

# Analysis to effectiveness e-wom at Madrasah Tsanawiyah Azzidin Medan Denai

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**ABSTRACT**

In improving the quality of educational institutions, it is necessary to improve the abilities of teachers, education personnel, and promotional activities are required to raise the quantity and caliber of pupils to increase the number of students where promotional efforts are less effective and optimal in involving customers, so that effective promotional channels are needed by using dpromotions that directly promote by word of mouth. Madrasah Tsanawiyah Azzidin is a religious-based school equivalent to a junior high school, where this place still implements manual promotions and has not been able to utilize promotions using e-WOM, because the education personnel and marketing personnel at Madrasah Tsanawiyah Azzidin Medan cannot effectively implement e-WOM ababout the promote activities with e-WOM, where in the last 2 years the number of students at this Madrasah Tsanawiyah has tended to decrease from the original 85 students in 2022 to 73 students, so that the e-WOM service that is run is not useful and works effectively. This study's objective is to investigate and elucidate the degree to which e-WOM customer involvement and service quality influence how well e-WOM is implemented. Descriptive quantitative associative study is the methodology employed is the method of the research. The population and sample in this study amounted to 37 teachers and education personnel and marketing staff at Madrasah Tsanawiyah Azzidin Medan, where the results of the study clarified that the factors influencing e-WOM customer involvement and service quality have a partial and simultaneous to impact on how well e-WOM is implemented.

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**1. Introduction**

Nowadays, there are many media for conducting promotions that are used to produce results, not only carried out by school management through marketing, but educational institution promotions can be carried out by involving customers as users of educational services who have been in an educational institution, they will tend to have a positive attitude which will later influence the attitude of customers as users of educational institutions, both formal and informal (Dandis, Ala' Omar, 2022).

User involvement can be seen from the provision of positive comments and surveys through surveys conducted by schools regarding the standards of the teaching and learning environment, school infrastructure, and the quality of educators and other staff who can provide good teaching to children (Sisson, Annamarie D. and Alcorn, 2022).

This process of delivering positive information is what will give a good impression to the school. However, there are things that are obstacles for schools in implementing a form of promotion by only relying on positive comments from parents of students or through word-of-mouth promotion (Maduku, Daniel K., 2023).

In an attempt to raise the standard of education, both in terms of improving the quality of facilities or infrastructure, as well as enhancing the caliber of human resources, both from the side of teachers and education personnel, more efforts are needed so that the promotion carried out is successful, the promotion carried out has not been very effective and has not been optimal in managing comments and input that are less appropriate, so that it has an impact on the difficulty of measuring the effectiveness of the promotion (González-Viralta, Darinka, 2023).

With the difficulty in measuring the effectiveness of promotional activities involving parents of students by measuring the interest of potential customers, namely students who are actively carrying out learning tasks, through positive comments and impressions of the school from parents of students who have used the school's services. It is necessary to change the promotional system through customer involvement (Mladenović, Dušan, Bruni, Roberto and Kalia, 2021).

The system used for promotional activities involving customers as users of educational institution services is a system that helps marketing through comments and recommendations from parents of students as users of educational institution services including schools, which is referred to as e-WOM, where the quality of e-WOM technology services tends to be reliable and effective and provides a good influence in terms of its implementation, where the form of communication or promotional content carried out is relevant and consistent, so that it can arouse the hearts of customers to use the services of our educational institution (Taheri, Babak, 2021).

Madrasah Tsanawiyah Azzidin is a religious-based school equivalent to a junior high school, where this school still implements manual promotions and has not been able to utilize promotions using e-WOM. In the last 2 years, the number of students at this Madrasah Tsanawiyah has tended to decrease from the original 85 students in 2022 to 73 students. This is because educators and other education personnel have not been able to utilize e-WOM optimally so that they are less successful and have not been able to increase the number of students at Madrasah Tsanawiyah Azzidin, so that for the current conditions manual promotion is considered more effective to increase the number of students, because education personnel and marketing parties have limited ability in using e-WOM digital marketing applications in promotional activities. The problems that exist in Madrasah Tsanawiyah are in accordance with studies (Indrajit, Agung, 2021) which claims that used by administrative information packages manually and in a planned manner we can easily detail information and promote urban spatial planning in order to improve the ease of doing business in big cities.

