

Article

# THE INFLUENCES OF EDUCATION QUALITY AND BOARDING SCHOOL VALUES TOWARD THE INTENTION OF GRADUATE STUDENT TO PERFORM WORD OF MOUTH (Surveys of Graduates Student Kulliyatul Mu'allimin Al-Islamiyah Darussalam Gontor Ponorogo)

Erfan Ariska Putra<sup>1\*</sup>, Dhika Amalia Kurniawan<sup>2</sup>

<sup>1\*</sup> Affiliation 1; University of Darussalam Gontor, Indonesia [kangerfan.arieska@gmail.com](mailto:kangerfan.arieska@gmail.com) (correspondence)

<sup>2</sup> Affiliation 2; University of Darussalam Gontor, Indonesia [dhika.amalia@unida.gontor.ac.id](mailto:dhika.amalia@unida.gontor.ac.id)

**Citation:** Putra, E. A., & Kurniawan D. A. (2021). THE INFLUENCES OF EDUCATION QUALITY AND BOARDING SCHOOL VALUES TOWARD THE INTENTION OF GRADUATE STUDENT TO PERFORM WORD OF MOUTH (Surveys of Graduates Student Kulliyatul Mu'allimi Al-Islamiyah Darussalam Gontor Ponorogo). *Islamic Business and Management Journal*, 4(2) p 1-12\*

Academic Editor: Muhammad Qodri Pangestu

Received: 21 September 2021

Accepted: 27 Desember 2021

Published: 27 Desember 2021

**Publisher's Note:** IBMJ, Faculty of Economics and Management UNIDA Gontor stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



**Copyright:** © 2021 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

**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 of Kulliyatul Mu'allimin Al-Islamiyah Darussalam Gontor Ponorogo to perform Word of Mouth. It is due to the quality of education and implementation of pondok values to his students. The purpose of this study was to examine the effect of variable quality of education and the existence of pondok values on the intentions of graduate students of KMI Gontor to perform word of mouth (WOM). The population in this study was graduate students of KMI Gontor in Ponorogo who performed 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 quality of education positively affects students' KMI Gontor intention to perform word of mouth and pondok values variable also had 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: Pondok Modern Darussalam Modern should always increase the factors that positively affect the interest of graduate students of KMI Gontor to do WOM. 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.

**Keywords:** Quality of Education, Boarding School Values, and Word of Mouth.

## 1. Introduction

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. 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.

The Law of the Republic of Indonesia Number 20 Year 2003 on National Education System Article 1 states that education is a conscious and deliberate effort to create an atmosphere of learning process so that learners are actively developing the potential of them to have the spiritual power of religion, self-control, personality, intelligence, noble character, skills, society, nation and state (Masrizal & Firmansah, 2020). Education is a very important requirement for all individuals. Human resources as principal in the development of the world must be prepared and equipped with the knowledge, one of them

is through education (Maulana, 2019). Education provides supplies for humans in facing global challenges and competitions in various fields or objects of life. Noticing the importance of education for human resources, the government take an active role in improving the standard and quality of education in Indonesia. Among them, the government provides the BOS (School Operational Assistance) or scholarships for students who have lessin financial but good in achievement, also provides funding in the form of the development of the infrastructure for schools (books, buildings, etc.) .

In Act 1945 also stipulates that every citizen in Indonesia is entitled to get a decent education and knowledge. It is also reinforced in Act No. 2 of 1989 on National Education System that society as government partners has the greatest opportunity to participate in the implementation of national education. The existence of these laws provides an opportunity for the community to implement and also get a decent education, so that education is expected to emerge through the next generation to build the nation (Maulana, 2019).

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 (Kurniawan & Maemunah, 2019). 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 such as Primary School (SD), Junior High School (SMP) and Senior High School (SMA) which are combined to religious education. The institute is Islamic Boarding School. The Islamic boarding school has a system dorm or boarding school which the muslim scholars (Ulama) are as the main figure, the mosque is as a community center or the core of islamic teaching classroom learnig process is as the main activity.

