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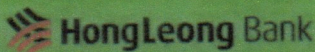
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A MODEL TO BOOST DAKWAH COMMUNICATION INTENTION THROUGH RELATIONAL SATISFACTION AND COMPANY CUSTOMER IDENTIFICATION

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Abstract

The number of higher education institution in Indonesia is very high. The number consist of goverment university and private university. There are Islamic private university and non Islamic private university. In each year, KemenristekDikti (Research and Higher Education Ministry) release list of quality rank. Unfortunately, private Islamic university never in the first rank or even in the second place. Islamic university takes a role as one of Islamic dakwah media, hence, it is very important to communicate the superiority of Islamic university the alumni. The previuos study used recomendation intention as a result of emotional responses, however, in this study use recommendation intention as a result of spiritual respon. The main purpose of this study is to analyze the impact of relational satisfaction and company customer identification on dakwah communication intention. We use Partial Least Square (PLS) method to analyze the data from 110 responden. Empirical result confirms that relational satisfaction and company customer identification have positive impact on dakwah communication intention. It can be concluded that the more alumni get benefit in the world and hereafter and feel as a part of the Islamic university, the more their intention to participate in dakwah communication.

Keywords *:* Relational Satisfaction, Company Customer Identification and Dakwah Communication Intention

INTRODUCTION

BACKGROUND

Competition among Colleges is increasingly stringent. This was triggered by the policy of the State Universitieswhich open new admission through special channels either independence 2 or 1, extensions and so forth. This was also compounded by the dominance of the college with non-Islamic based in the highest ranked of private university in Indonesia that can lead into a decline of reputation and interest in Islamic private colleges.

Based on data from Kemenristekdikti (2016), criteria foruniversity ranking in Indonesia are based on the quality of: 1). human resources, 2) management, 3) student activitiesand 4). research and scientific publications. If viewed from the elements forming such colleges,it can not be separated from its inputs, namely the quality of the students. A college will get high quality input students if it can communicate the strengths to prospective students. In order to make these advantages can be caught by new students, the role of WoM becomes important. It is not independent of the characteristics of *intangible services,*in which a service can hardly be evaluated before purchase, so that, the prospective students will try to find detailed and reliable information to minimize risk purchase (Tjiptono, 2000). And those who are perceived to have high credibility in the provision of information is the alumni.

For alumni of Islamic-based colleges, the desire to communicate positive things to others can be interpreted as *dakwah*. This has been exemplified by the Messenger of Allah with the nature of his *sermons.* Alumni should be remindedabout the sustainability Islamic collegeto raise Khaira Ummah generation. Khaira generation Ummah is the best generation, the generation that follows the teachings of the Prophet, which always invites to the good and forbidethe bad. In the QS. An Nahl: 125 Allah says: "Call upon (human) to the way of thy Lord with wisdom and good lessons and protest them in a good way". In the QS. Ali Imran verse 104 Allah said: "And let there among you a class of people who call to virtue, send to the mak'ruf and prevent it from being evil, they are the lucky ones" .

The difference in *dakwah* with conventional *word of mouth communication* lies in intention and its final destination. Desire of recommending is only based on the psychological aspects as a result of being satisfied. But if the desire of recommending

is interpreted as *dakwah* (propaganda), then the desire of recommendingis more to the intention of seeking the blessing of God and meet spiritual needs.

W*ord of Mouth (WOM) communication* plays an important role in influencing attitudes and behavior (Day, 1971; Murray, 1991).   The strength of *WOM communication* stems from the fact that people consider the sources of personal communications are more trustworthy than other communication sources such as TV and radio advertising (Murray, 1991).   According to Ghozali (2006), not only the audience of Indonesia avoiding television ads, but also based on the research conducted on television viewers in the United States, it is revealed that respondents who always avoid commercials ads amounting to 44% (Mintel International Chicago in Marketing News, 2006) ,

According Kartajaya (2006), the the most effective promotion is through WoM. The Efficacy of WOM is supported by a study conducted by Roper ASW which shows that about 10 percent of the American population has the power and is able to influence the habits of the rest 90 percent. The effectiveness ofWoM promotions has increased and grown by one-half times of the average since 1977 (Mulyadi, 2007).The previous study has shown that satisfied customers will tell 3 or 5 other people about their experiences (Heskett, Sasser and Schlesinger, 1997), while the dissatisfied customer will tell 10 to 11 people (Harrison-Walker, 2001). This satisfaction is one of the drivers of the effectiveness of *public relations* (Yang, 2007) and the satisfaction of creating closeness between the customer and the company.

