THE INFLUENCE OF WORD OF MOUTH COMMUNICATION AND QUALITY OF SERVICE TO THE BRAND IMAGE AND ITS IMPLICATIONS ON CUSTOMER VALUE IN UMJ FEB STUDENTS.

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Abstract

Objective: (1) To determine and assess the effect of word of mouth to the brand image (2) To know To know and assess the impact of service quality to the brand image (3) To determine and assess the effect of word of mouth on the value of the customer (4) To identify and assess the impact of service quality to the image of customer value (5) To determine and assess the impact of service quality on customer value.Results: (1) There is the influence of word of mouth to the brand image (t> t table or 14.024> 2.048) (2) impact of service quality to the brand image (t> t table or 8.791> 2.048) (3) the effect of word of mouth on customer value (t> t table or 9.640> 2.048) (4) impact of service quality to the image of customer value (t> t table or 27.333> 2.048) (5) impact of service quality on customer value ((t > t table or 9.475> 2.048).

Keywords: word of mouth communication, service quality, brand image, customer value

PRELIMINARY

Along with the times, to meet human needs not only pay attention to primary needs just like food, clothing, and shelter but also pay attention to the needs of secondary and tertiary. One of the wholeness that is required is the need for higher education. Higher education needs of today's growing so requires businesses to keep abreast of the needs of the labor requirements.In meeting the needs of each person has a different way. The way it can select retail outlets are convenient, safe, clean with consumer expectations will be satisfied even at the cost amount of money relatively greater money in a place like that. In addition, some are likely to choose an ordinary retail outlets, but do not need to sacrifice quite a lot rupiah.

This is a communication word of mouth (WOM), WOM has greater strength compared with advertising and other forms of promotion. According Onbee Marketing Research (a subsidiary Octovate Consulting Group) in cooperation with SWA magazine, doing research to 2000 consumers in five major cities in Indonesia, and concluded that 89% of consumers in Indonesia more trust recommendations from friends and family at the time wanted to buy a product (Suhartomo, 2010: 3).

To improve and maintain the number of students would also not spared from the incessant promotion by the provision FEB Marketing fee for each student who has been the registration of Rp 500,000, - per person as a student FEB. Improving the quality of these services in the form of KRS Online, which has been running for the past two years, namely 2014 and 2015.

To improve service to maahasiswa FEB UMJ continue to add additional facilities in the form of delivery of the service building, KRS Online almost 95% specifically for student or regular morning

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classes. in addition to the employees of the Faculty of Economics trained service Excelence it is intended to improve service to students kualtis.

Formulation of the problem

Based on the background described earlier formulation of the problem of this research are:

1. Are there influences Word of mouth on Brand Image

2. Whether there is influence of the Service Quality Brand Image.

3. Whether there is influence of the Word of Mouth Customer Value

4. Whether there is influence Quality of Service to the Customer Value

5. Whether there is influence of Brand Image on Customer Value

Research purposes

Based on the formulation of the problem being addressed previously penlitian objectives are:

1. To know and assess the effect of word of mouth to Brand Image.

2. To know and assess the effect of Quality of Service to Brand Image.

3. To know and assess the effect of Word of mouth on Customer Value

4. To know and assess the effect of Brand Image on Customer Value

5. To know and assess the effect of Quality of Service to the Customer Value

Definition of word of mouth

Kotler and Keller (2007: 204) argues that the Communication word of mouth (WOM) or word of mouth communication is a process of communication that the form of recommendations either individually or in groups to a product or service that aims to provide personal information. Communication of mouth is one of the communication channels are often used by companies that produce goods and services for communications and word of mouth (word of mouth) is considered very effective in expediting the process of marketing and can provide benefits to the company.

Mowen and Minor (2002: 180) says that the word of mouth communication refers to the exchange of comments, thoughts or ideas between two or more customer service that no one is a source of marketing. WOM is defined as a form of communication of goods and services between people who are independent and not part of the provider of those products, which takes place through the medium which is also believed to be independent.

Communication of mouth (word of mouth) occurs when customers started to discuss the idea of service, brand, and quality of the products he uses it to others. Further Hawkins & Mothersbaugh (2010: 241) explains that consumers have two ways to learn about a new product, services, and brands that they get from their friends and other references. First to observe and participate with friends and reference them in using a product or service. The second is to seek information or ask advice from friends and other references in the form of mouth (word of mouth communication). Another thing also disclosed Sernovitz (2009: 1) that WOM marketing is, Give people a reason to talk about your products and make it easier course of the talks, therefore a message via WOM will be more likely to survive longer in the minds of consumers. Sernovitz (2009: 17) mentions five components needed to spread WOM namely: talkers, topics, tools, taking part, tracking.

