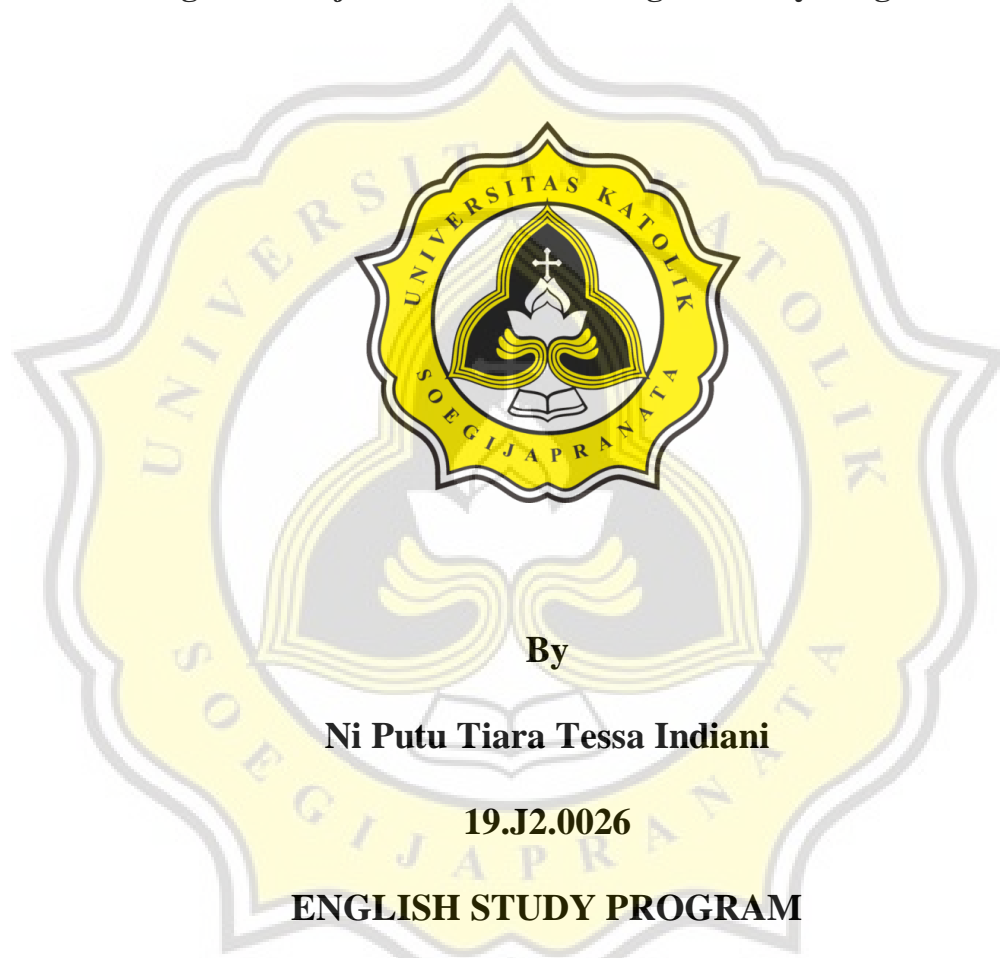


**The Effect of Word of Mouth on Customers' Purchase
Intention at *Brilliant Les Privat* and *Athena Study Center*
in Semarang**

