INFLUENCES OF EDUCATION QUALITY AND IMPLEMENTATION OF PONDOK VALUES ON INTENTION OF GRADUATE STUDENT FORUSING WORD OF MOUTH (Surveys of Graduates Student Kulliyatul Mu'alliminal Al-Islamiyah Darussala

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INFLUENCES OF EDUCATION QUALITY AND IMPLEMENTATION OF *PONDOK* VALUES ON INTENTION OF GRADUATE STUDENT FORUSING WORD OF MOUTH (Surveys of Graduates Student Kulliyatul Mu'alliminal Al-Islamiyah Darussalam Gontor Ponorogo)

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ABSTRACT

Pondok Modern Darussalam Modern has been developed very rapidly from year to year. One of the factors that influence its development is the intention of graduate students ofKulliyatulMu'allimin Al-Islamiyah Darussalam GontorPonorogofor usingWord of Mouth.It is dueto the education quality and implementation of *pondok* values to his students. The purpose of this study was to examine the effect of variable education quality and the existence of *pondok* values on intentions of graduate students of KMI Gontor tousingword of mouth (WOM). The population in this study was graduate students of KMI Gontor in Ponorogowho ever pertamed word of mouth. Retrieving data using purposive sampling with a sample of 100 respondents. Data analysis techniques include validity, reliability, classic assumption test and multiple linear regression. The results showed that the variable education quality positivelystudents KMI Gontor intention to usingword of mouth and implementation *pondok* values variable also lodged a positive influence on students of KMI graduates to do word of mouth. Suggestions that can be submitted in relation to the results of this study were as follows: (1) Pondok Modern Darussalam Modern should always increase the factors that positively affects the interest of graduate students of KMI Gontor to do WOM. (2) The variables and indicators in this study are universal and do not bind so further research is expected to add more variables, in order to get results that are able to develop a model in the study.

Key Word: Education Quality , Implementation of PondokValues, Word of Mouth.

The era of globalization brings changes and developments in various fields. One of them is in the field of education. Development of education in Indonesia has increased rapidly[1038]. It is evidenced by the establishment of various forms of new providers of education services, ranging from education in early levels:playgroup and kindergarten to higher education that is called as universities.

Forms of educational institutions in Indonesia are diverse, ranging from formal and nonformal education. Formal education is ruled by the official institution either owned by the government or private (with permission from the government) that has the clear stages or levels of education for example, the Education of Primary School (SD), Education of secondary level; Junior High School (SMP) and Senior High School (SMA) or Vocational High School (SMK) and Higher education lecel that is called as College or University. While non-formal education is organizing educational private tutors that implement the activities as supporting formal education. Usually it is called as home schooling.

In Indonesia, there is also a form of education that combines formal education and non-formal education. In addition,it is providing formal education and combined to religious education, this institute is Islamic Boarding School. The Islamic boarding school has a system dorm or boarding school which the muslimscholars (Ulama) are as the main figure, the mosque is as a community center or the core of islamic teaching clasroom learnig process is as the main activity[1039].

One of the boarding school that provides formal education and non-formal education is the boarding school ofKulliyatulMu'allimin Al Islamiyah (KMI). KulliyatulMu'alliminaAl Islamiyah is one Islamic boarding school situated in Ponorogo, East Java.KulliyatulMu'alliminal Al Islamiyah of Pondok Modern Darussalam Gontor was found in 1926[1040]. His an educational institution, which includes formal education equivalent to Junior High School (SMP) and Senior High School (SMA) and also religious education to its students for 24 hours each day.this boarding school is famous with the application of discipline, education quality, expertise in mastering foreign languagesof Arabic and English, the formation of clerical cadre, and implementation of *pondok* values to his student called as Five Spirits or *Panca Jiwa*. Five spiritsare the values of life in the Islamic boarding school comprising sincerity, simplicity, self-

