Communication Effects Word Of Mouth (Wom) In Wali Santri's Decision On Pesantren Selection

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Abstract: This research aims to explain the linkage of word of mouth (WOM) strategy with the interest of wali santri (student's representative) to entrust their children's education to pesantren. Word of mouth (WOM) is a reasonable strategy to raise the image of pesantren as a non-profit institution. The findings of this research are that prospective wali santri get word of mouth (WOM) information and recommendations about pesantren from family, friends and incumbents wali santri. The biggest information that influences the decisions of wali santri is the pesantren curriculum, pesantren facilities, and pesantren's tuition fees. The pesantren word of mouth (WOM) strategy can be expected to raise its positive image to prospective santris.

Keywords: word of mouth, pesantren, wali santri

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1. INTRODCUTION

In the last 4 (four) decades, the growth of pesantren in Indonesia, which of course was followed by the number of students greatly increased. The Ministry of Religion Affairs of the Republic of Indonesia released data on the number of pesantren in 1977, still 4,195 pesantren with a number of santri approximately 677,394 santri. Ten years later there was a sharp increase with the number of pesantren 6,239, with a total of 1,084,801 santri, both male and female. The increasing public awareness of religious education, in the following two decades, the number of pesantren increased by almost 224% or 9,388 pesantren which was also followed by an increase in santri which rose 261% or around 1,770,768 santri. Entering the beginning of the millennium era in the early 2000s, the Directorate General of Islamic Institutions of the Indonesian Ministry of Religion Affair has statistical data on the number of pesantren which continues to increase. In 2001 the count of pesantren in Indonesia was 11,312 pesantren with 2,737,805 santri and in 2005 it became 14,798 pesantren with a total of 3,464,334 santri. In the digital era, the Directorate of Islamic Education, Ministry of Religion of the Republic of Indonesia, revealed an increase in the sum of santri in 2016 of 4,290,626 spread across 28,194 pesantren covering throughout Indonesia both in rural and urban areas. The increasing public awareness of religious education, in the following two decades, the number of pesantren increased by almost 224% or 9,388 pesantren which was also followed by an increase in santri which rose 261% or around 1,770,768 santri. Entering the beginning of the millennium era in the early 2000s, the Directorate General of Islamic Institutions of the Indonesian Ministry of Religion Affair has statistical data on the number of pesantren which continues to increase. In 2001 the count of pesantren in Indonesia was 11,312 pesantren with 2,737,805 santri and in 2005 it became 14,798 pesantren with a total of 3,464,334 santri. In the digital era, the Directorate of Islamic Education, Ministry of Religion of the Republic of Indonesia, revealed an increase in the sum of santri in 2016 of 4,290,626 spread across 28,194 pesantren covering throughout Indonesia both in rural and urban areas.

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Based on the data of pesantren growth, it cannot be denied that among these educational institutions it is necessary to implement a strategy to attract the interests of prospective santri and their parents to choose the right pesantren for their children to gain knowledge. Haidar (2010), noted that there were some weaknesses that were owned by pesantren-based educational institutions: (1) Management of education that has not prioritized professionalism; (2) A conventional learning system that was considered deadly for children's creativity; (3) There were still many educational staffs who did not have special education in the field of education that was not in accordance with the focus of teaching; (4) Shifting the function of madrasa and pesantren as places for transfer of knowledge, skills, expertise, moral and spiritual values; (5) madrasa and bureaucrat manager's commitment to decrease in achieving competitive advantage. Another opinion was raised by Ziemek (1983) that pesantren were considered as the first educational institution in Indonesia to practice spiritual struggle, Islamic education, and social outreach. The pesantren is known as a center for educational, social, political and religious change. The use of the term santri is aimed at people who are demanding knowledge of religion in Islamic boarding schools (pesantren). the term santri always connotes having a kiai. Broadly speaking, pesantren are divided into 2 types according to their learning model (Rashid, 2004 in Suwito and Fauzan), namely: (1) Salafiyah Pesantren (traditional Islamic boarding schools) are Islamic boarding schools that teach the Qur'an and Islamic religious sciences with their main characteristics teach classic yellow books about the procedure for worship, the history of Islamic civilization and so on. The curriculum Salafiyah pesantren is arranged by the institution's management based on the characteristics of the pesantren itself; (2) Khalafiyah Pesantren (modern Islamic boarding school), is an Islamic boarding school that provides teaching such as the Salafiyah pesantren, plus also organizes formal education (public schools) such as elementary schools, junior high schools, high schools, and university. It also teaches expertise and other skills. Based on data from Diniyah and pesantren education statistics, currently, the count of pesantren based on type can be seen in figure 1 below:

