THE EVOLUTION OF EDUCATIONAL SERVICE MARKETING AND RELATIONAL MARKETING IN ISLAMIC OF EDUCATION INSTITUTIONS

Anis Zohriah
UIN Sultan Maulana Hasanuddin Banten, Indonesia (anis.zohriah@uinbanten.ac.id

Arif Fakih Firdaus
UIN Sultan Maulana Hasanuddin Banten, Indonesia (242625234.ariffakihfirdaus@uinbanten.ac.id)

Ahmad Idris
UIN Sultan Maulana Hasanuddin Banten, Indonesia (242625115.ahmadidris@uinbanten.ac.id)

Mila Nuroniyah
UIN Sultan Maulana Hasanuddin Banten, Indonesia (242625223.milanuroniyah@uinbanten.ac.id)

Abdul Muin
UIN Sultan Maulana Hasanuddin Banten, Indonesia (abdul.muin@uinbanten.ac.id)

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Service Marketing, Relational Marketing, Educational Services, Islamic Education Management	*Service marketing in the education sector has evolved from a transactional approach toward a relational and value-based orientation that emphasizes long-term relationships, service quality, and stakeholder trust. This article aims to conceptually analyze the evolution of service marketing and the application of relational marketing in educational services, particularly in strengthening sustainable relationships with students, parents, alumni, and the wider community. Using a qualitative literature review method, this study synthesizes relevant theories and empirical findings on educational service marketing and relational marketing practices. The analysis demonstrates that relational marketing contributes significantly to student retention, loyalty, institutional reputation, and long-term competitiveness, especially through the utilization of digital technology and data-driven communication. Furthermore, this study highlights that relational marketing aligns with Islamic education management principles such as amanah (trustworthiness), ethical responsibility, and long-term commitment in service provision. This article offers a conceptual contribution by integrating relational marketing theory with educational service management from an Islamic perspective, providing strategic insights for educational institutions in responding to contemporary competition and digital transformation.*

A. INTRODUCTION

Service marketing has grown rapidly in line with changes in the economy, technology, and consumer needs, focusing on experience, service quality, and long-term relationships with customers, which are now the main keys to increasing customer loyalty and satisfaction (Wijaya, 2022). Including education, marketing is needed to introduce educational institutions to the public, effective educational marketing can improve quality and provide benefits for institutions and consumers, by combining important elements in marketing 7P (product, price, place, promotion, people, physical evidence, process) to win competition and achieve success (Khasanah, 2015).

Education marketing is carried out through promotional, financing, and differentiation strategies, supported by quality, brand, and strategic location, but hampered by inadequate infrastructure, fierce competition, and lack of understanding of human resources (Ariyani et al., 2024). Differentiation marketing strategies and marketing mixes are implemented by offering quality products, learning and extracurricular services, affordable prices, and strategic locations, using promotions through public relations, brochures, websites, and activities involving the community (Amalia et al., 2022).

The evolution of service marketing in the education sector presents challenges and opportunities, where success depends not only on the delivery of knowledge, but also on the quality of interaction between students, parents, teachers, and the community, as well as building trust and continuous communication (Hamdi, 2021). Relational marketing in the education sector is increasingly important amid competition between institutions, where success is measured not only by academic quality, but also by the services, experiences, and personal relationships built with students and parents to create long-term loyalty (MY et al., 2022).

The application of relational marketing in educational services now involves technology, with the use of social media, educational portals, and student management systems that make it easier for institutions to establish communication, strengthen sustainable relationships, and provide a more personalized and relevant experience (Zakki et al., 2023). The study of the evolution of service marketing and the application of relational marketing in the education sector is expected to provide an understanding of how educational institutions optimize marketing strategies to attract new students while building strong and sustainable relationships with students, parents, and the community (Aguustina, 2021).

The purpose of the research on the evolution of service and relational marketing in the field of education is to analyze changes in marketing strategies in the education sector, especially the application of the concept of relational marketing to build long-term relationships with students, parents, and the community. This research is expected to identify the challenges faced by educational institutions and provide strategic recommendations to optimize sustainable relationship-based marketing.