One of the boarding school that provides formal education and non-formal education is the boarding school of Kulliyatul Mu'allimin Al Islamiyah (KMI). Kulliyatul Mu'allim-ina Al Islamiyah is one Islamic boarding school situated in Ponorogo, East Java. Kulliyatul Mu'alliminal Al Islamiyah of Pondok Modern Darussalam Gontor was found in 1926 . 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, quality of education, expertise in mastering foreign languages of Arabic and English, the formation of clerical cadre, and implementation of pondok values to his student called as Five Spirits or Panca Jiwa. Five spirits are the values of life in the Islamic boarding school comprising sincerity, simplicity, self-sufficient, Islamic brotherhood and freedom. Education is what distinguishes the Islamic boarding KMI with other schools in Ponorogo and in other cities (Firmansah et al, 2019).

For years the number of students of KMI are increasing to thousands of students. The last data in 2017, the number of students were as many as 4.648 students, 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 that education of KMI grade and quality are good, the religious education is nice, and the five spirits are capable of forming the characters of Islamic soul of student. The news spread and grows from KMI graduate students who are currently incorporated with the organization of Islamic Boarding Family Association (IKPM), furthermore the graduates have spread in various parts of the world.

**2. Methods**

This type of research is an associative study of causality. Associative research of causality is a study that aims to connect two or more research variables and relationships between variables are causal. The independent variables in this research are education quality and boarding school values, while the dependent variable is intention of graduate student to perform word of mouth (Anggara & Faradisi, 2020). Researchers strive to observe and evaluate the influences of education quality and boarding school values toward the intention of graduate student to perform word of mouth is being applied, in order to know the mistakes or deficiencies in the application. So it can improve the planning and action that will be implemented for the next stage (Maulana & Zuhri, 2020).

This research was conducted in Pondok Modern Darussalam Gontor Gontor that located in Gontor village, Mlarak, Ponorogo, East Java and implemented on March 11 to March 28, 2018. While for the subject in the study is the Graduates Student intend to do word of mouth about Kulliyatul Mu'alliminal Al-Islamiyah Darussalam Gontor Ponorogo . which amounted to 100 respondents men. Data were collected by technique: 1) Observation and; 2) Interviews. The analysis technique used is multiple linier regression analysis technique. Data obtained through respondents by using data collection tool in the form of questionnaire / questionnaire closed and interview and measured by using Likert scale (Kurniawan & Abadi, 2019).

**3. Results**

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

a. Dependent Variable: WORD OF MOUTH

*3.1 Influence of education quality towards the word of mouth intention of KMI graduate. Ha's acceptance of area variable area of Quality of Education*

From the pictures 4.18, 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 quality education 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 quality of education, the better the word of mouth will increase.

### 3.2 Influence of BOARDING SCHOOL VALUES towards the word of mouth intention of KMI graduate. *Ha accepted region for a variable Implementation of Pondok Values*

From the pictures 4.19 according to the table, the coefficient implementation of pondok values views of  $t$  was greater than  $t$  table ( $4.869 > 1.990$ ), then  $H_a$  accepted and  $H_0$  rejected, or in other words the implementation of pondok values gave positive influential and was significant to word of mouth.

#### 3.2.1 The influence of education quality towards the word of mouth intention of KMI graduate.

Quality is the total features and characteristics of the products or services that depend on its ability to satisfy the implied need. Quality is a measurement of relative goodness of a product or service which consist of quality of design and quality of conformance. Meanwhile, the understanding of education in accordance with Law No. 20 of 2003 on National Education System is a conscious and deliberate effort to create an atmosphere of learning and the learning process so that learners are actively developing the potential for them to have the spiritual power of religion, self-control, personality, intelligence, noble character, and skills, society, nation and state (Maulana, 2019).

According Sopiadin in Zazin the quality of education is the quality or ability of an educational institution in providing services to students or even the teaching staff or teachers to conduct quality education process so as to produce graduates who have the ability, skills and knowledge. While Ahmad suggests that the quality of education is the ability of schools to operationally and efficiently manage the components associated with the school so as to generate added value to the component according to norms or applicable standards (Djayusman et al, 2019).