The Amount of Pesantren

	Salafiyah	Khalafiyah	Blended
Quantity	13,446	3,064	10,708
Share	49.40%	11.26%	39.34%
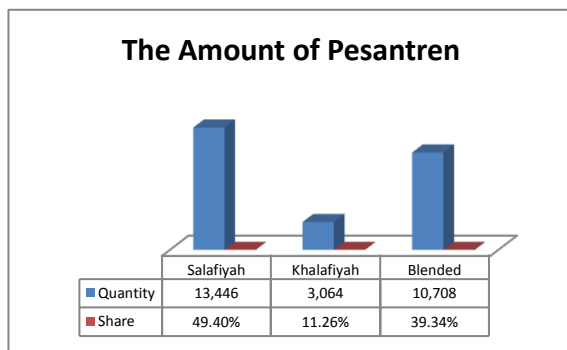
Source: pendis.kemenag.go.id (processed)
Figure 1 *Typology of Pesantren*

Related to the development of pesantren education, the gap between the facts of the growth of pesantren and the perceived weakness of the pesantren learning model above. It requires media to promote and change the mindset about pesantren education to all stakeholders. According to Davies and Allison (1997), the marketing objectives of pesantren institutions are not only prospective santris, wali santri and the general public but also users of alumni, education accreditation bodies, government, and another educational organization. Nurizzati's research (2015) was revealed that students who chose educational institutions received preliminary information sourced from parents (37%), from the media (23%), sourced from relatives (20%) and friends (20%), meaning that it could be said that students get information about their school from joint sources. While the initial observations of this study, the author obtained data that some parents or wali santri who are currently studying at pesantren. On average the wali santri get information about their opinions through a process word of mouth (WOM) from the source of friends, relatives or other third parties. Pesantren in the context of the organization must be able to maintain the trust of santri and wali santri as part of their consumers. By maintaining the trust and satisfaction of consumers, they are expected to become positive communicators for other stakeholders of the pesantren. In the context of messages, a negative word of mouth (WOM) or comments will have a greater influence than positive ones which will change one's perspective, understanding and decision making (Nawaz, Jolita and Rizwan, 2014). Traditionally, customer satisfaction since a few decades ago will remain the best promotion until now, and word of mouth (WOM) marketing is the oldest, simplest and most effective form of advertising (Subramanian, 2018). Base on that mind, this research was built to help pesantren to control and utilize message (word of mouth) which is dynamic increasingly. The messages circulating from message senders to receivers in the context of information about the pesantren concerned. The Brand Science Institute (2005) and Kilby (2007) said that many organizations have reduced the costs of traditional advertising and promotion and reuse word of mouth (WOM) as a powerful marketing tool.

2   LITERATURE REVIEW

The content of a message has been a critical discussion since Aristotle issued the theory of rhetoric, where communication can be made more persuasive. Aristotle identified significant persuasion with what he called "Three Artistic Proofs" which are under the control of the speaker:
   a. Ethos, which deals with the ethical needs and personal needs of the speaker, including how the speaker projects his personal quality to gain the trust of the listener;
   b. Pathos, or the fundamental emotional appeal of the speaker; and
   c. Logos, which is the logical appeal of the speaker (Aristotle, 1924; Buttle, 1998).

