

The Influence of Social Factors and *Word of Mouth* against Buying Interest in “Pemandian Air Panas Sari Garut”

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Abstract

The study was intended to examine in depth about the social factors and *word of mouth*, as well as the extent of its influence on the buying interest in the ancient thermal baths garut.

The methods used in this research is a survey with descriptive analysis approach and verifikatif, using the research instrument in the form of a questionnaire and interviews to obtain primary data, as well as the study of literature to get data skunder.

Based on the results of the research with a sample of 100 people respondents in Bandung and its surroundings found social factors and *word of mouth* together to buy interest amounting to 68,0% and the rest of 32,0% is the influence of other factors not diteliti. In between the two exogenous variables, social factors that effect most of the buying interest, i.e. 54,6%. Variabel *word of mouth* effect only of 13,4% against the interest purchased. Based on the test results showed calculate variables exogenous > t table, seuntil the hypothesis stated can be accepted.

In increasing promotional efforts of the ancient thermal baths are advised to pay attention to the indicators of the social factors that influence on the interest to buy, in addition to also enhance promotion through *word of mouth* that does not require expensive cost, but is viewed quite effective.

Keywords: Social Factors, *Word Of Mouth* (WOM), Interest To Buy

1. Introduction

In the era of globalization as it currently is, it's easy to get the information so that the public can find the information they need. One of the goals is how important the information for the destination for a vacation or to just fill time off and relax. Many destinations for a vacation in the province of West Java, especially for the people that live in the area of tourism. They can go without having to traverse long distances. One of the famous tourism city in West Java is Arrowroot. Arrowroot is a lot of variety choices to be made not only to the Culinary Getaways and local products offered, Garut has a place to relax for a moment, that place of thermal baths. Hot Springs began to frequently visited by many because besides *rilex*-sasi with Submerge the body in hot water can maintain the health of the body and treating some skin diseases. The large number of place of thermal baths in Garut made the choice to the community choose the place that they are best suited to be seen. Where the number of searches conducted by the information society to determine the options they choose. One of the simplest information search and has been going on for quite a while is the information through *word of mouth*.

Marketing promotion through word of mouth it arises naturally without designed by the company. This condition is believed to be pushing the purchase by consumers and could affect the community. In addition it is also efficient because it does not require a big *budget (low cost)* and does not need to spend advertising budgets for a wide variety of media promotion. However, the effectiveness of *word of mouth* is very big and is judged trustworthy, as well as save time. In the table presented the following percentage of the effectiveness of *word of mouth* in some countries.

Table 1: percentage of effectiveness of Word of Mouth in some countries

Country	Percentage of the
Hongkong	93%
Taiwan	91%
Indonesian	89%
India	87%
South Korea	87%
Philippines	86%
Irish	84%
, Mexico	84%
The United Arab Emirates	84%
New Zealand	83%

(Source: <http://www.marketingcharts.com/ontelelevision/global-survey-word-of-mouth-the-most-powerful-selling-tool-1884/>)

Based on the table above prove that *word of mouth* in Indonesia is also quite good and quite effective in influencing consumer buying interest.

Some indicators into consideration in *word of mouth* made by consumers who have tried hot baths in Garut is in terms of price, cleanliness, facilities, services, parking lots, and other indicators. In looking at these aspects then the author doing research for the indicator price as consideration is often used as an ingredient in *word of mouth* as follows:

Table 1: list of ticket prices thermal baths Arrowroot

The Name Of The Place Of Thermal Baths	Kids	Adult
Surya Nature	15,000	20,000
Sabda Alam	35,000	50,000
Overtime Kuring	8,000	15,000
Dariga	20,000	35,000
Tirta Gangga	25,000	25,000
Natural Sources	25,000	25,000
Purba Sari	10,000	15,000
Cipanas Is Beautiful	15,000	17,000
Antarlina	8,000	12,000
Nugraha	10,000	12,000

Source: Survey results 2016

After looking at the table above, the authors are interested in researching the ancient thermal baths about Sari Arrowroot, because in addition to the affordable prices of the ancient Sari Arrowroot has some positive indicators such as facilities, cleanliness, parking is pretty good.