The quality of education 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 quality of education has a positive impact on graduate student satisfaction. A study conducted by Indrawati showed that the quality of educational institutions is very influential on customer satisfaction, therefore, the hypothesis proposed in this study reads as follow: "There is a positive and significant influenced between quality of education (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 influence between the variables of education to perform word of mouth. It is claimed that the quality of education 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 quality of education will create a good perception to the customer (Astuti & Kurniawan 2019).

Based on the analysis above, it is proved that there is a positive and significant influence between the variables of education to perform word of mouth. It is claimed that the quality of education 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 quality of education will create a good perception to the customer.

### 3.2.2 Influence of boarding school values towards the word of mouth intention of KMI graduate

Pondok value or five spirits are composed by three syllables of the five, and the spirit. Panca means five, soul meant the whole inner life of man (that happen on the feelings, thoughts, delusion, mental and so on, and the pondok means madrassas and the dorm where the place of worship, Islamic studies, school and so on. From this it can be taken notion that five spirits of pondok are five things that appear and embedded in the hearts of the teachers and the students to live every day in boarding school (Setyanta & Kurniawan, 2019).

Implementation of pondok value or five spirit is a five-soul or spirit for teachers, students and all elements Islamic boarding school. In this study, there are five valuable trait that can make teachers, students and all the elements pondok real human being, faithful and devoted to God, and being able to develop themselves corresponding with the teachings of Islam. And here are these implementations of pondok values or five spirits :

The first is sincerity, this soul means selfless, that is doing something not because it is driven by the desire to obtain certain advantages. All the works done with the intention solely for worship (Anggara, 2019). Kyai sincere teaching and assistants are sincere in helping to run the educational process as well as the students who are sincere educated. This soul creates the atmosphere of the pondok harmonious respected kyai and students who obedient, love and respect. This makes the students soul always ready to fight in Allah's way, anywhere and anytime (Kurniawan, Khoirudin, 2020).

The second is simplicity, life in the pondok covered by an atmosphere of simplicity. Simple does not mean passive, not really mean the poor and destitute. Precisely in the simplicity's soul are the values of strength, ability, fortitude and self-control in the face of life's struggle. Behind this simplicity radiated great soul, ventured forward and never retreat in all circumstances (Kurniawan & Fajri, 2019). Even here life and mental growth and strong character, which is a requirement for the struggle in all facets of life.

The third is self sufficient, self sufficient or ability to help themselves is a powerful weapon that be supplied boarding school to his students. Self-reliance does not mean that students can learn and practice taking care of all their own, but the boarding school it self as an educational institution must also be able to make one's way of life so never rely on assistance or compassion of others (Maulana, 2019). Here Zelp berdruping system (equally give dues and equally wear). In the meantime, pondok is not rigid, so that reject people who want to help. All work in

the pondok was done by kyai and his students, and there are no employees in the pondok.

The fourth is islamic brotherhood, Life at the boarding school filled with familiar fraternity atmosphere, that all the joys and sorrows are felt together in islamic brotherhood. There is no wall that can separate between them. Islamic brotherhood is not only for those in the pondok, but also affect mankind towards unity in the community after their was plunge in the community (Fasa et al, 2019).

The last is freedom, Pondok Pasantren Darussalam Gontor not limit the students to become something to be desired. However Pondok Pasantren Darussalam Gontor gives freedom to the students to think and act, free to determine its future, in choosing a way of life in society in the future for the students, with high-minded and optimistic in the face of adversity in accordance with the lines of positive and educational values that have been taught in Pasantren.

In relation to the Word of Mouth, implementation of pondok value is supposed to influence the intention of graduate students KMI to perdorm 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 (Astuti et al, 2019).

#### 4. Conclusion

Based on the results of research as has been done at the word of mouth intention of KMI graduate, it can be taken a few conclusions.

1. From the research and data processing indicated that the variable of quality of education (X1) was positive and gave significant impact on the intentions of graduate students KMI to perform word of mouth (Y) in other words H0 was rejected and Ha was accepted.
2. Variable of pondok values (X2) had positive and significant effect on the intention of graduate students KMI to perform word of mouth (Y) in other words H0 was rejected and Ha was accepted.
3. The results of data analysis showed that the variables of implementation of pondok values were the most influential variable on the intentions of graduate students KMI to perform word of mouth.