Within the context of Islamic education management, the evolution of service marketing and relational marketing cannot be separated from ethical and value-based considerations. Islamic educational institutions are not merely service providers competing for market share, but moral institutions that uphold values such as *amanah* (trustworthiness), *ihsan* (service excellence), *ukhuwah* (social responsibility), and long-term commitment to stakeholder welfare. Therefore, the application of relational marketing in Islamic educational institutions emphasizes not only customer satisfaction

and loyalty, but also ethical accountability, transparency, and sustainable relationships grounded in Islamic principles. This perspective positions relational marketing as a strategic and moral framework within Islamic education management, aligning institutional competitiveness with spiritual and social responsibilities.

B. METHOD

This study employs a qualitative approach using a literature review design to examine the evolution of service marketing and relational marketing in educational services. A literature review is considered appropriate because this research aims to develop a conceptual understanding and theoretical synthesis rather than empirical measurement.

Data were collected through documentation techniques by reviewing books and peer-reviewed journal articles relevant to service marketing, relational marketing, and educational service management. The literature selection was guided by the following criteria: (1) publications discussing service marketing and relational marketing concepts, (2) studies focusing on educational services or educational management, (3) sources published primarily between the last decade to ensure conceptual relevance, and (4) academic sources in the form of books and scholarly journal articles. Non-academic sources and publications lacking clear theoretical contributions were excluded.

Data analysis was conducted through several stages. First, data reduction was carried out by identifying and selecting key concepts and arguments relevant to the research focus. Second, content analysis was applied to categorize the literature into thematic dimensions, including the evolution of service marketing, relational marketing principles, digital transformation in educational marketing, and implications for educational service management. Third, a conceptual synthesis was developed by integrating these themes to explain how relational marketing contributes to long-term relationships, loyalty, and institutional sustainability. Finally, generalization was performed to formulate broader conceptual insights applicable to educational institutions, particularly within the context of Islamic education management.

C. RESULT AND DISCUSSION

1. Marketing Services in Education

Educational service marketing refers to a series of strategies implemented by educational institutions to introduce and offer educational products to prospective students and parents (Usania, 2021). The main goal is to increase awareness, interest, and trust in the services provided, attract prospective students, and retain them to remain enrolled (Zulfiah et al., 2023). Marketing does not only focus on promotion, but also on understanding customer needs and wants and building long-term mutually beneficial relationships (Alfiyanto, 2020). Some important aspects of marketing educational services include the promotion of institutional values and image, which highlights the vision, mission, and excellence in the quality of education, facilities, and services (Syukur, 2021). The creation of customer experiences through quality teaching, interaction with teachers, and a safe learning environment is also very important (Fakhruddin. S et al., 2023). Personalization of services to meet the specific needs of students and parents, as well as relational marketing that helps build long-term relationships with students, parents, and alumni (Turmudi & Fatayati, 2021).

Technology and digital marketing are increasingly important to strengthen brand and audience engagement (Ibrahim et al., 2022). Academic quality and institutional reputation are the main factors in the selection of educational institutions (Fahrudin1 & Murtadlo, 2021).

The history of modern marketing was born with the industrial revolution (Arianty & Andira, 2021). The presence of technology and machines has made many changes in management techniques in food production and other needs. Household crafts moved to factories and small production turned into large-scale production. Humans abandoned the traditional model and entered into a massive Industrial revolution. The flow of people came from village to city to work in modern factories. And in the end the production amount is very large exceeding the amount of market demand. In the 1920s, it was realized that producing goods was much easier than selling the goods themselves. Attention began to shift on how to ensure that the production amount does not exceed the amount of demand for goods.

Although marketing is always a part of a business, each one has its own varied interests. There are 5 periods in the history of marketing (Malau, 2018):
  a. Production period (before the 1920s) A good item will sell itself.
  b. Sale period (before the 1950s) Creative advertising and sales will overcome customer resistance and persuade to buy.
  c. Marketing period (since the 1950s) Customer rules! Find their needs and deliver them
  d. Relationship period (since the 1990s) Long-term relationships with customers lead to success.
  e. Electronic modernization period (since the 2000s) Connecting with customers through the internet and social media is a tool effective.