**A Thesis Presented as a Partial Fulfilment for the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



By

Ni Putu Tiara Tessa Indiani

19.J2.0026

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

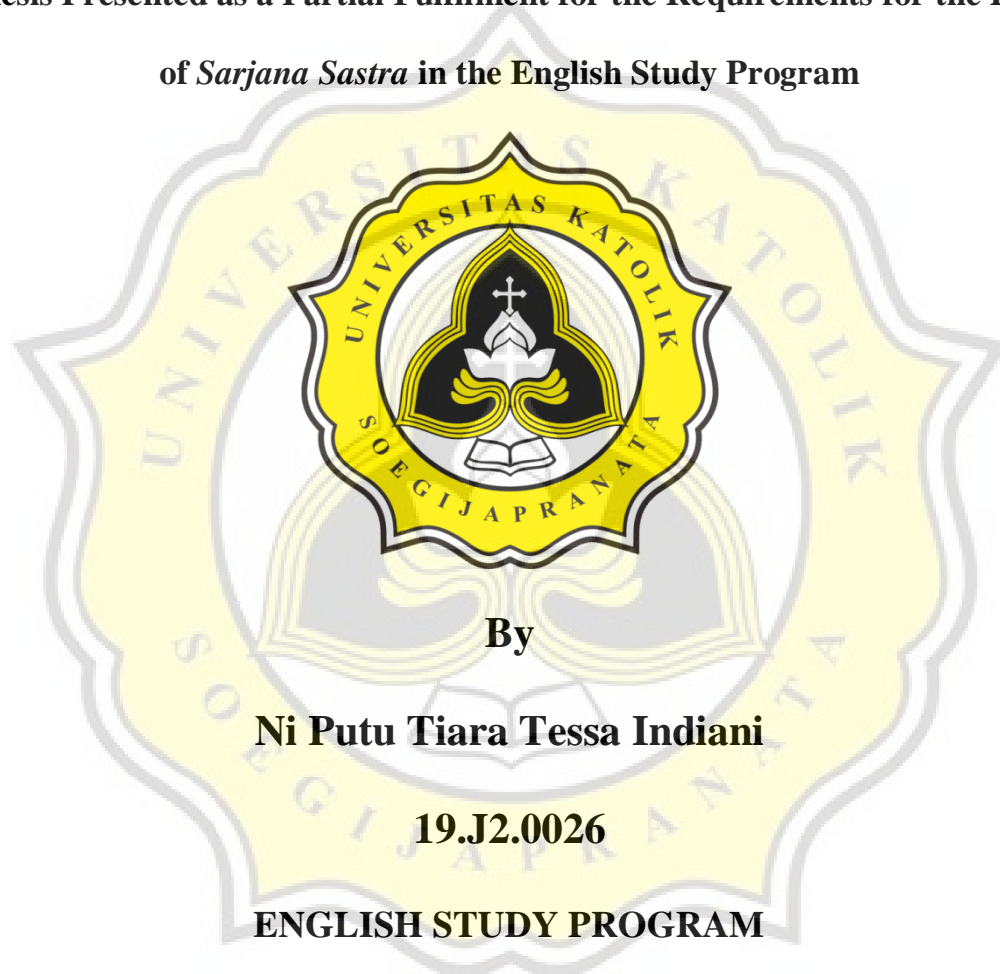
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**The Effect of Word of Mouth on Customers' Purchase Intention at *Brilliant Les Privat*
and *Athena Study Center* in Semarang**

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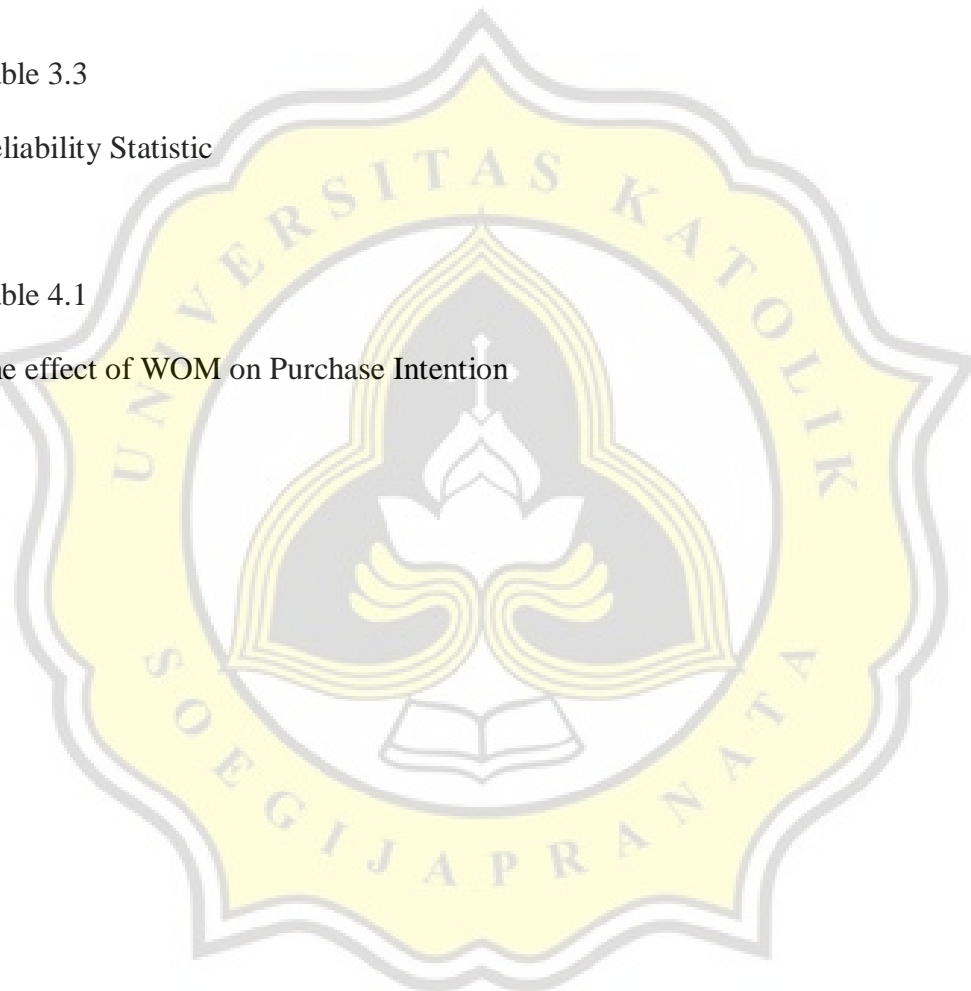
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ABSTRACT

