

**THE INFLUENCE OF MADRASAH QUALITY AND BRAND IMAGE
THROUGH ELECTRONIC WORD OF MOUTH (E-WoM) ON THE
DECISION TO ENROLL AT MI PKP DKI JAKARTA**



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Abstract

This study aims to analyze the influence of Electronic Word of Mouth (E-WoM), school quality, and citra merek (brand image) on parents' decisions to enroll their children at MI PKP. The research uses a quantitative approach with a sample of 443 respondents, analyzed using SmartPLS software. The results indicate a significant relationship between the variables E-WoM, school quality, and citra merek (brand image) on parents' decision-making in selecting MI PKP as an educational institution for their children. E-WOM influences parents' perceptions of the school's reputation and quality through online reviews and recommendations. School quality, including aspects such as facilities, curriculum, and teacher competency, plays an essential role in influencing this decision. Citra merek (brand image) also contributes to parents' confidence in the education quality at MI PKP. These findings highlight the importance of strategies to improve service quality and manage the school's image to attract prospective students.

Keywords: E-WoM, School Quality, Brand Image, Decision Making, MI PKP, Parents' Choice

INTRODUCTION

The Industrial Revolution has developed rapidly since the 18th century. The Industrial Revolution 1.0 was marked by advances in the textile and iron industries. The Industrial Revolution 2.0 in the 1870s brought mass production in technology and transportation. The Industrial Revolution 3.0 in the 1960s emerged with the invention of computers, electronics, and the internet. The Industrial Revolution 4.0 integrated the physical and digital worlds through technologies such as AI, robotics, IoT, and Big Data. The Industrial Revolution 5.0 emphasizes collaboration between humans and technology with systems that are more adaptive to change (Gamedia.com).

Amid the ongoing industrial revolution, methods of marketing and information dissemination have shifted and become increasingly dependent on the internet. One well-known method of information dissemination is E-WoM (Electronic Word of Mouth). E-WoM can be carried out through various media, both online media and social media platforms.

Online information sharing can be done, among others, through social media. Social media usage has increased significantly from year to year. According to wearesocial.com, from 2000 to 2024, the number of users increased from 25 million to 5 billion.

In February 2024, MI PKP DKI Jakarta decided to reactivate its long-inactive Instagram account by posting photos and videos of MI PKP DKI Jakarta's activities daily. By November 2024, MI PKP DKI Jakarta had increased its followers by 75%, from 1,677 to 2,250 followers. Judging from the enthusiasm of social media users following Instagram @mipkpjis, E-WoM can be easily carried out through the social media presence that MI PKP DKI Jakarta has built and developed.

According to Sylvia & Ramli (2024), positive E-WoM will create a favorable image. This, in turn, shapes consumer perceptions, as they often rely on reviews and recommendations about a brand or company. Moreover, a good image builds consumer trust, making them more likely to engage and recommend to others, thus creating a reinforcing cycle and positive relationships. A good brand image also helps differentiate products or services from competitors. In Świtała et al. (2018), brand image is determined by five factors: associations, reputation, customer experience, advertising and promotion, and brand identity.

Branding and quality improvement are necessary for all companies or institutions, whether in the field of products or services. One such service provider is MI PKP DKI Jakarta, a private Islamic-based Madrasah Ibtidaiyah (MI) or elementary school equivalent located in East Jakarta, established in 1976. This means it has passed through various generations, from Generation Y (1977–1994) to the present Generation Alpha (2012–2025). Judging from its brand image, MI PKP DKI Jakarta has a long history and heritage with its consumers, as evidenced by its ability to last for approximately 48 years.

The number of form purchases has experienced significant fluctuations, with a notable increase from 2020–2021 to 2024–2025, from 81 to 166 forms. Initial observations through school entrance interviews revealed that parents chose to enroll their children at MI PKP DKI Jakarta for reasons including diverse extracurricular activities (such as swimming, coding, LIA, karate, etc.) and the up-to-date information consistently shared via the school's Instagram @mipkpjis. This has instilled parents' trust and confidence in the quality and image of MI PKP DKI Jakarta. From this, it is realized that Electronic Word of Mouth (E-

WoM) has become one of the most important promotional tools, particularly in the service sector, including madrasahs.

Based on this background, the author is interested in conducting a study entitled “The Influence of Madrasah Quality and Brand Image through Electronic Word of Mouth (E-WoM) on the Decision to Enroll at MI PKP DKI Jakarta.”

