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**ISLAMIC EDUCATION SERVICE MARKETING MANAGEMENT BASED ON
ISMUBA IDENTITY AS A STRATEGY TO STRENGTHEN CUSTOMER
LOYALTY IN THE ERA OF INDUSTRIAL REVOLUTION 4.0**

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Abstract

The era of the Industrial Revolution 4.0 demands that Islamic educational institutions effectively manage their service marketing strategies to remain competitive. This study aims to analyze the marketing management of Islamic educational services at SMA Muhammadiyah 2 Palembang using descriptive qualitative methods through interviews, observation, and documentation. This study analyzes how the ISMUBA identity is utilized in the marketing management of Islamic educational services as a competitive advantage for the school and its implications for building customer loyalty. The novelty of this research lies in viewing ISMUBA not merely as a unique Islamic curriculum, but as a religious branding instrument that strategically shapes the school's image, strengthens public trust, and encourages loyalty from parents and students. Thus, this study enriches the study of Islamic educational marketing by interpreting religious identity as a values-based marketing strategy.

Keywords: Marketing Management, Islamic Educational Services, ISMUBA, Strengthening Customer Loyalty, Industrial Revolution 4.0

Abstrak

Era revolusi industri 4.0 menuntut lembaga pendidikan Islam mengelola strategi pemasaran jasa secara efektif agar tetap kompetitif. Penelitian ini bertujuan menganalisis manajemen pemasaran jasa pendidikan Islam di SMA Muhammadiyah 2 Palembang dengan metode kualitatif deskriptif melalui wawancara, observasi, dan dokumentasi. Penelitian ini menganalisis bagaimana identitas ISMUBA dimanfaatkan dalam manajemen pemasaran jasa pendidikan Islam sebagai keunggulan kompetitif sekolah serta implikasinya terhadap pembentukan loyalitas pelanggan. Kebaruan penelitian ini terletak pada cara pandang ISMUBA tidak semata sebagai kurikulum khas keislaman, tetapi sebagai instrumen branding religius yang secara strategis membentuk citra sekolah, memperkuat kepercayaan publik, dan mendorong loyalitas orang tua serta peserta didik.

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Dengan demikian, penelitian ini memperkaya kajian pemasaran pendidikan Islam melalui pemaknaan identitas religius sebagai strategi pemasaran berbasis nilai.

Kata Kunci: Manajemen Pemasaran, Jasa Pendidikan Islam, ISMUBA, Penguatan Loyalitas Pelanggan, Revolusi Industri 4.0

A. Introduction

The development of digital technology in the Industrial Revolution 4.0 era has brought significant changes to the management and marketing patterns of educational institutions, including Islamic education. Educational institutions no longer compete solely on academic quality and physical facilities, but also on their ability to build an image, identity, and communicate effectively with the public through digital media. The increasingly advanced development of technology and information has required educational institutions to design appropriate marketing strategies to determine market targets and facilitate the alignment of products with their targets. (Salsa Widya, 2022) The main challenge in marketing Islamic education in the digital era lies in how institutions can maintain religious values as their core identity, while simultaneously packaging them adaptively to remain relevant, attractive, and competitive amidst the rapid flow of information and increasingly diverse school choices. Effective marketing can connect educational institutions with their customers, both directly and through intermediary markets. (Valentin et al., 2025) The primary goal of implementing educational service marketing management is to increase customer satisfaction. Customer satisfaction is a key factor in the success of an educational institution. Customers who are satisfied with the educational services provided by an educational institution are more likely to use those services again and recommend them to others. (Makmun et al., 2023)

Several previous studies have shown that marketing strategies for Islamic educational services are largely focused on utilizing digital media, implementing a marketing mix, and enhancing service quality to increase customer interest and satisfaction. These studies emphasize the importance of social media promotion, improving the quality of educational services, and the role of school image in building public trust. These findings confirm that Islamic educational marketing has shifted from conventional patterns to a more modern, technology-based approach. Education is now understood as a *corporation*, meaning educational institutions are considered production organizations that produce educational services purchased by consumers. (Iqbal, 2019) Facing the era of the Industrial Revolution 4.0, Islamic educational institutions must be able to adapt to the increasingly rapid changes of the times. The term "*Industrial Revolution*" was introduced by Friedrich Engels and Louis Auguste Blanqui in the mid-19th century. This industrial revolution is ongoing. The last decade can be considered to have entered the fourth phase of 4.0. The