[1038]Kemdikbud, "Hasil Survei PISA: Peningkatan Capaian Indonesia Termasuk Empat Besar", *https://www.kemdikbud.go.id/main/blog/2016/12/hasil-survei-pisa-peningkatan-capaian-indonesia-termasuk-empat-besar*

[1039]Staff Sekretariat Pondok Modern Darussalam Gontor, "*Serba Serbi Podok Modern Darussalam Gontor*", (Ponorogo : Percetakan Darussalam Balai Pendidikan Pondok modern Gontor, 1997), p. 2

[1040]Ihsan, NurHadi, "*PolaPeyelenggaraanPondokPesantrenAshriyah/Khalafiyah:ProfilPondok Modern Darussalam Gontor*", (Depag, Jakarta, 2001)

sufficient, Islamic brotherhoodand freedom[1041]. Education is what distinguishes the Islamic boarding KMI with other schools in Ponorogo and in other cities.

For years the number of students of KMI are increasingto thousands of students. The data in 2017, the total of students were as many as 4.648 students[1042] and total of student 3241 in 2018, who came from Sabang to Merauke and also from abroad such as Malaysia, Thailand and others. The students that choose the KMI boarding school demand formal education and quality of religious education. Along with the increasing number of students, Islamic boarding school of KMI also sets up branches in various cities, such as Magelang, Kediri, Aceh and others. But since its establishment until today,Islamic boarding school of KMI never did a promotion in printed, electronic or other media. From the information circulated, the students choose the education in KMI because of the information that comes from word of mouth.It states thateducationof KMI grade and quality are good, the religiouseducationis nice, and the five spirits are capable of forming the characters of Islamic soul of student. The news spread and growsfrom KMI graduate students who are currently incorporated with the organization ofIslamic Boarding Family Association (IKPM), furthermore the graduates have spread in various parts of the world.By looking at the long history of KMI, there is an interesting thing to be the object of the research. The focus understanding and knowing the behavior of individuals (graduates students of KMI) of wod of mouth intetntion the boarding school of about KMI Gontor

Formulation of the Problem

Based on the above description, the formulation of this study are as follows.

1. Does the education quality affect the word of mouth intentation of KMI graduate student?
2. Does the implementation pondok values affect the word of mouth intention of KMI graduate student?

Purposes of Research

1. To analyze the effect of education quality towards the word of mouth intention of KMI graduate.

[1041] Staff Sekretariat Pondok Modern Darussalam Gontor, "*Serba Serbi Podok Modern Darussalam Gontor*", (Ponorogo : Percetakan Darussalam Balai Pendidikan Pondok modern Gontor, 1997), p. 2

[1042] Pondok Modern Darussalam Gontor, "*Warta Dunia Pondok Modern Darussalam Gontor*", (Ponorogo: Darussalam Press, 2017), p. 4

2. To analyze the influence of implementation pondok values toward the word of mouth intention of KMI graduates.

Literature Review

The Concept of Word of Mouth (WOM)

According to Kotler, word of mouth is the marketing activities through an intermediary person to person, either orally, in writing, as well as electronic communication device associated with the experience of using a product or service[1043]. Meanwhile, according to Prakoso, word of mouth is a promotional form of recommendations from the mouth of the goodness of a product or service[1044].

Word of mouth in this study is a communication made by the graduate students of the KMI as a result of their experience of everything that the individual or the graduate feld and got about education of KMI.

The Concept of Education quality

According to Sopiatin in Zazin the education qualitythe ability of an educational institution in providing services to students or even the teaching staff or teachers to conduct education quality process so as to produce graduates who have the ability, skills and knowledge[1045]. While Ahmad suggests that the education quality is the ability of schools in operationally and efficiently manage the components associated with the school to generate value according to norms or applicable standards[1046].

The education quality in this research is the quality or the ability of an institution (KMI) in providing a good education from input including students, curriculum, teaching materials, methods / strategies of learning, a learning tool in schools, school administration support infrastructure to produce quality output and quality to his students.