In the next few decades in the era of modern research, Anderson (1998) was the earliest in recognizing the importance of aspects of WOM communication. He suggested that WOM could vary in vividness, pleasantness, and novelty. WOM can convey pleasant experiences from the messenger (positive WOM) or can focus on unpleasant experiences, degrading the product through rumors or personal complaints (negative WOM). According to Wikipedia (encyclopedia 2014) Word of mouth (WOM), or viva voce, can be defined as conveying information from person to person through verbal communication, which can be as simple as telling someone on a daily basis. Word of mouth (WOM) can also be defined as consumer-to-consumer communication about goods and services. This is a strong persuasive power, especially in the diffusion of information about new products (Dean & Lang, 2008). Meanwhile, according to Ennew (2000), WOM was used to describe verbal communication whether positive or negative between groups such as product providers, experts or experts, family, friends, and potential consumers. Kotler and Keller (2006) stated that the process of flowing a message starts from the sender of the message (sender) who sends a message (encoding) through a medium (message). Then the message is digested (decoding) until it is finally understood by the recipient of the message (receiver). In the course of the message may experience distortion in the form of a misunderstanding of the intent or response of the recipient of the message.
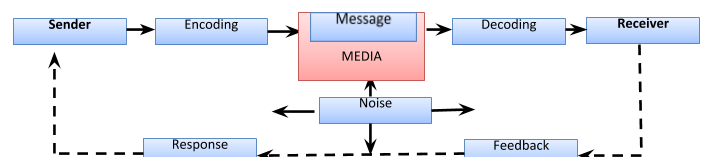
Source: Kotler & Keller (2006)

Figure 2 *Diadram Process of Message Delivery*

3.   RESEARCH METHODS

This research is a type of explanatory research to explain a social phenomenon that occurs. This research is to explain the influence of word of mouth (WOM) on the decision of the wali santri to choose pesantren as a place for their children's education. This study using mix methodology, which combines qualitative and quantitative research.
   a. The initial step was to carry out a focus group discussion with the wali santri, santri and educational staff of the pesantren to determine the variables and dimensions of word of mouth (WOM) that influence the decision to choose a pesantren.
   b. The next step was to do a factor analysis, which is a statistical analysis that functions to reduce or

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summarize several mutually independent variables into fewer variables. The number of new variables formed is called a factor and still reflects the original variables.

c. Arranging items of questions or statements that describe a dimension into several questions or statements to explain the construct of the variable to be examined (Iskandar, 2009). This question or statement is manifested in the form of a questionnaire.

d. Conclude by making a descriptive analysis that aims to provide an explanation of the characteristics of respondents and illustrate how the influence of word of mouth (WOM) on the decisions of wali santri to choose pesantren.

e. Frequency analysis was used to reveal the characteristics of consumers, while the mean or average answers of respondents were used to determine the tendency of respondents in the statement that assesses the influence of word of mouth (WOM) on pesantren selection decisions.

f. Inferential statistical analysis, using Confirmatory Factor Analysis that produced indicators forming research variables.

To make it easier for researchers to interpret respondents' answers, and make categorizations of the mean, class boundaries in the categorization were made, with in the formula: To make it easier for researchers to interpret respondents' answers, and make categorizations of the mean, class boundaries in the categorization were made, with in the formula:

$$RS = (mn) / b$$

Where, m = possible highest value and n = possible lowest value and b = number of classes. So RS = (6-1) / 6 = 0.8333.

Table 1 Descriptive Analysis Interval Class

Categories	Class Border
Very Low	$1,00 < x < 1,83$
Low	$1,83 < x <= 2,66$
Quite Low	$2,66 < x <= 3,49$
Rather High	$3,49 < x <= 4,32$
High	$4,32 < x <= 5,15$
Very High	$5,15 < x <= 6,00$

Source: Data processed

4. DISCUSSION

From the results of focus group discussions, several indicators were obtained which were subsequently calculated by inferential statistics in the form of confirmatory analysis so that it could be known what indicators were relevant to the research variables.

Table 2 FGD Results

Variable	Dimension	Indicator
Word of mouth (WOM) (Godes and Mayzlin)	Volume	1. Hearing pesantren information in daily conversations 2. Conducting discussions about pesantren with other people frequently 3. Getting a pesantren recommendation from others regularly 4. Hearing pesantren information from others continually
	Dispersion	5. Hearing pesantren information from the families 6. Getting the pesantren information from schoolmate and fellow-worker 7. Gaining pesantren information from neighbors 8. Obtaining information from wali santri whose son be a santri at the pesantren 9. Having information from someone who is not wali santri 10. Finding information through a person whose profession is different from me 11. Receiving pesantren information from people whose different status socially from mine
Interests / Consumer Decisions (Schiffman and Kanukk)		12. Interested in finding information about pesantren 13. Interested in knowing pesantren facilities 14. Interested in knowing pesantren curriculum 15. Interested in knowing pesantren tuition fees 16. Consider enrolling children in pesantren.

