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The Effects of Perceived Quality and Brand Image on Santri Loyalty at Islamic Boarding Schools in Jombang, Indonesia: A Moderation Model of Word-of-Mouth

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Abstract: Islamic boarding schools are responsible for producing competent, sincere, independent, and steadfast human resources and prioritizing the community's interests in implementing Islamic da'wah. Kyai teaches children the Qur'an from their sons, children from around their homes, and children from villages around the pesantren. This study proved and analyzed the effect of perceived quality, word-of-mouth, and brand image on the loyalty of Islamic boarding school students in Jombang Regency. The research design uses an explanatory approach. The population in this study were all students and guardians of Islamic boarding schools in Jombang Regency aged 12-15 years, totalling 3000 students. The sampling technique in this study used purposive sampling with the Slovin formula and obtained a total sample of 350. The novelties in this study are: 1) word of mouth does not moderate the effect of perceived quality on student loyalty at Islamic boarding schools; 2) word of mouth moderates the effect of brand image on student loyalty. The variable measurement uses a Likert scale, and data analysis techniques use SEM AMOS software. The study's results prove: 1) Perceived quality has a significant and positive effect on loyalty; 2) Brand image has a significant and positive effect on loyalty; 3) Word-of-mouth does not moderate the effect of perceived quality on loyalty; 4) Word-of-mouth significantly moderates the effect of brand image on loyalty.

Keywords: perceived quality, brand image, word-of-mouth, loyalty.

感知质量和品牌形象对印度尼西亚宗邦伊斯兰寄宿学校学生忠诚度的影响：口碑调节模型

摘要：伊斯兰寄宿学校负责培养称职、真诚、独立和坚定的人力资源，并在实施伊斯兰宣教时优先考虑社区的利益。佳依从他们的儿子、他们家周围的孩子以及农民周围村庄的孩子那里教孩子们古兰经。本研究证明并分析了感知质量、口碑和品牌形象对宗邦摄政区伊斯兰寄宿学校学生忠诚度的影响。研究设计采用解释性方法。本次研究的对象是宗邦摄政区伊斯兰寄宿学校的所有学生和监护人，年龄在 12-15 岁之间，共计 3000 名学生。本研究中的抽样技术使用斯洛温公式的目的抽样，共获得 350 个样本。本研究的新颖之处在于：1) 口耳相传不会减轻伊斯兰寄宿学校的感知质量对学生忠诚度的影响；2) 口碑调节品牌形象对学生忠诚度的影响。变量测量采用李克特量表，数据分析技术采用力矩结构软件的结构方程建模分析。研究结果证明：1) 感知质量对忠诚度有显著的正向影响；2) 品牌形象对忠诚度有



显著的正向影响；3) 口碑不会调节感知质量对忠诚度的影响；4) 口碑显著调节品牌形象对忠诚度的影响。

关键词：感知质量、品牌形象、口碑、忠诚度。

1. Introduction

The role of the world of education, especially Islamic education, is crucial for protecting society from the adverse effects of globalization. The education world is ideal for forming generation's toughness in the era that seems wrong. Islamic boarding school education can prove itself useful here. Cottage Boarding schools need more answers that are prominent in producing human resources who are competent, sincere, independent, and steadfast, as well as prioritizing the interests of the community in the implementation of Islamic da'wah. Jombang Regency is known as the centre of Islamic Boarding Schools among the famous Islamic boarding schools are Tebuireng Islamic Boarding School, Mamba'ul Ma'arif Denanyar Islamic Boarding School, Bahrul Ulum Tambak Beras Islamic Boarding School, and Darul Ulum Islamic Boarding School. Of the four Islamic boarding schools, this is the centre for the spread of Islam in Jombang Regency. Many Islamic boarding schools have emerged in Jombang Regency, both small and large. Not to mention those scattered in sub-districts in Jombang Regency.