LITERATURE REVIEW

Digital Marketing Communication

Digital marketing communication, unlike conventional marketing communication, allows for more dialogue or exchange between the source and the receiver ((Shankar & Malthouse, 2007) in (Utami, 2023)). Examples of digital communication include online display advertising, search advertising (organic and paid), mobile communication, and word-of-mouth (WOM) communication through social media ((Shankar et al., 2022) in (Utami, 2023)).

Electronic Word of Mouth (E-WoM)

According to Wangsa (Khoirunnisa et al., 2023), Electronic Word of Mouth (E-WoM) refers to communication that occurs through social media. This is supported by Jalilvand and Samiei (Khoirunnisa et al., 2023), who state that E-WoM consists of consumer recommendations or reviews that can influence consumer purchase intentions, either on a wide scale (via review-sharing platforms) or within a community.

Madrasah Quality

In the study by Hariesa et al. (2021), school quality is defined as the result of effective relationship management between the school and students’ parents, which contributes to improving students’ learning quality, the quality of graduates, as well as student growth and development.

Brand Image

Keller (1993) and Hung (2008) in the study explain that brand image is a system of images and thoughts existing in human consciousness, conveying information about a particular brand and forming a fundamental attitude.

RESEARCH METHOD

This study uses the variables Electronic Word of Mouth (E-WoM), Quality, and Brand Image, which influence the decision to enroll children in MI PKP DKI Jakarta. The research was conducted on parents whose children are enrolled at MI PKP DKI Jakarta, specifically in Kelapa Dua Wetan sub-district, Ciracas district, East Jakarta. The research period lasted approximately nine months, from February to October 2024.

According to Sugiyono (2017), a population consists of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and from which conclusions can be drawn. The population in this study comprises parents/guardians of students enrolled at MI PKP DKI Jakarta. The total number of students at MI PKP DKI Jakarta is 645.

Data were collected through the distribution of questionnaires aimed at determining the extent to which parents/guardians use Instagram social media in their responses and feedback, and to verify whether the MI PKP Jakarta Islamic School’s social media functions effectively as an information dissemination tool.

The sampling method used was probability sampling in the form of stratified sampling. Probability sampling involves selecting a sample randomly from the population of interest. To qualify as random sampling, each unit in the population must have an equal chance of being selected. In this study, the sample consisted of parents who have enrolled or are currently enrolling their children at MI PKP DKI Jakarta.

The sample size was determined using the Slovin formula with a 5% margin of error from the total population of 645, resulting in a sample size of 251.

RESULTS AND DISCUSSION

Structural Model Testing (Inner Model)

R² Value of the Model

After completing the outer model testing and confirming that it meets the required standards, the next step is to test the inner model (structural model). The inner model can be evaluated by examining the R-square (indicator reliability) for the dependent constructs and the t-statistics from the path coefficient testing. The higher the R-square value, the better the predictive capability of the proposed research model.

Table 1.
R-Square Values of the Model

	R Square	R Square Adjusted
E-WoM	0,613	0,610
Decision to Send to School	0,724	0,721

Based on the table above, it can be seen that three variables madrasah quality, brand image, and E-WoM affect 72.4% of the variance in the decision to enroll. Meanwhile, brand image and madrasah quality contribute 61.3% to the variance in E-WoM. The remaining external factors outside the model contribute 27.6% to the variance in the decision to enroll, and 38.7% to the variance in E-WoM.

VIF Values

The inner model testing can also be performed by examining the VIF values. If the VIF value is less than 5, the model is considered fit and can proceed to further analysis.

Table 2.
VIF Values of the Model

	Brand Image	E-WoM	Madrasah Quality	Decision to Send to School
Brand image		2,239		2,105
E-WoM				
Madrasah Quality		3,043		2,105
Decision to Send to School				

From the table above, it can be observed that the VIF values among the research variables meet the testing threshold of < 5. This indicates that the inner model is generally adequate.

Predictive Relevance (Q²)

The predictive relevance aims to measure how well the research model produces outcomes. The Q² calculation is as follows:

Table 3.
Predictive Relevance

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand image	1255,000	1255,000	
E-WoM	3514,000	1815,117	0,483
Madrasah Quality	5522,000	5522,000	
Decision to Send to School	2259,000	1037,827	0,541

Based on the Q² calculation above, the research model has a Q² value greater than 0, indicating that the model is adequate and possesses satisfactory predictive relevance.