In addition to *word of mouth*, social factors that include the reference group, family roles, and social status also used as a variable in this study, because it can affect the perceived interest buy against the ancient thermal baths Sari Arrowroot. It is given the existence of the custom of the society in Asia, especially Indonesia who like to congregate and socialize for storytelling will be things that they like. The ancient thermal baths the Sari itself was founded in the year 2013 as the place the new thermal baths opened is not the same with other thermal baths have long been established, this being the excess of these thermal baths because the place was new and very clean as well as rides provided quite good due to the thermal baths which previously stood only provides outdoor hot water only. The development of the ancient thermal baths Garut Cider can be seen by the increasing number of buyers every day comes on every year. This can be seen in the amount of income that goes as follows:

Table 2: Revenues of the ancient thermal baths Sari Arrowroot

Years	Income	Target
2013	322,857,000	500 million
2014	781,590,000	1 billion
2015	1,310,230,000	1,250,000,000
2016	1,321,290,000	1,450,000,000

Source: Ancient Documents Sari Arrowroot 2013 – October 2016

Based on the above data it can be seen that the number of customers who come each year growing. However, the achievement of targets not being met it is noticeably not maximal for the Manager of the ancient thermal baths Sari Arrowroot, because of the large number of people who still own the motor in place of parker's ancient Pollen broadly enough yet go get into places other thermal baths. This is what makes the Manager makes new rules namely parking lot just for Ancient visitors Sari Garut alone. It is also seen that makes the need for this research.

Based on the background which has been described above, then it can be formulated the goal of this research is to find out:

1. How is consumer feedback about *word of mouth* about the ancient thermal baths Sari Arrowroot.
2. How consumer feedback about the social factors in the selection of the ancient thermal baths Sari Arrowroot.
3. How consumer feedback about the level of interest in the ancient thermal baths buy Sari Arrowroot.
4. How big is the influence of *word of mouth* and social factors against the interest of the consumer to buy the ancient thermal baths Sari Arrowroot.

2. Framework and Empirical Studies

Marketing is one of the principal activities which need to be done by the company that the company either goods or services in an effort to maintain the viability of its business. This is because marketing is one of the company's activity, which is directly related to consumers.

Based on a wide range of opinions and the definition of the about marketing expressed by the various experts, can be drawn the conclusion that marketing is an integrated effort to combine strategic plans which are directed to the satisfaction effort of consumer needs and desires to obtain the expected gains through exchanges or transactions. Marketing activities of the company should be able to give satisfaction to the consumer when wanting to get a good response from consumers. The company must be in full responsibility about the satisfaction of products offered. Thus, the company's activity, then all should be directed to the consumer can satisfy that ultimately aim to gain profit.

1. *Word of Mouth*

One form of promotion in marketing is *word of mouth*, customers are often directly involved in delivering and inform potential customers about their experience in consuming a product or service. The process of communication between human beings more communication through word of mouth. Because people talk to each other, mutual brainstorming, exchange opinions, information exchange, mutual and other communication process commented. Actual consumer knowledge over a wide range of brand products or services more causes the existence of communication by word of mouth According to Kotler & Keller (2009:174) sense of the *word of mouth*

communication is "oral communication, written, and electronic interbank society associated with excellence or the experience of buying or using products or services."

According to Sernovitz (2009 31), there are five basic elements (5T) in formulating *word of mouth* so that the information can be spread to others. The five elements are:

1) *Talkers*

This is a collection of their targets which will discuss a brand also called *influencer*. *Talkers* this could be anyone ranging from friends, neighbors, family, and others. There are always people who are enthusiastic to speak. They were most excited about telling his experience.

2) *Topics*

This relates to what was spoken by the *talker*. This topic is related to what is offered by a brand. As a special offer, discounts, new products, or satisfying service. A good topic is a topic that is simple, easy to carry, and natural. The whole *word of mouth* did indeed commence from an exciting topic to talk about.