There is a significant difference between this study and others, where research methodologies are concerned to uses multiple linear regression analysis, in terms of research results, there is an influence of e-WOM customer involvement and service quality on the effectiveness of e-WOM implementation. while research (Li, Xinwei, 2023) using Earned Value Management (EVM) data analysis, and research results show that there is great brand trust in US products when relocating to Vietnam, for research (Mittal, Shweta, Gupta & and Mottiani, 2022), where this study attempts to ascertain how brand affection influences consumer tendencies to switch products. data analysis using confirmatory factor analysis (CFA), and for the research (Ngo, Thi Thuy An, 2024) which employs SEM analysis, the research results show that there is an connection between the usefulness of e-WOM information and its reliability, so that there is effectiveness in the implementation of e-WOM.

Based on this research, there is a literature review in the form of a theory The effectiveness of e-WOM with indicators of customer comments, sentiment, customer engagement, customer reach, usage ratio, relevant information, speed of information dissemination, customer retention are the quality of e-WOM services with indicators of credible information, appropriate content, clarity of service, positive customer response, original information, speed of response, number of reviews, level of user participation. E-WOM customer engagement with indicators of interaction in content, number of comments, customer reviews, participation rate, frequency of use, customer response, customer reaction (Le, Tri D., Robinson & and Dobele, 2020).

## 2. Research Method

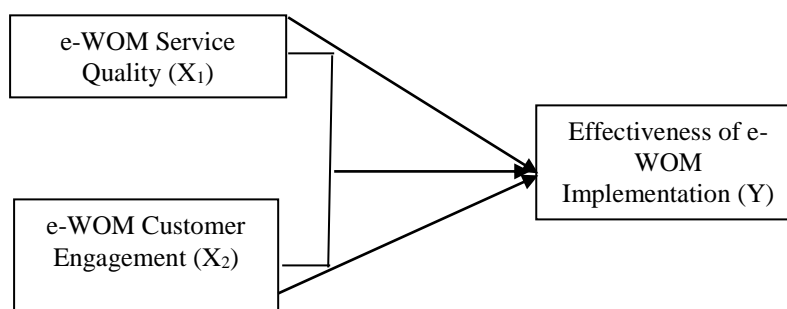
In order to describe a phenomenon or variable, this research approach, which is an associative quantitative descriptive research method, looks at the link (association) between variables (Thanh Khoa Ho Chi Minh & Thanh Khoa, Bui and Khanh, 2020). This associative quantitative descriptive research method examines the

relationship (association) between variables to characterize a phenomenon or variable. This study's goal is to gather comprehensive, natural, and descriptive data regarding the research issue (El-Manstrly, Dahlia, Ali & and Line, 2021), utilizing a questionnaire, a research tool or instrument that offers a list of pre-formulated statements or inquiries to gather information from respondents (Wang, Jerred Junqi, 2020), and through documentation studies which are the process of collecting, examining and evaluating materials relevant to the subject or issue being investigated known as data collection (Zhao, Yang, 2020). The associative quantitative descriptive method is used by researchers when the research being conducted wants to test the influence between two or more variables, where there is an initial picture or phenomenon that appears which is related to variables that influence each other, such as this research, the phenomenon shows the extent to which the effectiveness of e-WOM implementation occurs and is influenced by the quality of e-WOM services and e-WOM customer involvement collection (Ahn, Jeongyeon Jennie, Choi, Eun Kyong Cindy and Joung, 2020).