Source: FGD Result

Test validity in each dimension of the study using KMO Measure of Sampling, Adequacy, Bartlett Test of Sphericity, and Total Variance Explained. The test results are presented in the following table:

Table 3
Measuring KMO Measure of Sampling, Adequacy, Bartlett Test of Sphericity, and Total Variance Explained

No	Research Dimention	KMO Measure of Sampling	Significance Value Bartlett Test of Sphericity	Total Variance Explained
	Expected Value	$>.500$	$<..05$	$>60\%$
1	Dimention of Volume (Word of Mouth)	.698	.000	73.536
2	Dimention of Dispersion (Word of Mouth)	.767	.000	61.475
3	Dimention of Purchase intention	.772	.000	61.584

Source: Results of data processing using SPSS 24

The significance value of the Bartlett Test of Sphericity was according to the expected standard with a value of 0,000 or below 0.05 so that it can be said that a collection of variables in factor analysis is feasible to continue the analysis. Furthermore, the validity value of each research indicator was carried out using the Anti-Image Matrices test with an expected value of at least 0.500 and a measurement of the Factor Loading value with an expected value of at least 0.600. From the calculation of 16 indicators owned by researchers obtained measurement results, namely for the Anti-Image Matrices test the value is above 0.500 and Factor Loading the value is above 0.600. So that of the 16 indicators nothing was discarded or everything was used.

Volume Variables in Word of mouth (WOM) The volume variable was analogous to the frequency or how many words

of mouth (WOM) there were. In this case, a wali santri has to be judged by how much or oftentimes word of mouth (WOM) was about the pesantren.

Table 4
Dimensions of Word of mouth (WOM) Volume

No	Indicator	Mean	Categories
1	Hearing pesantren information in daily conversations	5.05	High
2	Conducting discussions about pesantren with other people frequently	4.96	High
3	Getting a pesantren recommendation from others regularly	5.80	Very High
4	Hearing pesantren information from others continually	5.36	Very High

Source: Results of data processing using SPSS 24

The more communication takes place or the transmission of information from one party to another in everyday life, the more information a person receives about pesantren. Respondents' assessment of word of mouth (WOM) volume when viewed from the mean of the table above. There are two indicators with a very high category that is often to get a pesantren recommendation from someone else and often to hear pesantren information from others. Another indicators are in the high category, namely often hearing pesantren from other people and the results of discussions with others. In a number of studies, it is stated that a person will tend to trust other people's recommendations through word of mouth (WOM) rather than the formal promotion model, because the recommendation giver is believed to speak honestly, sincerely, and is not based on any motive. Most of the giver of recommendation is someone who has previously experienced and used a product or service. The indicator with the lowest mean value of 4.96 is hearing pesantren information from the results of discussions with others. This is common condition, because Indonesian consumers tend to behave highly socially and often gather in groups both formal and informal so it is possible that one of their discussion topics when gathering is about the best pesantren and is suitable for their children. Dispertion Variable in Word of mouth (WOM) Dispersion variable to measure the extent of the spread of word of mouth (WOM) within a community or group and to the outside of the community. Word of mouth (WOM) that is less able to spread to the community means the effect will not be so great compared to word of mouth (WOM) that can spread widely. In the context of this research, dispersion is related to the extent of information dissemination about a pesantren. The widespread of information about pesantren means word of mouth (WOM) works. Respondents' assessment of word of mouth (WOM) dispersion can be seen in the following table:

Table 5
Dimensions of Word of mouth (WOM) Dispersion

No	Indicator	Mean	Categories
1	Hearing pesantren information from the families	4.42	High
2	Getting the pesantren information from schoolmate and fellow-worker	4.90	High
3	Gaining pesantren information from neighbors	3.62	Rather High
4	Obtaining information from wali santri whose son be a santri at the pesantren	4.66	High
5	Having information from someone who is not wali santri	3.95	Rather High
6	Finding information through a person whose profession is different from me	3.41	Quite Low
7	Receiving pesantren information from people whose different status socially from mine	3.85	Rather High