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transition from phase to phase presents articulate differences in terms of usability. (Sigit Hananto, 2022)

However, existing studies still tend to position the Islamic identity of schools, including ISMUBA (Al-Islam, Muhammadiyah, and Arabic), only as a curriculum or academic characteristic. ISMUBA is generally discussed in the context of strengthening religious character, moral formation, and internalization of Islamic values in students. Not many studies have examined ISMUBA more broadly as a marketing strategy and religious branding instrument that is consciously used to build a school's image and strengthen customer loyalty in the educational competition. If producers are unable to market their products, in this case educational services, because the quality is not liked by consumers, does not provide added value for individual personal development, the service is not satisfactory, then the service products offered will not sell. (Munir, 2024) A positive image is a very valuable asset in the market place and becomes a strong basic capital in influencing stakeholders. Expectations The elements of marketing strategy consist of 7 Ps, namely *Product, Price, Place, Promotion, People, Physical Evidence, Process*. This strategy was adopted from the business world, where marketing focuses on customer satisfaction, based on the logical principle that if customers are dissatisfied, the marketing has failed. (Salsa Widya, 2022)

Marketing is essential for educational institutions to build a positive image. If an institution or school has a positive public image, it will likely be easier to overcome competition. (Fathurrochman & Histori S, 2022) Developing a marketing strategy must also consider various aspects, including current regulations and policies. As stated in the Decree of the Director General of Islamic Education concerning the 2020 PPDB Technical Guidelines, which regulates the Admission of New Students for Raudlatul Athfal (RA) and Madrasahs (MI, MTs, MA, and MAK) in the 2020/2021 Academic Year. Director General of Islamic Education of the Ministry of Religious Affairs Number 7265 of 2020 concerning Technical Instructions for Admission of Students to Raudlatul Athfal, Madrasah Ibtidaiyah, Madrasah Tsanawiyah, Madrasah Aliyah, and Madrasah Aliyah Vocational for the 2020/2021 Academic Year is carried out objectively, accountably, transparently and without discrimination, thereby encouraging increased access to equitable educational services. (Saidah et al., 2022)

Customer loyalty in the context of education refers to parents' long-term commitment to the school they choose for their child. This loyalty is demonstrated through the decision to continue enrolling their child in the same institution, recommending it to others, and actively participating in school activities. Customer loyalty is formed from a combination of repeated positive experiences, high satisfaction with the service, and a strong emotional connection between the consumer and the service provider. In education, this means that the better the

school's image is created through appropriate branding strategies, the more likely parents are to feel satisfied and loyal to that school. This is especially relevant in early childhood education services, where trust, comfort, and aligned values are crucial factors in determining parents' choices. (Rahmanita et al., 2025)

As an Islamic-based school, SMA Muhammadiyah 2 Palembang strives to continuously develop marketing strategies that not only emphasize the curriculum but also reflect its distinctive Islamic identity. These efforts include utilizing its official website and social media platforms like TikTok, Instagram, and Facebook to share information about daily activities, student achievements, and flagship programs. This aligns with the needs of prospective students, who in today's digital age increasingly seek information through online media.

In addition, marketing strategies are also carried out conventionally through the distribution of brochures, direct promotions to junior high schools by the SPMB Team formed by an official decree, and encouraging parents to provide word-of-mouth recommendations. Providing scholarships to high-achieving students, both in academic and non-academic fields, is a concrete step in improving the school's positive image. The ISMUBA curriculum program (Al-Islam, Muhammadiyah, and Arabic) as a characteristic of Muhammadiyah education helps strengthen the school's positioning as an Islamic educational institution that emphasizes not only academic achievement, but also the instillation of Islamic religious and moral values.

The significance of this research lies in exploring the relationship between the ISMUBA curriculum and marketing strategies as a competitive advantage for Islamic schools, focusing on the analysis of meaning and actual practice in the field. Previous research has examined this topic, discussing digital information technology as a digital marketing medium for educational service institutions, in promoting and improving the image of education. (Prastowo, 2022) What differentiates this research is student achievement in non-academic areas, such as sacred footprints, drum bands, religious activities, and success in MTQ competitions. This also serves as an added value that can attract prospective students. Alumni involvement in various school activities, including sharing their success stories, serves as a real motivation for prospective students and provides concrete evidence of the quality of SMA Muhammadiyah 2 Palembang graduates. In fact, this year, some graduates received scholarships to study in Egypt, and data shows an increase in the number of graduates accepted into state universities each year.

