

Pengaruh word of mouth positif yang diterima terhadap minat beli konsumen (studi pada penjualan Simpati Telkomsel di kalangan mahasiswa FISIP UI)

Surya Sutriyono, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=123913&lokasi=lokal>

Abstrak

<i>During decades, man tried to sell and buy goods to fulfill their needs. Promotion, campaign, direct marketing, has been used to attract a potential buyer to pursue customer by provoking their purchase intention. But nowadays, promotion has become much and much expensive, people get bored to direct selling program. These days, people have become more and more careful to choose a product. Word of Mouth, is a potential power to seduce other people's purchase intention that has not yet been realized by the producers.

This study tries to describe the effect of Positive Word of Mouth received on buyers' purchase intention. simPATI as a product of Telkomsel is a market leader in Indonesian prepaid GSM UIM card, was used as the focus of the study, the effect of buyers' purchase intention antecedents was investigated through a survey, on a sample of 100 FISIP UI non-consumers which are potential users of simPATI Telkomsel cards.

The research method that the researcher used is the descriptive method. It means that the research is described accurately using facts, spoken or written words, actions and visual images. The approach used in this research is quantitative approach. The goal is to try to find an understanding about the effect of positive word of mouth received on buyers' purchase intention. The data collection technique used on this research is by reading the literature which focuses on the research, observation, and interview if necessary.

The findings of this study contribute to the previous research on the effect of word of mouth received on purchase intention and provide further insight into understanding consumer behavior. Examining the success of simPATI Telkomsel as a market leader in Indonesia points out that consumers' purchase intention can be triggered out by using a Word of Mouth Marketing where at this point, the information of satisfaction, opinion leadership, and the information of incentive given by Telkomsel to its consumers are three dimensions which are needed to be considered.</i>