Source: Results of data processing using SPSS 22

The above table explained that based on the results of the calculation of the mean of the indicators it is known that there are 3 indicators with a high mean of hearing pesantren information from families, getting the pesantren information from schoolmate and fellow-worker, and indicators Obtaining information from wali santri whose son currently be a santri at the pesantren and they have taken education in pesantren. The three sources of information providers through word of mouth (WOM) are indeed the parties that are most considered to know a lot of information about pesantren. The family is considered as the closest environment to consumers who in this case will certainly speak honestly and sincerely about pesantren which do not land on hidden motivations. Daily conversations always occur in the family so it is likely that the pesantren conversation will occur in the family. It can also be said that an individual's influence is stronger than the information obtained from advertising or promotion. It is also known from the table that there are 3 indicators with a rather high mean value. Listening to pesantren information from neighbors, someone who is not a wali santri and having pesantren information from people with different social status. These three indicators show that there are respondents who believe and there are those who still doubt information about pesantren from these three sources. In the context of social status, someone who has a high social status in society will be placed in a high position and everything that is informed or delivered will be compared to those who have an ordinary social status. Through word of mouth (WOM) will spread without limitation of social status or certain position. The table above also shows that there is one indicator with a mean value which is rather low, that is finding pesantren information from parties whose profession is not the same. This shows that word of mouth (WOM) has no professional boundaries in its distribution. Everyone can exchange information and continue to find out about pesantren information without seeing the difference in professions. Some studies say that a person's positive or negative experience in consuming or using products and services will affect word of mouth (WOM). The satisfaction that occurs due to the use of products and services will encourage someone to word of mouth (WOM) to recommend a product so that other people experience the same experience with him. Conversely, negative experiences will also motivate someone to do word of mouth (WOM) with the aim of preventing others from experiencing a less pleasant or bad experience like himself. Therefore Lowrey (1989) argued that customer satisfaction is the source of word of mouth (WOM). Pesantren, when viewed from the type of product, is a

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personal experience product so that respondents know it because they have experienced it themselves either as students or guardians of students. Respondents can also get information about pesantren by finding out to people who have or have used pesantren services. Variable Purchase Intention / Consumer DecisionThe purchasing decision is a condition where an individual really decides to make a purchase after going through several stages in the decision-making process (Kotler, 2009). Five indicators are used to measure the interest or decision of wali santri to enroll their sons and daughters in a pesantren. The five indicators are (1) Interested in finding information about pesantren; (2) Interested in finding out pesantren facilities; (3) Interested in knowing the pesantren curriculum; (4) Interested in knowing the pesantren education fees; (5) Considering to enroll their children in pesantren. The respondents' assessment of the five indicators can be seen in the following table:

Table 6
Dimensions of Word of mouth (WOM) in Wali Santri Decision

No	Indicator	Mean	Categories
1	Interested in finding information about pesantren	4.86	High
2	Interested in knowing pesantren facilities	5.23	Very High
3	Interested in knowing pesantren curriculum	5.27	Very High
4	Interested in knowing pesantren tuition fees	5.36	Very High
5	Consider enrolling children in pesantren.	5.52	Very High

Source: Results of data processing using SPSS 24

Based on the above table, it is known that of the five Wali Santri interest indicators that have the highest mean is "Considering / Interested in enrolling their children in a pesantren" with a mean value of 5.52. The relatively high mean value is due to the prospective santri registering more detailed information about pesantren from other wali santri who are currently their sons and daughters at the pesantren. Information is also obtained from fellow-worker and neighbors who have had sufficient experience undergoing education in pesantren. The subsequent indicator with a very high category is "interested in knowing the cost of pesantren" with a mean value of 5.36 followed by the indicator "Interested in knowing the pesantren education curriculum" with a mean value of 5.27 and the next indicator for mean with a very high category is the indicator "Interested in knowing the pesantren facilities "with a mean value of 5.23. When a person or wali santri gets the information sought such as the desire to know the pesantren curriculum, pesantren facilities, and the pesantren tuition fees. So the wali santri tend to have an interest and trust to choose pesantren or an Islamic boarding school institution as a place of learning for their sons and daughters. This condition is common because according to Schiffman and Kanuk (2007) that consumers will tend to choose to use a certain product after having the perception and belief that products and services have a good relationship, it will lead to purchasing decisions. To find out the relationship of word of mouth (WOM) variables namely volume and dispersion to the decision of the wali santri to choose boarding schools, this study also measured with multiple regression analysis.