Thus the word of mouth is one way to reduce the uncertainty, because by asking other people who have already used the product concerned, will produce information that is more reliable, so it will

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also save time and brand evaluation process. Aside from the communication effectiveness of word of mouth (WOM) and the marketing mix (marketing mix), to consider the company in marketing its products is a positive brand image for its products it. The company's brand image is an important aspect that should be owned and maintained positive value in the eyes of consumers and potential consumers. Brand image is the way the public perceives the (thinking) company or its products. Thus, the brand image is the perception and consumer confidence, as reflected in the associate in the memories of consumers about the brand of a product is seen, thought, and dibayangkanya.

Service quality

Quality according to Kotler and Armstrong (2006: 225) is: "The ability of a product to perform its functions", which means the ability of a product to give a performance in line with its function. Excellent quality will build consumer confidence that is supporting consumer satisfaction.
American Society for Quality Control (Ricky W. Griffin, 2004: 208) defines quality as follows: Quality is the features and characteristics of a product or service as a whole based on the ability of the product or service to meet the needs that have been expressed or implied.

While the definition of quality of services centered on addressing the needs and desires of customers and accuracy of delivery to keep pace with customer expectations.

According Wyckof (in Fandy Tjiptono, 2004: 59), quality of service is the expected level of excellence and control over the level of excellence to meet customer desires. In other words, there are two factors that affect the quality of services, the expected service and perceived service (Fandy Tjiptono 2004: 60).

Thus, the high levels of service quality can be measured by comparing the expected service with perceived service. According to Olson and Dover (Fandy Tjiptono, 2004: 61) says customer expectations are customer confidence before trying or buying a product, which is used as a standard or benchmark in assessing the performance of the product concerned. Each different consumers can apply different types of expectations for different situations.

Brand image

The brand is a name, term, sign, symbol, design or a combination of these things, which dmaksudkan to identify the goods or services of a person seller or group of sellers and to differentiate them from competitors' products.

According to Aaker (1997: 9) "The brand is a name or symbol discriminatory (such as logo, seal or packaging) with a view to identify the goods or services of one seller or group specific seller thus distinguishing the goods and services produced by competitors ".

From these definitions it can be concluded that the brand is actually a seller's promise to consistently deliver the look, benefits specific to consumers. A good brand will show a guarantee of quality, but more than that, the brand is a symbol of a complex, the brand is a name, term, sign, symbol, design or a combination of these things, which dmaksudkan to identify the goods or services of a person sellers or a group of sellers and to differentiate them from competitors' products.

According Etzel, Walker and Stanton (1999: 242) brand is: "A name is intended to mengidentiikasikan a product of a person or group of sellers and differentiate it from competitors' products".

According to Aaker (1997: 9) "The brand is a name or symbol discriminatory (such as logo, seal or packaging) with a view to identify the goods or services of one seller or group specific seller thus distinguishing the goods and services produced by competitors ".

From these definitions it can be concluded that the brand is actually a seller's promise to consistently deliver the look, benefits specific to consumers. A good brand will show a guarantee of quality, but more than that, the brand is a complex symbol.

Customer value

Basically have a lot of specialists or experts who provide a definition or understanding of customer value (customer value).

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Goostain (Tjiptono, 2005: 297) provides a definition or understanding of customer value (customer value) .as emotional bond that exists between customers and manufacturers as customers use the products and services of the company and find the product or service members added value.

Kotler (Hurriyanti, 2005) provides a definition or understanding of customer value (customer value) .as difference between total customer value and total customer cost, then the total customer value is a set mafaat yuang customers expect from a particular product or service and total customer cost is the collection of fees expected by consumers incurred to evaluate obtain, use, and dispose of the product or service.