From the results of the research that has been done, customers are more willing to do WoM when they feel satisfied with the company (Bhattacharya and Sen, 2004). The closeness between customers and companies is what will encourage customers to make *positive WOM* (Hong and Yang, 2009). The proximity of the college and student is created because the college is capable of helping their existence.

Based on explanationthe above, the problem formulation of this research is: "How to improve *dakwah*communication interests through relational satisfaction and *company customer identification ".*

RESEARCH OBJECTIVES

1. To test and analyze the effect of relational Satisfaction on the *Company Customer Identification (CCI)*

2. To test and analyze the effect of relational Satisfaction and the *Company Customer Identification (CCI)*on *dakwah* communication interest

LITERATURE REVIEW AND HYPOTHESESDEVELOPMENT

Dakwah Communication Interest

The desire to recommend can be interpreted as propaganda communication. Both have similarities in terms of interest in spreading the good things of the organization to others. The differences lie in the type of response. If interest to recommend is the result of an emotional response, then *dakwah* communication interests is the result of a spiritual response, in which the individual feels a relationship with God.

Dakwah (Propaganda) in Islam is defined as the desire to spread or invite to the good stuff. Dakwah is the command to hold an appeal to fellow human beings to go back and live through the teachings of the true God with wisdom and good advice (Aboebakar Atjeh, 1971). In more detail, *dakwah* leads to an invitation to the good and forbid the evil. This is clearly stated in the Qur'an,surah Ali Imron verse 110: "You are the best generation born to humans, inviting to ma'ruf and forbidding to evil ...". In the QS. At Tawbah verse 71, Allah said "And those who believe, men and women, some of them become helpers for others. They invite to ma'ruf (good) work and prevent it from being evil (munkar), establish the prayer, pay zakat and they are obedient to God and His Prophet ... ". Alumni who are interested in *dakwah*would be willing to spread the good things of his college especially things containing Islamic value.

The increasing volume and range of *dakwah* communication occurs because of the emergence of new technologies on the Web, such as blogs and social networks. This is supposed to encourage Muslim organizations to utilize *dakwah* communication as one of the marketing strategies to win the competition.

Lovelock, Wirtz, Keh and Lu (2005) defines desire to recommend as a suggestion that comes from other consumers which are seen generally as more trustworthy than the company's activities in the form of sale, in which these activities can affect people's decision to use or not to use a product. Personal communication is seen as a source of more reliable and dependable than the nonpersonal information (Gremler and Brown, 1994; Zeithaml and Bitner, 1996). So, WoMis an information

exchange both positively and negatively that is done informally by individuals regarding a product.

The effectiveness of personal recommendation in influencing customers to change their attitudes and behavior have been documented (Day, 1971; Murray, 1991). There is a very strong reason why more personalized recommendations can influence customer behavior than other communication channels. Katz and Lazarsfeld, 1955 in Hong and Yang, 2009) illustrates that for many consumers, personal recommendation is more influential than the media such as newspapers, magazines and radio advertising. Day (1971) says that when compared to other communication media, personal recommendation is ten times more effective to make people change their behavior, from dislike to become neutral, and even like a product.

Behavior to recommend is classified as *behavioral loyalty.* Bridson et al. (2008) states that a person who is loyal will be physically involved in an organization with the repurchase and *WOM Intention.* Someone who is loyal to an organization even willing to overcome obstacles to continue the relationship with the brands they prefer. They areeven willing to spend more money and devote energy to find a brand. Behavior is a substantial element of loyalty (Cheng, 2011).

Company Customer Identification (CCI).