Table 7
Research Variables Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.751[a]	.565	.558	.66321688	2,496

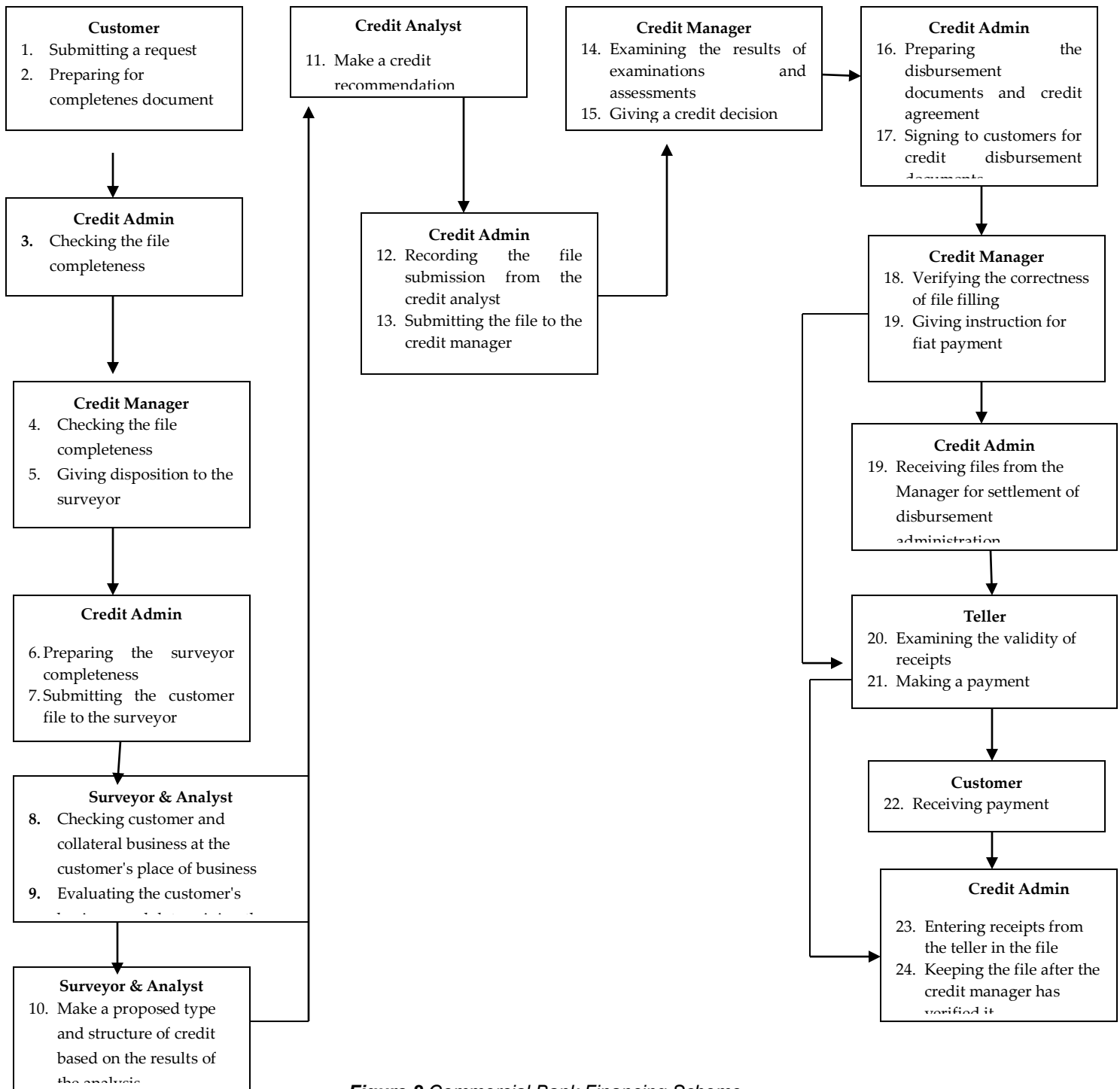Source: Results of data processing using SPSS 24

