

CHAPTER 4

DATA ANALYSIS

This research was conducted at *Brilliant Les Privat* and *Athena Study Center* in Semarang. The researcher took 40 participants as the sample of research. The aim of this research was to find out about the effect of word of mouth on purchase intention at *Brilliant Les Privat* and *Athena Study Center* in Semarang. The researcher gave a questionnaire to the participants which consisted of 30 questions. The data was taken by questionnaire which was measured by Skala Likert 1-4 namely *Strongly Disagree*, *Disagree*, *Agree*, and *Strongly Agree*. Then, the researcher analysed the data of research and the finding of research can be seen as follows:

4.1 The Result of Questionnaires Word of Mouth (WOM)

Figure 1

Result of WOM 1

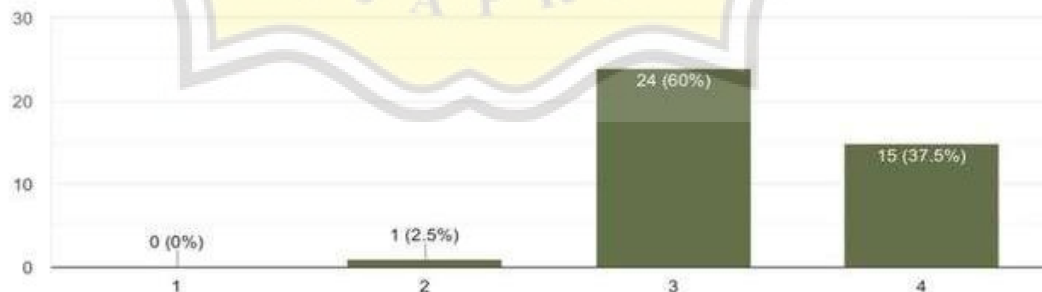


Figure 1 is about whether the sample knew the *private les* from the other people. Based on the result of 40 responses, there were 0% or 0 people who answered strongly

disagree, 2.5% or 1 person who answered disagree, 60% or 24 people who answered agree and 37.5% or 15 people who answered strongly agree.

Figure 2

Result of WOM 2

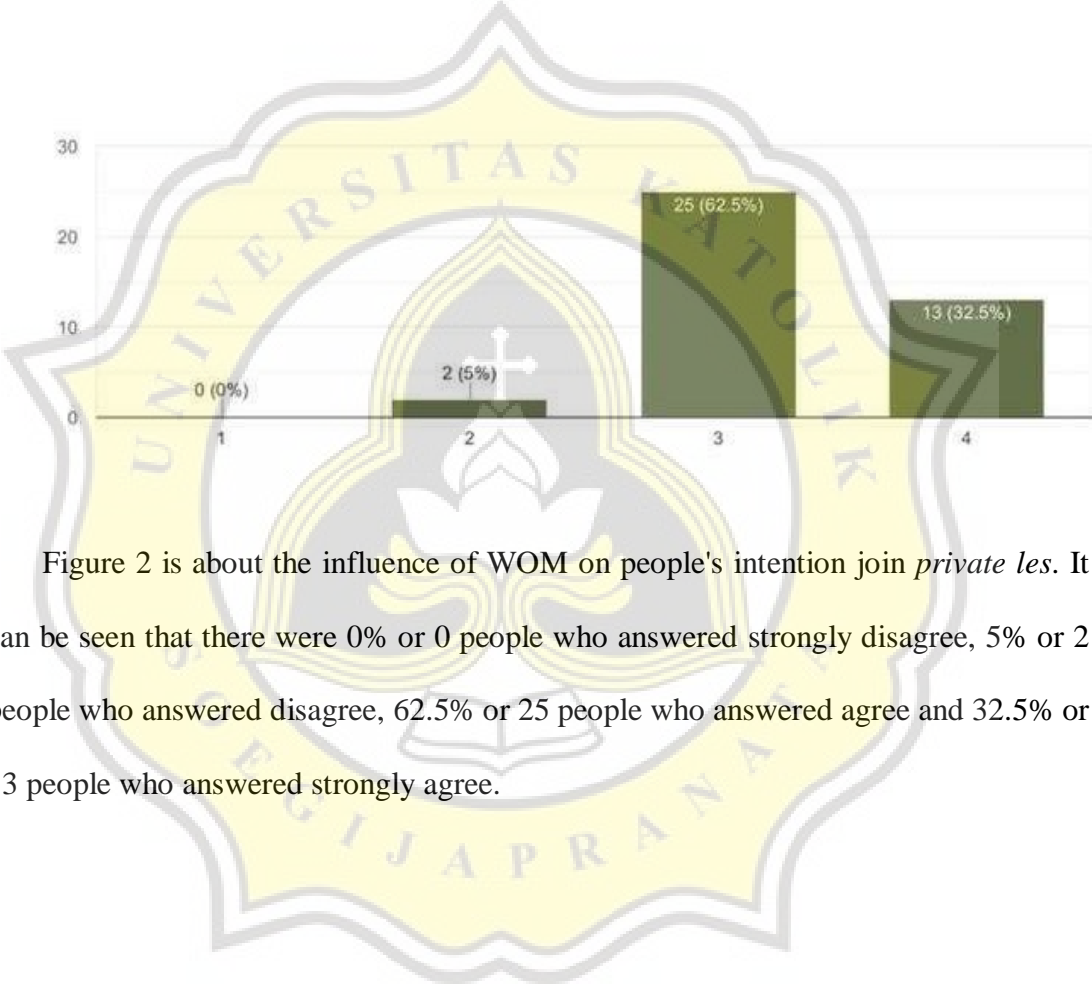


Figure 2 is about the influence of WOM on people's intention to join *private les*. It can be seen that there were 0% or 0 people who answered strongly disagree, 5% or 2 people who answered disagree, 62.5% or 25 people who answered agree and 32.5% or 13 people who answered strongly agree.