Proximity to the organization is defined as the degree to which individuals feel as one with the organization (Ashforth and Mael, 1989), and sometimes refers to the relationship of cognitive of the individual to an organization (Dutton, Dukerich and Harquail, 1994; Mael and Ashforth, 1992). In this study, the proximity of the customers to company is defined as customer perception of having a relationship with the organization's unity. They state and believe that they have the same attributes with the same company. A strong relationship is an intangible asset that is not easy to imitate by competitors (Wong et al, 2007).

Mael and Ashforth (1992) who studied the closeness of alumni with their college found that the satisfaction of alumni with the institution has a positive correlation with their proximity to the college. The reason is, because satisfaction depends on the suitability of the organization's contribution to achieve their personal goals. Individuals will feel close to an organization if the organization helps them to achieve their personal goals, and if they are satisfied with what is given by the

institution. This finding is also supported by Bhattacharya *et al.* (1995). Hong and Yang (2009) in his study also states that if the companies help customers to achieve what they want, the customers will be satisfied and then they will feel closer to the company.

Relational Satisfaction with *Dakwah* Communication Interests

Customer interest to make recommendation is influenced by many variables, but from many research, satisfaction or dissatisfactionis the dominant cause of why people are willing to do a positive or negative recommendation (Reynolds and Betty, 1999; Swan and Oliver, 1989). If the customers feel satisfied with the products they consume, they will voluntarily disseminate positive information and recommend the use of the same product to other customers, and vice versa. Kotler (2000) states that a satisfied customer will tell one person, but if not, he will tell eleven people. According Kartajaya (2006), satisfied customers will become more effective spokesman and more convincing than any type of advertising. Customer satisfaction has strong positive effecton the desire to recommend (Ranaweera and Prabhu, 2003, Brown *et al.,* 2005, and Fullerton, 2005). Customer satisfaction can affect the results of performance, loyalty and reference interest. Customer satisfaction will encourage the creation of *WOMIntention (WoMI)* (Thurau *et al.,* 2003). Interests behavior is interest to perform specific actions and plan to do so (Perloff, 2003). Fishbein and Ajzen (1975) state that interest can direct someone to do actual action.

Ki and Hon (2007) states that an individual relational satisfaction with the organization has the most powerful influence in favor of the individual behavior of organizations including the willingness to recommend the organization to others.

With the advantages possessed by this personal recommendation, it is important for companies to encourage customers to make personal recommendation by creating customer satisfaction, using leaderopinion and creating an attractive promotional program (Lovelock *et al.,* 2005).

Based on the explanation above, the hypothesis can be formulated as follows:

H1: The more satisfied the alumni with theiralma materare, the more interested they are to perform *dakwah* communication.

Relational Satisfaction with Company Customer Identification (CCI).

Mael and Ashforth (1992) conducted a study on the proximity of the alumni with their university. They show that the satisfaction of the alumni have a positive correlation with the proximity of the alumni and their alma mater, and this is because an individual is likely to get closer to the *'value person'* (Mael and Ashforth, 1992) and because satisfaction depends on the suitability of the organization's contribution in helping individuals achieve their goals (Bullock, 1952; Mael and Ashforth, 1992). Individuals will feel close to an institution if that institution can help them achieve their personal goals, and if they are satisfied with the offers of the institution. This is also supported by Bhattacharya *et al.* (1992).

Based on the explanation above, the hypothesis can be formulated as follows:

H2: The more satisfied the alumni withtheiralma mater are, the more close the alumni totheiralma mater will be.

*Company Customer Identification (CCI)*with *Dakwah* **Communication Interest**

Previous research on organizational behavior, and marketing and management, have shown that the proximity of customers with the companies affect a wide range of behaviors that lead to the positive support of the company (Dutton *et al.,* 1994; Fombrun and van Riel, 2003, Bhattacharya *et al.* 2003; Mael and Ashforth, 1992). Bhattacharya and Sen (2003) argue that when consumers feel close to the company, they will become *'champions of the companies'* and enthusiastically promote the company to others. Fombrun and van Riel (2003) state that the closer a consumer with a company is, the more like consumers to persuade others to support these companies will be, even willing to act as an ambassador for the company.