Table 1 Islamic Boarding School Data and Number of New Santri in Jombang Regency [1]

Not Islamic boarding school	Number of new teaching students			
		2019	2020	2021
1 Tebuireng	190	242	250	
2 Listen	550	655	700	
3 Rice Pond	360	400	550	
4 Darul Ulum Rejoso	1176	1345	1500	
Total Santri	2276	2642	3000	

In essence, the management of Islamic boarding schools is a process arrangement and management for institution education Boarding schools are reaching peak of effectiveness and efficiency, which is very needed strategic marketing. Customer loyalty is crucial for agencies in this era of very tight business competition. The importance of customer loyalty for agencies is no doubt, and agencies hope to retain customers in the long term, even if possible forever. Islamic boarding schools must pay attention to perceived quality, which means the customer's subjective assessment of the service experience provided. Additionally, to create customer word-of-mouth, students and guardians of students should say excellent or positive things about Pondok Pesantren to

others. Islamic boarding schools are uniquely positioned in society because they are considered as role models. Suppose a brand has got a place in the hearts of consumers. In that case, companies do not need to bother marketing their products in the market because the brand image built in consumers' minds is enough to influence consumers to make purchases.

Based on the background previously described, this research aims to prove and analyze the effect of:

1. The effect of perceived quality on the loyalty of students at Islamic boarding schools in Jombang Regency, Indonesia.

2. The effect of brand image on the loyalty of students at Islamic boarding schools in Jombang Regency, Indonesia.

3. Word-of-mouth moderation on the effect of perceived quality on student loyalty at Islamic boarding schools in Jombang Regency, Indonesia.

4. Word-of-mouth moderation on the effect of brand image on student loyalty at Islamic boarding schools in Jombang Regency, Indonesia.

Limitations in a study are needed so that the discussion does not deviate from the problem. In this study, the subject was limited to students at Islamic boarding schools and focused on the influence of perceived quality, brand image, and rumor on student loyalty. Thus, the scope of the discussion in the research does not widen and goes beyond the scope of the discussion that the author wants.

2. Literature Review

2.1. Consumer Behaviour

Consumer behavior studies are all about how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants [2]. Consumer behavior is an action that is directly involved in obtaining, consuming, and ending a product or service, including the processes and following that action [3].

2.2. Perceived Quality

Perceived quality is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world. The main point is that perception depends not only on physical stimuli but also on the stimulus's relationship to the surrounding fields and conditions within everyone [2]. Perceived quality According to Aaker's model, it is a consumer's

assessment of the product's overall superiority. Perceived quality is also intended as a consumer impression of the benefits, quality, and price of a product or service provided to consumers.

According to [4], perceived quality has four aspects:

- Flawlessness
- Durability
- Appearance
- Distinctiveness

2.3. Brand Image

Brand image is the public's perception of a company or its product [4]. A compelling image will affect three things, namely: 1) strengthening product character and value suggestions; 2) conveying these characteristics differently so that they are not confused with competitors' characters; 3) provides emotional power that goes beyond mental images. To function, images must be conveyed through every available means of communication. The role of brand awareness in helping brands can be understood by examining how brand awareness creates value [5]. The 4 brand awareness values are as follows:

- Anchors for other associations
- Familiar or likable
- Substances or commitment
- Consideration of the brand

2.4. Word of Mouth

Word-of-mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or through electronic communication devices that are manifested by the experience of products or services [4]. Word-of-mouth can occur when customers are satisfied, and this is evidenced by positive word-of-mouth. Word-of-mouth indicators are as follows [6]:

- Positive words, the willingness of consumers to talk about positive things about the quality of service and products to people other.
- Recommendations, recommendations for company services, and products to people other.
- Inviting others to buy, invitations, and encouragement to friends or relations to make purchases of company products and services.

2.5. Customer Loyalty

Customer loyalty is loyalty after experiencing services, expressed in behavior to use services, and reflects a long-term bond between the company and its customers. Loyal customers are people who make regular repeat purchases, buy products and services across lines, recommend products to others, and show immunity to the pull of competing products [6]. Indicators of customer loyalty are as follows [2]:

- Repeat purchase
- Retention
- Referrals

2.6. Research Model

The research model consists of an arrangement of logical constructs that explains the dependencies of variables. This model is formulated to describe the construct of logic flow to systematically examine empirical beliefs. The research model is presented in Fig. 1.