The evolution of service marketing has undergone several stages of development, including: The evolution of marketing has occurred from era to era, and here are some of the changes that have occurred in the world of marketing over time:
  a. Marketing 1.0: This era is product-focused, where companies focus on making the best products. This happens when the US is in good economic state.
  b. Marketing 2.0: This era emerged when the US began to experience economic shocks. At that time, the term Marketing 2.0 emerged which focused on being customer-oriented.
  c. Marketing 3.0: This era demands marketers to capture the hidden needs of customers. Not only that, but companies must also pay attention to the impact that businesses have on the surrounding environment and social communities.
  d. Marketing 4.0: This era is talking about digital marketing, where companies must understand the stages of the customer journey and provide an enjoyable and engaging experience for the audience. Marketing 1.0 to 3.0 is an era for traditional marketing. The marketing landscape has also undergone many changes as the digital world has developed to give rise to a new era, namely the Marketing 4.0 era. Digital technology that changes the way people live has also changed the customer journey in the marketing world. The customer journey or customer path, which was originally known as aware, ask, act, and act again (4A), has shifted to customer journey 5A (aware, appeal, ask, act, advocate). In the era of Marketing 4.0, the consumer footprint is moving from online to offline and vice

versa. We call this behavior omni experience. However, this era has not talked about Artificial Intelligence (AI), robotics, and others.

e. Marketing 5.0: This era emphasizes the importance of people-to-people relationships, where companies must understand human values and needs and provide sustainable solutions.

At first, educational services were considered public services that paid less attention to marketing. However, with increasing privatization and globalization, the education sector is starting to compete to attract students, which requires a more strategic and planned marketing approach (Ahmad & Muin, 2023). The evolution of educational service marketing has undergone several important stages. In the traditional era, marketing tends to be passive, with institutions, especially government-run ones, focusing on basic facilities, curriculum, and faculty, without taking into account student experience or parental satisfaction. Success is based more on reputation, not marketing (Mahmud et al., 2022). In the competitive era, private institutions began to compete by offering varied programs and marketing materials such as brochures and advertisements, while the presence of foreign institutions added to the competition (Agustina & Sapitri, 2022). In the modern era, educational marketing integrates relational marketing, with the use of technologies such as social media and e-learning platforms to improve communication and engagement (Saepulloh & Badrudin, 2023).

Educational institutions are beginning to develop more interactive communication strategies, involving the active participation of students and parents in decision-making and providing feedback on the services provided. Experiential marketing is important, with institutions that not only offer superior academic programs, but also holistic experiences covering social, cultural, and self-development aspects (Kurniawan, 2021). In the digital era, educational marketing is increasingly connected to information technology.

Educational institutions utilize websites, social media, and other digital tools to attract prospective students, build brand awareness, and provide information. Data-driven marketing allows institutions to understand student needs and behaviors, as well as offer more relevant programs. Online education platforms, such as online courses and digital universities, are changing the landscape of education marketing, with Distance Education (PJJ) or e-learning becoming a new trend that reaches the global market and drives more flexible and accessible marketing models (Saepulloh & Badrudin, 2023).

The evolution of marketing from Marketing 1.0 to Marketing 5.0 reflects a fundamental shift in how educational institutions manage services and stakeholder relationships. While Marketing 1.0 and 2.0 emphasize efficiency and customer satisfaction, these stages are limited in addressing the complex and long-term nature of educational services. Marketing 3.0 and 4.0 introduce value-driven and digital-oriented approaches, enabling institutions to engage students and parents more interactively. However, without a relational orientation, digital marketing risks becoming purely promotional. Marketing 5.0 offers a more relevant framework for educational management by integrating technology with human-centered values, encouraging institutions to balance competitiveness, service quality, and ethical responsibility. This evolution implies that educational service marketing should not merely adopt historical

models, but critically select approaches that support long-term institutional sustainability and stakeholder trust.