Ahearne *et al.* (2005) states that the stronger the proximity of the consumer and the organization is, the more often customers recommend the company to others. They explain that customers who feel close to the company will show their proximity with behavior of more than usual, such as actively encouraging others to do the activities of WOM, recruit consumers, provideconstructive suggestion to the company and proactively communicate the problems faced by the company so that it can take action for anticipation (Bettencourt, 1997; Gruen *et al.,* 2000). Bhattacharya and Sen (2004) also proves that the positive WOM intention is one important factorsof the behavior of *company customer identification (CCI).*

Based on the explanation above, the proposed hypothesis is:

H3: The closer the alumni with their alma materare, the more interested they are to do *dakwah* communication

RESEARCH METHODS

Types of research

The type of this proposed research is the study of causality, the research is focused on proving the effect of Relational Satisfaction, and the *Company CustomerIdentification (CCI)*on*dakwah* communicationinterest of the Alumni of Islamic Colleges in Central Java.

Population and Sample

The population of this study is all students at the private Islamic University in Semarang represented by Unissula, Unwahas and Unimus. The samples were 110 alumniwhich were taken by *purposive sampling* technique by using the criteria of having graduated for at least 3 years.

The definition Operational Variables

The definition of Operational variables is as the following:

Table 1. The definition of Operational Variable

No.	Variable	Operational definition	Indicator
1	Relational satisfaction (X1)	Feeling happy and sincere after the alumni conduct a relationship with alma mater	1. Being pleased to be part of the alma mater 2. Feeling of getting life and afterlife benefits 3. Being Pleased with the Islamic atmosphere of the college (Hong and Yang, 2009)
2	*Customer-Company*	Conditions in which the	1. Feeling Interested if others

	Identification (Y1)	alumni feel as part of his alma mater (Ashforth and Mael, 1989)	talk about his alma mater 2. Saying "we" rather than "them" 3. the Success of the alma mater is also my success 4. Feeling ashamed if alma mater is humiliated in the media 5. Participating in criticism 6. Praising alma mater (Hong and Yang, 2009)
4.	*Dakwah*communication Interests (Y2)	the Desire of alumni to tell positive things about his alma mater to others and invite others to join his alma mater for shared values in an effort of enjoining good and forbidding wrong to seek God Permission	1. Interests to share good things with others 2. Interest to advise people who are qualified to join the alma mater 3. Interests to share Islamic values ever obtained in college. 4. Interest for communicating the benefits gained from an Islamic academic atmosphere from the college (Hong and Yang, 2009)

Types and Sources of Data

The types of data used in this research is quantitative and qualitative data. Quantitative data is data from a series of observations (measurements) which can be expressed in figures. The quantitative data in this study are*scoring* the respondents' answers to the questionnaire given. While the qualitative data is data result from a series of observations inintangible figures.

The data used in this study come from primary sources obtained directly from customers (respondents) through questionnaire as research instruments.

Mechanical Analysis

The analysis method used to analyze the data and to test the hypotheses is *the Structural Equational Modelling* (SEM), witha reason that SEM is more effectively used to measure samples received between 100 to 200 (Trenggonowati, 2009). *The Structural Equational Modelling* (SEM) is operated through the *Partial Least Squares* (PLS).
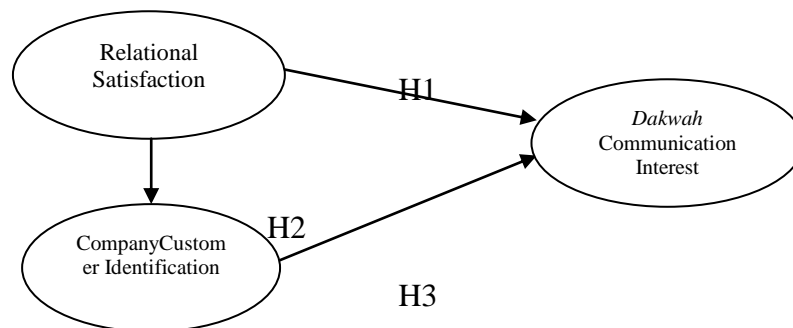

Figure 1.

