

## The Influence of Word of Mouth Marketing Regarding the Decision to Purchase Services from PT. JILC Pongtiku Branch in Makassar City

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### Abstract

*This research aims to determine the marketing influence of Word of Mouth Marketing on the decision to purchase services from PT. JILC Branch My Pongti in Makassar City. The population in this research is JILC students My group is 252 people. The number of samples used was 71 people by using Slovin's sample theory. Data collection was carried out by using observation and questionnaire methods. Technical data analysis used is multiple linear regression analysis using statistics Product and Service Solution (SPSS) v.21. The multiple linear regression equation produces the equation  $Y = 5.451 + 0.697X_1 + 0.052X_2$ . Thus the results of this study found that The Word of Mouth variable has a positive and significant effect on decisions Consumer. The results of the correlation analysis of determination (R Square) were 0.487 or 48.7%. This shows that the percentage influence of the independent variable amounting to 48.7%. Meanwhile, the remaining 51.3% was influenced or explained by other variables not included in this research model. F count (32.327) > F table (3.128) with a significance level of  $0.000 < 0.05$ . So hypothesis that is accepted is H1 which means variable X (Organic WOM and Amplified WOM) simultaneously has a significant influence on variable Y (Consumer Decision). Meanwhile, the t test results explain the calculated t for variable X1 is (7.185) > t table (1.995) with a significance level of  $0.000 < 0.05$ . So H0 is rejected and the accepted hypothesis is H2 which means variable Organic WOM partially has a significant influence on the variables Y (Consumer Decision). The results of the partial test for variable X2 explain that t count  $0.0494 > 0.05$ . So H3 is rejected and the accepted hypothesis is H0 which means that the Amplified WOM variable partially has no influence significant to variable Y (Consumer Decision).*

**Keywords:** Word of Mouth, Consumer Decisions.

### 1. INTRODUCTION

Changes in education patterns are so fast and changing globalization in all fields, including education, has given rise to Intense competition in the educational services business sector. Non-formal institutions like tutoring, you must always be ready for changes carried out by the government in the field of education. In the whole system education, educational goals are one component of education which is important, because it will provide direction to the process of educational activities.

In the world of marketing, communication plays an important role to increase sales. From the consumer side, communication is very important help consumers in making purchasing decisions, because without obtaining adequate consumer information will be very difficult make a decision to purchase a product or service. However from various existing marketing communication tools, Word of Mouth Marketing is considered to be a

tool that has deep power influence someone to decide whether to buy organic word of mouth and Amplified Word of Mouth.

When potential consumers already know about the product that has been sold offer through promotions or get information from mouth to door mouth, then potential consumers have the right to make considerations before they decide on a purchasing decision. When consumers After using the product or service, consumers will make an assessment towards products that have been consumed, if these products provide satisfaction and a positive impression to consumers, then word of Positive mouth marketing is likely to happen, as well on the contrary.

Onbee Marketing Research collaborates with SWA magazine proves that the level of WOMM Conversation (retelling to others) by 85% and uses WOMM as a source information to change their decision by 67%. The effect of existence WOMMini is so big, in fact, that many marketers have take advantage of it because it comes from a trusted source and provides influence.

This century there have been many tutoring institutions help students' efforts, both in the academic field and non-academic. Likewise with non-educational institutions formal PT. JILC Pongtiku Branch in Makassar City as one a company engaged in providing tutoring services in efforts to fulfill the needs of Indonesian society in general and especially Makassaar City in improving the quality of education accordingly with the mandate of the existing curriculum. PT. JILC Makassar will always be will do its best in carrying out its functions and operations as a company providing tutoring services, so that it always able to meet all consumer needs.

## **2. LITERATURE REVIEW AND HYPOTHESIS**

Marketing management is a link between organizations with consumers, where this liaison role will be successful if all marketing efforts are oriented towards consumers. Management Marketing has been defined in many ways and put forward by several marketing experts such as Griffin (2010:3), Defining Management is a process of planning, organizing, coordinating and controlling resources to achieve targets effectively and efficiently.

Kotler (2015: 5), Marketing is: A social process, where individuals and groups get what they need, and they want by creating and maintaining products and values with other individuals and groups means management Marketing is an action carried out by a company aimed at regulating exchange processes.

According to Wahjono (2010:2), Marketing management is: process planning and implementation of realization, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that meet customer goals and organization.

Then Kotler and Armstrong (2007:16) in the basics book Marketing management describes the meaning of marketing management as “analysis, planning, implementation and program control designed to create, build and sustain profitable exchange with target buyers for the sake of achieve organizational goals”. Based on the opinion above, it can be concluded conclude that marketing management is an art and a science targeting and maintaining and expanding target markets.

Services are often viewed as a complex phenomenon. The word service itself has many meanings starting from personal service (Personal Service) to services as a product. So far there have been many experts services marketing which has attempted to define the meaning of services. Following these are some of them.