Woodruff (Hurriyanti, 2005) provides a definition or understanding of customer value (customer value), as perceptual preference and customer evaluation of the attributes of the product performance attributes, and the consequences derived from the use of products that facilitate the achievement of goals and objectives in usage situations

Customer value is a ratio of the benefits gained by the customer to make sacrifices. Embodiments of the sacrifices made by the customer in line with the exchange process is transaction costs, and the risk to get the product (goods and services) offered by the company on customer value. Customer value is one of the marketing concept in assisting those products a step ahead compared with competitors. Quality values play a key role in monitoring whether long-term goals, medium, and short organization in accordance with the desired aspirations. The benchmarks of customer value is the length of time of the adoption of the expectations and needs of customers and the amount of information that was adopted by the company, to build customer value. Good customer value is the value that can make customers feel satisfied. If the customer has found the goods and services are able to meet the needs and expectations so that customer satisfaction measurement starts with the measurement of customer value creation, is a form of basic fundamental in building customer satisfaction and on the other hand orientation on customer value is a critical element of economic exchange.

hypothesis

Based on the background mentioned earlier in this penlitian hypothesis, namely:

1. Word of mouth influences of the Brand Image.

2. There is the influence of Quality of Service to Brand Image.

3. Word of mouth influences of the Customer Value.

4. There is the influence of Quality of Service on Customer Value.

5. There is the influence of Brand Image on Customer Value

Population and Sample

The study population adlah Students FEB UMJ berjulah 2,200 students for sampling using Table Number of samples based on the number of population according to Uma Sekaran (1992). Total body studend students of the Faculty of Economics and Business, University of Muhammadiyah Jakarta 0rang many as 2200 students, so the number of samples used as many as 327 students.

Design Research

Data and variables used

Table 3.1:

operational varaiabel

No.	variable	dimension	Indicator
1	Word of mouth	WOM is an independent source of information and honest, which means when the information comes from a friend it is more credible because it has no relation of the person with the company that product. provides benefits to which inquired with direct experience of the product through the experience of a friend. adapted to people who are interested in it. A person is not going to join the conversation, unless they are interested in topics like.	) Identified the influences (identifying influencers).) Creates simple ideas that are easy to berkomunikasi (creating ideas is easy and simple to communicate).) Give people the tools they need to spread the word (give you the tools needed to deploy) Hosts a conversation (Bringing the conversation).) Evaluate and measure (Evaluate and measure).
2	Service quality	Layamam quality are the features and characteristics of a product or service as a whole based on the ability of the product or service to meet the needs that have been expressed or implied	) reliability) Responsiveness) security) empathy) Physical evidence
3	Brand image	*brand image* is the mind of a consumer about a product when seeing and hearing a brand	) Quality / quality) Reliable or unreliable) Usability / benefits) Service) Risk) Price) imagery
4	Customer value	Customer Value Management to manage each relationship with customers with the aim of achieving maximum lifetime earnings of all their customers	) Emotional Value) Social Value) Quality / Performance Value) Price / Value of Money

measurement variable

The scale used in this study is a Likert Scale. score the answer is as follows:

table 3.2

Alternative Answers Respondents

No.	Information	appraisal
1	Strongly agree	5
2	Agree	4
3	Doubtful	3
4	Disagree	2
5	Strongly Disagree	1

Source: author, 2013

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Method of collecting data

Primary data is obtained directly from the institutions studied, through observation and questionnaires division .. To prove whether the questionnaire can be used as a measuring tool and trustworthy it is necessary to:

1). Validity test

Validity Test Product Moment Correlation formula used as follows:

$$r_{xy} \text{X} \frac{n(\ XY)\,\text{Z}(\ X)(\ Y)}{\sqrt{\left| n(\ X^2)\,\text{Z}(\ X)^2 \right| n(\ Y^2)\,\text{Z}(\ Y)^2}},$$

Where: $rxy=$ the correlation coefficient of an item / items

N = number of subjects

X = score an item / items

Y = total score (Arikunto, 2005: 72)

Value r then consulted with rtabel (rkritis). When rhitung of the above formula is larger than rtabel those items are valid, and vice versa.

Value r then consulted with rtabel (rkritis). When rhitung of the above formula is larger than rtabel those items are valid, and vice versa.

2). test Reliability

While testing reliability using formula or Alpa Cronbach Alpha coefficients done to measure the extent to which the results of a measurement trustworthy or reliable (Djaali, Pudjiono, Ramly; 200: 81).

In the test the reliability of the test used internal consistency using Cronbach Alpha formula as follows.

$$r_{11} \text{X} \frac{k}{k\,\text{Z}1}\ 1\text{Z}\frac{\dagger_b^2}{V_t^2}\ ,\ (\text{Arikunto, 2005: 193})$$

Where:

r11 = instrument reliability

K = many of the questions or the amount of matter

$\dagger_b^2$ = the amount of variance item / items

V_t^2 = total variance

The criteria of a research instrument said to be reliable by using this technique, when reliability coefficient (r11) > 0.6.