The table clearly shows that the relationship between the variables of word of mouth (WOM) to interest santri and wali santri have a very strong relationship. This can be seen from the correlation coefficient of 0.751. A positive number indicates a unidirectional relationship, this shows that the stronger the word of mouth (WOM) the stronger the interest of wali santri to send their children to pesantren. On the above table, the R square figure or the coefficient of determination is 0.565, which means the interest of wali santri to pesantren is influenced by word of mouth (WOM) of 56.5%, while 43.5% is influenced by other factors. Statistical analysis found that word of mouth (WOM) had a positive effect on the interests of wali santri in choosing pesantren for their children. The experience of another wali santri who had sent their children to pesantren both satisfying and unsatisfactory experiences would be information for another wali santri through word of mouth (WOM). This is in line with the findings of Mangold (1999) that one of the stimuli of word of mouth (WOM) behavior is satisfaction and dissatisfaction. The existence of negative messages to a product or service will cause the negative word of mouth (WOM) two times faster than positive word of mouth (WOM). Lowrey (1989) asserted that consumer satisfaction is believed to be the antecedent word of mouth (WOM)

5. CONCLUSIONS AND RECOMMENDATIONS
This study aims to find out how much the effect the word of mouth (WOM) on the decision of the wali santri to choose pesantren as a place for their children's education. Based on the results of the correlation count, obtained that both have a direct relationship. When word of mouth (WOM) increases, the interest of wali santri towards pesantren also increases. The result of statistical analysis also found that word of mouth (WOM) in the volume variable which has the largest mean or high category as the source of word of mouth (WOM) was often received recommendations and heard pesantren information from others. The variable level of word of mouth (WOM) distribution which has the highest mean value with a high category is sourced from family, schoolmate, fellow-worker and other wali santri whose sons are studying at pesantren. Whereas for the variable of interests of santri's parents to find out more information about pesantren, on average, the category is very high, they want to know four indicators, namely (1) pesantren curriculum; (2) Pesantren facilities; (3) Islamic boarding school education fees; (4) Strong considerations for enrolling their children in pesantren. For pesantren managers, the word of mouth (WOM) strategy can be used as one to raise the image of pesantren which will attract prospective wali santri (santri representative) to entrust their children's education to pesantren. Pesantren must continue to improve and develop educational curricula, improve pesantren facilities and adjust education fees. The incumbent's walisantri satisfaction to the pesantren will encourage positive word of mouth (WOM) behavior as free promotion for the trust and presence of other new santri.

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Appendix 1 : *The distribution process in general banking*

Customer
1. Submitting a request
2. Preparing for completenes document

Credit Admin
3. Checking the file completeness

Credit Manager
4. Checking the file completeness
5. Giving disposition to the surveyor

Credit Admin
6. Preparing the surveyor completeness
7. Submitting the customer file to the surveyor

Surveyor & Analyst
8. Checking customer and collateral business at the customer's place of business
9. Evaluating the customer's

Surveyor & Analyst
10. Make a proposed type and structure of credit based on the results of the analysis

Credit Analyst
11. Make a credit recommendation

Credit Admin
12. Recording the file submission from the credit analyst
13. Submitting the file to the credit manager

Credit Manager
14. Examining the results of examinations and assessments
15. Giving a credit decision

Credit Admin
16. Preparing the disbursement documents and credit agreement
17. Signing to customers for credit disbursement documents

Credit Manager
18. Verifying the correctness of file filling
19. Giving instruction for fiat payment

Credit Admin
19. Receiving files from the Manager for settlement of disbursement administration

Teller
20. Examining the validity of receipts
21. Making a payment

Customer
22. Receiving payment

Credit Admin
23. Entering receipts from the teller in the file
24. Keeping the file after the credit manager has verified it

Figure 2 *Commercial Bank Financing Scheme*
Source: Guidelines for Micro Financing at PT Bank X