

ABSTRACT

This study aims to analyze the influence of kiai leadership style and Islamic boarding school culture on the loyalty of students of the Kyai Galang Sewu Islamic Boarding School Semarang (PP KGS). The variables in this study are the kiai's leadership style and the Islamic boarding school culture as the independent variable, and the students' loyalty as the dependent variable.

The population in this study were 313 PP KGS students. The number of samples used was 76 respondents. The sampling method in this study is to use a non-probability sampling method using purposive sampling technique. The data collection method was carried out using a questionnaire. This study uses multiple linear regression analysis techniques using SPSS analysis tool version 23. The data analysis carried out was the analysis of the respondents' answer index, validity test, reliability test, classical assumption test, coefficient of determination test, F test, and t test.

The results of this study indicate that the kiai's leadership style has a positive and significant effect on student loyalty. Pesantren culture significantly influences student loyalty. When compared with the kiai's leadership style variable, the pesantren culture variable has a stronger influence. Therefore, PP KGS managers can prioritize and pay attention to pesantren culture in an effort to increase student loyalty.

Keywords: Kiai Leadership Style, Islamic Boarding School Culture, Santri Loyalty