The Concept of Implementation of *Pondok* Values

Here is the formof *pondok*value or five spirits[1047]:

[1043]Philip Kotler dan K[illegible] LaneKeller, *"Manajemen Pemasaran"*, (Jakarta: Erlangga, 2009), p. 512

[1044]ArioPrakoso, dkk, "*PENGARUH SOCIAL MEDIA ADVERTISING TERHADAP WORD OF MOUTH DAN DAMPAKNYA PADA KEPUTUSAN PEMBELIAN". Vol. 41 No. 1, Desember 2016, p. 27*

[1045]Nur Zazin, *"Gerakan Menata Mutu Pendidikan. Teori Dan Aplikatif"*, (Yogyakarta: Ar-ruzzmedia, 2011), p. 66

[1046]DazaujakAhmad, *"Penunjuk Peningkatan Mutu Pendidikan di Sekolah Dasar"*, (Jakarta: Depdikbud, 1996), p. 124

[1047]Staff Sekretariat Pondok Modern Darussalam Gontor, "*Serba Serbi Podok Modern Darussalam Gontor*", (Ponorogo : Percetakan Darussalam Balai Pendidikan Pondok modern Gontor, 1997), p. 2

a. Sincerity

Sincerity is a term to bring God's intention simply because a strong effort and earnest in thinking, working, doing, for the progress of any business by always expecting the will of God.

b. Simplicity

Live in a *pondok* is filled with an atmosphere of simplicity, but sublime. Simple does not mean passive (Javanese: *Narimo*), and does not meanbecause of poverty, but it contains an element of strength, endurance and self-control in the face of all difficulties.

c. Self Sufficient (Self-Reliance)

Sufficient means standing on its own feet, can take care of himself, does not depend on others or self-contained[1048]. Gontorimplements self-reliance through reality and ideals because independence would encourage someone to become stronger in aspiring, willing, working and attempting, having a way of life effectively and productively, and only relying on God through correct resignation after maximize effort[1049]

d. Islamic Brotherhood

Islamic brotherhood in general can be interpreted by the Islamic brotherhood. There is no true brotherhood without based on the faith and devotion[1050]. Considering humans as social beings who cannot be separated from the others, Islam insists that every muslim is a brother, regardless any tribe, race, social, and others that are presently the subject of human relationships gaps.

e. Freedom

It mean free to think and act, free to determine its future, to choose a way of life in society in the future for the students with open minded and optimistic in facing adversity in accordance with the values of education that has been taught in Islamic school.

Hypothesis

The hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been expressed in the form of questions. The

[1048] Suharsodan AnaRetnoningsih, *"Kamus Besar Bahasa Indonesia"*, (Semarang: CV. Widya Karya, 2009), p. 912

[1049] Ahmad Suharto, *"Menggali Mutiara Perjuangan Gontor"*, (Ponorogo, Trimurti press, 2014), p. 112

[1050] Ahmad Suharto, *"Menggali Mutiara Perjuangan Gontor"*, (Ponorogo, Trimurti press, 2014), p. 118

hypothesis is said to be temporary because a new answer is based on the theory[1051], so researchers will compile this hypothesis as follows:

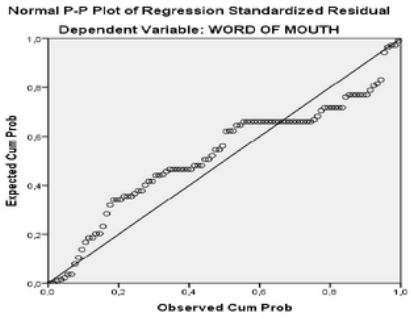
1. There is a positive and significant influence between the educationquality(X1) on the intention of graduate students to performword of mouth about KMI.
2. There is a positive and significant influence between implementationof *pondok* value or five spirit (X2) on the intention of graduate students to perform word of mouth about (Y)

RESEARCH METHODS AND RESULT

The approach used in this research is quantitative, and used survey method for data collection. The questionnaire as research instrumentwas only given to graduate students of KMI . this study aims to determine the intentions of graduate students KMI to perform WOM when the individual's experience of education were collected after being graduated from of KMI.The scope of the research is the intention of graduate students KMI to do WOM in Pondok Modern Darussalam GontorPonorogo East Java. Data analysis techniques include validity, reliability, classic assumption test and multiple linear regression.

a. Normality Test

Accordings classic assumption test, the result is :



Based on the figure it was concluded that the regression model wasworthy of use because the picture above showed that the data were spread around the diagonal line and followed the diagonal line and histogram graph showing a normal distribution pattern.