Figure 3

Result of WOM 3

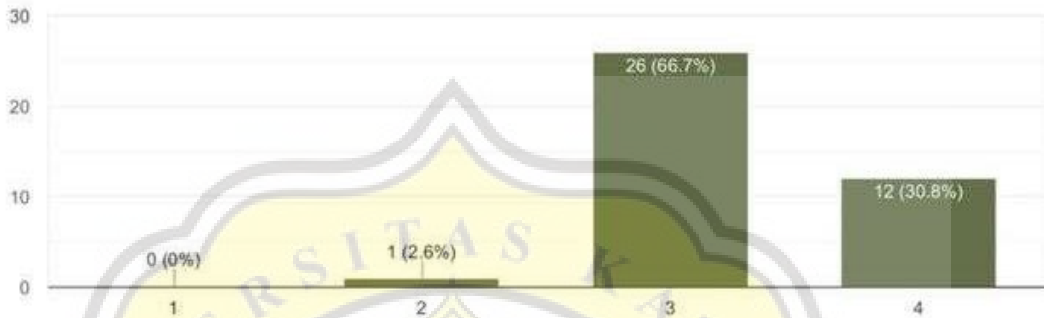


Figure 3 is about analysing the find out about *private les* from others. It can be seen that there were 0% or 0 people who answered strongly disagree, 2.6% or 1 person who answered disagree, 66.7% or 26 people who answered agree and 30.8% or 12 people who answered strongly agree.

Figure 4

Result of WOM 4

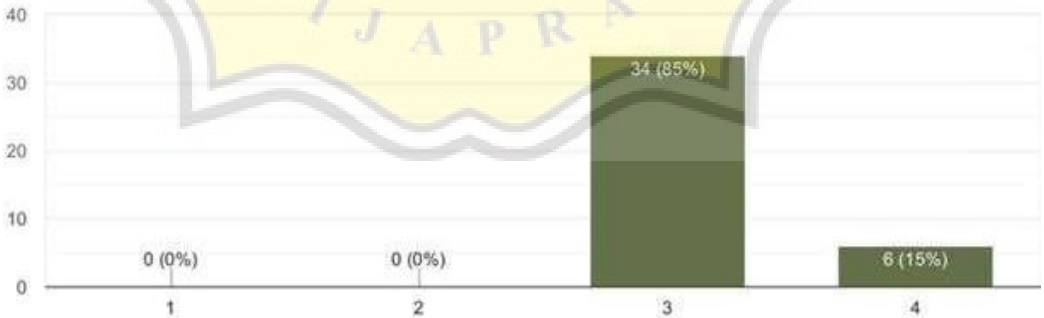


Figure 4 is about getting information from other people that this *private les* has good quality. It can be seen that there were 0% or 0 people who answered strongly disagree, 0% or 0 people who answered disagree, 85% or 34 people who answered agree and 15% or 6 people who answered strongly agree.