Seeing the increasingly fierce competition between schools, considering that each school tries to showcase its strengths and unique characteristics, both in terms of curriculum, extracurricular activities, and the facilities offered. Therefore, SMA Muhammadiyah 2 Palembang is required to continue to innovate in its educational service marketing strategy in order to be able to compete and remain the community's

primary choice. Another challenge that needs to be considered is how schools can creatively manage social media, maintain good communication with the community, and maintain a positive image that is not only visible within the school environment but also its benefits are felt by the wider community. Thus, the implementation of planned, measurable, and adaptive Islamic educational service marketing management is an urgent need for SMA Muhammadiyah 2 Palembang in order to strengthen its competitiveness and maintain its existence as a leading Islamic educational institution.

Based on the research gap, this study aims to analyze how the ISMUBA identity is interpreted and implemented in the marketing management of Islamic education services at SMA Muhammadiyah 2 Palembang. This study also seeks to uncover ISMUBA's contribution as a competitive advantage that functions not only in the curriculum realm, but also as a religious branding strategy in shaping the school's image and customer loyalty. Thus, this study is expected to provide theoretical contributions in the development of value-based Islamic education marketing studies, as well as practical contributions for Islamic educational institutions in designing adaptive marketing strategies without losing their Islamic identity.

B. Method

The research was conducted at SMA Muhammadiyah 2 Palembang on September 22, 2025, with a focus on marketing activities, strengthening the school's image, and building customer loyalty. Research informants were determined purposively, including the principal, vice principal for student affairs, and school staff involved in marketing and new student admissions (SPMB) activities. The selection of these informants was based on considerations of their direct involvement in the planning, implementation, and evaluation of the school's marketing strategy. Data collection techniques were carried out through in-depth interviews, observation, and documentation. The data obtained were then analyzed using Miles and Huberman's interactive analysis technique which includes the stages of data collection, data reduction, data presentation, as well as drawing conclusions and verification. The analysis process was carried out thematically by tracing patterns of meaning related to the role of ISMUBA as an identity, marketing strategy, and building customer loyalty. To maintain the validity of the data, this study uses triangulation of sources and techniques, so that the research findings are expected to have a high level of credibility and reliability and accurately reflect empirical conditions in the field. For data validity testing techniques, researchers use triangulation of sources, techniques and time so that this research is more accurate and in accordance with what happens in the field. (Sugiyono, 2017)

C. Results And Discussion

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The research results show that the marketing management of Islamic education services at SMA Muhammadiyah 2 Palembang is implemented through a combination of digital and conventional strategies. Social media and the school website are used as the primary means of delivering information, promoting flagship programs, and publishing student achievements. Meanwhile, conventional promotion continues through in-person visits to junior high schools, distributing brochures, and soliciting recommendations from parents and alumni.

Key findings in the field indicate that ISMUBA's identity is not only positioned as an Islamic curriculum, but also utilized as a distinctive school identity to attract public interest. The values of Islam, Muhammadiyah, and Arabic are consistently displayed in various school activities and promotional materials, thus creating a strong religious image. Furthermore, student achievements, particularly in non-academic areas such as the Quran Recitation (MTQ), the sacred footprint, the drum band, and religious activities, are a major draw in the school's marketing strategy. These achievements are intensively publicized and serve as a symbol of the quality of education offered.

Alumni involvement was also a significant finding in this study. Alumni who successfully continued their studies at prestigious universities or obtained overseas scholarships serve as inspirational figures and sources of trust for prospective students and parents. The marketing mix serves as a tool for implementing all aspects of the marketing strategy launched by SMA Muhammadiyah 2 Palembang because, according to marketing expert Kartajaya (Sigit Hananto, 2022), this combination of digital and conventional strategies demonstrates the school's understanding of diverse market segments, where some prospective students and parents still rely on direct interaction and tangible evidence in making decisions. The following statement was made by the vice principal for student affairs:

"ISMUBA is here to be a distinctive feature of education at SMA Muhammadiyah 2 Palembang. This curriculum not only talks about religion but also as a way to form good character so that this is one of the concepts that becomes the attraction of this school to promote itself so that it can be widely known and become the main choice for the community."

The school's competitive advantage lies primarily in its ISMUBA (Islam, Muhammadiyah, Arabic) curriculum, the hallmark of Muhammadiyah educational institutions. This curriculum not only teaches religious knowledge but also fosters a strong Islamic character, providing a differentiated educational experience unlike that of other public schools. The school's Islamic identity is a unique attraction for those seeking an education based on moral and religious values.