[1051] Prof. Dr.Sugiyono,*"Metode Penelitian Kuantitatif, Kualitatif dan R&D"*, (Bandung: Alfabeta, 2016), p. 64

b. **Multicollinearity Test**

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	KUALITAS PENDIDIKAN	,606	1,650
	PENANAMAN NILAI-NILAI PONDOK	,606	1,650

a. Dependent Variable: WORD OF MOUTH

From the results of Table above it can be seen,that the variance inflation factor (VIF) of two independent variables was 1,650, it was less than 10 and more than 0,100 so it can be concluded that an independent variable multicollinearities problem did not occur.

c. **AutocorrelationTest**

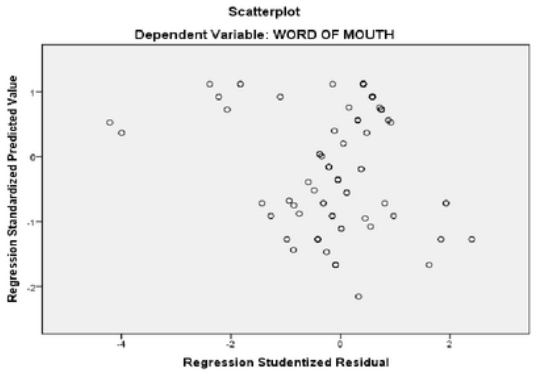
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	, 636a	, 404	, 392	1,804	1,763

a. Predictors: (Constant),IMPLEMENTATION OF *PONDOK* VALUES , THE QUALITY OF EDUCATION

b. Dependent Variable: WORD OF MOUTH

From the results of table above it can be seen that the value of Durbin Waton (DW) was 1,763 further was compared with a value table significance of 5% sample of N = 100 and the number of independent variable was 2 (K = 2) the obtained values du was 1,715. therefore, it can be concluded that the value of DW 1763 was greater than the upper limit (du), which was 1,715, which meant there has no autokolerasi in thisstudy.

d. **Heteroskedasticity Test**



Based on Figure it can be concluded that it did not happen because the dotsofHeteroskidastityspreaded and does not form a certain pattern.

Validity Test and Reliability Test

Based on the results showed that no statement items were disqualified due r obtained was counted greater than r table (0.173). R table that can be seen in table product moment is with the formula of n(100)-2 with a degree of error of 5%. Here, r count was greater than r table. Based on the validity of the test results, it can be concluded that the questionnaire used to collect the data in this study was fit for use because it met the requirements of validity.

The criteria used in testing the was reliability is when the critical value was the standard error of 5% and n - k (100-3 = 97), so it can be the critical value of 0.600 then declared reliable instrument, because it was among the critical value limit. Based on the results of the reliability test, it can be concluded that the questionnaire used to collect the data in this study was fit to use because it met the requirements of reliability.

Determination Test and Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	, 636a	, 404	, 392	1,804	1,763

a. Predictors: (Constant), IMPLEMENTATION OF *PONDOK* VALUES, THE EDUCATION QUALITY
b. Dependent Variable: WORD OF MOUTH

Based on the table was noted that the value of R^2 in institutions was 0,404. This meant that 40.4% of word of mouth variable was explained by the variable quality of the education and cultivation of *pondok* values. While the remaining 50.6% were influenced by other variables that were not included in the regression model.

The correlation value of 0.636 showed that the relationship between the dependent and independent variables was to have a strong enough relationship because in between the digits 0.60 to 0.799.