A. Data analysis technique

1. First substructures

The structural form of the equation is

Y1 = p Y1 X1 + p Y1 X2 + e▪ .

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While the hypothesis proposed research are as follows:

a. Statistical Hypotheses X1 to Y1

Ho: $\beta 1 = 0$ There are currently no influence Word of mouth on Brand Image

H1: $\beta 1 \neq 0$ There is the influence of the Word of mouth of the Brand

b. Hypothesis X2 to Y1

Ho: $\beta 1 = 0$ There are currently no influence on the Service Quality Brand Image

H1: $\beta 1 \neq 0$ influences of Quality of Service to Brand

2. the second substructures

The structural form of the equation is

$$X1 \ Y2 \ Y2 = p + p + p \ Y2 \ X2 \ Y2Y1$$

a. Hypothesis X1 to Y2

Ho: $\beta 1 = 0$ There are currently no influence Word of mouth on Customer Value

H1: $\beta 1 \neq 0$ Word of mouth influences of the Customer Value

b. Hypothesis Statistical X2 to Y2

Ho: $\beta 2 = 0$ There are currently no influence Quality of Service, the Customer Value

H1: $\beta 2 \neq 0$ influences of Quality of Service on Customer Value

c. Statistical Hypotheses Y1 to Y2

Ho: $\beta 3 = 0$ There are currently no influence of Brand Image on Customer Value

H1: $\beta 3 \neq 0$ There is the influence of Brand Image on Customer Value

B. Hypothesis testing

Significance test (test of significance) of each path coefficient that has been calculated, with Test Criteria

1. If t <t tabel meaning there is no influence of exogenous variables (Xu) of the endogenous variables (Xi).

2. If t> t tabel meaning there are significant exogenous variables (Xu) of the endogenous variables (Xi).

C. Time and Place Research

The study was conducted in June to June-July 2016 Faculty of Economics and Business, University of Muhammadiyah Jakarta

D. Validity and Reliability

To test instrument melakukn penlitian author at Students of the Faculty of Economics and Business, University of Muhammadiyah Jakartato 30 people outside the respondent.

a. Validity test

According Sarwono (2006: 218) in the book Research Using SPSS data analysis

of a scale is said to be valid when the scale is used to measure what you want measured.

To determine the value of r table can be determined by Alpha (a) = 0.05 for the degree of freedom (df) = n-2, where n is the number of cases.

While decision-making:

1) If the count r positive and r count> r table, then the valid point statement

2) If a negative count r and r arithmetic <r table, then point statement is not valid

3) r arithmetic can be seen in the column corrected item-total correlation

The validity and reliability is an important point in the data analysis. This was done to test whether a measuring instrument or instruments are valid and reliable research

The result of the calculation of validity test for Word of Mouth Communication is as follows:

table 4.4

Validity of Communication Word of Mouth

No Statement	r count	Information
1	0.560	valid
2	0.699	valid
3	0.353	valid
4	0.708	valid
5	0.882	valid
6	0.639	valid
7	0.337	valid
8	0.380	valid
9	0.371	valid
10	0.831	valid
11	0,687	valid
12	0.819	valid

From Table 4.4 shows that the validity of the test results of each of the questions Word of Mouth Communications has a value greater than 0.3 thus the entire statement of Word of Mouth Communications is valid or can be used.

The result of the calculation of validity test for Quality of Service is as follows:

table 4.5

Validity Test Quality of Service

No Statement	r count	Information
1	0.807	valid
2	0.872	valid
3	0,531	valid
4	0.324	valid
5	0.847	valid
6	0.475	valid

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7	0.663	valid
8	0.539	valid
9	0.759	valid
10	0.640	valid
11	0.506	valid
12	0,308	valid

From Table 4.5 indicates that the validity of the test results of each of the questions Service qualityhas a value greater than 0.3 thus the entire statement of Service qualityis valid or can be used.