3) *Tools*

This is a tool dissemination *topic* and *talker*. Existing topics also need a tool that help topic or message can run. This tool makes people easy to discuss or pass products or services of the company to others.

4) *The Talking part* (participation)

A conversation will be lost if there is only one person speaking about such a product. Hence the need for other people who took part in the conversation so that *word of mouth* can continue.

5) *Tracking* (surveillance)

is an act of the company to oversee and monitor the response of consumers. This is done so that the company can learn positive or negative input, so that a consumer so companies can learn from such input to progress better.

2. Social Factors

Besides *word of mouth*, consumer purchase behavior is influenced by social factors, such as the four groups of reference, family roles, and social status below.

1) The Reference Group. The reference group consists of someone all groups that have a direct influence (face-to-face) or indirect influence against the attitude or behaviour of a person. Groups that have an effect directly against someone called group membership. This is a group where people participate and interact. Most is the primary group, such as family, friends, neighbors and co-workers, who constantly interact with them. primary groups tends to be informal. A person is also included in the secondary groups, such as religious groups, groups of profession, trade associations and groups, which tend to be more formal and have interactions that are not so routine.

- 2) Family. Member of the families is a primary reference groups are the most influential in the purchase, which is distinguished in two families, namely: 1). the family orientation (family of orientation) consists of one's parents. From parents, one obtains the orientation towards religion, politics, and economics, as well as personal ambitions, appreciation, and love. Even if the buyer is no longer too often interact with parents, the influence of parents against the buyer behavior could just remain significant. 2.) family of procreation (family of procreation) person, namely spouse (husband/wife) and her children, who are more influential directly towards the purchase behavior daily. The family is the most important consumer purchases in the community. From various studies indicate that the marketers interested in the role and relative influence of husband and wife and children in the purchase of various products and services. The role and influence of this will be very bevariasi in countries and social classes are different. Marketers must always examine the specific patterns in specific target markets. For example, in a household already is commonplace when the husband gives all his earnings to his wife's salary, because his wife, who set up the family expenses.
- 3) Role, covering the activities expected to be performed by a person. Each role generate status.
- 4) A person's social Status shows the position of that person on a social group he inhabit.

3. Buy Consumer Interest

To attract or grow consumer buying interest first the marketer must understand how consumers decide. Kotler (2009: 137) suggests that "buying interest is a consumer behavior that arises in response to an object that indicates a customer's desire to make a purchase." The willingness to buy is part of the behavioral component of the consuming attitude. Consumer buying interest is the stage where consumers make their choice among several brands incorporated in the chosen device, then ultimately make a purchase on an alternatively favored or process through which consumers purchase a product or service based on considerations.

A person's behavior is very dependent on his interests, while interest in behaving depends heavily on subjective attitudes and norms on behavior. Confidence over the consequences of behavior greatly influences his subjective attitude and norm. Individual attitudes are formed from a combination of belief and evaluation of one's important consumer beliefs, whereas subjective norms are determined by belief and motivation. Consumers wherever and whenever will be faced with a purchase decision to make a purchase transaction. Where consumers will compare or consider one item with another for their consumption. Consumers wherever and whenever will be faced with a purchase decision to make a purchase transaction.

Consumers will compare or consider one item with the other for their consumption.

Stages of the manufacturer in determining buying interest or determining the consumer's impetus in the purchase of products or services on offer, we can see the concept of AIDA developed by Kotler (2009: 568), namely:

1) Attention (Interesting)

Drawing attention is the first task of a promotion. Promotion should attract the interest of its target audiences, either readers, listeners, or viewers.

2) Interest (Raises interest)

Maintaining interest is not an easy task. Consumer attention should be further enhanced to arouse curiosity in more detail within the consumer. For that they should be stimulated to want to read and follow the forms of promotion submitted.

3) Desire (Reward desire)

A form of promotion that attracts the attention of consumers with beautiful words and illustrations will be wasted if the message does not succeed in mobilizing people's desire to own and use it.

4) Action (Encourage action)

Encouraging action is the last task of a promotion. Choosing the right words so that consumers move in response as expected is a difficult job. One way that can be taken is to use words or sentences in the message command..