Madrasah Tsanawiyah Azzidin Medan's 37 instructors, education personnel, and marketing staff were given questionnaires to complete in order to gather data based on the methods already in use. Saturated sampling, a sample strategy whose participants were the population of the current study, was the method employed (Gannon, Martin, 2023), so that the population in this study was 37 teachers and education personnel, and marketing staff at Madrasah Tsanawiyah Azzidin Medan, because the target of this study was to improve the ability to implement e-WOM among teachers, education personnel and marketing of Madrasah Tsanawiyah Azzidin Medan. The data was analyzed using multiple linear regression analysis, and its components: a) Data collection is the process of gathering, reviewing, and assessing pertinent and reliable resources related to the topic or issue under investigation. Data quality testing includes validity and reliability test (Sun, Jie, 2020); b) To make sure the regression model satisfies basic statistical assumptions, linear regression analysis employs a set of tests known as "classical assumption tests," which include tests for heteroscedasticity, multicollinearity, and normality. This test's objective is to guarantee the validity and accuracy of the regression analysis's results so that trustworthy inferences may be made from them (Hasan, Md Kamrul and Neela, 2022); c) Research uses the t-test, F-test, and coefficient of determination test are examples of hypothesis testing, to determine if sample data confirms or disproves assertions or theories about a population (Donthu, Naveen, 2021).

The Likert scale, a method that uses a sequence of statements and ordinal (graded) response possibilities to gauge an individual's attitude, opinion, or impression of something or an event, was used as the measurement tool in this study. This scale was developed by Rensis Likert in 1932 and is currently among the most popular metrics in quantitative (Mittal, Shweta, Gupta & and Mottiani, 2022).

According to the stated goals of the study, which are to determine how e-WOM customer involvement and service quality affect the efficacy of e-WOM deployment, the following research framework illustrates the relationship between the variables already in place:



**Figure 1.** Current research framework

The current research hypothesis, as determined by the research framework is:

- H1: The effectiveness of e-WOM implementation is significantly influence by e-WOM services quality.
- H2: e-WOM customer engagement has significant influence on the effectiveness of e-WOM implementation.
- H3: The e-WOM services quality and the involment of e-WOM customer users substantial impact a significant on the effectiveness e-WOM implementation

### 3. Result and Discussion

#### Result

#### Data Quality Test

#### Test of Validity

#### Test of Validity From The Quality of e-WOM Services Variable (X<sub>1</sub>)

The quality of e-WOM services variable's validity test results are:

**Table 1.** Validity test the quality of e-WOM service

Question	Corrected Total Item Correlations	R tabel value	Information
Q1X1	0,741	0,325	Valid
Q2X1	0,725	0,325	Valid
Q3X1	0,738	0,325	Valid
Q4X1	0,721	0,325	Valid
Q5X1	0,731	0,325	Valid
Q6X1	0,690	0,325	Valid
Q7X1	0,873	0,325	Valid
Q8X1	0,750	0,325	Valid

Source: Results of SPSS, 2024

All of the current questions have a suitable and valid data distribution, and the r test value obtained from the Corrected Total Item Correlations value of the e-WOM service quality variable is higher than the r table value ( $df = 37-2=35$ ) of 0.325.

#### Validity Test e-WOM Customer Engagement Variable (X<sub>2</sub>)

The results of the validity test from e-WOM customer engagement variabel included:

**Table 2.** Validity test e-WOM customer engagement

Question	Corrected Total Item Correlations	R tabel value	Information
Q1X3	0,532	0,325	Valid
Q2X3	0,554	0,325	Valid
Q3X3	0,731	0,325	Valid
Q4X3	0,622	0,325	Valid
Q5X3	0,748	0,325	Valid
Q6X3	0,770	0,325	Valid
Q7X3	0,647	0,325	Valid
Q8X3	0,643	0,325	Valid

Source: AResult of SPSS, 2024

The r-test value obtained by the Corrected Total Item Correlations value of the e-WOM customer engagement variable is greater than the r table value ( $df = 37-2=35$ ) of 0.325, where all existing questions have appropriate and has a validity distribution.