Figure 5

Result of WOM 5

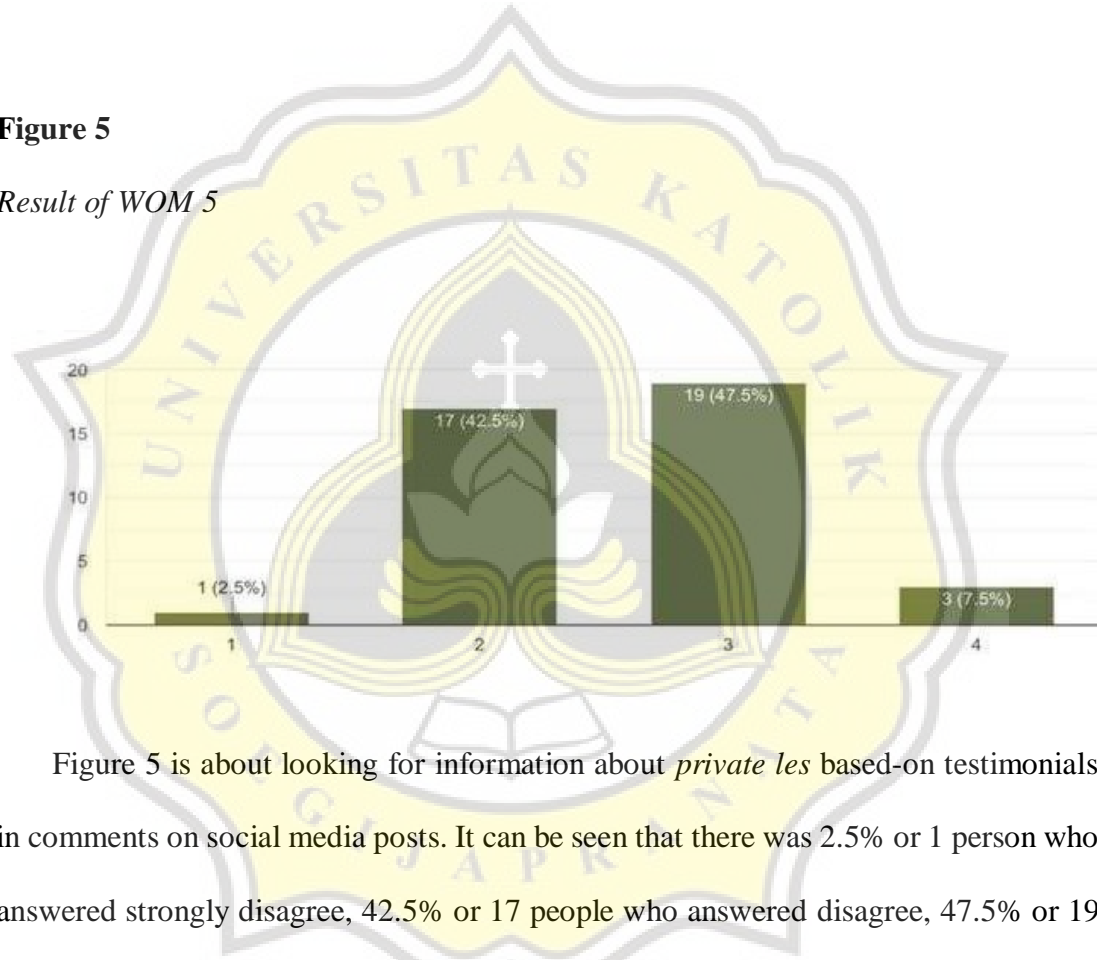


Figure 5 is about looking for information about *private les* based-on testimonials in comments on social media posts. It can be seen that there was 2.5% or 1 person who answered strongly disagree, 42.5% or 17 people who answered disagree, 47.5% or 19 people who answered agree and 7.5% or 3 people who answered strongly agree.

Figure 6

Result of WOM 6

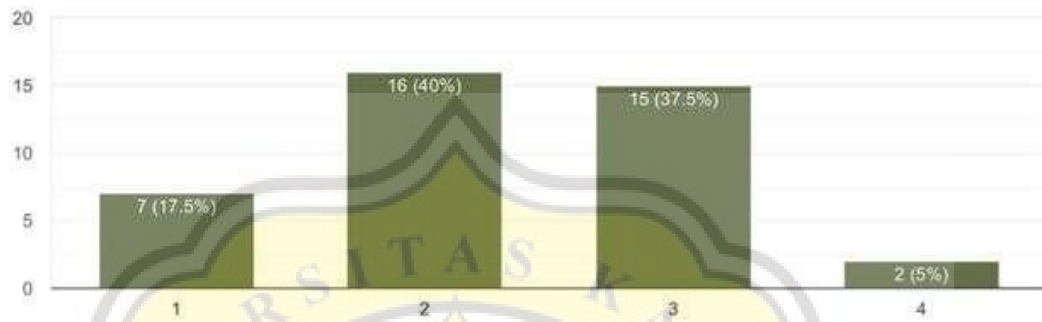


Figure 6 is about knowing the *private les* from the comments of social media. It can be seen that there were 17.5% or 7 people who answered strongly disagree, 40% or 16 people who answered disagree, 37.5% or 15 people who answered agree and 5% or 2 people who answered strongly agree.

Figure 7

Result of WOM 7

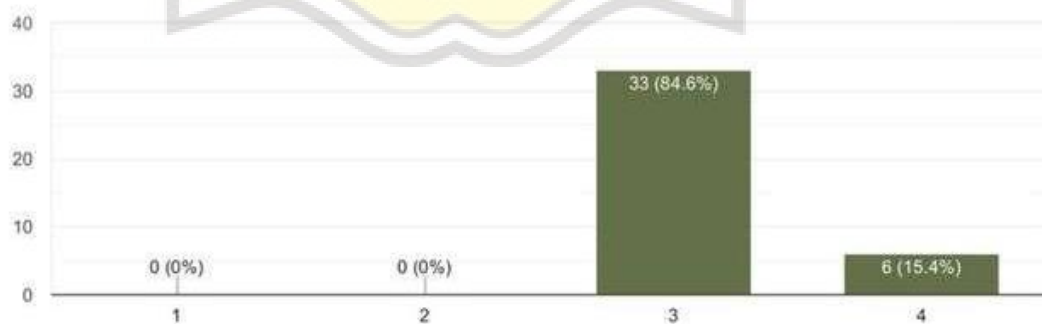


Figure 7 is about knowing and trying private lessons that can provide positive feedback to people who tell private lessons. It can be seen that there were 0% or 0 people who answered strongly disagree, 0% or 0 people who answered disagree, 84.6% or 33 people who answered agree and 15.4% or 6 people who answered strongly agree.