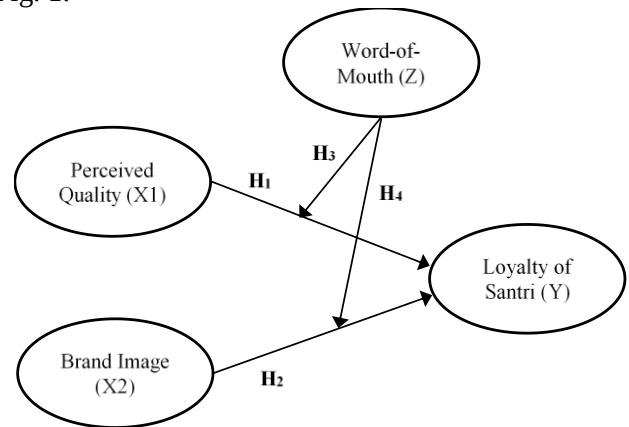


Fig. 1 Research model

Hypothesis 1: Perceived quality has a significant effect on the loyalty of students at Islamic boarding schools in Jombang Regency, Indonesia.

Hypothesis 2: Brand image has a significant effect on the loyalty of students at Islamic boarding schools in Jombang Regency, Indonesia.

Hypothesis 3: Word-of-mouth strengthens the effect of perceived quality on student loyalty at Islamic boarding schools in Jombang Regency, Indonesia.

Hypothesis 4: Word-of-mouth strengthens the influence of brand image on the loyalty of students at Islamic boarding schools in Jombang Regency, Indonesia.

3. Research Methods

This type of research is causal explanatory research, which will explain the causal relationship between the exogenous and endogenous variables. The data analysis used in this study is quantitative analysis, namely data processing in the form of numbers using statistical methods and collecting data in this study using a survey collected from respondents using a questionnaire. The population in this study was all Islamic boarding school students in Jombang Regency who were over 12 years old, totaling 3000 students. The sampling technique in this study used purposive sampling with the Slovin formula and obtained a total sample of 350. The criteria for selecting objects in this study were students in the age group of 12-15 years, single, registered as Hamalatul Qur'an and Madrasatul Qur'an students.

4. Analysis and Discussion

4.1. Validity and Reliability Test

The results of validity testing using the corrected item-total correlation were carried out for each statement item on the variables perceived quality, brand image, word-of-mouth, and loyalty showing the value of the corrected item-total correlation on each item has a value range between 0.382-0.725 (greater than 0.30) and a significance value less than the significant level $\alpha = 5\%$, so it can be concluded that all statement items meet mixed validity, and are valid to measure perceived quality variables, image brand, word-of-mouth, and loyalty.

A reliability test was used to determine the correctness of the questionnaire. Reliability testing uses Cronbach's Alpha formula. The reliability value ranges from 0 to 1, and the generally agreed lower limit for Cronbach's Alpha value is above 0.70, with a value of 0.60-0.70 considered an acceptable lower limit [7]. The reliability test results showed that all variables produce Cronbach's alpha values greater than 0.70 so that the preparation of questionnaire statement items used to measure perceived quality, brand image, word-of-mouth, and loyalty variables can be declared reliable. It can be trusted as a reliable measuring tool.

4.2. Respondents' Profile

The results of the description of 350 students according to age, gender, and source of information are shown in the Table 2. The majority of respondents are

13 years old, namely, 100 people (28.6%). Respondents at least 12 years old were 73 (20.9%), 15 years old were 78 (22.3%), and 14 years old were 99 (28.3%). According to gender, all research respondents were male, namely as many as 350 people (100%).

Table 2 Profile of the respondents

Respondent's Profile	Description	Frequency	Percentage
Age	12 years	73	20.9
	13 years	100	28.6
	14 years	99	28.3
	15 years	78	22.3
Gender	Male Students	350	100.0
	Female Students	0	0.0
Information Sources	Friends	55	15.7
	Parents	225	64.3
	Older Sibling	60	17.1
	Social Media	10	2.9

According to sources, most respondents learned information about entering Islamic boarding schools from their parents, as many as 225 people (64.3%). They found information from older siblings, as many as 60 people (17.1%), friends as many as 55 people (15.7%), and the rest know the information through the media only 10 people (2.9%).