The innovations obtained from this research are the existence of the ISMUBA curriculum (Al-Islam, Muhammadiyah, Arabic) which is the hallmark of Marketing Management of Islamic Educational Services Based on Ismuba Identity as a Strategy to Strengthen Customer Loyalty in the Era of the Industrial Revolution 4.0

Muhammadiyah educational institutions, in addition to the special curriculum, student achievements in various fields also strengthen the school's competitiveness. In this case, SMA Muhammadiyah 2 Palembang also provides information regarding their advantages related to student achievement, as expressed by the principal that:

"We are also active in academic and non-academic competitions. Many of our students have won competitions such as MTQ, arts, sports, drumband, etc. This image is also one of our strategies to promote to the public that our school is also capable of competing in this."

Muhammadiyah 2 High School Palembang is known for actively participating in various competitions, both academic and non-academic, such as the MTQ (Quran Recitation Competition), arts, sports, tapak suci (Holy Footprint), and drum band competitions. These achievements build a positive image, confirming that the school excels not only in religious matters but also in the overall development of students' potential. Alumni involvement also plays a vital role in the school's marketing strategy. Successful alumni, both nationally and internationally, serve as role models who inspire prospective students. For example, students' success in obtaining scholarships to study in Egypt or being accepted into renowned state universities is concrete evidence of the quality of education at this school. From a marketing perspective, alumni serve as *brand ambassadors*, enhancing the school's credibility in the eyes of the public.

In this study, researchers identified significant challenges. Competition among schools in Palembang is increasingly fierce, with many offering modern facilities, international programs, and aggressive digital branding. A staff member at the school expressed this:

"The most significant challenge we are currently facing is seeking further innovation to create a distinctive character and change our mindset so that we can continue to develop without losing the identity of this school itself."

This situation demands that SMA Muhammadiyah 2 Palembang continue to innovate, both in managing digital content and strengthening the school's identity to maintain its appeal. Another challenge is maintaining consistent service quality to consistently meet public expectations.

To address these challenges, the school is striving to strengthen communication with the community through more creative and interactive digital content. Furthermore, the strategy of providing scholarships to high-achieving students has been expanded to attract more families to enroll their children in the school. Another effort is strengthening networks with external institutions, including universities and Muhammadiyah organizations, to increase student development opportunities. Thus,

marketing focuses not only on promotional aspects but also includes building community trust through tangible quality.

The findings of this study also reinforce the view of Islamic education marketing experts that the success of educational institutions is determined by their ability to integrate religious values with modern marketing strategies. A strong Islamic identity serves as a moral foundation, while digital innovation provides a means to reach a wider audience. This demonstrates that Islamic education marketing management cannot operate solely conventionally but must adapt to technological changes without losing its core values.

Thus, it can be concluded that the marketing management of Islamic education services at SMA Muhammadiyah 2 Palembang has successfully combined digital and conventional strategies, strengthened competitive advantage through a unique curriculum, student achievement, and alumni engagement, and is able to adapt to the challenges of competition in the digital era. The implementation of a planned marketing strategy based on Islamic identity has proven to be able to strengthen the school's positive image, increase its appeal in the eyes of the community, and maintain its existence as one of the leading Islamic educational institutions in Palembang.

The findings of this study show that the marketing strategy for Islamic educational services at SMA Muhammadiyah 2 Palembang aligns with the concept of the educational services marketing mix (7Ps), particularly in the aspects of product, promotion, people, and physical evidence. The ISMUBA identity, as the school's distinctive feature, serves as a primary product that differentiates it from other educational institutions.

In English, the term "marketing" can be referred to as "marketing," and the word itself has been incorporated into Indonesian. The word "marketing" originates from the word "pasar," meaning "market." (Makmun et al., 2023). Kotler & Keller, in Adam, define marketing as an organizational function and a set of processes for creating, communicating, and delivering value to customers, as well as managing customer relationships, all of which can benefit the organization. (Iqbal, 2019). Marketing management in the context of educational services is a social and managerial process for obtaining what is needed and desired through creating offers and exchanging valuable products with other parties in the educational field. Essentially, marketing in the world of education is about offering quality and the quality of educational institutions and offering comprehensive character building. (Sintasari & Afifah, 2022)