Figure 8

Result of WOM 8

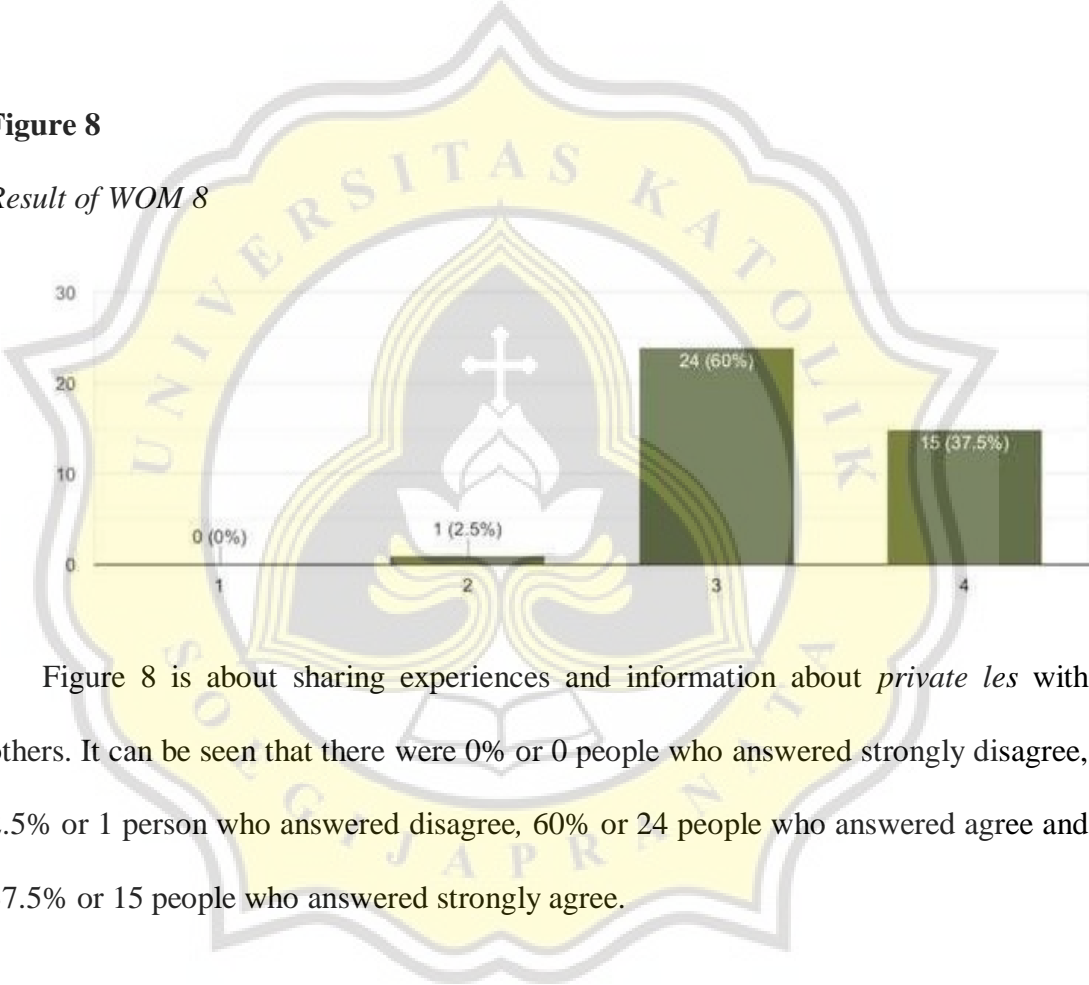


Figure 8 is about sharing experiences and information about *private les* with others. It can be seen that there were 0% or 0 people who answered strongly disagree, 2.5% or 1 person who answered disagree, 60% or 24 people who answered agree and 37.5% or 15 people who answered strongly agree.

Figure 9

Result of WOM 9

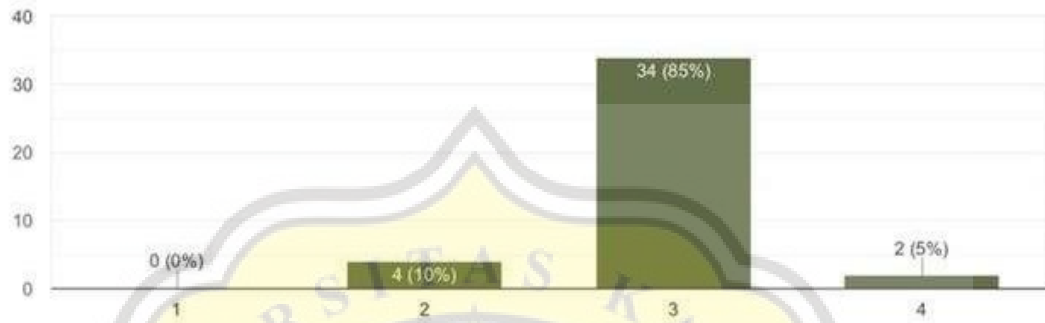


Figure 9 is about finding out from other people about the quality assurance of education from the *private les*. It can be seen that there were 0% or 0 people who answered strongly disagree, 10% or 4 people who answered disagree, 85% or 34 people who answered agree and 5% or 2 people who answered strongly agree.

Figure 10

Result of WOM 10

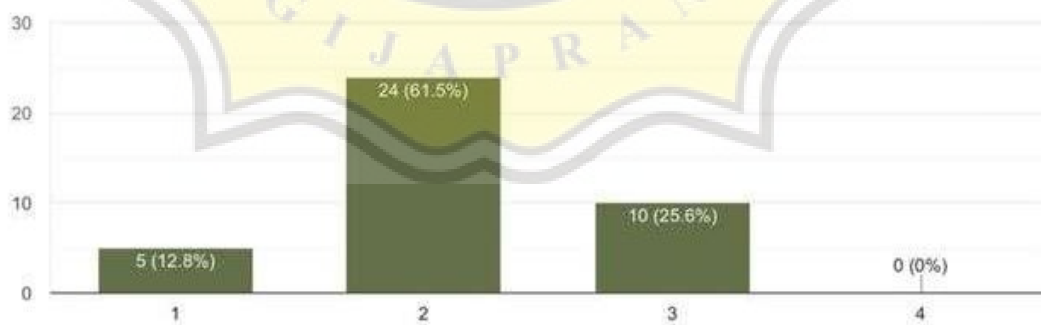


Figure 10 is about knowing from other people that the quality of *private les* is supervised by interested parties. It can be seen that there were 12.8% or 5 people who answered strongly disagree, 61.5% or 24 people who answered disagree, 25.6% or 10 people who answered agree and 0% or 0 people who answered strongly agree.