Theoretical Framework

Findings and Discussion

The Result of Outer Model

There are three criteria to measure *outer model*namely *convergent validity, discriminant validity* dan *composite reliability*.

a. *Convergent Validity*

Convergent Validity of the measurement model with refelctive indicator can be seen from the correlation between *score item* and its construct score > 0,6. The following is the *Convergent validity.*

Table 2. *Convergent validity* **of Research Variable**

	original sample estimate	*mean of subsamples*	*standard deviation*	*T-Statistic*
Relational Satisfaction				
X1.1	0.779	0.801	0.084	9.325
X1.2	0.786	0.785	0.056	13.994
X1.3	0.434	0.394	0.200	2.168
Company Customer Identification				
Y1.1	0.717	0.687	0.089	8.069
Y1.2	0.731	0.733	0.084	8.675
Y1..3	0.325	0.341	0.179	1.816
Y1.4	0.424	0.394	0.172	2.465
Y.1.5	0.611	0.594	0.095	6.441
Y1.6	0.641	0.604	0.130	4.950
Interest in *Dakwah* **Communication (Y)**				
Y2.1	0.809	0.799	0.083	9.755
Y2.2	0.672	0.677	0.079	8.500
Y2.3	0.642	0.633	0.145	4.423
Y2.4	0.770	0.771	0.056	13.712

Source : Analyzed data with PLS, 2016

Based on table 2, it can be known that *Convergent Validity*of the indicators of *relational satisfaction, CCI and Interest in DakwahCommunication* have the score of*outer loading* > 0.06 therefore the indicator of work motivation variable is **valid.**

Besides testing construct validity, it also conducted the test its reliability using *composite reliability*from the indicator block which measures the construct. The following is the result of Smart PLS :

Composite Reliability

Table2.*Composite Reliability*

	Composite Reliability
Relational Satisfaction	0.716
CCI	0.754
Interest in Dakwah Communication	0.816

Source : PLS Data Analyses, 2016

The construct is reliable if it resulted more than 0.7. from the output of Smart PLS above, all construct resulted *composite reliability*more than 0.7.Therefore,it can be concluded that all of them are ***reliable*.**

1.2.1 The Result of Inner Model

The result of analyses using PLS (*Partial Least Square*) acquired as followings:

Based on Figure 4.1, so the linearities constructed are as follows:

$$Y1 = 0.783\ X1 + e$$
$$Y2 = 0.200 X1 + 0.512\ Y1 + e$$

Where :

X1 = Relational Satisfactiom

Y1 = *Customer Company Identification (CCI)*

Y2 = Interest in *Dakwah*Communication

e = *Error*

This *Inner model*is to see the correlation among the latent constructs by considering the estimation of path parameter coefficience and its significant level (Ghozali, 2008). The basis used to test the hypotheses is the output result of inner weightas seen on table 3 :

Table3.*Result for Inner Weigth*

	Original sample estimate	*Mean of subsamples*	*Standard deviation*	*T-Statistic*
KR => CCI	0.783	0.801	0.045	17.389
KR => MKD	0.200	0.169	0.208	0.961
CCI => MKD	0.512	0.554	0.239	2.145

Source : Analyzed data using PLS, 2016

Based on table 3, it can be explained the result of each hypotheses testing as follows:

1. **Hypothesis1Testing: The effect of relational satisfaction on *CCI***

There is positive significant effect of relational satisfaction on *CCI*. This is proven from the score of parameter coefficient resulting 0.783and the significance of t-statisticwas17.389 >t-table 1.65 therefore the hypothesis 1 which stated that relational satisfaction has significant effect on *CCI* **is approved.**

2. **Hypothesis 2 Testing: The effect of relational satisfaction on interest in *Dakwah*communication**

There is positive significant effect of relational satisfaction on interest in *Dakwah* communication. This is proven from the score of parameter coefficience resulting 0.200and the significance of t-statistic was 0.961< t-table 1.65. Therefore the hypothesis 2 which stated that relational satisfaction has positive significant effect on interest in *Dakwah* communication **is approved.**

3. *Hypothesis 3 Testing: The effect of CCI on interest in dakwah communication.*

There is positive significant effect of *CCI* on interest in *Dakwah* communication. This is proven from the score of parameter coefficience resulting 0.512 and the significance of t-statisticwas2.145 >t-table 1.65.Therefore the hypothesis 3 which stated that *CCI* has positive significant effect on interest in *Dakwah* communication **is approved.**