The result of the calculation of validity test for Brand image is as follows:

table 4.5

Test Validity Brand Image

No Statement	r count	Information
1	0.505	valid
2	0.937	valid
3	0.921	valid
4	0.749	valid
5	0.536	valid
6	0.869	valid
7	0.557	valid
8	0.582	valid
9	0,404	valid
10	0.426	valid
11	0.490	valid
12	0.850	valid

From Table 4.9 shows that the validity of the test results of each of the questions Brand has a value greater than 0.3 thus the entire statement of Brand image is valid or can be used

The result of the calculation of validity test for Customer Value is as follows:

Table 4.10: Test Validity Customer Value

No Statement	r count	Information
1	0.497	valid
2	0.912	valid
3	0.742	valid
4	0.785	valid
5	0.741	valid
6	0.942	valid
7	0,482	valid

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8	0.570	valid
9	0.333	valid
10	0.404	valid
11	0.900	valid
12	0.863	valid

From Table 4.9 shows that the validity of the test results of each of the questions Customer value has a value greater than 0.3 thus the entire statement of Customer value is valid or can be used

b.   test Reliability

Based on calculations of data reliability test in appendix 3 are as follows:

1) Cronbach's Alpha value for the variable Communications Word of Mouth is equal0842Because Alpha r> 0.6, it can be concluded all the questions Word of Mouth Communications variables in this questionnaire is valid and reliable. And all the questions can be used and distributed to the respondents as a means of data collection.

2) Cronbach's Alpha value for the variable service quality that is worth 0.837 Because rAlpha> 0.6, it can be concluded all the questions in the qu.estionnaire Quality of Service is already valid and reliable. And all the questions can be used and distributed to the respondents as a means of data collection

3) Cronbach's Alpha value for the variable Brand is worth 0.887 Because Alpha r> 0.6, it can be concluded all the questions in the questionnaire Brand image is already valid and reliable. And all the questions can be used and distributed to the respondents as a means of data collection.

4) Cronbach's Alpha value for the variable that is worth the Customer Value 0.914 Because rAlpha> 0.6, it can be concluded all the questions in the questionnaire Customer Value is already valid and reliable. And all the questions can be used and distributed to the respondents as a means of data collection.

E.   Path analysis

a.   Sub Structure First

Based on the calculation results SPSS analaisis path can be seen in table 4.5 as follows:

Table 4.5: Coefficient Line

Coefficientsa

Model	unstandardized Coefficients		standardized Coefficients		
	B	Std. Error	beta	t.	Sig.
1 (Constant)	1,660	, 404		4,107	, 000
Service quality	, 622	, 044	, 612	14.024	, 000
WOM	, 395	, 045	, 383	8.791	, 000

a. Dependent Variable: Brand

Table 4.5 can be made based on the following equation:

$$Y_1 = 0.383 X1 + X2\ 0612$$

Based on the table to two-lane structure is as follows

a. Word of Mouth Communications coefficient (X_1) of 0383 means that if the style of service quality plus 1 unit while the value of Quality of Service (X2) does not occur then the addition of brand image would increase by 0.383

b. Coefficient Value Quality of Service (X_2) of 0.612 means that if Quality of Service (X2) plus 1 unit while the value of Word of Mouth Communications (X1) does not happen then the addition of brand image would increase by 0.612

1. Hypothesis testing

First hypothesis: there is the influence of Communications Word of Mouth (X_1) to Brand (Y_1)

The result of the calculation using ANOVA table that t with a significant level of 95% of 14.024whereas t table db2 327-2 thus amounted to 2,048 t is greater than t table means there is significant influence Word of Mouth Communications (X1) to Brand (Y1)

Second Hypothesis: there is influence of Quality of Service ($X_{2)\ the\ brand\ image\ (Y)}$

The result of the calculation using ANOVA table that t with a significant level of 95% of 8.791whereas t table db2 327-2 thus amounted to 2,048 t is greater than t table means there is significant influence Quality of Service (X2) to Brand (Y1)

c. Sub Structure second

Based on the calculation results SPSS regression peritungan's second point is as follows:

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Coefficientsa

Model		unstandardized Coefficients		standardized Coefficients		
		B	Std. Error	beta	t.	Sig.
1	(Constant)	1.335	, 166		8.027	, 000
	Brand image	, 215	, 022	214	9.640	, 000
	Service quality	, 617	, 023	, 604	27.333	, 000
	WOM	, 190	, 020	, 184	9.475	, 000

a. Dependent Variable: Customer Value

Table 4.6: Analysis of the structure of the second sub Line

Table 4.6 can be made based on the following equation:

$$Y_{X1} = 0184 + 0604 + 0214\ X_2\ Y_1$$

Based on the table to two-lane structure is as follows

d. Word of Mouth Communications coefficient (X_1) of 0184 means that if the Word of Mouth Communications (X_1) plus 1 unit while the value of Quality of Service (X_2) and Brand (Y_1) then no additional customer value would increase by 0.184

e. Coefficient Value Quality of Service (X_2) of 0.604 means that if Quality of Service (X_2) plus 1 unit while the value of Word of Mouth Communications (X_1) and Brand (Y_1) then no additional customer value would increase by 0.604

f. Coefficient Value Brand (Y_1) amounted to 0.214 means if Brand (Y_1) plus 1 unit while the value of Word of Mouth Communications (X_1) and Quality of Service (X^2) does not occur then the addition of Customer Value will increase by 0.214
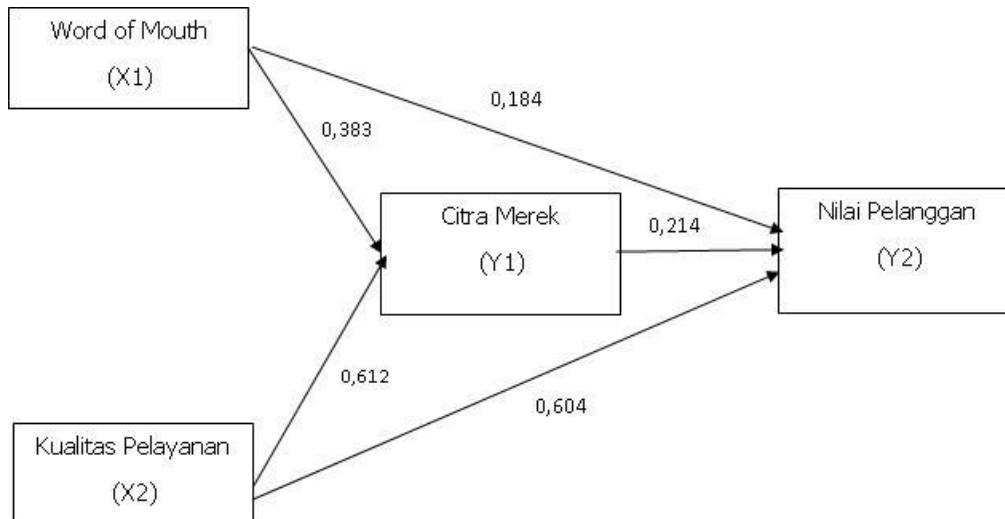
2. Hypothesis testing

The result of the calculation using ANOVA table that t with a significant level of 95% of 9.475whereas t table db2 327-2 thus amounted to 2,048 t is greater than t table means there are significant Word of Mouth Communications (X1) to Customer Value (Y2)

The fourth hypothesis: there is influence of Quality of Service (X_2) the Customer Value (Y2)

The result of the calculation using ANOVA table that t with a significant level of 95% of 27.333whereas t table db2 327-2 thus amounted to 2,048 t is greater than t table means there is influence of Quality of Service (X2) on Customer Value (Y2)

The result of the calculation using ANOVA table that t with a significant level of 95% of 9.640whereas t table db2 327-2 thus amounted to 2,048 t is greater than t table means there is influence of brand image (Y1) to Customer Value (Y2)

Overall analysis of the path can be described as follows:

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Based on Figure 4.3 The indirect effect and the total effect is as follows:

1. The influence is not direct / indirect effects, X1 to Y1 through Y1 = p Y1X1 xp Y1 Y2 = is equal to (0.383) x (0214) = 0.082 Thus the total effect of X2 to Y2 = p Y2X1 + IE = 0,184+ 0.082 = 0.266.

2. The influence is not direct / indirect effect, through the X2 to Y2 Y1 = p Y1X2 xp Y2Y1 = (0612) x (0.214) = 0.131 Thus the total effect of X2 to Y2 = p Y2X2 + IE = 0.612 + 0.131 = 0.743

CONCLUSION

1. Word of mouth influences of the Brand Image. (T calculate equal to 14.024> t table 2.048)

2. There is the influence of Quality of Service to Brand Image. (T calculate equal to 8.791> t table 2.048)

3. Word of mouth influences of the Customer Value (t calculate equal to 9.640> t table 2.048)

4. There is the influence of Brand Image on Customer Value. (T calculate equal to 27.333> t table 2.048)

5. There is the influence of Quality of Service on Customer Value. (T calculate equal to 9.475> t table 2.048)