3. Methodology and Data

Research methods used in this research is descriptive and verifikatif methods. By using the method of this study will be known the relationship between variables with other variables resulting in conclusions that will clarify the description about the object examined. Sugiyono (2013:147) States that "the descriptive Method is a method used to analyze the data in a manner described or describe the data that has been collected as-is without intending to make general conclusions applicable to or generalization". While the verifikatif method according to Rochaety (2007:13) which is a research method which aims to test the relationships of variables of the hypotheses presented accompanied by empirical data.

Sample Withdrawal Techniques

Sampling is a process of selection and determination of the type of sample and calculation of the magnitude of the samples that will be the subject or object of research. To determine the sample that will be used in research, there are various techniques of sampling is used. According to Sugiyono (2013 : 62) sampling Techniques essentially can be classified into two *Sampling Probability* and *Nonprobability Sampling*.

a) *Probability Sampling*

Probability sampling sampling is a technique that provides the same opportunity for every element (member) population to be elected to the sample. This technique includes the sample *proportionate stratified random sampling, random sampling, stratified random, disproportionate* and *cluster sampling*.

b) *Nonprobability Sampling*

Nonprobability sampling sampling is a technique that does not give the same opportunity to opportunity/every element or members of the population to be selected into the sample. This includes sample techniques: *systematic sampling, quota aksidental, purposive, saturated, snowball*.

Technique withdrawal of samples used in this research is *Nonprobability Sampling* with engineering *purposive sampling* to the consumer that has never been utilizing thermal baths Purba Sari Arrowroot.

Engineering Data Collection

Data collection techniques in the study done by dissemination of the questionnaire and the study of the literature.

Test validity and Reliability

Against instruments that digunka in this study performed test validity and reliability. Test validity is used to find out legitimate or whether items of a questionnaire/instrument that will be used in research. The data is said to be valid and worthy to be used if the value r count over 0.30 (Sugiyono, 2006:153). Based on the results of a test of the validity of the results obtained has done overall items from *word of mouth* and social factors were declared valid, with a value to calculate each above 0.30. Thus the statements and questions on the questionnaire stated can be used further.

To test reliability, data reliability is expressed in a reliability coefficient was found to be *the Alpha Croanbach* of 0.70 (Kaplan and Riduwan and Akdon in Saccuzzo, 2007, 254). The reliability questionnaire is a questionnaire that when for customers repeatedly to the same group would produce the same data (Simamora, 2004:173). Based on reliability test results conducted retrieved results *Alpha Croanbach* variable above 0.70. Thus the questionnaire stated can be used for further research.

The transformation of Data by *Methods of Successive Intervals (MSI)*

Regression analysis was used to predict how far the dependent variable value changes, when the value of the independent variable was changed (Sugiyono, 2009:260). Data obtained as a result of the dissemination of the questionnaire are ordinal, whereas for the purposes of analysis of regresiminimal using the scale

interval. Then the data are ordinal scale must first be transformed into scale intervals by using *Methods of Successive Intervals* (MSI).

Simple Linear Regression

Simple Regression used to make predictions of how high the dependent variable value, when the independent variable is manipulated (dirubah-rubah). Dbased on the relationship of functional or causal one independent variable with a single dependent variable Sugiyono (2013: 292).

Hypothesis testing (test-t)

After doing a simple linear regression analysis, then performed "t-test" to determine whether the hypothesis is accepted or rejected, then do the test (t) two parties (*two tailed*) and hypothesis as follows:

$H_0: t_{hitung} \leq t_{tabel}$, meaning that there are no significant effects between *word of mouth* and social factors towards the interest to buy.

$H_0: t_{hitung} > t_{tabel}$, meaning that there is a significant influence between *word of mouth* and social factors towards the interest to buy.

A test of the hypothesis test (t) with two sides (*two tailed*) is done to find out if *word of mouth* and influential social factors significantly to buy interest. Thus the test is performed by using statistical methods test "t".

