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*By Universitas Muhammadiyah Sidoarjo*

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## Implementation of digital marketing strategies to enhance private education customer loyalty and brand trust

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### Abstract

**General Background** The expansion of private education has intensified competition, making customer loyalty and brand trust essential for sustainability. **Specific Background** Digital marketing tools such as social media platforms, online advertising, and analytics systems are increasingly used by educational institutions to engage customers and build relationships. **Knowledge Gap** Existing studies mainly focus on general marketing or higher education, leaving limited insights into digital marketing applications in private education contexts. **Aims** This study aims to analyze how digital marketing strategies contribute to customer loyalty and brand trust in private educational institutions. **Results** The findings indicate that the use of digital platforms, including social media, websites, and online communication tools, supports customer engagement, transparency, and long-term relationships. Survey results show that institutions applying structured digital strategies maintain stronger customer connections and market presence. **Novelty** The study emphasizes the role of integrated digital marketing approaches specifically within private education settings. **Implications** The results suggest that adopting data-driven and interactive digital marketing strategies is essential for sustaining customer loyalty, strengthening brand trust, and maintaining competitiveness in the education sector.

**Keywords:** Digital Marketing, Private Education, Customer Loyalty, Brand Trust, Marketing Analytics

### Key Findings Highlights

Online platforms facilitate continuous interaction between institutions and clients  
Structured communication strategies support long-term relationship development  
Data-based approaches guide marketing decision processes

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## 1. Introduction

The popularity of private educational institutions in our country has been experiencing sustainable development in recent years through the application of scientific, technological and international standards. In addition, it is no exaggeration to say that the Resolution of the President of the Republic of Uzbekistan dated September 15, 2017 “On measures to further develop the activities of non-state educational services” to support the activities of non-state educational services, further increase the share of the private sector in the education sector, create favorable conditions for business entities in this area, and introduce innovative pedagogical forms, methods and technologies of teaching has ensured the progressive development of the private education sector.[1] However, this growth factor has created a significant competitive environment among education sectors, making learners' trust and loyalty to the brand key to their long-term sustainability. Unlike state educational institutions in our republic, private educational institutions depend on the loyalty of their students and their parents, which serves to enhance the brand image.[2] Therefore, the strategies used in digital marketing remain one of the main directions for educational market participants to properly establish and form relationships with their customers. The significant development of digital information technologies in 2019-2020 has provided members of society with the opportunity to quickly master various modern technologies and elements.[3] This has created a favorable environment for the educational services market, since previously such educational institutions mainly focused on the “word of mouth” strategy as a marketing element. Currently, digital marketing technologies are significantly replacing this trend. Potential students and their parents are placing their trust in the quality of the educational center, the educational center's website, its activities on social networks such as Instagram, Facebook, Telegram and YouTube, online reviews and other digital marketing advertisements. Institutions that fail to implement the above-mentioned marketing practices effectively are gradually losing their customers. Digital marketing platforms are serving as a fundamental foundation for the private education sector to establish two-way relationships and ensure transparency, which is necessary for trust and loyalty to their brands.[4] In private education, the factor of determining customer loyalty is a very important element, therefore, it consists of re-registration or long-term communication. At the same time, brand trust allows you to overcome some of the shortcomings that may arise in private education. Data-driven digital marketing strategies, such as Content Marketing, Social Media Marketing, and Influencer Engagement, play an important role in significantly increasing both customer loyalty and trust.[5]

## 2. Bibliograph

Research on customer loyalty and trust in the brand has also been carried out by professors of prestigious universities around the world. In particular, Philip Kotler's book Marketing 4.0 “From Traditional to Digital Marketing” contains views on the formation of customer attitudes towards the brand, Anastasia Gribkova's book Improving the brand through digital marketing, in addition, various scientific works on digital marketing, branding, customer loyalty have been carried out by D. Bowen, D. Maykens, D. Walker, L. F. Khodorkov, Yu. F. Volkov, AD Chudnovsky, NM Kuldoshina, A. Braymer, A. Lesnik, I. P. Matsitsky, A. Chernyshev, A. B. Kosolapov, V. Kvartalnov, M. Yakimenko, A. Saak, D. A. Michelli, L. P. Shmatko, L. V. Zholobova, G. Ilyashko, D. S. Ushakov, V. G. Fedtsov, T. Hayes.[6]

