al. in Wijanto (2008). Thus, through the estimated value that is positive and p <0.05 can be stated, H4 is accepted, meaning that the promotion has a positive and significant effect on student loyalty.

Hypothesis 5 Test Results: Price effects on Student Loyalty

The discussion on Hypothesis 5 regarding the effect of the price on student loyalty in tutoring Griya English Fun is mathematically formulated with the null hypothesis (H0) and the alternative hypothesis (Ha) as follows.

H0: Price has no positive and significant effect on student loyalty.
H5: Price has a positive and significant effect on student loyalty.
The results of data analysis obtained the value of T Value = 2.339 and the probability of significance (P) = 0.017.

The level of significance was set at 5% so that the significant hypothesis limit was p <0.05, Hair et al. in Wijanto, (2008). Thus through an estimated value that is positive and p <0.05 can be stated H5 is accepted, meaning that price at Tutoring Griya English Fun has a positive and significant effect on student loyalty.

This research discussed loyalty supported by previous research, including Jojo (2012), Ali (2016), and Ali (2017). This research also discussed promotion and price supported by previous research, including Sulistiorini (2017), Yunita (2017), Novansa (2017), and Ikhsani (2017).

Conclusion

Effect of Promotion on Register Decision

From the results of hypothesis testing generated through SEM analysis, it states that the promotion variable has a positive and significant influence on the decision variables. This indicates that personal selling, advertising, sales promotion, publications both through print and electronic media (radio) and public relations such as introducing course programs to schools around Tutoring Griya English Fun have been running quite effectively.

Similar research was conducted by Bede Akorige Atarah & Augustine Awuah Peprah (2014) in a journal entitled "Assessing the Influence of Advertising on Student Enrolments in Private Tertiary Institutions in Ghana". The research informs those promotional activities in this case, and advertising has a strong influence on students' decisions in choosing tertiary institutions in Ghana. In addition, Osman, Muhammad & Andy (2013) in their journal entitled "Factors Influencing Students' Decisions In Choosing Private Institutions Of Higher Education In Malaysia: A Structural Equation Modeling Approach" also stated that promotion was wrong one determining factor in the decision to choose a private tertiary institution in Malaysia.

Effect of Price on Register Decision

Next is a discussion of hypothesis 2 generated through SEM analysis stating that the price variable has a positive and also significant influence on the decision variables. Factors such as the diversity of programs offered, the availability of superior programs, programs that are in line with what is offered, the assurance that the program is of high quality, the competence of

teachers in delivering the programs offered significantly affects students to decide whether they will study at Tutoring Griya English Fun or not.

This hypothesis is supported by research conducted by Yunita (2017) with his research entitled "Model of Purchasing Decision (Renting) of Generator Set: Analysis of Product Quality, Price and Service at PT. Hartekprima Listrindo ". The study mentioned that the factors that influence the decision in choosing.

Sulistiorini (2017), customer Satisfaction Model: Product Analysis, Price, Promotion, and Distribution (Case Study at Pt Integrasia Utama) also produces the same research where price has a dominant influence on its influence on decisions.

Effect of Registration Decisions on Student Loyalty

From the results of hypothesis testing generated through SEM analysis, it is stated that the decision variable registering in choosing Griya English Fun as a place of learning has a positive and also significant effect on student loyalty variables. This indicates that the introduction of the Tutoring Griya English Fun brand to the community, the easy search for information about Tutoring Griya English Fun and alternative evaluations to purchase decisions have a strong influence on the creation of student loyalty to Tutoring Griya English Fun.

Research that supports the results of this hypothesis has been conducted by Susdiarto et al. (2013) in a journal entitled "The Effect of Products and Prices on Consumer Loyalty with Purchasing Decisions as Mediation Variables in Pt.Pertani (Persero) Pekalongan Branch". The results showed that: 1) Products had a positive and significant effect on purchasing decisions; 2) Prices had a positive and significant effect on purchasing decisions; and, 3) Purchasing decisions had a positive and significant effect on consumer loyalty to rice seeds at PT. Pertani (Persero) Pekalongan Branch.

Effect of Promotion on Student Loyalty

Discussion of hypothesis 4 generated through SEM analysis states that the promotion variable directly has a positive and also significant influence on the student loyalty variable. As explained in the previous discussion that personal selling, advertising, sales promotion, publications both through print and electronic media (radio), and public relations such as introducing course programs to schools around Tutoring Griya English Fun have been running quite effectively and has a strong influence on the creation of student loyalty.

The results of this study are supported by Krisnawati (2017) in a journal entitled "The Effect of Product Quality, Prices and Services on Consumer Loyalty with Purchasing Decisions as

Intervening Variables (Study on Bata Shoe Users in Semarang)". Simultaneous analysis results show that product quality, price, and service influence on purchasing decisions. Product quality, price, and service affect consumer loyalty.

Effect of Price on Student Loyalty

The last is the discussion about hypothesis 5 that is produced through SEM analysis states that the price variable directly has a positive and also significant effect on student loyalty. As with the previous discussion which states that factor such as the diversity of programs offered, the availability of excellent programs, programs in accordance with what is offered, the assurance that the program is quality, the teacher's competence in delivering the programs offered greatly influences the loyalty of students in Tutoring Griya English Fun itself.

The results of this hypothesis are also supported by research conducted by Wulandari (2019). The influence of destination image and price perception on visitor loyalty in owabong through satisfaction as a mediating variable. The results showed that product price variables significantly influence customer satisfaction which has an impact on customer loyalty.

Moreover, Vidya (2018), described the influence of product quality and price on loyalty with satisfaction as an intervening variable (the study of consumers of oreo biscuits in Surabaya carrefour). The results showed that product price variables significantly influence customer satisfaction which has an impact on customer loyalty.

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