The marketing mix for educational services will be successful if it is interconnected, with each element influencing the others. These activities need to be implemented effectively and efficiently to achieve better results for educational

institutions (Sintasari & Afifah, 2022) . In this fast-paced and competitive digital era, the image and reputation of educational institutions are no longer built solely on academic quality. Information transparency, institutional engagement in the public sphere, and the ability to establish strategic communication with the community are crucial factors in building public trust and interest. (Novriansyah et al., 2025)

The main novelty of this research lies in its interpretation of ISMUBA as a religious identity branding, not merely as a curriculum. ISMUBA is positioned as a representation of educational values, character, and vision, strategically communicated to the public. This finding complements previous research, which generally discussed ISMUBA in the context of learning and character building but failed to position it as a marketing tool or school image builder.

Customer satisfaction is also based on loyalty from what we provide to consumers because customer loyalty is very important for the continuity of a business. Because customer loyalty can form a market which is one of the sources for educational institutions to market their products. (Ma'rufah, 2023) Loyalty indicators according to Zeithaml are: (1) Continuously conducting *word of mouth communication* , (2) Having no desire to switch to competitors (3) Buying more products from educational institutions. By creating customer loyalty to a business, it will make it easier for educational institutions to maintain the continuity of their business. Customer loyalty has characteristics, according to the level of loyalty itself. These characteristics are the benchmark, the extent of customer loyalty in educational institutions, so that educational institutions can determine policies based on these characteristics. (Ma'rufah, 2023)

A school's image will emerge if several factors dominantly influence an educational institution's competitiveness. These factors include the following: First, location. In general, educational institutions will strive to find locations that are easily accessible and have access to other sectors, making this factor a comparative advantage in competing with other educational institutions. Second, value excellence. For example, the superiority of the implemented curriculum, human resources, infrastructure, and collaboration. Third, community needs. In some general cases, there are various reasons parents send their children to certain educational institutions, one of the most prominent reasons being the quality factor concerning the learning process and its outcomes. (Fajry et al., 2024)

Furthermore, the role of alumni in this study demonstrates their function as religious brand ambassadors. Alumni success symbolizes the success of the educational process and strengthens public trust. This expands on previous research findings that emphasized institutional promotion by adding relational and emotional dimensions to the marketing of Islamic education.

Students' non-academic achievements serve as symbolic marketing value, representing a quality education that reflects a balance between academic achievement, talent development, and strengthening religious values. Publicizing these achievements not only enhances the school's image but also builds positive perceptions and customer loyalty. Indirectly, an educational marketing strategy also provides a marketing concept that is understandable not only to the school community but also to the entire community. (Saidah et al., 2022) Educational service marketing management can be carried out by analyzing current community needs. This is because the primary focus in marketing a product is the community. (Aguustina, 2021)

Some of these strategies include marketers implementing a strategic marketing mix that can attract potential customers, including providing quality products, competitive pricing, strategic locations, attractive promotions, competent human resources, productive business processes, and physical evidence of the business. (Prastowo, 2022)

Thus, this discussion confirms that the success of marketing Islamic educational services is determined not only by promotional strategies, but also by the educational institution's ability to manage religious identity, alumni networks, and student achievement as meaningful symbolic values for the community. (Alfaini Uspari et al., 2024)

D. Conclusion

The conclusion of this paper shows that the marketing management of Islamic education services at SMA Muhammadiyah 2 Palembang has successfully combined digital and conventional strategies effectively, highlighting Islamic identity through the ISMUBA curriculum and student achievement as the main attraction. This strategy not only enhances the school's positive image but also plays a significant role in building customer loyalty, especially among parents. This loyalty is reflected in growing trust, the decision to continue sending their children to the same institution, and active participation in school activities. With an adaptive and values-based marketing approach, the school is able to create a strong emotional connection between service providers and consumers, thereby strengthening its existence and competitiveness in the era of the industrial revolution 4.0.

This study has several limitations. First, the research was conducted using a qualitative approach and a single case study design at a single educational institution, so the findings cannot be generalized to the broader context of Islamic schools. Second, this study focused more on the meaning and practice of ISMUBA's identity-based marketing management, thus not quantitatively measuring the extent to which this strategy influences customer loyalty levels. Therefore, further research is recommended to use a comparative design involving several Islamic schools to

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examine variations in the application of religious identity in marketing strategies. Furthermore, a quantitative or mixed methods approach could be used to examine the relationship between religious branding, school image, and customer loyalty more objectively and measurably.

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