#### 5. Suggestion

Based on some of the above conclusions, the suggestions to researchers are as follows:

##### 5.1 Institute

Institutions in the context of this study Pondok Modern Darussalam Gontor Ponorogo, should always increase the factors that influence the intention of graduate students to perform word of mouth, these factors, among others, the quality of education and implementation of pondok values in Pondok Modern Darussalam Gontor Ponorogo.

Implementation of pondok values has a high influence on the intentions of graduate students KMI Gontor to do word of mouth and is expected to further increase the variable quality of education with various strategies advantages possessed by the Pondok Modern Darussalam Gontor Ponorogo.

#### *5.2 Furthermore Researchers*

The variables and indicators in this study are universal and do not bind, so further research is expected to add more variables in a broader context in order to improve the applicability and capability models.

#### *5.3 Limitation of Research*

This study takes a sample of about intention of graduate students KMI Gontor on performing word of mouth to object of graduate students of KMI Gontor Ponorogo, and this can not be generated to all Pondok Modern Gontor in Indonesia.

## References

- Abadi, K. R. Impact of Behavioral Factors and Ethical Investment on Investors' Financial Decision: Case on The Jakarta Islamic Index. Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=Z9S3JwoAAAAJ&sortby=pubdate&citation\\_for\\_view=Z9S3JwoAAAAJ:UeHWp8X0CEIC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=Z9S3JwoAAAAJ&sortby=pubdate&citation_for_view=Z9S3JwoAAAAJ:UeHWp8X0CEIC)
- Ahmad, D. (1996). *Penunjuk Peningkatan Mutu Pendidikan di Sekolah Dasar*. Jakarta: Depdikbud., Dikdasem., Direktorat Pendidikan Dasar.
- Anggara, F.S.A, & Faradisi, R. (2020). Analysis of Islamic business ethics and its impact during the Covid19 pandemic. *Al Tijarah*, 6(3). Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=XZSUA-A AAAAJ&sortby=pubdate&citation\\_for\\_view=XZSUA-A AAAAJ:W7OEmFMy1HYC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=XZSUA-A AAAAJ&sortby=pubdate&citation_for_view=XZSUA-A AAAAJ:W7OEmFMy1HYC)
- Anggara, F.S.A, & Faradisi, R. (2020). *Business Model in Islamic Microfinance: Case Study of Baitul Maal Wat Tamwil (BMT) La Tansa Gontor*. Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=XZSUA-A AAAAJ&sortby=pubdate&citation\\_for\\_view=XZSUA-A AAAAJ:eOOLeE2rZwMC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=XZSUA-A AAAAJ&sortby=pubdate&citation_for_view=XZSUA-A AAAAJ:eOOLeE2rZwMC)
- Anggara, F.S.A. (2019). *Business Model in Islamic Microfinance: Case Study of Baitul Maal Wat Tamwil (BMT) La Tansa Gontor*. Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=XZSUA-A AAAAJ&sortby=pubdate&citation\\_for\\_view=XZSUA-A AAAAJ:YOwf2qJgpHMC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=XZSUA-A AAAAJ&sortby=pubdate&citation_for_view=XZSUA-A AAAAJ:YOwf2qJgpHMC)
- Annisa Rahmidini, F. F. (2015). Pengaruh kualitas pendidikan terhadap kepuasan mahasiswa lulusan prodi DII kebidanan di STIKes Respati Tasik Malaya. *CR Journal*, 32.
- Arikunto, S. (2002). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: PT. Rineka Cipta.
- Astuti, R. Y., & Kurniawan, D. A. (2019). Analisis ekonomi Islam meninjau praktek transparansi top up (penambahan pinjaman) perbankan. *Proceeding of Conference on Islamic Management, Accounting, and Economics*, 212–220. Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=0UP1gloAAAAJ&cstart=20&pagesize=80&sortby=pubdate&citation\\_for\\_view=0UP1gloAAAAJ:0EnyYjriUFMC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=0UP1gloAAAAJ&cstart=20&pagesize=80&sortby=pubdate&citation_for_view=0UP1gloAAAAJ:0EnyYjriUFMC)
- Astuti, R. Y., & Kurniawan, D. A. (2019). Islamic Economic Analysis Reviews: the Transparency of Top-up Banking. *Al Tijarah*, 5(1), 57–62. <https://doi.org/10.21111/tijarah.v5i1.3648>
- Djayusman, R., Anggara, F., Ihsan, N. H., & Kurniawan, D. A. (2019). Muslim Micro Entrepreneurs' Competency to Face Challenges in The Industrial Era 4.0. *ICBLP 2019: Proceedings of the 1st International Conference on Business, Law And Pedagogy, ICBLP 2019*, 102. Retrieved from