4.3. Descriptive Statistics

The description of the assessment of Islamic boarding school students in Jombang on perceived quality, brand image, word-of-mouth, and loyalty variables presented in Tables 3-6.

Table 3 Descriptive statistics for perceived quality

Indicators	No.	Frequency of Scale					Item Mean	Indicator Mean	Level
		Very Low	Low	Moderate	High	Very High			
Flawlessness (X1.1)	1	-	2	59	143	146	4.24	4.08	High
	2	-	-	77	168	105	4.08		
	3	-	-	74	188	88	4.04		
	4	-	-	96	153	101	4.01		
	5	-	-	84	171	95	4.03		
Durability (X1.2)	6	-	3	112	166	69	3.86	4.00	High
	7	-	-	89	175	86	3.99		
	8	-	-	54	186	110	4.16		
	9	-	-	93	172	85	3.98		
Appearance (X1.3)	10	-	-	76	173	101	4.07	4.03	High
	11	-	-	82	189	79	3.99		
	12	-	1	77	173	99	4.06		
Distinctiveness (X1.4)	13	-	-	98	158	94	3.99	3.97	High
	14	-	-	96	181	73	3.93		
	15	-	-	71	201	78	4.02		
	16	-	6	85	160	99	4.01		
	17	-	3	100	171	76	3.91		
Variable Mean								4.02	High

Table 4 Descriptive statistics for brand image

Indicators	No.	Frequency of Scale					Item Mean	Indicator Mean	Level
		Very Low	Low	Moderate	High	Very High			
Anchors for Other Associations (X2.1)	26	-	5	65	163	117	4.12	3.97	High
	27	-	3	105	160	82	3.92		
	28	-	-	120	166	64	3.84		
	29	-	3	83	182	82	3.98		

Indicators	No.	Frequency of Scale					Item Mean	Indicator Mean	Level
		Very Low	Low	Moderate	High	Very High			
Familiar or Likable (X2.2)	30	-	2	129	169	50	3.76	3.88	High
	31	-	1	126	155	68	3.83		
	32	-	3	112	162	73	3.87		
	33	-	1	71	190	88	4.04		
Substances or Commitment (X2.3)	34	-	-	103	172	75	3.92	4.01	High
	35	-	-	106	157	87	3.95		
	36	-	-	84	159	107	4.07		
	37	-	-	82	157	111	4.08		
Considering the Brand (X2.4)	38	-	2	49	169	130	4.22	4.08	High
	39	-	2	116	159	73	3.87		
	40	-	-	70	183	97	4.08		
	41	-	-	70	165	115	4.13		
		Variable Mean						3.98	High

Table 5 Word-of-mouth descriptive statistics

Indicators	No.	Frequency of Scale					Item Mean	Indicator Mean	Level
		Very Low	Low	Moderate	High	Very High			
Positive Words (Z.1)	18	-	4	110	168	68	3.86	3.93	Good
	19	-	7	109	149	85	3.89		
	20	-	-	83	168	99	4.05		
	21	-	2	105	159	84	3.93		
Recomendation (Z.2)	22	-	10	57	161	122	4.13	3.99	Good
	23	-	4	113	165	68	3.85		
Inviting Others to Buy (Z.3)	24	-	-	92	178	80	3.97	3.97	Good
	25	-	4	92	166	88	3.97		
		Variable Mean						3.96	Good

Table 6 Descriptive statistics of santri loyalty

Indicators	No.	Frequency of Scale					Item Mean	Indicator Mean	Level
		Very Low	Low	Moderate	High	Very High			
Repeat Purchase (Y.1)	42	-	3	106	166	75	3.89	3.93	High
	43	-	-	98	169	83	3.96		
	44	-	1	127	150	72	3.84		
	45	-	-	90	155	105	4.04		
Retention (Y.2)	46	-	-	113	168	69	3.87	3.96	High
	47	-	1	106	151	92	3.95		
	48	-	8	104	140	98	3.94		
	49	-	4	75	167	104	4.06		
Referrals (Y.3)	50	-	-	72	176	102	4.09	4.11	High
	51	-	-	54	192	104	4.14		
	52	-	-	79	181	90	4.03		
	53	-	1	70	143	136	4.18		
		Variable Mean						4.00	High

4.4. Testing Statistical Assumptions Underlying SEM

The sample size in SEM is 5-10 times the number of indicators in the model. In the model developed in this study, the number of indicators is 14, so if using the highest range of 10 times the number of indicators, then the minimum number of samples that SEM can be used is 140 samples [7]. In this study, the sample size used was 350, and the number of samples was greater than 140 so that it fulfilled the sample size adequacy requirements so that SEM could be used and produce reasonable estimates.