2. Relational Marketing in Education

Marketing of educational services has unique characteristics because of its intangible nature, in contrast to the marketing of physical products. Therefore, relational marketing is very important for building and maintaining long-term relationships with students, parents, and other stakeholders (Hasanah et al., 2023). This strategy focuses on creating a positive and consistent experience for all parties who interact with educational institutions, including alumni and the community (Fathurrochman et al., 2021). The main goal is to ensure sustainable relationships that remain after students graduate (Handayani & Ismanto, 2019).

Relational marketing in educational services marketing can be interpreted as a marketing strategy that aims to establish long-term relationships with existing and potential new customers, through meeting customer needs, treating customers as partners, ensuring that employees meet customer satisfaction and provide good quality to customers. The main goal of relationship marketing is to find and maintain consumers so that they continue to become loyal and profitable customers (Amelia & Damrus, 2021).

Relational marketing was first used by Berry in 1983 (Fajrina S. & Jalaludin, 2022). According to Berry, relational marketing is a group of strategies applied to strengthen and protect customer relationships in the service business (Fajrina S. & Jalaludin, 2022). Relational marketing is defined as a marketing approach that seeks to build, develop, and maintain customer-centric relationships (Fajrina S. & Jalaludin, 2022).

Relationship marketing is very relevant to be discussed in the marketing of educational services, considering that the involvement and interaction between consumers (customers of educational services) and producers (schools) is so large. So that the marketing approach of educational services that is only transactional marketing with the target of high sales in the short term (many students) becomes less influential in the practice of educational services. Relational marketing is focused on recruiting and retaining or retaining educational service customers, through improving the relationship between schools and educational service customers.

Relational marketing in educational services focuses on the long-term relationship between institutions, students, parents, and alumni. First, institutions seek to build trust and loyalty by providing quality and relevant educational experiences (Fira et al., 2020). Second, the provision of flexible and personalized services, such as individual academic guidance and customized study programs, creates a meaningful learning experience (Sarifudin & Maya, 2019). Third, the active involvement of stakeholders strengthens emotional relationships and a sense of ownership of the institution (Sudirjo et al., 2023). Fourth, a holistic experience that supports student development can increase loyalty and encourage positive recommendations (Sartika, 2019). Fifth, technology and social media strengthen relationships by facilitating more efficient communication (Septia Nugroho et al., 2022). Finally, alumni act as ambassadors of institutions that strengthen reputations and provide ongoing support (Wulandari et al., 2021). Relational marketing also emphasizes added value such as extracurricular programs and career services to deepen emotional bonds (Saidah et al., 2022).

The benefits of relational marketing in educational services are significant. First, good and personal relationships with students increase retention, making students more likely to stay in school until graduation. Second, the loyalty of satisfied students will encourage them to recommend the institution to other prospective students, while satisfied parents are also a strong reference in their social networks (Iqbal, 2019). Additionally, relational marketing can strengthen the reputation of an educational institution, as good relationships with students, parents, and alumni create a positive image. Finally, alumni who feel connected to the institution can provide ongoing support, either in the form of donations or becoming mentors or speakers for the institution (Muqopie et al., 2023).

So in relational marketing, attracting new educational service customers is only the first step in the educational service marketing process. In addition, retaining education service customers is much cheaper for schools than looking for new education service customers. Therefore, this definition provides an additional perspective on relational marketing of educational services, which is as follows:

a. There is a change in the school's perspective on its relationship with educational services. The focus of relational marketing of educational services moves from transactions to long-term relationships with educational service customers (maintaining and building relationships with educational service customers).

b. There is a recognition that quality, consumer service, and marketing activities of educational services must be carried out simultaneously. Relational marketing of educational services focuses on the combination of these three elements and ensures the creation of the potential synergistic combination between these elements (Wijaya, 2022).

In the service business, customer focus is the right choice to carry out marketing activities. Seller-to-customer service is the embodiment of the creation of consumer services. This is also one way to retain customers. Therefore, relational marketing has become significant in the service business. Despite its advantages, the application of relational marketing in education also presents potential risks. Excessive commercialization may shift the orientation of educational institutions from educational missions toward profit-driven objectives, potentially undermining academic integrity. Ethical concerns arise when marketing strategies prioritize persuasion over transparency or treat students merely as customers. From an Islamic education management perspective, relational marketing must be guided by values such as *amanah* (trustworthiness), *ihsan* (excellence in service), and *ukhuwah* (social responsibility). These values ensure that relational marketing remains a tool for service improvement and moral accountability rather than manipulation. Therefore, relational marketing in education should be critically managed to balance institutional sustainability with ethical and spiritual responsibilities.