[https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=0UP1gloAAAAJ&sortby=pubdate&citation\\_for\\_view=0UP1gloAAAAJ:Oo2XoVZTnwC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=0UP1gloAAAAJ&sortby=pubdate&citation_for_view=0UP1gloAAAAJ:Oo2XoVZTnwC)

- Djayusman, R., Anggara, F.S.A, Ihsan, N., & Kurniawan, D. (2019). Muslim Micro Entrepreneurs' Competency to Face Challenges in The Industrial Era 4.0. *International Conference on Business, Law and Pedagogy*. Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=XZSUA-AAAAAJ&sortby=pubdate&citation\\_for\\_view=XZSUA-AAAAAJ:ufrVoPGSRksC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=XZSUA-AAAAAJ&sortby=pubdate&citation_for_view=XZSUA-AAAAAJ:ufrVoPGSRksC)
- Fasa, M. I., Aviva, I. Y., Firmansah, Y., & Suharto, S. (2019). CONTROVERSY ON RIBA PROHIBITION: MAQASHID SHARIAH PERSPECTIVE. *International Journal of Islamic Economics*, 1(2). <https://doi.org/10.32332/ijie.v1i02.1804>
- Firmansah, Y., Rusli, L., & Maulana, H. (2019). PROFILING THE COMPETENCY OF NAZHIR WAQF: A CONCEPTUAL PAPER. 7th Asean Universities International Conference on Islamic Finance (AICIF). [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=BdmYXpYAAAAJ&sortby=pubdate&citation\\_for\\_view=BdmYXpYAAAAJ:Y0pCki6q\\_DkC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=BdmYXpYAAAAJ&sortby=pubdate&citation_for_view=BdmYXpYAAAAJ:Y0pCki6q_DkC)
- Ghozali, I. (2001). Aplikasi Analisis Multivariate dengan Program SPSS. Semarang : Badan Penerbit Universitas Diponegoro.
- Gontor, S. S. (1997). Serba Serbi Pondok Modern Darussalam Gontor. Ponorogo: *PERCETAKAN DARUSSALAM Balai Pendidikan Pondok Modern Gontor*.
- Haikal. (1996). K.H. Imam Zarkasyi Di Mata Umat. Ponorogo. Ponorogo: *Gontor Press*.
- Halim, A. (2001). Auditing I (Dasar-dasar Audit Laporan Keuangan) Edisi Ke2. Yogyakarta: UPP AMP YKPN.
- Indrawati, A. (2011). Pengaruh Kualitas Layanan Lembaga Pendidikan terhadap Kopuasan Konsumen. *Jurnal Ekonomi Bisnis*, 28.
- Indriantoro, N. d. (2013). Metodologi Penelitian Bisnis Untuk Akutansi dan Manajemen. Yogyakarta: BPFE.
- Juliono. (2015). Implementasi nilai-nilai pondok bagi santri di pondok pasantren agro nur el falah. 24.
- Keller, P. K. (2009). Manajemen Pemasaran. Jakarta: *Penerbit Erlangga*.
- Khoirudin, I. A., & Kurniawan, D. A. (2019). ANALISIS FAKTOR YANG MEMPENGARUHI MAHASISWA REGULER MEMILIH STUDI DI UNIVERSITAS DARUSSALAM GONTOR. *Widya Warta*, 2(2). Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=id&user=0UP1gloAAAAJ&cstart=20&pagesize=80&sortby=pubdate&citation\\_for\\_view=0UP1gloAAAAJ:R3hNpaxXUUhUC](https://scholar.google.com/citations?view_op=view_citation&hl=id&user=0UP1gloAAAAJ&cstart=20&pagesize=80&sortby=pubdate&citation_for_view=0UP1gloAAAAJ:R3hNpaxXUUhUC)
- Kurniawan, & Abidin. (2020). The Analysis of Tourism Development Strategy at Kampoeng Durian in the Region of Ngrogung Ngebel Ponorogo Through Nine Approach Components of Business Model Canvas. *KnE Social Sciences. KnowledgeE*. <https://doi.org/10.18502/kss.v4i3.6385>