The normality test results showed a multivariate *cr* of -2.344, which was in the range of -2.58 to +2.58 at a significance level of 5%, so it was written that the multivariate data were normally distributed.

Univariate outlier tests via the Z-score show that the lowest Z-score value is -2,888 and the highest Z-score

value is 2,025, so all indicators show Z-score values in the range of ± 3 , and it can be concluded that the data does not there are outliers. The results of the multivariate outlier detection showed that all observations had a d-squared Mahalanobis value that was smaller than the chi-square table limit of 36.12, so none of these observations (respondents) were indicated as outliers.

Multicollinearity and singularity detection show that the correlation matrix sample produces the lowest value of -0.003, and the highest value is 0.727 (nothing exceeds the value of 0.80). Thus, there is no multicollinearity in this research mode; therefore, the assumption of the absence of multicollinearity and singularity in the research model can be fulfilled. The VIF value for each exogenous variable is also less than 10.

4.5. Analysis of the Measurement Model

4.5.1. Measurement Model Fit

The results of the suitability test on the measurement model have produced suitable criteria; the absolute match index, the incremental fit index, and the parsimony fit index fulfill the requirements so that the model measurement can be accepted because the model fit is good.

4.5.2. Construct Validity

Construct validity shows a test to determine how far the indicators measure the construct. The results of evaluating the construct validity of each construct in Table 7 show that in the measurement model, each indicator produces a standard loading value greater than 0.5; therefore, these indicators are valid in forming perceived quality constructs, brand image, word-of-mouth, and loyalty, thus fulfilling convergent validity.

Table 7 Construct validity

Variable	Indicator	Standard Loading	Decision
Perceived Quality (X1)	Perfection (X1.1)	0.820	Legitimate
	Resistance (X1.2)	0.867	Legitimate
	Appearance (X1.3)	0.786	Legitimate
	Peculiarities (X1.4)	0.772	Legitimate
Brand Image (X2)	Anchor for Other Associations (X2.1)	0.780	Legitimate
	Familiar or Fun (X2.2)	0.745	Legitimate
	Substances or Commitment (X2.3)	0.773	Legitimate
	Consider Brand (X2.4)	0.776	Legitimate
Word of Mouth (Z)	Positive Words (Z.1)	0.767	Legitimate
	Recommendations (Z.2)	0.768	Legitimate
	Inviting Others to Purchase (Z.3)	0.730	Legitimate
Santri Loyalty (Y)	Repeat Purchase (Y.1)	0.757	Legitimate
	Retention (Y.2)	0.850	Legitimate
	Reference (Y.3)	0.789	Legitimate

4.5.3. Construct Reliability

The rule of thumb for construct reliability values must be greater than 0.70, but construct reliability values greater than 0.60 are still acceptable as long as each indicator meets convergent validity [7]. The results of the construct reliability evaluation show that each variable produces a construct reliability value greater than 0.70 and an AVE value of more than 0.50 so that the nodes of these indicators are reliable in reflecting the constructs of perceived quality, brand image, word-of-mouth, and loyalty.

Table 8 Reliability construction

Construction	Build Reliability	AVE	Decision
Perceived Quality (X1)	0.885	0.659	Reliable
Brand Image (X2)	0.852	0.591	Reliable
Word of Mouth (Z)	0.799	0.570	Reliable
Santri Loyalty (Y)	0.841	0.639	Reliable

4.6. Structural Model Analysis

4.6.1. Structural Model Suitability

The goodness of fit indices produced by the structural model are shown in Table 9.