#### Validity Test Effectivity e-WOM Implementation Variabel (Y)

The results of the validity from efectivity e-WOM Impelementation Variabel included:

**Table 3.** Validity test efectivity e-WOM implementation

Question	Corrected Total Item Correlations	R tabel value	Information
Q1X3	0,509	0,325	Valid
Q2X3	0,580	0,325	Valid
Q3X3	0,631	0,325	Valid
Q4X3	0,745	0,325	Valid
Q5X3	0,695	0,325	Valid
Q6X3	0,687	0,325	Valid
Q7X3	0,722	0,325	Valid
Q8X3	0,624	0,325	Valid

Source: Results of SPSS Data Processing, 2024

All of the current questions have a suitable and valid data distribution, and the r test value obtained from the Corrected Total Item Correlations value of the effectiveness of e-WOM implementation variable is higher than the r table value (df = 37-2=35) of 0.325.

### Reliability Test

Findings from the reliability test that was performed on this variable:

**Table 4.** Test of reliability

Variabel	Cronbach Alpha Value	items	Information
The Quality of e-WOM Services (X <sub>1</sub> )	0,778	8	Reliabel
e-WOM Customer Engagement (X <sub>2</sub> )	0,820	8	Reliabel
Efectivity Implementation (Y)	e-WOM 0,881	8	Reliabel

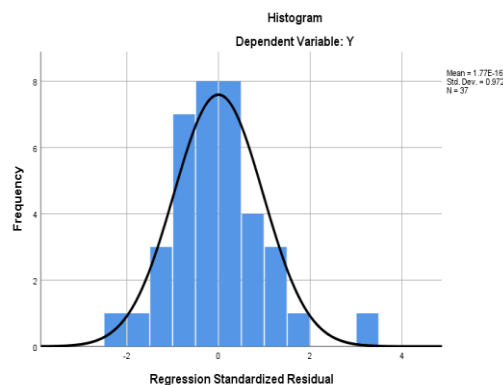
Source: Results of SPSS, 2024

Based on the previously mentioned variable, it can be inferred that the existing variables' Cronbach Alpha value is higher than the significancy level of 0.6, demonstrating that the data distribution is extremely relevant, varied, and worthy of being investigated using linear regression.

### Classical Assumptions Test

#### Data Normality

Both the Kolmogorov-Smirnov normality test and a histogram diagram can be used to test the normality of data. Data normality test results with histogram diagram are displayed in Figure 2 below:



**Figure 2.** Testing for normalcy with a histogram diagram

Source: Results Data, 2024

This data distribution from current variables has satisfied the data normality test's presumptions, as evidenced by the image above, which shows that the data distribution does not shift to the left or right. In the table above, the data normality test values are:

**Table 5.** Result of kolmogorov-smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		37
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.32012785
Most Extreme Differences	Absolute	.115
	Positive	.115
	Negative	-.073
Test Statistic		.115
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. The distribution of the test is normal.

b. Calculated from data.

c. Correction of Lilliefors Significance.

d. This is a lower limit on the actual relevance.

Source: Results Data SPSS, 2024

About this table that provides an explanation for why the 2-tailed asymptotic from significance value have 0.05 as the significance level. This demonstrates that every distributed data set satisfies the requirements of the data have the normality assumption and can be use for the regression linear.

### Multicollinearity Test

About the table, result of the multicollinearity:

**Table 6.** Result of multicollinearity

		Coefficients <sup>a</sup>				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	18.894	3.917		4.824	.000		
	X1	.139	.124	.187	2.124	.002	.937	1.068
	X2	.156	.109	.239	3.436	.000	.937	1.068

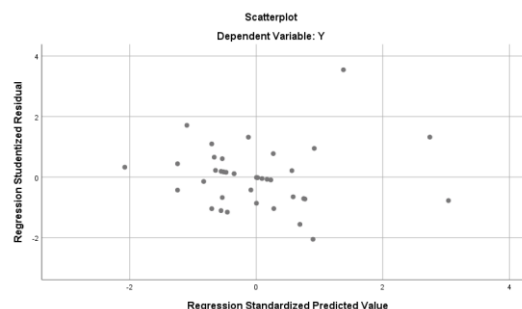
a. Dependent Variable: Y

Source: From Processing Data About SPSS, 2024

There is no relationship between e-WOM customer engagement and the e-WOM service quality variable as independent variables, as shown by the above table, that is demonstrates that both variables have tolerance values more than 0.1 and the Variance Inflation Factor (VIF) value is less than 10. Therefore, it may be said that there is no multicollinearity among the independent variables.