Figure 11

Result of WOM 11

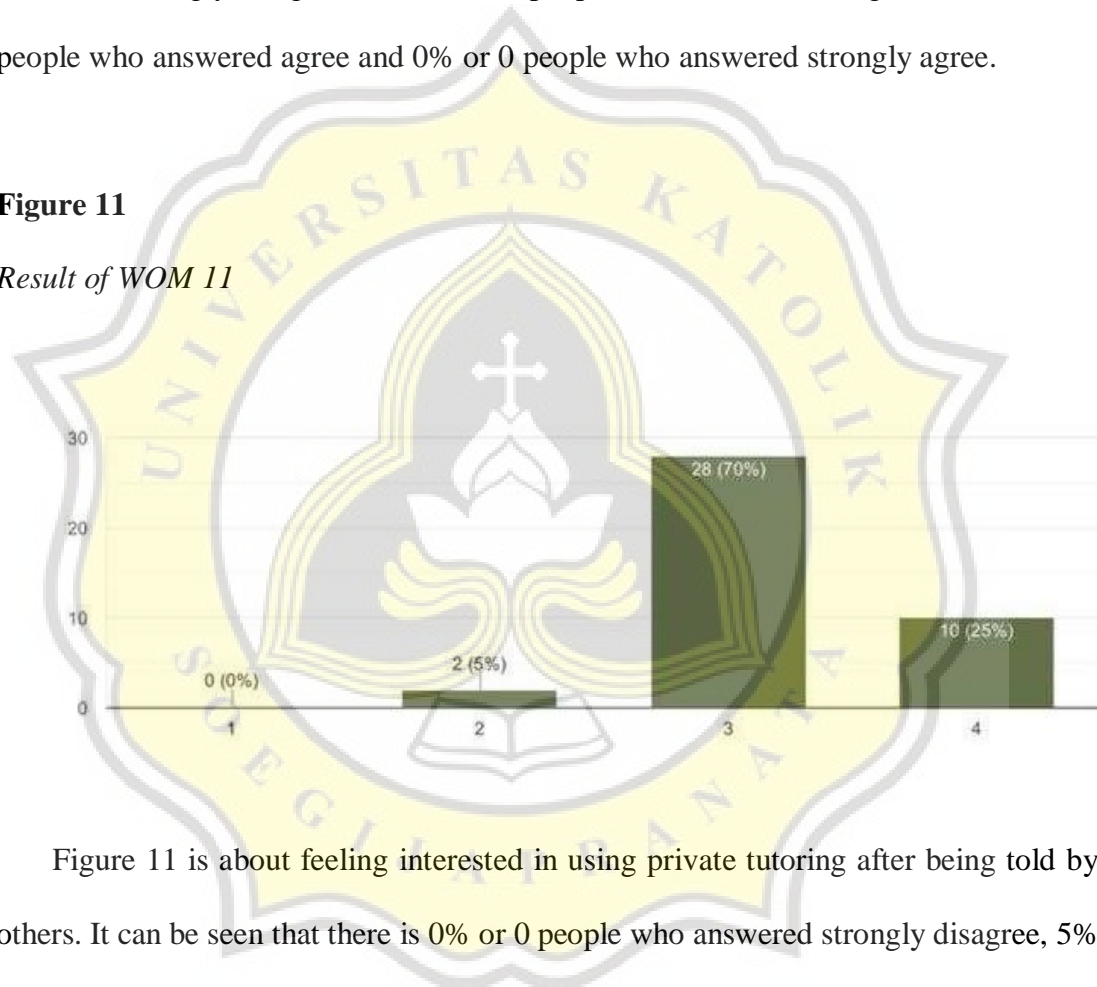


Figure 11 is about feeling interested in using private tutoring after being told by others. It can be seen that there is 0% or 0 people who answered strongly disagree, 5% or 2 people who answered disagree, 70% or 28 people who answered agree and 25% or 10 people who answered strongly agree.

Figure 12

Result of WOM 12

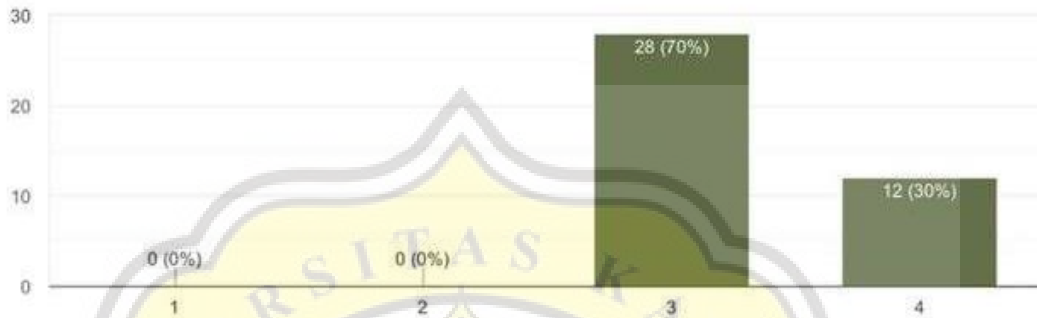


Figure 12 is about after experiencing the quality of private tutoring then recommending it to others. It can be seen that there were 0% or 0 people who answered strongly disagree, 0% or 0 people who answered disagree, 70% or 28 people who answered agree and 30% or 12 people who answered strongly agree.