Coefficient of Determination

For information the magnitude of the influence of the contribution of a given variable X against Y variable is searched using the coefficient of determination. There is a correlation in the analysis of numbers called with the coefficient of determination, which is the square of the magnitude of the correlation coefficient (r^2). This coefficient is called the coefficient of variance, because deciding which occurred in the dependent variable can be explained by the variance that occur on the independent variable (Sugiyono 2009:231).

4. Discussion On Empirical Results

Consumer Feedback about *word of mouth* about the ancient thermal baths Sari Arrowroot.

Based on the assessment of the consumer against each indicator consists of; *talkers* (speakers), *topics* (topics), *tools* (Tools), *the talking part* (participation), and *tracking* (surveillance), obtained that for indicator *talkers*(speaker) 52% of consumers stated who deliver will determine and 36% of consumers stated strongly determines the success broadcast message about the ancient thermal baths Sari Arrowroot. But there are still 12% of consumers who expressed less decisive. On the second indicator, i.e. *topics* (topics) discussion about the ancient thermal baths Sari Arrowroot found 58% and 31% of consumers expressed very interesting and 31% of consumers expressed interest.

However there is still 11% of consumers who expressed less attractive. The indicator for the *tools* (tool) that is used as a message about the ancient thermal baths Sari Arrowroot found 41% stating quite adequate and 36% of consumers stated is already adequate. However there are still 23% of consumers who claimed inadequate. This shows that the management of the ancient thermal baths Sari Arrowroot still need to increase from the side of the tool, such as multiply brochures and leaflets and even individual visitors the ancient thermal baths Sari Arrowroot and need to be dropped off in such a lot of brochures and leaflets. The indicator For *the talking part* (participation) of the consumer in conveying information about the ancient thermal baths Sari Arrowroot to others or his family is found 63% 37% good and expressed very well. Based on the results of the calculations can be known to consumer's overall assessment of the level of about *word of mouth* about the ancient thermal baths Sari Arrowroot has reached 87% or included in the category either.

Consumer Feedback about about the social factors in the selection of the ancient thermal baths Sari Arrowroot.

Based on the assessment of the consumer's response to each indicator, comprising: a group of reference, family roles and Social Status, to come by that indicator for the reference Group found 83% comes from the primary group, namely the family household. This group tends to be informal and can be considered a direct effect against the selection of a person will be the utilization of thermal baths. Found just 17% of consumers who come from groups secondary, which among others consists of religious groups, the Group of professions, and trade association, a group that tends to be more formal and have interactions that are not so routine. For indicators of family, found 78% comes from the family of orientation (*family of orientation*), the families that were affected by his parents in the selection of things. From his parents la consumers gain the understanding of the orientation and the habit of utilizing the pemandiaan hot water. Found only 22% of consumers of the ancient thermal baths Sari Arrowroot is derived from the family of procreation (*family of procreation*), i.e. the spouse (husband/wife) and his sons, which also affects behaviour enough purchases everyday. For the role of indicators, covering the activities expected to be performed by a consumer found that 63% of consumers stated less instrumental in setting the options against the ancient thermal baths Sari Arrowroot, considering most of the visitors of the ancient thermal baths Sari Garut consists of family households in private, rather than a secondary group, which among others consists of a group of corporate, religious groups, groups of professions , or a group of trade associations/business. For indicators of Social Status that indicates the position of a consumer in the community, found that 82% of consumers is included in the middle class down, and only 18% visitors of the ancient thermal baths Sari Garut including consumers with middle social class.

Consumer Feedback about the level of interest in purchasing the ancient thermal baths Sari Arrowroot.

Based on the assessment of the consumer against the impression that shows the level of interest in the ancient thermal baths buy Saris from the respective indicators, consisting of: *Attention*, *Interest Desire*, and *Action* (AIDA) as it is found in the following table:

Table 3: Consumer Feedback About the level of interest in the ancient thermal baths Buy Sari Arrowroot

No.	The Level Of Consumer Interest	% Consumer Interest
1.	<i>Attention</i>	20%
2.	<i>Interest</i>	65%
3.	<i>Desire</i>	09%
4.	<i>Action</i>	06%

Source: Sports Results data

Based on the assessment of consumer table above note that the promotion and cultivation of the impression made by the management the ancient thermal baths Sari already are in the category of good, but the majority 65% new or are on the level of *interest*. This shows that what is done by the thermal baths for this new level of meaningful interest. It showed still needs to be improved with the constant hard efforts to steer consumers to the level *Desire* or *Action* purchase decisions.