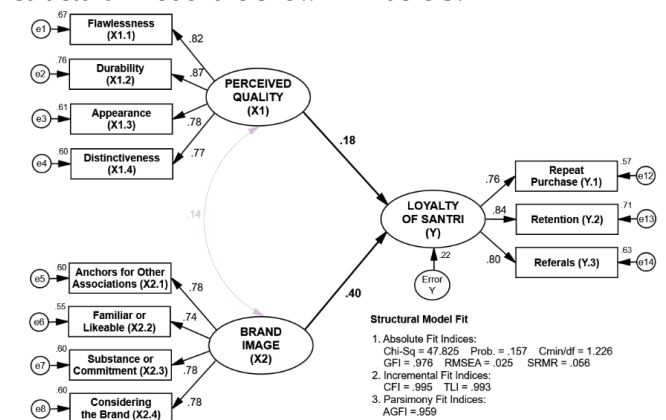


Fig. 2 Estimation of the structural model (main effect)

Table 9 Fit indices

Fit Measure		Critical value	Structural model	
			Index value	Decision
Absolute Fit Indices	Prob. χ^2	> 0.05	0.157	Good fit
	Cmin/DF	≤ 3.00	1.226	Good fit
	GFI	≥ 0.90	0.976	Good fit
	RMSEA	≤ 0.08	0.025	Good fit
	SRMR	≤ 0.08	0.056	Good fit
Incremental Fit Indices	CFI	≥ 0.95	0.995	Good fit
	TLI	≥ 0.95	0.993	Good fit
Parsimony Fit Indices	AGFI	≥ 0.90	0.959	Good fit

The structural model suitability test showed that the criteria for absolute fit indices, incremental fit indices, and parsimony fit indices met the requirements (good fit and marginal fit), so the structural model was acceptable. A good fit means that the model's suitability is good, and a marginal fit means that the suitability is within acceptable limits.

4.6.2. Analysis of the Direct Effect

The stage of structural model analysis tests the direct effect on each path of influence, namely, examining the estimation of the parameters of the relationship between variables representing each theoretical hypothesis.

Table 10 Testing of the direct effect (* = significant at the 0.05 level; n.s. = not significant)

Direct effect		Std. Estimate	C.R.	P	Decision
Perceived Quality (X1)	→ Loyalty (Y)	0.184	3.162	0.002*	H ₁ accepted
Brand Image (X2)	→ Loyalty (Y)	0.401	6.147	0.000*	H ₂ accepted

The results of a comparison of perceived quality and brand image on loyalty to students can be shown in Fig. 3.

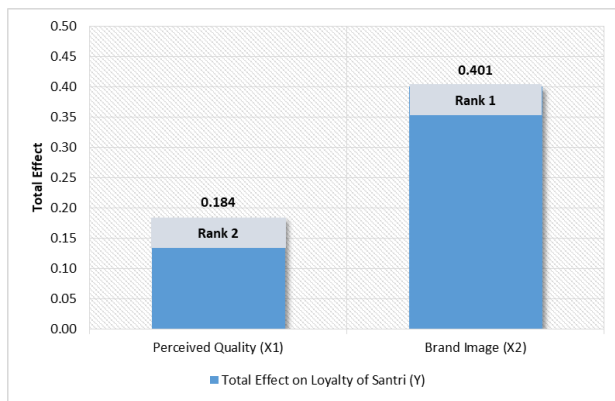


Fig. 3 Total effect on loyalty

The total effect shows the total effect of the predictor variable in increasing the response (in this case, loyalty). Ideally, Islamic boarding schools can design improvement programs for all predictor variables to increase student loyalty. However, if the Islamic boarding school has limited resources in terms of funds, time, and labor, a priority scale can be made to increase loyalty.

The results of the comparison of the total effect value and the average value, as shown in Figure 4, conclude that to increase the loyalty of students at Islamic boarding schools in Jombang Regency, the top priority is brand image, then perceived quality.

A strong brand image is a dominant factor in increasing student loyalty. Islamic boarding schools that have been around for a long time and are widely known by the community will be more in demand by students, even though, judging by the facilities and infrastructure, they are still inferior to new Islamic boarding schools with a more modern concept.