- Kurniawan, & Khoirudin. (2020). Analisis Faktor yang Mempengaruhi Mahasiswa Reguler memilih Studi di Universitas Darussalam Gontor. *Widya Warta*, 2(Education). Retrieved from [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=en&user=0UP1gloAAAAJ&sortby=pubdate&citation\\_for\\_view=0UP1gloAAAAJ:ZeXyd9-uunAC](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=0UP1gloAAAAJ&sortby=pubdate&citation_for_view=0UP1gloAAAAJ:ZeXyd9-uunAC)
- Kurniawan, Cahyo, Maluan, Yaya, & Winarsih. (n.d.). *PROFILE OF MSMEs IN EAST JAVA: CHALLENGES AND PROSPECTS in Cross Border SMEs: Malaysia and Indonesia*. Retrieved from <http://repo.unida.gontor.ac.id/998/1/BUKU%20CROSS%20BORDER.pdf>
- Kurniawan, D. A. (2019). Identifikasi Karakteristik Sektor Informal di Provinsi Jawa Timur. *CAPITAL: Jurnal Ekonomi dan Manajemen*, 2(2), 141–157. Retrieved from <http://repo.unida.gontor.ac.id/241/>
- Kurniawan, D. A., & Abidin, M. Z. (2019). Strategi Pengembangan Wisata Kampoeng Durian Desa Ngrogung Kecamatan Ngebel Ponorogo melalui Analisis Matrik IFAS Dan EFAS. *UNIDA Gontor Repository*, 5(2), 93–103. Retrieved from <http://repo.unida.gontor.ac.id/233/>
- Kurniawan, D. A., & Abidin, M. Z. (2020). Strategi Pengembangan Wisata Kampoeng Durian Desa Ngrogung Kecamatan Ngebel Ponorogo melalui Analisis Matrik IFAS dan EFAS. *Al Tijarah*, 5(2). <https://doi.org/10.21111/tijarah.v5i2.3706>
- Kurniawan, D. A., & Fajri, F. S. (2019). Analisis Implementasi Islamic Store Attributes dan Bauran Pemasaran dalam Perspektif Islam (Survey pada La-Tansa Gontor Departement Store Ponorogo). *JMK (Jurnal Manajemen dan Kewirausahaan)*, 4(2), 85–110. Retrieved from <http://repo.unida.gontor.ac.id/236/>
- Kurniawan, D. A., & Maemunah, H. (2019). Peningkatan Pendapatan Dan Daya Saing Produk Pada Usaha Mikro Melalui Strategi Packing, Branding Dan Online Marketing. *Cendekia: Jurnal Pengabdian Masyarakat*, 1(1), 30–37. <https://doi.org/10.32503/cendekia.v1i1.466>
- Kurniawan, D. A., Ari A, F. S., Rusli, L., Astuti, R. Y., & Kusumanisita, A. I. (2020). Pelatihan Analisis SWOT Dan BMC Pada Asosiasi UMKM Ponorogo. *CENDEKIA: Jurnal Pengabdian Masyarakat*, 2(1). <https://doi.org/10.32503/cendekia.v2i1.1001>
- Lestari, A. (2013). Pengaruh Kualitas Layanan Lembaga Pendidikan Terhadap Kepuasan Konsumen. *Jurnal Ekonomi Bisnis*. 27
- Masrizal, Miftahurrahman, Herianingrum, & Firmansah. (2020). The Effect Of Country Risk And Macroeconomic On Jakarta Islamic Index Repository - UNAIR REPOSITORY. *Jurnal Ekonomi Dan Bisnis Islam*, 6(1). Retrieved from <https://repository.unair.ac.id/118999/>
- Maulana, H. (2019). *FAKTOR PENGHAMBAT AKSES JASA KEUANGAN DI WILAYAH MADIUN RAYA: STUDI EMPIRIS - UNIDA Gontor Repository*. <http://repo.unida.gontor.ac.id/1300/>
- Maulana, H. (2019). *Faktor Penghambat dalam Mengakses Pembiayaan pada Pengusaha Mikro di Karesidenan Madiun: Second Order CFA - UNIDA Gontor Repository*. Faktor Penghambat Dalam Mengakses Pembiayaan