Figure 13

Result of WOM 13

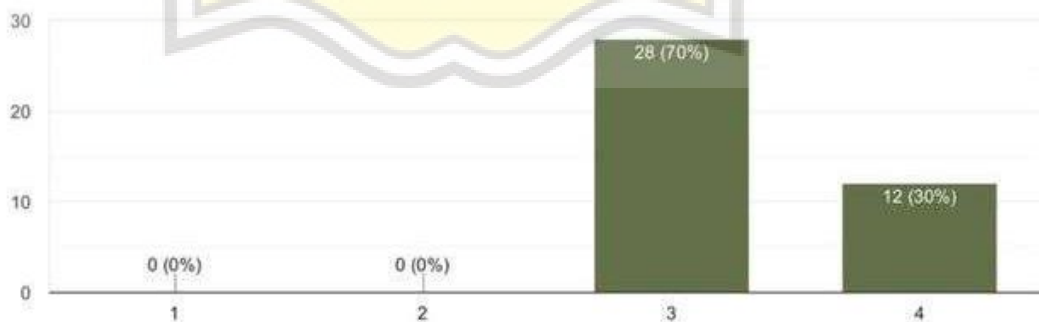


Figure 13 is about after trying *private les* and liking it, then intend to invite other people to try it. It can be seen that there is 0% or no people who answered strongly disagree, 0% or 0 people who answered disagree, 70% or 28 people who answered agree and 30% or 12 people who answered strongly agree.

Figure 14

Result of WOM 14

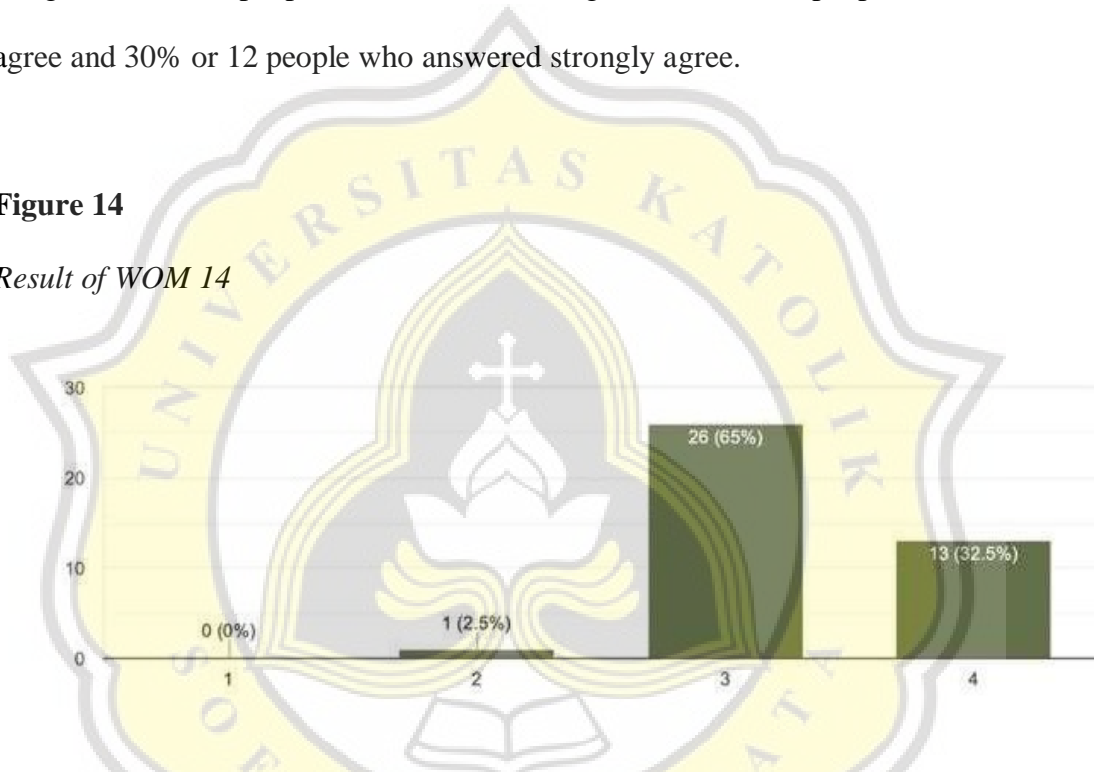


Figure 14 is about after being told by other people about *private les*, then wanting to know more by visiting the place. It can be seen that there was 0% or 0 person who answered strongly disagree, 2.5% or 1 person who answered disagree, 65% or 26 people who answered agree, and 32.5% or 13 people who answered strongly agree.