Hypothesis Testing (T Test)

Model	Coefficients unstandardized		standardized Coefficients	t	Sig.
	B	Std. Error	beta		
(Constant)	3.771	2,665		1.415	, 160
QUALITY EDUCATION	, 291	, 145	, 201	2,000	.048
IMPLEMENTATION OF *PONDOK* VALUES	, 529	, 109	, 490	4.869	, 000

a. Dependent Variable: WORD OF MOUTH

From the pictures , it can be seen that of 2.000 was greater than t table that was 1,990. This proves that H0 was rejected and H1 was accepted thus it can be concluded that education quality variable (X1) and the positive effect on the variable ware significantly to word of mouth (Y). The results of the data analysis can be interpreted that if the educationquality, the better the word of mouth will increase.

According to the table, the coefficient implementation of pondok velues views of t was greater than t table (4.869> 1.990), then Ha accepted andHo rejected, or in other words the implementation of pondok velues gave positive influential and was significant to word of mouth.

Simultaneous Testing (Test F)

Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	214.269	2	107.134	32.936	,000b
	Residual	315.521	97	3,253		
	Total	529.790	99			

a. Dependent Variable: WORD OF MOUTH

b. Predictors: (Constant),IMPLEMENTATION OF *PONDOK* VALUES, THE EDUCATION QUALITY

From the table it can be seen the results of statistical calculations indicate calculated F value was 32.936 F table it can be seen from the calculation at 3.11, it was seen that F count 32.936> F table 3,11 with a degree of error of 5%. It can be concluded that together the variable education quality and implementation of *pondok* valuesgave positive and significant effect on word of mouth.

Discussion

Effect of Education Quality Against Word of Mouth

The education quality in this research is the ability of an institution (KMI) in providing a good education, from input includes students, curriculum, teaching materials, methods / strategies of learning, a learning tool in schools, school administration support infrastructure to produce output quality and qualified students. In relation with the intention of graduate students to perform Word of Mouth,

educational quality is allegedly to influence the intention of graduate students for Word of Mouth.

From previous literature research indicates that the education quality has a positive impact on graduate student satisfaction. A study conducted by Indrawati showed that the education qualityal institutions is very influential on customer satisfaction[1052], therefore, the hypothesis proposed in this study reads as follow: "There is a positive and significant influenced between education quality (X1) on the intention of graduate students to perform Word of Mouth of KMI. "

Based on the analysis above, it is proved that there is a positive and significant influnece between the variables of education to perform word of mouth. It is claimed that the education quality is one of the influential considerations of consumers who are in the context of this study are new students entering the Islamic boarding school KMI Gontor from the word of mouth. Good education quality will create a good perception to the costumer.

Effect of Implementation of *Pondok* Values Against Word of Mouth

In relation to the Word of Mouth, implementation of pondok value is supposed to influence the intention of graduate students KMI to perform word of mouth. Therefore, the second hypothesis is formulated as "There is a positive and significant influence between implementationif pondok value or five spirit (X2) on the intention of graduate students for Word of Mouth on KMI (Y)"

Based on the analysis above, it is proved that there is a positive and significant influence on the implementation of pondok values on word of mouth. It is claimed that the impelemntation of pondok values is one of the influential and considered by consumers who are in the context of this study are new students who entered the Pondok Modern Darussalam Gontor from the word of mouth. Implementation of pondok values a good will create a good perception to consumers.

CONCLUSIONS

The conclusions were drawn as follows:

1. From the research and data processing indicated that the variable ofeducationquality (X1) was positive and gave significant impact on the intentions of graduate students KMI to perform word of mouth (Y). H0 was rejected and Ha was accepted.

[1052] Aniek Indrawati, "*Pengaruh Kualitas Layanan Lembaga Pendidikan terhadap Kepuasan Konsumen*", (Malang: Universitas Negeri Malang, 2011)

2. Variable of implementation *pondok* values (X2) had positive and significant effect on the intention of graduate students KMI to perform word of mouth(Y). H0 was rejected and Ha was accepted.

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