4.6.3. Analysis of Moderation Effects

Testing the moderating effect will use a two-stage approach because the analysis tests the moderating effect's significance. Furthermore, it is strengthened by multigroup analysis to determine the differences in the strength of the influence of perceived quality and brand image on loyalty at different word-of-mouth levels.

Table 11 Testing of the Moderating Effect (* = significant at the 0.05 level; ** = significant at the 0.01 level; n.s. = not significant)

Hyp.	Moderating relationship	Std. Estimate	C.R.	P value	Result
H ₃	Word-of-mouth moderates the influence of perceived quality on the loyalty of santri	0.165	1.116	0.265 ^{n.s.}	H ₃ rejected
H ₄	Word-of-mouth moderates the influence of brand image on the loyalty of santri	0.361	2.355	0.021*	H ₄ accepted

4.6.4. Summary of Model Coefficient Estimation Results

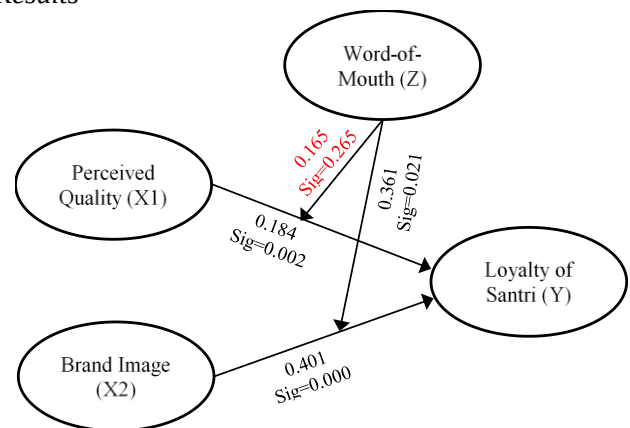


Fig. 4 Model estimation results

5. Discussion

The results of the descriptive analysis of the quality perception variable obtained an average score of 4.02. It can be interpreted that the average respondent considers that the perceived quality of students at Islamic boarding schools follows what is perceived. The perceived quality indicator with the highest level of approval is perfection, with an average value of 4.09 (high), meaning that students judge that it is appropriate that Islamic boarding schools in Jombang Regency are the best for them to learn the Qur'an, meet expectations in studying, quality following the information received from parents, and can provide more than promised services. Furthermore, the perceived quality indicator with the lowest level of approval is specificity, with an average value of 3.97 (still in the high category), namely regarding Islamic boarding school services that do not have the social and economic status of their students, provide complete services, always uphold a sense of justice and clean, as well as the ability to see problems clearly in every aspect and daily life of students.

The calculation of the descriptive analysis of the brand image variable obtained an average score of 3.98. The average respondent thinks that the brand image level of students at Islamic boarding schools is high. The brand image indicator with the highest level of approval is considering the name of the Islamic boarding school with an average value of 4.08 (high), meaning that if a family member wants to study at a boarding school, the santri will provide their boarding school as a consideration because they already have a big name. Furthermore, the brand image indicator with the lowest level of approval is familiar with an average value of 3.88 (still in the good category); namely, the image of the Islamic boarding school is familiar and embedded in the public's minds.

The calculation of the descriptive analysis of the word-of-mouth variable obtained an average score of 3.96. The average respondent thinks that the word-of-mouth level of students at Islamic boarding schools is

good. This shows that students will say good or positive things about Islamic boarding schools in Jombang Regency to others so that other people will feel curious and interested in registering for the Islamic boarding school. The third indicator is assessed with relatively the same level of agreement, with an average value of 3.93, 3.99, and 3.97, respectively (good category), meaning that the students agree that they feel relieved and proud to be admitted to this boarding school, happy and proud to promote the cottage, and satisfied with the service of the cottage. Families who have graduated are also considered capable of mastering various religious and scientific knowledge. Students will maintain the good name and honor of the boarding school and will recommend it to relatives.