Figure 15

Result of WOM 15

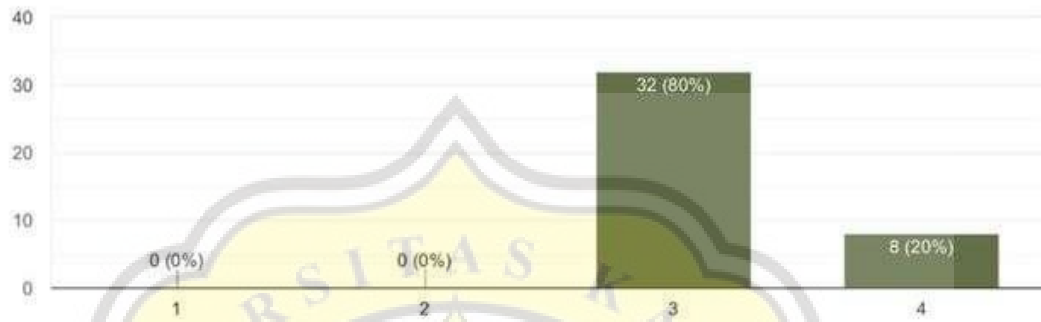


Figure 15 is about after getting recommendations from other people and finally trying the recommended private les, then come again to try the *private les* products offered. It can be seen that there were 0% or 0 people who answered strongly disagree, 0% or 0 people who answered disagree, 80% or 32 people who answered agree and 20% or 8 people who answered strongly agree.

4.2 The Result of Questionnaire Purchase Intention

The researcher gave 15 items of questionnaires to the participants the of research in order to measure their purchase intention from the effect of word of mouth (WOM). The results of questionnaires were as follows:

Figure 16

Result of Purchase Intention 1

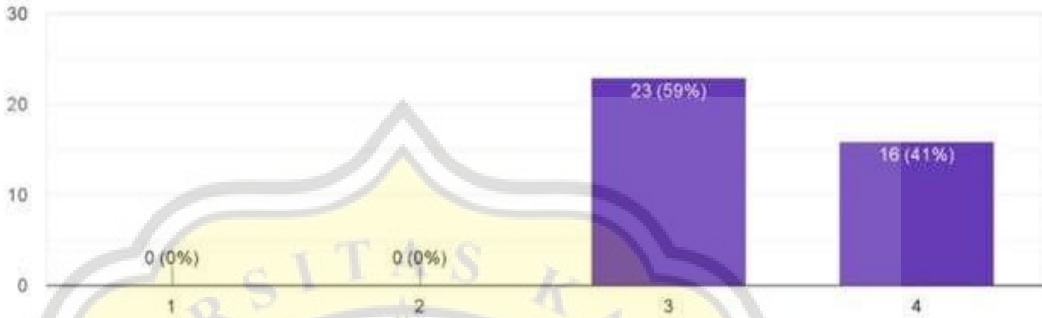


Figure 16 was about buying product on courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 23 or 59% people who answered agree and 16 or 41% people who answered strongly agree.

Figure 17

Result of Purchase Intention 2

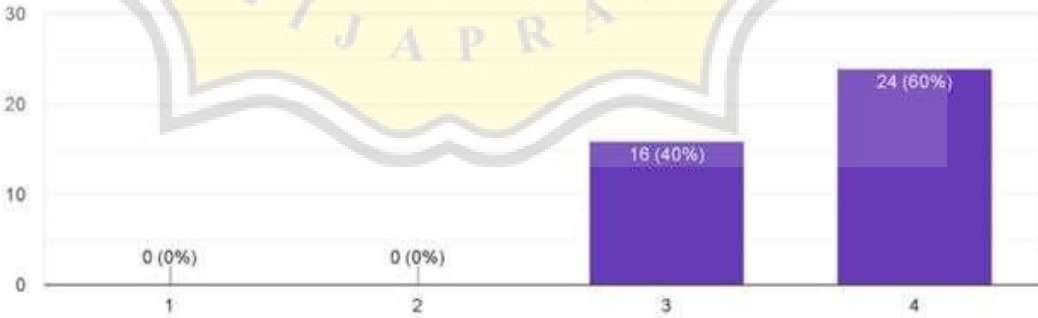


Figure 17 was about trying product in long term. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 16 or 40% people who answered agree and 24 or 60% people who answered strongly agree.