3. Core Concepts and Objectives of Relational Marketing

According to Little and Marandi, relational marketing represents a strategic alternative to the traditional transactional marketing mix, emphasizing long-term relationships as a source of sustainable competitive advantage. In the context of educational services, this approach is particularly relevant because education is not a one-time transaction but a continuous process involving trust, commitment, and mutual value creation between institutions and stakeholders

Little and Marandi propose six core concepts of relational marketing that can be directly applied to educational institutions. First, *long-term onboarding* positions students and parents not merely as customers, but as strategic partners in the educational process. This partnership-oriented perspective encourages collaboration, shared responsibility, and co-creation of educational value. Second, *commitment to fulfilling promises* highlights the importance of institutional integrity, transparency, and consistency, which are essential for building trust in educational services. This principle aligns with Islamic values such as *amanah* (trustworthiness) and *istiqamah* (consistency).

Third, the shift from *market share to customer share* emphasizes retaining students and strengthening relationships throughout their educational journey rather than merely increasing enrollment numbers. Fourth, the concept of *customer lifetime value (CLV)* encourages educational institutions to view students as long-term assets whose value extends beyond graduation through alumni engagement, institutional advocacy, and social contributions. Fifth, *two-way dialogue* underscores the importance of continuous communication, feedback mechanisms, and participatory decision-making, enabling institutions to respond effectively to students' and parents' expectations. Finally, *customer adaptation* requires institutions to personalize educational services in accordance with learners' needs, talents, and aspirations.

Overall, these core concepts demonstrate that relational marketing in education is not solely a managerial strategy but a value-based approach that integrates service quality, ethical responsibility, and long-term stakeholder relationships. In Islamic educational institutions, relational marketing strengthens not only institutional competitiveness but also moral accountability and social trust.
ucational service customers.

In educational practice, the core concepts of relational marketing can be operationalized through concrete institutional strategies. Long-term relationships are reflected in continuous academic mentoring and alumni engagement programs. Trust and commitment are built through transparent communication, consistent service quality, and fulfillment of institutional promises. Customer lifetime value is realized when institutions maintain relationships with graduates as alumni partners and institutional advocates. Two-way dialogue is implemented through feedback systems involving students and parents, while personalization is achieved through tailored academic and career guidance. When integrated into a coherent framework, these concepts support educational institutions in developing sustainable, ethical, and value-based management practices, particularly within Islamic education management contexts.

D. CONCLUSION

This study highlights that the evolution of service marketing in education reflects a strategic shift from transactional approaches toward relational and value-based orientations. The main conceptual contribution of this article lies in synthesizing service marketing evolution and relational marketing theory within the context of educational service management, emphasizing long-term relationships, stakeholder trust, and institutional sustainability. Relational marketing is not merely a promotional strategy, but a comprehensive managerial framework that integrates service quality,

ethical responsibility, and continuous engagement with students, parents, alumni, and the broader community.

From an Islamic education management perspective, relational marketing aligns with core values such as *amanah* (trustworthiness), *ihsan* (excellence in service), *ukhuwah* (social responsibility), and long-term commitment to stakeholder welfare. For leaders of Islamic educational institutions, this implies the need to design marketing strategies that prioritize transparency, ethical communication, personalized services, and sustained relationships supported by digital technologies. Strategic utilization of alumni networks, data-driven decision-making, and customer experience management can strengthen institutional reputation while maintaining moral accountability.

This study also suggests directions for future research. Empirical studies are needed to examine the effectiveness of relational marketing practices in Islamic educational institutions across different educational levels. Further research may explore the role of digital platforms, leadership styles, and organizational culture in shaping relational marketing outcomes. Such studies would contribute to the development of evidence-based strategies for sustainable and ethical educational service management.

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