Goodness of Fit (GoF)

The goodness of fit index is used in research to assess the overall accuracy of a model, encompassing both the inner and outer models. In PLS analysis, the GoF is measured using the Q-square predictive relevance (Q²). The GoF calculation is as follows:

Table 4.
Goodness of Fit Values of the Model

	Cronbach's Alpha	R Square
Brand image	0,790	
E-WoM	0,799	
Madrasah Quality	0,744	0,613
Decision to Send to School	0,759	0,724
Mean	0,773	0,618

The calculation for the GoF value is as follows:

$$GoF = \sqrt{0,773 * 0,669}$$

$$GoF = 0,718$$

Based on the R² and Q² testing above, the research model has a GoF value greater than 0.36, indicating that the model is robust and hypothesis testing can be carried out.

Hypothesis Testing

Testing Direct Effects

Hypothesis testing was carried out to determine the influence of all hypotheses proposed in this study, both direct and indirect effects. The criteria for hypothesis testing can be assessed both directly and indirectly. Hypothesis testing criteria are determined through the results of the statistical test values and p-values. A hypothesis is accepted if the p-value is less than 0.05 and has a statistical value greater than the t-table statistic of 1.96. Statistical testing was conducted using the bootstrapping method as follows:

Table 5.
Testing Direct Effects

	Original Sample/ Parameter coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand image (brand image) -> E-WoM	0,228	0,224	0,070	3,239	0,000
Brand image -> Schooling Decision	0,264	0,265	0,059	4,508	0,000

E-WoM -> Schooling Decisions	0,400	0,396	0,074	5,428	0,000
Madrasah Quality -> E-WoM	0,602	0,604	0,064	9,437	0,000
Madrasah Quality -> Schooling Decision	0,277	0,281	0,074	3,752	0,000

Some of the research hypotheses proposed in this study are as follows:

H1:

H0: Madrasah quality has no significant effect on E-WoM

H1: Madrasah quality has a significant effect on E-WoM

Test Results:

The first hypothesis tests whether madrasah quality significantly influences E-WoM. The results show that the coefficient value of madrasah quality on E-WoM is 0.602, with a t-statistic of 9.437. With this t-statistic value, the p-value (0.000) < 0.05, which means H0 is rejected. From this result, it is concluded with a 95% confidence level that madrasah quality has a significant effect on E-WoM.

H2:

H0: Brand image has no significant effect on E-WoM

H1: Brand image has a significant effect on E-WoM

Test Results:

The second hypothesis tests whether brand image significantly influences E-WoM. The results show that the coefficient value of brand image on E-WoM is 0.228, with a t-statistic of 3.239. With this t-statistic value, the p-value (0.000) < 0.05, which means H0 is rejected. From this result, it is concluded with a 95% confidence level that brand image has a significant effect on E-WoM.

H3:

H0: Madrasah quality has no significant effect on Schooling Decision

H1: Madrasah quality has a significant effect on Schooling Decision

Test Results:

The third hypothesis tests whether madrasah quality significantly influences the schooling decision. The results show that the coefficient value of madrasah quality on the schooling decision is 0.277, with a t-statistic of 3.752. With this t-statistic value, the p-value (0.000) < 0.05, which means H0 is rejected. From this result, it is concluded with a 95% confidence level that madrasah quality has a significant effect on the schooling decision.

H4:

H0: Brand image has no significant effect on Schooling Decision

H1: Brand image has a significant effect on Schooling Decision

Test Results:

The fourth hypothesis tests whether brand image significantly influences the schooling decision. The results show that the coefficient value of brand image on the schooling decision is 0.264, with a t-statistic of 4.508. With this t-statistic value, the p-value (0.000) < 0.05, which means H0 is rejected. From this result, it is concluded with a 95% confidence level that brand image has a significant effect on the schooling decision.

H5:

H0: E-WoM has no significant effect on Schooling Decision

H1: E-WoM has a significant effect on Schooling Decision

Test Results:

The fifth hypothesis tests whether E-WoM significantly influences the schooling decision. The results show that the coefficient value of E-WoM on the schooling decision is 0.400, with a t-statistic of 5.428. With this t-statistic value, the p-value (0.000) < 0.05, which means H0 is rejected. From this result, it is concluded with a 95% confidence level that E-WoM has a significant effect on the schooling decision.

Testing Indirect Effects

Indirect effect testing can also be conducted using the Sobel test. The results of the Sobel test are shown in the following table:

Table 6.
Testing Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand image -> E-WoM -> Schooling Decision	0,091	0,089	0,033	2,773	0,006
Madrasah Quality -> E-WoM -> Schooling Decision	0,241	0,239	0,051	4,745	0,000

H6:

H0: Madrasah quality has no significant effect on Schooling Decision through E-WoM

H1: Madrasah quality has a significant effect on Schooling Decision through E-WoM

Test Results:

The sixth hypothesis tests whether madrasah quality significantly influences the schooling decision through E-WoM. The results show that the coefficient value of madrasah quality on the schooling decision is 0.241, with a t-statistic of 4.745. With this t-statistic value, the p-value (0.000) < 0.05, which means H0 is rejected. From this result, it is concluded with a 95% confidence level that madrasah quality has a significant effect on the schooling decision through E-WoM.