R-Square

The scores of *R-square* on the constructs:

Table 4.R-Square

	R-square
Relational Satisfaction	0.000
CCI	0.614
Interest in *Dakwah*communication	0.463

Source:Analyzed data using PLS, 2016

Table 4shows that the score of *R-Square*for *CCI*resulting 0.614. this means that relational satisfaction can determine *CCI*as much as 0.614 and the rest is affected by other variables. Interest in *Dakwah* communication results 0.463. This means that Relational Satisfaction and *CCI* are able to determine interest in *Dakwah* communication as much as 0.463while the rest is determined by other variables.

Discussion

Relational Satisfaction on Company Customer Identification.

There is positive significant effect of relational satisfaction relational satisfaction dengan *CCI*. So, relational satisfactionwhich is felt by the alumni can stimulate the closeness to their institution. They who feel happy to be part of their institution, feel to get advantages in this world and in the here after, and feel the lecturing situation with Islamic atmosphere and fun lecture. They will get more interested in talking about their institution, and happier to use "we" instead of "they". Besides, they also feel the success of their institution as the consequence, vice versa, they feel ashamed if their institution is embarassed in mass media and take part in giving critics and praise to their institution.

This finding is in line with the study which was conducted by Mael and Ashforth (1992) who found that there is positive effect of alumni cloeseness with their university on alumni satisfaction. This is because an individual tends to approach more with *'value personas'* (Mael and Ashforth, 1992), and because satisfaction depends on the concord of organization's contribution in assisting an individual to reach their purposes (Bullock, 1952; Mael dan Ashforth, 1992). An individual will feel close to an organization if the organization helps them to achieve their personal goal, and they feel satisfied with the offers from the institution. This finding is also in line with the study which was conducted by Bhattacharya *et al*. (1992).

The finding on the field showed that alumni feel that their campus has made them a different person than before. Several provisions either hardskillor softskillhave fulfilled their need. The existance of BUDAI (*Budaya Akademik Islami*/ Islamic Academic Culture) really makes Islamic academic atmosphere where they can not see and get from other universities. In BUDAI program, they are obligated to wear *syar'i* clothes, Join *Jamaah* prayer, keep *toharoh* (Cleanliess), and use to smile and greet. This academic culture is the only one which is implemented in universities in Indonesia.

Besides, The application of the internalization of Islamic values in each subject, givning Islamic preach during lecture and pray together before and after lecturing process, and the obligation to stop all activity when the call praying is sounded, becomes another uniqueness.

Furthermore, softskill provision named LES (Leadership Entrepreneurship Supercamp) by considering Islamic values also becomes something memorablefor them. In this program, they are quarantined for two days and one night to have the provision before graduation. The provision aims to strengthen softskill such as: how to improve discipline, appreciate the time and other people, creating a solid teamwork, interview method, creating good curiculum vitae, etc. they feel the advantages of this program mainly when they apply job, they feel that their campus so cares to them. All of it stimulatessense of belongingand emotional bondingof them with the university especially their faculties.

Relational Satisfaction on Interest in *Dakwah*Communication.

There is an effect of relational satisfactionon interest in *Dakwah*communication. So, relational satisfactioncan stimulate their interest to conduct *dakwah* communication. This means, the more they feel happy to be part of their campus, feel get the advantages in the world and here after, and feel lecture atmosphere with Islamic and fun atmosphere, the more their interest to tell good things about their institution to other people, the more their interest to suggest qualified people to join their institution, the more interest to tell Islamic values where they have got during studying, and the more interest to tell the advantages Islamic academic atmosphere they have gpt during their study.