The great influence of *word of mouth* and social factors against the interest of the consumer to buy the ancient thermal baths Sari Arrowroot.

Based on the research results found *word of mouth* (WOM) and social factors jointly influence on buying interest amounting to 68,0% and the rest of 32,0% is the influence of other factors not diteliti. In between the variable *word of mouth* and social factors, social factors that influence most of the buying interest, namely 54.6%. Variabel *word of mouth* effect only of 13.4% against interest buy.

Based on the test results showed t t count exogenous variable *word of mouth* and social factors > table t, s e until hypothesis stated to be accepted and it is evident that *word of mouth* and social factors, either simultaneously or partial, to buy interest in the ancient thermal baths Sari Arrowroot.

5. Conclusions and Suggestions

Conclusion

Based on the results of research and discussion that have been described above, then a conclusion can be drawn as follows:

1. Consumers Assessment about *word of mouth* about the the ancient thermal baths Sari Arrowroot it's been going well, but has not yet reached the maximum value. *Word of mouth* in the implementation as one of the strategies of promotion is seen still needs to be enhanced, particularly in distribution and kepositifan, as well as the provision of tools *word of mouth* of the ancient thermal baths Sari Arrowroot.
2. The assessment of the consumer against the social factor, consisting of: a group of reference, family roles and Social Status, to come by that indicator for the Group of reference 83% of consumers of the ancient thermal baths Cider comes from Arrowroot family groups of households in private, not corporate groups from religious groups, the Group of professions, or business/trade association groups. The social status of the consumers of the ancient thermal baths Sari Arrowroot is 82% is included in the middle class down.
3. The level of interest of consumers buy the ancient thermal baths are in Essence good categories, but are at the level of *interest* (mecome up with interest). This needs to be improved to reach the maximum level.
4. Variable *word of mouth* and social factors for a positive effect against the interest to buy, which is together influential registration 68, 0 % . The social factors that influence most of the buying interest, namely 54.6%. *Word of mouth* effect only of 13.4% against the interest to buy. Based on test results statistics t indicates the count *word of mouth* and social factors > table t, until hypothesis stated to be accepted and proven effect on interest in the ancient thermal baths buy Sari Arrowroot.

Advice

Conclusion based on the above, it is suggested to be done:

1. *Word of mouth* at the ancient thermal baths Sari has been running good but still can be improved to make it more maximum dikarena promotion through *word of mouth* does not require expensive cost but quite effective in its promotional activities. Ancient Manager of the Sari itself need to keep kepositifan in the *word of mouth* in circulation so that it becomes more value than the other competitors. Beside that, it needs to be expanded dissemination of promotional tools, among others in the form of brochures or leaflets distributed and is deposited to the visitors of the ancient thermal baths Sari.
2. Remember the consumer Reference Group thermal baths of ancient Pollen comes from Arrowroot family groups of households in private, not corporate groups from religious groups, the Group of professions, or business/trade association groups, then need to set the target consumer of the ancient baths of the Sari is focused on segment of family households in private, the social status of the middle class down.
3. Buy in Purba Sari hot water baths have been classified as good, but only at the level of interest (raises interest), it is advisable to abandoned that leads to the decision of purchase (action) so as to provide greater proficiency. This can be done with the use of beautiful words or illustrations, even using words or sentences

of the order in messages made in promotional media, such as on banners, pamphlets, brochures / leaflets, etc.

4. For the next researcher, the researcher should involve other variables, such as Cultural factors, psychological factors, and Personal Factors are also considered may affect interests and purchasing decisions of the ancient thermal baths Sari Arrowroot.

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