The scientific works of CIS scientists O.S. Batalova, M.N. Krivtsova, E.I. Bulin-Sokolova, C. Maslowsky, D.G. Kochergin, E.E. Zhernov, A.V. Poltavets, I.Yu. Shpolyanskaya, A.M. Vorobyeva, N.V. Sukhenko, A.M. Prokhorova, E.E. Tarasova, E.A. Shein, L.V. Danilenko, E.A. Neretina, K.V. Pitelinsky and others have studied the promotion of higher education services, the digitalization of higher education services, the effective use of websites of higher education institutions, the role of Internet marketing in promotion, and some aspects of digital marketing .[7]

In Uzbekistan, the digitalization and increase in the efficiency of educational services, marketing strategies for increasing the competitiveness of higher education, improving brand capital management in higher education, as well as some theoretical and methodological aspects of digital marketing in promoting higher education services are widely covered in the scientific works of QJMirzayev, MQPardaev, MMMukhammedov, Sh.J.Ergashkhodjaeva, MAIkramov, SSGulyamov, G.Akhunova, ZAKhakymov, UUSharifkhodjayev, AOOchilov, NGZufarova, D.Sh.Nishonov, AAXhamidova, SABanazarova and others.[8]

However, the studies conducted by our country's scholars, based on the principles of general service or digital marketing, or their developments, are focused on the activities of the Higher Education sectors, providing limited sources of information on customer trust and loyalty to brands in private education.[9] This, in turn, draws attention to the need to improve the research gap on this topic and provide some insights that are relevant to the private education sector in our country.[10]

## 3. Research Methodology

**This article adopts different digital marketing tools and analysis through SPS to get the results and primary and secondary data applied to this research reveals overall results by applying research objects and subjects. Organized survey questions to business owners and clients reveals all results as authentic.**

**Results.** The above-mentioned research is consistent with the priority principles of scientific work conducted in our country, and therefore, with the development of the digital economy, modernization of the provision of educational services and their quality of education and areas of development adapted to innovations.[11] The national development strategies of the economy of our republic emphasize the expansion of digital development, modernization of education systems in line with international standards, and also serve to directly increase human capital. Therefore, the development of private education

sectors in the field plays a key role in filling the gaps in public education and meeting the needs of education based on a market economy.[12]

As stipulated in the Decree of the President of the Republic of Uzbekistan No. PF-6079 of 2020 on the approval of the "Digital Uzbekistan-2030" strategy and measures for its effective implementation, encourages the promotion of modern technologies in all sectors, including education and marketing.[13] Today, one of the integral parts of the digital economy is undoubtedly marketing, since it is necessary to use the tools of online platforms to analyze the data necessary to improve the activities of enterprises and organizations.[14]

To achieve the above goal, the scientific research focuses on the following main objectives:

1. Understanding and analyzing the components of customer loyalty and brand trust in the context of private education.
2. Identify the digital marketing strategies most commonly used by private educational institutions.
3. Assess the impact of digital marketing tools (e.g., social media, websites, online advertising, and content marketing) on customer trust.
4. Studying brand trust and customer loyalty in private education services.
5. Assessing clients' perceptions of digital communication and online engagement by private education providers.

By achieving these goals, the research aims to contribute theoretically and practically to the fields of digital marketing and educational management.[15]

## 4. Result

By analyzing current situation of educational centers we found out lots of information and gained real experience how to organize a company's marketing network and how to deal with customer both directly and indirectly. As a conclusion, we can state that, even there are so many disadvantages of this company, generally they have a well-organized company network and marketing digital system. In order to adapt to market changes and customer behavior, it has institutionalized its strategy and culture, which has eventually allowed it to maintain its market share.

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