The calculation of the descriptive analysis of the loyalty variable obtained an average score of 4.00. The average respondent considered that the level of loyalty of students at Islamic boarding schools is high. The perceived loyalty indicator with the highest level of agreement is referral, with an average value of 4.11 (high), meaning that students agree that Islamic boarding schools can currently be a reference and model for modern Islamic boarding schools elsewhere, can be at the forefront in terms of innovation and technology, and can be a reference for religious education for other Islamic boarding schools. Furthermore, the loyalty indicator with the lowest level of approval is Repeat Purchase with an average value of 3.93 (still in the high category), namely regarding the desire of students to entrust their education to this Islamic boarding school in the future.

The results of the analysis test prove that:

1. The results of the estimation of the coefficient of the effect of perceived quality on loyalty in Islamic boarding school students in Jombang Regency show a significant effect on the CR value of 3,162 (greater than 1.96) and a significance value (p-value) of 0.002 (smaller than the 5% significance level). The resulting coefficient of influence is 0.184 (positive), meaning that the better the quality of the boarding school perceived by the students, the higher the loyalty of the students to the boarding school. This study's results differ from [10], which states that perceived quality does not affect loyalty. However, the study results are the same as those of research conducted by [11], which states that perceived quality has no significant effect on loyalty.

2. The estimation results of the influence of brand image on loyalty among Islamic boarding school students in Jombang Regency also show a significant effect on the CR value of 6.147 (greater than 1.96) and a significance value (p-value) of 0.000 (smaller than the 5% significance level). The resulting coefficient of influence is 0.401 (positive), meaning that the stronger the image of the boarding school, the higher the loyalty of the students to the boarding school. The results of

this study are the same as the results of research conducted by [12], which states that brand image has a significant effect on loyalty. However, the results of this study are different from the results of the research conducted by [13]. The results of the study show that brand image has an indirect effect on customer loyalty.

3. Word-of-mouth moderation on the effect of perceived quality on student loyalty shows an insignificant effect with a CR value of 1.116 (smaller than 1.96) and a significance value (p-value) of 0.265 (greater than 5% significance level). The resulting coefficient of influence is only 0.165, meaning that word of mouth does not moderate the effect of perceived quality on santri loyalty. This means that the students who study at the boarding school because of a need, what they see and what happens at the boarding school will remain in their choice, the negative information they see does not affect them to attend the boarding school, the personality factor is the desire to succeed in completing learning and the last is strong encouragement from their parents

4. Moderation on the effect of brand image on student loyalty shows a significant effect with a CR value of 2.355 (greater than 1.96) and a significance value (p-value) of 0.021 (smaller than the 5% significance level). The resulting coefficient of influence is 0.361 (positive), meaning word-of-mouth strengthens brand image's influence on student loyalty.

6. Summary

6.1. Conclusion

Based on the results of the data analysis, it can be concluded that:

1. Perceived quality significantly affects the loyalty of Islamic boarding school students in Jombang Regency, Indonesia. Confirming the theory of perceived quality by Kotler & Keller [2] and Kristyatmoko & Andjarwati [14] and the theory of loyalty by Griffin [15]. H1 is accepted.

2. Brand Image significantly affects the loyalty of Islamic boarding school students in Jombang Regency, Indonesia. Confirming the brand image theory by Kotler & Keller [4] and Durianto [5] and the loyalty theory by Griffin [15]. H2 is accepted.

3. Word-of-mouth did not moderate the effect of perceived quality on the loyalty of Islamic boarding school students in Jombang Regency, Indonesia. Confirming the theory by Kotler and Keller [2]. H3 is rejected.

4. Moderating word of mouth influences brand image on the loyalty of Islamic boarding school students in Jombang Regency, Indonesia. H4 accepted.

5. Contribution to the development of science and academics is to know and increase the study of knowledge regarding perceived quality, brand image, and word of mouth in increasing loyalty in the Islamic

boarding school students environment

6.2. Suggestion

1. Islamic boarding schools in Jombang Regency to improve quality to increase word of mouth and the brand image of Islamic boarding schools in Jombang Regency.
2. Pondok Pesantren in Jombang Regency must remain consistent in the quality provided to meet consumer needs so that loyalty is created.
3. Future research is expected to reveal other factors not examined in this study related to perceived quality, word of mouth, brand image, and loyalty. So that maximum results are obtained.

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