This finding is in line with the study which was conducted by Reynolds and Betty (1999) and Swan and Oliver (1989) who stated that if consumers feel satisfied with the product they consume, they will voluntarily spread the positive infromation and recommend to use the product to other consumers, and vice versa. Kotler (2000) stated that the stasified customers will tell to another, but if they do not feel satisfied, they will tell to dozens of people. According to Kartajaya (2006), satisfied consumers will become convenient spokesman effectively rather than any other advertisement. Customer satisfaction has strong correlation positively with the willingness to recommend (Ranaweera and Prabhu, 2003, Brown *et al.*, 2005 and Fullerton, 2005).Customer satisfaction can affect the result of performance, including loyality and interest in referencing. Customer satisfaction leads to WOM Intention(WOMI)(Thurau *et al.*, 2003). Interest in behaving is an interest in conducting special action and planning to do it (Perloff, 2003). Fishbein and Ajzen (1975) stated that interest can direct someone to do actual action.

Ki and Hon (2007)stated that relational satisfactionof an individual with organization has the strongest effect on supporting individual behaviour toward organization including the willingness to recommend the organization to others.

Company Customer IdentificationonInterest in *Dakwah* Communication.

There is an effect of *CCI*on interest in *Dakwah* communication. Therefore, the closeness between alumni and their institution can stimulate the willingness *dakwah* communication, this means that the nearer the alumni to their institution, the more their interest in telling good things about their institution to others, the more their interest in

suggesting qualified people to join their institution, the more their interest in telling Islamic values which have been got during their study, and the more their interst in telling the advantages of Islamic academic atmosphere achieved during their study.

This finding is in line with the study which was conducted by Dutton *et al*. (1994); Fombrun and van Riel (2003); Bhattacharya *et al*. (2003); Mael and Ashforth (1992) who stated that the closeness of conusmers with enterprises affects several behaviours which direct to positive supports toward the enterprises. Bhattacharya and Sen (2003) also statedthat when consumers feel close to enterprises, they will become 'champions of the companies'and enthusiastically promote them to others. Fombrun and van Riel (2003) stated that stated that the closer consumers to an enterprise, the more they like to invite others to support the enterprise, even they are willing to act as its ambassador. Ahearne *et al*. (2005) stated that the stronger the closeness of consumers and organization, the more consumers recommend it to others. They explain that the consumers which feel close to the enterprise will show the closeness with more than usual behaviour, such as actively invite to do WOM activity, recruite consumers, give constructive suggestions to the enterprise and communicate actively about problems faced by the enterprise so that anticipation can be done (Bettencourt, 1997; Gruen *at al.,* 2000). Bhattacharya and Sen (2004) also proved that positive WOM intention is one of the important factors of the result of company customer identification (CCI) behaviour.

from the explanation above, it has enough evidence about the correlation of CCIand interest in *Dakwah* communication. However, one thing should be highlighted by private Islamic universities' alumni is that interest in recommending must be based on the intention to strengthen *silaturahim*(friendship/relationship) and help their institution to get the best input.This understanding can be planted during the process of lecture by internalizing Islamic values in every campus activity. In order that the alumni have the spirit of *dakwah*, they must be involved in such activities after graduation from their campus. Activating alumni's activities is the best way, so that their relationship is not cut and they can observe real problems faced by their institution.

The role of alumni is very strategic considering that they are the real evidence of their university's output. Their success can reflect process quality during their involvement in campus life. They can become Living Brandand Brand Ambassadorfor their institution.

CONCLUSION

To improve the interest in *dakwah* communication of an alumnus, Islamic universities must create relational satisfactionbound between the alumni and their institution. The alumni who feel to get the advantages both in this world and here after during their study and consider that their institution has the same vision and mission,will make them voluntarily tell positive things about their campus in accordance with inviting to something good. One advantage in the world is the competence according to their field, while the advantage in the here after is Al Qur'an and Al Hadits teachings which are implemented in campus life.

Interaction with institution during study finally makes them wholeness, who are not only expert in their field but also understand and can run Islamic values in their daily life.So that, relational satisfactiondepends on the concord of organization's contribution to reach their personal goal. An individualwill feel close to an organziation if the organziation helps them to achieve their personal goal and if they are satisfied with what their institution gives. All of that will become trigger of alumni willingness to tell something good about their insitution to others. Alumni are not hesitant to get involved physically and spiritually with their institution. Improving relasional relationship after graduation by activating alumni association and involve them in each their instituion's activity is an appropriate step to keep the relationship (silaturahim), so that the sense of belongingwill be created and planted in their heart "my institution is me, and I am my institution".

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