This research aimed to find out about the effect of word of mouth on purchase intention at *Brilliant Les Privat* and *Athena Study Center* in Semarang. To achieve this goal, every company must strive to produce and deliver goods or services following the wishes of consumers by providing pleasant personal services and supporting facilities. One of them is the word-of-mouth (WOM) marketing communication process. The method used by the researcher in this research was a quantitative research method. The sample was taken by using purposive sampling technique. The researcher used a questionnaire as the data collecting technique. It consisted of 2 kinds of questionnaires for word of mouth and for purchase intention. The questionnaire consisted of 15 questions which were given to 40 respondents. The data were analysed by using Skala Likert. Based on the data analysis, it was found that the result of r-count sig. (2-tailed) was $-.103$ meaning there was no star sign (*). It automatically showed a significant correlation at a significant number of 0.05. Based on the criteria above, the relationship between the two variables is significant because the significance number is $.103 > 0.05$. Because the direction of the correlation coefficient is negative, then the correlation is inversely proportional. It can be concluded that there was no effect of word of mouth on purchase intention from the *Brilliant Les Privat* and *Athena Study Center* in Semarang.

Keywords: *Word of Mouth, Purchase Intention, Quantitative Research*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh word of mouth terhadap minat beli di Brilliant Les Privat and Athena Study Center Semarang. Untuk mencapai tujuan tersebut, setiap perusahaan harus berusaha untuk menghasilkan dan menyampaikan barang atau jasa yang sesuai dengan keinginan konsumen dengan memberikan pelayanan pribadi yang menyenangkan dan fasilitas pendukung. Salah satunya adalah proses komunikasi pemasaran word of mouth (WOM). Metode yang digunakan peneliti dalam penelitian ini adalah metode penelitian kuantitatif. Sampel diambil dengan menggunakan teknik purposive sampling. Peneliti menggunakan kuesioner sebagai teknik pengumpulan data. Ini terdiri dari 2 jenis kuesioner dari mulut ke mulut dan untuk niat pembelian. Kuesioner terdiri dari 15 pertanyaan yang diberikan kepada 40 responden. Data dianalisis dengan menggunakan Skala Likert. Berdasarkan analisis data diketahui bahwa hasil r -hitung sig. (2-tailed) adalah -103 artinya tidak ada tanda bintang (*). Secara otomatis menunjukkan korelasi yang signifikan pada angka signifikan 0,05. Berdasarkan kriteria di atas, hubungan kedua variabel signifikan karena angka signifikansinya $0,103 > 0,05$. Karena arah koefisien korelasinya negatif, maka korelasinya berbanding terbalik. Dapat disimpulkan bahwa tidak terdapat pengaruh word of mouth terhadap niat beli dari Brilliant Les Privat and Athena Study Center di Semarang.

Kata Kunci: *Word of Mouth, Purchase Intention, Penelitian Kuantitatif*