- Pada Pengusaha Mikro Di Karesidenan Madiun: Second Order CFA - UNIDA Gontor Repository. <http://repo.unida.gontor.ac.id/1297/>
- Maulana, H. (2019). *MAQASHID SHARI'AH ON ISLAMIC MICROFINANCE AND THE ISSUES AND CHALLENGES IN PROMOTING ISLAMIC MICROFINANCE IN INDONESIA: A SCHOLAR'S PERSPECTIVE*. <http://repo.unida.gontor.ac.id/1301/>
- Maulana, H., & Zuhri, M. (2020). Analisis Implementasi Good Amil Governance berdasarkan Zakat Core Principle di Lembaga Amil Zakat. *Altijarah*, 6 (2), from <http://dx.doi.org/10.21111/tijarah.v6i2.5500>
- Moses L. Singgih, R. (2008). Faktor-faktor yang mempengaruhi kualitas pendidikan pada perguruan tinggi. 134.
- Nazir. (2005). *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Nofianti, R. (2015). Pengaruh Kualitas Layanan Terhadap Word Of Mouth (Wom) Melalui Kepuasan Sebagai Variabel Intervening. *Jurnal Ilmu Manajemen*.
- Novita, L. (2017). Indikator Mutu Sekolah Menurut Perspektif Orang Tua Siswa Di Smp Negeri 2 Bantul. 99
- Parasuman, V. A. (1988). Servqual. A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 12-40.
- Prosedur Penelitian. Jakarta: PT Rineka Cipta.
- Ario Prakoso, Z. A. (2016). Pengaruh Sosial Media Advertising terhadap word of mouth dan dampaknya pada keputusan pembelian. *Jurnal administrasi bisnis*, 27.
- Rahmadini, A dkk. (2015). Terdapat Pegaruh Positif Antara Kualitas Pendidikan Terhadap Kepuasan Lulusan Di Sekolah Tinggi Ilmu Kesehatan Respati Tasik Malaya. Bandung. 32
- Rangkuti, F. (2002). *Analisis SWOT Teknik Membedah Kasus Bisnis*. Jakarta : PT. Gramedia Pustaka Utama.
- Retnoningsih, S. d. (2012). *Kamus Besar Bahasa Indonesia*. Semarang.
- Setyanta, B., & Kurniawan, D. A. (2019). DOES RELIGIOSITY MODERATE THE INFLUENCE OF TRUST ON THE INTENTION TO USE SHARIA BANKING PRODUCTS. *UNIDA Gontor Repository*, 1(1), 1-131. Retrieved from <http://repo.unida.gontor.ac.id/999/>
- Silverman., G. (2001). *The Secret of Word Of Mouth Marketing: How to trigger exponential sales through run away word of mouth*. USA: AMACOM.
- Sugiyono, P. D. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. bandung: Alfabeta.
- Sugiyono. (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2010). *Metodelogi Penelitian Kuantitatif Kualitatif & RND*. bandung: Alfabeta.
- Suharto, A. (2014). *Menggali Mutiara Perjuangan Gontor*. Ponorogo: Trimurti Press.
- Supranto, J. (2001). *Statistik Teori dan Aplikasi*. Edisi keenam, Jilid 2. Jakarta.: Erlangga.

- Wardun. (2017). *Warta Dunia Pondok Modern, Risalah Akhir Tahun Pondok Modern Gontor Ajaran 1438/2017*. Ponorogo: *Gontor Press*.
- Yuliani, S. P. (2012). Analisis pengaruh kualitas pelayanan, kepuasan konsumen dan experiential marketing terhadap word of mouth. 38.
- Zazin, N. (2011). *Gerakan Menata Mutu Pendidikan. Teori Dan Aplikatif*. Yogyakarta: Ar-ruzzmedia.