According to Kotler (2007:42) "Services are any action or activity that one party can offer to another, essentially intangible and does not result in any transfer of ownership. The production of services may or may not be related to physical products." According to Rangkuti (2004:90): Services are the provision of performance or invisible actions from one party to another party. In general, services are produced and consumed simultaneously, where The interaction between service providers and service recipients influences service the results.

According to Kotler & Keller (2009:174) suggest that the Word of Mouth Marketing is oral, written and electronic communication between society associated with excellence or experience buy or use a product or service. According to WOMMA (Word of Mouth Marketing Association), (Sumardy, 2011:68) Word of mouth marketing (WOM) is a marketing effort that trigger consumers to talk about, promote, recommend, and sell our products/brands to customers other.

### **3. RESEARCH METHODS**

Variables are the most important indicators that determine the success of a research, because the research variables are objects research or points of interest in a study. As for variables In this research, it is divided into 2, namely independent variables (X) and variables bound(Y)

1. The independent variable (X1) is organic word of mouth marketing.
2. The independent variable (X2) is Amplified word of mouth marketing.
3. Dependent Variable (Y) is Decision Making.

The variables used in this research were questionnaires/questionnaires arranged based on a Likert scale. The Likert scale is a scale that used to measure a person's attitudes, opinions and perceptions a group of people regarding a particular symptom or phenomenon. So data collected using a list of questions and each question (indicators) proposed as a measuring tool using the Likert scale technique.

The definition of population according to Sugiyono (2004:72), is that “Population is a generalized area consisting of objects/subjects have certain qualities and characteristics determined by researchers to study and then draw conclusions”. In research and in this discussion the population is all PT students. JILC Pongtiku Branch in Makassar City, with the number of students per year 2017/2018 teaching is 252 people.

According to Sugiyono (2006:73) the sample is part of the population whose characteristics are to be investigated and considered to be representative the entire population.

Analysis design, quantitative analysis is a data analysis method which requires statistical and mathematical calculations. Makes it easier In carrying out the analysis the SPSS program was used.

#### **4. RESULTS AND DISCUSSION**

Based on the results of the analysis and data processing above, you can It is explained that the relationship between the independent variables (Organic WOM and Amplified WOM) and the dependent variable (Consumer Decision) has a level of strong relationship. Simultaneous tests show that if together the Organic WOM and Amplified WOM variables are capable provide a significant influence on consumer decisions to use JILC tutoring services. WOM verbal communication, written, and electronic between communities related to excellence or experience of purchasing or using a product or service. In line with this theory, in the distribution of respondents' answers to consumer decision variables, respondents are more dominant in choosing question 5, namely Before making a purchase, the respondent first First look for information about JILC tutoring. It's here The role of WOM is needed to build a good image for potential consumers. If the information obtained by consumers through WOM does not provide clear information about service excellence offered, consumers will look for other alternatives. This is what making WOM able to have a significant influence on consumer decisions.

Partially, Organic WOM is also able to have an influence which is positive and significant for consumer decisions, meanwhile Amplified WOM does have a positive influence but not significant. Organic WOM is able to have a significant influence because the Organic WOM method is a method of communication from the mouth mouth personally/individually. When the communication process is carried out interpersonally, the information provider is able to provide clear information to potential consumers about what they have experienced or have experienced convince potential consumers. Meanwhile, Amplified WOM is the process of providing information designed by a company or provider services and using organizational media to introduce products/services which is offered. This does have a positive influence on consumer decisions but in this process consumers still need clearer information before doing so decision-making. In the process of communication through the organization Of course, potential consumers will receive inaccurate information because it receives information from people who have used it JILC and people who have

never used JILC so the information received is not very specific. This is what makes it happen Amplified WOM does not have a significant effect on potential consumer decision making.

The results of this research are in line with previous research conducted by Abizar, 2015 with the title The Influence of Marketing Communications Through Word Of Mouth Regarding Customer Decisions Credit to Al-Giffari Finance. The research results show that Based on the results of the regression equation, the result is word of mouth which has organic word of mouth and amplified word of mouth variables has a positive influence on customers' decisions in making credit. This shows that the two variables are organic word of mouth and amplified word of mouth has a positive influence on customer decisions in taking credit at Al-Giffari Finance.

## 5. CONCLUSION

Based on the results of the research and discussion described previously, the researcher can draw conclusions, namely:

1. Word of Mouth variable consisting of Organic WOM and Amplified WOM is simultaneously able to provide significant influence positive and significant to the candidate's decision-making process consumers to use JILC tutoring services.
2. The Organic WOM variable is partially able to have an influence which is positive and significant while the Amplified WOM variable is partial capable of providing a positive influence but not significant to the decision-making process of potential consumers to use JILC tutoring services.
3. Word of Mouth variable consisting of Organic WOM and Amplified WOM is able to have a strong influence on potential consumer's decision-making process to use JILC tutoring services.

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