H7:

H0: Brand image has no significant effect on Schooling Decision through E-WoM

H1: Brand image has a significant effect on Schooling Decision through E-WoM

Test Results:

The seventh hypothesis tests whether brand image significantly influences the schooling decision through E-WoM. The results show that the coefficient value of brand image on the schooling decision is 0.091, with a t-statistic of 2.773. With this t-statistic value, the p-value (0.001) < 0.05, which means H0 is rejected. From this result, it is concluded with a 95% confidence level that brand image has a significant effect on the schooling decision through E-WoM.

Effect of Brand Image on E-WoM

The results from Table 5 show that brand image affects E-WoM by 0.602 with a t-statistic of 9.437 > 1.96 at a significance level of $\alpha = 0.05$ (5%), indicating a positive and significant relationship between online marketing and customer satisfaction. The value of 9.437 for the parameter coefficient means that the better the brand image, the more positive the E-WoM will be.

This is consistent with the study by DAM (2020), which showed that brand image positively affects positive WOM with a path coefficient of 0.682 and a t-value of 5.557 ($p < 0.001$), indicating that brand image is a strong predictor of positive WOM.

Effect of Brand Image on Schooling Decision

The results from Table 5 show that brand image affects the schooling decision by 0.228 with a t-statistic of $3.239 > 1.96$ at a significance level of $\alpha = 0.05$ (5%), indicating a positive and significant relationship between online marketing and customer satisfaction. The coefficient value means that the better and higher-quality the E-WoM, the stronger the schooling decision.

In the study by Fauzan et al. (2023), brand image significantly influenced school selection decisions, with a t-statistic of 7.490 and a p-value of 0.000 (<0.05). This confirms that brand image positively affects the schooling decision.

Effect of E-WoM on Schooling Decision

The results from Table 5 show that E-WoM affects the schooling decision by 0.277 with a t-statistic of $3.752 > 1.96$ at a significance level of $\alpha = 0.05$ (5%), indicating a positive and significant relationship between online marketing and customer satisfaction. The coefficient value means that the better and higher-quality the E-WoM, the stronger the schooling decision.

Effect of Madrasah Quality on E-WoM

The results from Table 5 show that madrasah quality affects E-WoM by 0.264 with a t-statistic of $4.508 > 1.96$ at a significance level of $\alpha = 0.05$ (5%), indicating a positive and significant relationship between madrasah quality and E-WoM. This means that the better the quality of the madrasah, the more positive the E-WoM will be.

Effect of Madrasah Quality on Schooling Decision

The results from Table 5 show that madrasah quality affects E-WoM by 0.400 with a t-statistic of $5.428 > 1.96$ at a significance level of $\alpha = 0.05$ (5%), indicating a positive and significant relationship between madrasah quality and the schooling decision. The coefficient value shows that madrasah quality influences the decision to enroll children in school

CONCLUSION

The results and discussion of this study lead to the following conclusions:

1. There is a positive and significant influence of madrasah quality on E-WoM. This indicates that madrasahs with adequate facilities, a high-quality curriculum, and professional teaching staff tend to be more frequently recommended online by parents.
2. Brand image has a significant effect on E-WoM. A good image creates a positive impression that encourages parents and students to share their experiences through digital platforms, thereby increasing the madrasah's visibility and reputation online.
3. High madrasah quality significantly affects parents' decisions in choosing a madrasah for their children. Quality factors including facilities, learning processes, and the competence of teaching staff are the main considerations for parents in determining their children's education.
4. Brand image or a positive image of the madrasah significantly influences the decision to enroll. A positive perception of the madrasah increases parents' trust in choosing it as their children's educational institution, as it is perceived to possess excellence and public trust.

5. Electronic Word of Mouth (E-WoM) is proven to have a significant effect on parents' decisions. Recommendations, testimonials, and positive reviews circulating on social media or online platforms provide additional confidence for parents in selecting a madrasah.
6. Madrasah quality not only directly influences the enrollment decision but also indirectly affects it through E-WoM. Good quality increases the spread of positive reviews, thereby boosting parents' trust in making decisions.
7. A positive madrasah image also significantly influences the enrollment decision through the mediation of E-WoM. A good brand image encourages the emergence of positive reviews, which in turn affect parents' decisions.

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