### Result About Heteroskedasticity

This graphic can provide an explanation for the multicollinearity test's, this test findings are:



**Figure 3.** Result heteroscedasticity with scatterplot  
Source: Results of SPSS, 2024

It's evident about the image that the data distribution is dispersed uniformly rather than heaped up in one area. Given that the existing regression equations are unrelated to one another, this implies that heteroscedasticity does not exist.

### Equation for Equation Linear Regression

The following linear in regression from equation is shown in the table: Test from

**Table 7.** Is multiple linear regression

		Coefficients <sup>a</sup>				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	18.894	3.917		4.824	.000		
	X1	.139	.124	.187	2.124	.002	.937	1.068
	X2	.156	.109	.239	3.436	.000	.937	1.068

a. Dependent Variable: Y

Source: Results Data, 2024

According to the table, the multiple linear regression formula that is being used at the moment is:  

$$Y = 18.894 + 0,139 X_1 + 0,156 X_2$$

The following explanation applies to the equation above: a) The constant value is 18.894, which indicates that e-WOM customer engagement at Madrasah Tsanawiyah Azzidin Medan will likely be able to increase effectiveness by 18.894% if the e-WOM customer engagement and service quality variables have high values; b) 0.139 is the value of the e-WOM service quality. It is evident that Madrasah Tsanawiyah Azzidin Medan's e-WOM implementation will be 13.9% more effective the higher the e-WOM service quality variable research; c) The value of the e-WOM customer engagement variable has a value of 0.156. This can be seen that the more the e-WOM customer engagement increases, the more the effectiveness of e-WOM implementation at Madrasah Tsanawiyah Azzidin Medan will increase by 15.6%.

## Hipotesis Test

### t-Test

The explainof the result from t-test's, about this table:

**Table 8.** t-Test

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	18.894	3.917		4.824	.000		
	X1	.139	.124	.187	2.124	.002	.937	1.068
	X2	.156	.109	.239	3.436	.000	.937	1.068

a. Y From Dependent Variable

Source: Results of This SPSS, 2024

About this table explain applies to the mentioned t-test results: a) t-count value of 2.124 is more than the t-table value of 1.691 (37-2-1=34). This suggests that the efficacy variable of e-WOM implementation at Madrasah Tsanawiyah Azzidin Medan is significantly impacted by the e-WOM service quality variable while the 0.002 significance value is below the 0.05 significance limit, This suggests that the efficacy variable of e-WOM implementation at Madrasah Tsanawiyah Azzidin Medan is significantly impacted by the e-WOM service quality variable, b) This suggests that the effectiveness of e-WOM implementation at Madrasah Tsanawiyah Azzidin Medan is significantly impacted by the e-WOM customer engagement variable. The t-table value of 1.691 (37-2-1=34) is less than the t-count value of 3.436, even if the significance value of 0.000 is less than the significance level of 0.05.

### F Test

The following table can be explain about F Test:

**Table 9.** Result about f test

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.185	2	12.593	5.209	.003 <sup>b</sup>
	Residual	193.788	34	5.700		
	Total	218.973	36			

a. Dependent Variable Value

b. X1, X2 From Predictors: (Constant)

Source: Results Processing of Data, 2024

According to Table 9 (37-2-1=34), the F-value 5.209 is higher than the F-table 3.28, and the outcome of the more variable 0.003 is the significant value is below the 0.05 significance level. This suggests that the factors of e-WOM customer involvement and e-WOM service quality influence on effectiveness e-WOM is implemented at Madrasah Tsanawiyah Azzidin Medan.

### Test of Coefficient Determination

Table on the below is the result of Coefficient determinant, which the data process are:

**Table 10.** Tesi of coefficient determination

		Model Summary <sup>b</sup>								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change	Durbin-Watson
					R Square Change	F Change	df1	df2		
1	.739 <sup>a</sup>	.715	.763	2.38739	.715	5.209	2	34	.003	2.085

a. X1, X2 Like a Predictors: (Constant)

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b. Y For Dependent Variable

Source: *Processing Data Results, 2024*

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According to the previous table, the Adjusted R Square value is 0.763. Accordingly, 76.3% of the variable of the effectiveness of e-WOM implementation can be accounted for by Madrasah Tsanawiyah Azzidin Medan's e-WOM customer engagement and e-WOM service quality characteristics, with other factors not included in this study accounting for the remaining 23.7% of the variable.

### **Discussion**

#### **Effect of e-WOM Service Quality to the Effectiveness of e-WOM Implementation at Madrasah Tsanawiyah Azzidin Medan Denai**

The success of e-WOM implementation at Madrasah Tsanawiyah Azzidin Medan Denai is significantly impacted by the variable of e-WOM service quality, as explained by the research findings. This is consistent with the study (Cabeliza, 2021) which explains that "the quality of e-WOM service quality can effect to effective promotional services and customer complain services in order to improve the ability and effectiveness of e-WOM implementation". Besides that, according research (Zhao, Yang, 2020) which states that "if the quality of e-WOM service is in the form of clear service that can serve customer comments, namely parents of students from a distance, it will be able to create effectiveness in the implementation process of promotional activities through e-WOM".

#### **Effect of e-WOM Customer Involment to the Effectiveness of e-WOM Implementation at Madrasah Tsanawiyah Azzidin Medan Denai**

According to the result of this research explain, the e-WOM Customer Engagement variable significantly influences how well e-WOM is implemented at Madrasah Tsanawiyah Azzidin Medan Denai. This is consistent with the research (Shi, 2023) which statement "if customers in an e-WOM are involved in providing comments and impressions that attract the attention of other customers, this will tend to increase the effectiveness of the implementation process of promotional activity applications through e-WOM."

#### **Effect of e-WOM Service Quality and e-WOM Client of Engagement to the Effectiveness of e-WOM Implementation at Madrasah Tsanawiyah Azzidin Medan Denai**

Based to this research, the factors of e-WOM service quality and e-WOM client of engagement significantly impact how well effectiveness about e-WOM implementation at Madrasah Tsanawiyah Azzidin Medan Denai. This research same as study (Chowdhury, Tamgid Ahmed and Naheed, 2020) which explains "if the quality of e-WOM service can create a quick response from customers to comments from customers who have used certain products and services, it will tend to be able to create a lot of customer involvement over a very long distance, so that it will increase the ability and effectiveness of e-WOM implementation in a business unit that is being operated.

### **4. Conclusion**

This result from the research indicate that the factors of increase of service quality about e-WOM and e-WOM engagement significantly impact the effectiveness of e-WOM involvement at Madrasah Tsanawiyah Azzidin Medan Denai, both partially and simultaneously, where the implications of this research are that if you want to increase the effectiveness of the e-WOM work process, then e-WOM, then application users can increase promotion by increasing the quality of e-WOM work, where this work quality will provide a form of network work capability that can accommodate many customers and can network customers in order to network aspirations, comments, and suggestions regarding the quality of the school and its facilities, so that the impression that exists will be able to influence user involvement in large numbers and ratios. This study is limited by the problems and discussions regarding the influence of e-WOM service quality and e-WOM user involvement on the effectiveness of e-WOM implementation at Madrasah Tsanawiyah Azzidin Medan Denai. In addition, the quantity of samples in this study was limited to only 37 samples and the study was conducted in only one institution or educational institution, so that the results of the study were only limited to one educational institution and did not extend to other educational institutions. For further researchers, this study can be a source of reference in conducting research related to the effectiveness of e-WOM implementation, where this study can provide a contributed through questions given to users in order to create products that are appropriate and appropriate through and help schools in order to create forms of promotional activities that can reach customers, as well as help schools in improving the brand image and good name of the school in the future.

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