Figure 18

Result of Purchase Intention 3

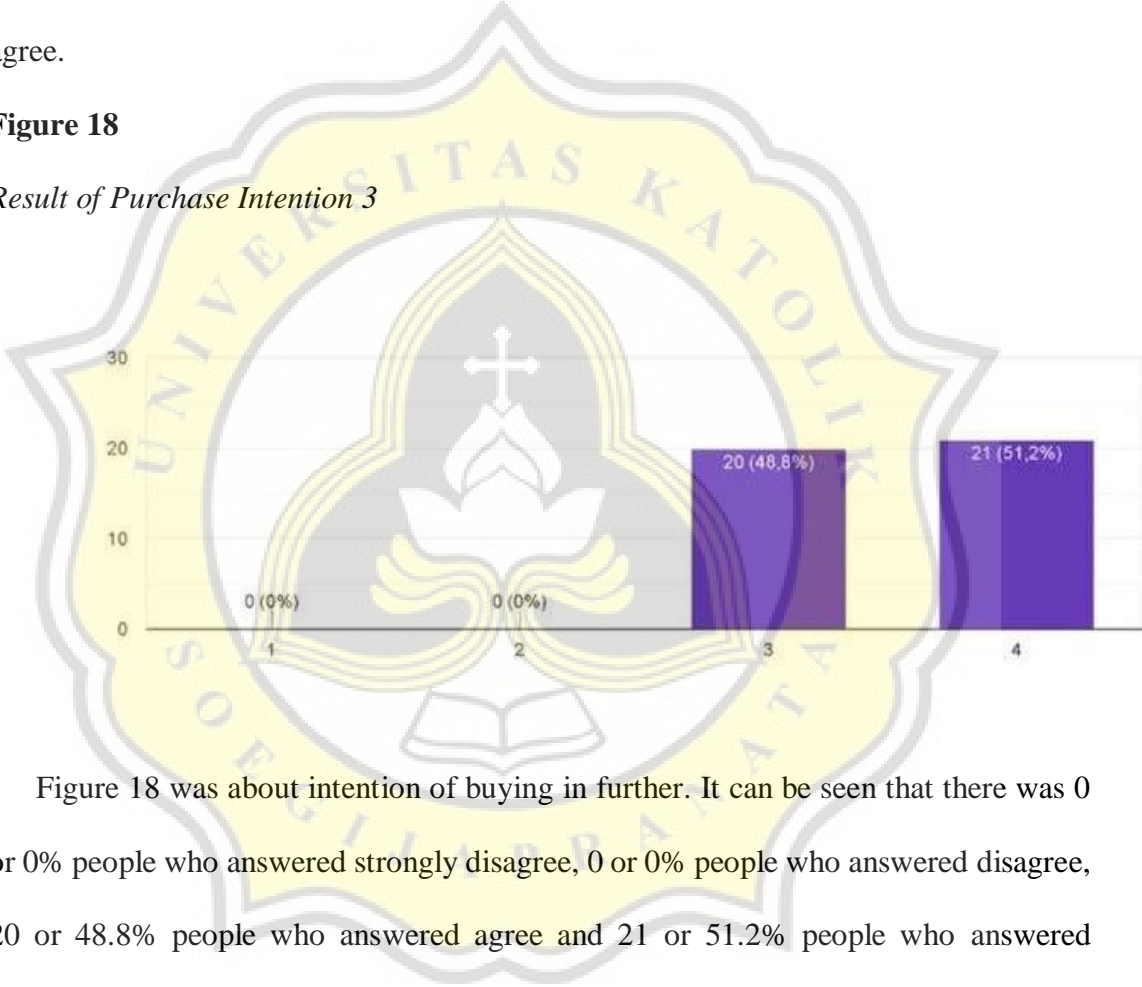


Figure 18 was about intention of buying in further. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 20 or 48.8% people who answered agree and 21 or 51.2% people who answered strongly agree.

Figure 19

Result of Purchase Intention 4

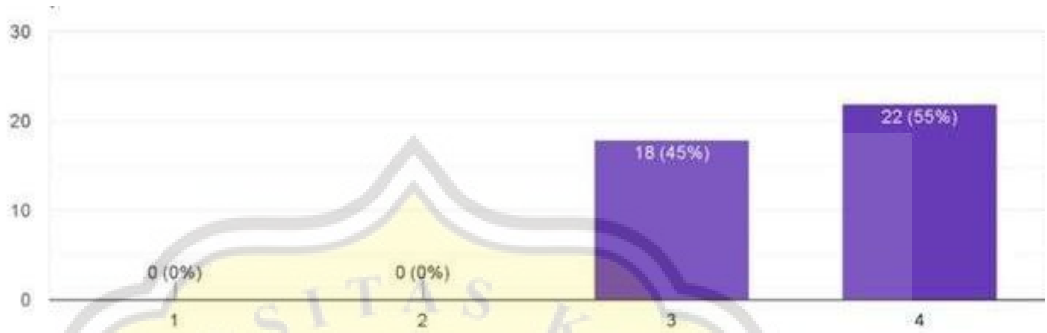


Figure 19 was about the interesting of product in the courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 18 or 45% people who answered agree and 22 or 55% people who answered strongly agree.

Figure 20

Result of Purchase Intention 5

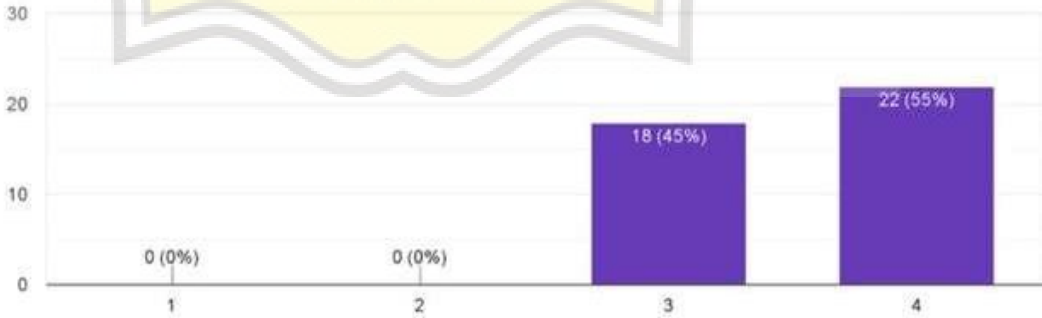


Figure 20 was about the quality types of classes on the courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 18 or 45% people who answered agree and 22 or 55% people who answered strongly agree.

Figure 21

Result of Purchase Intention 6

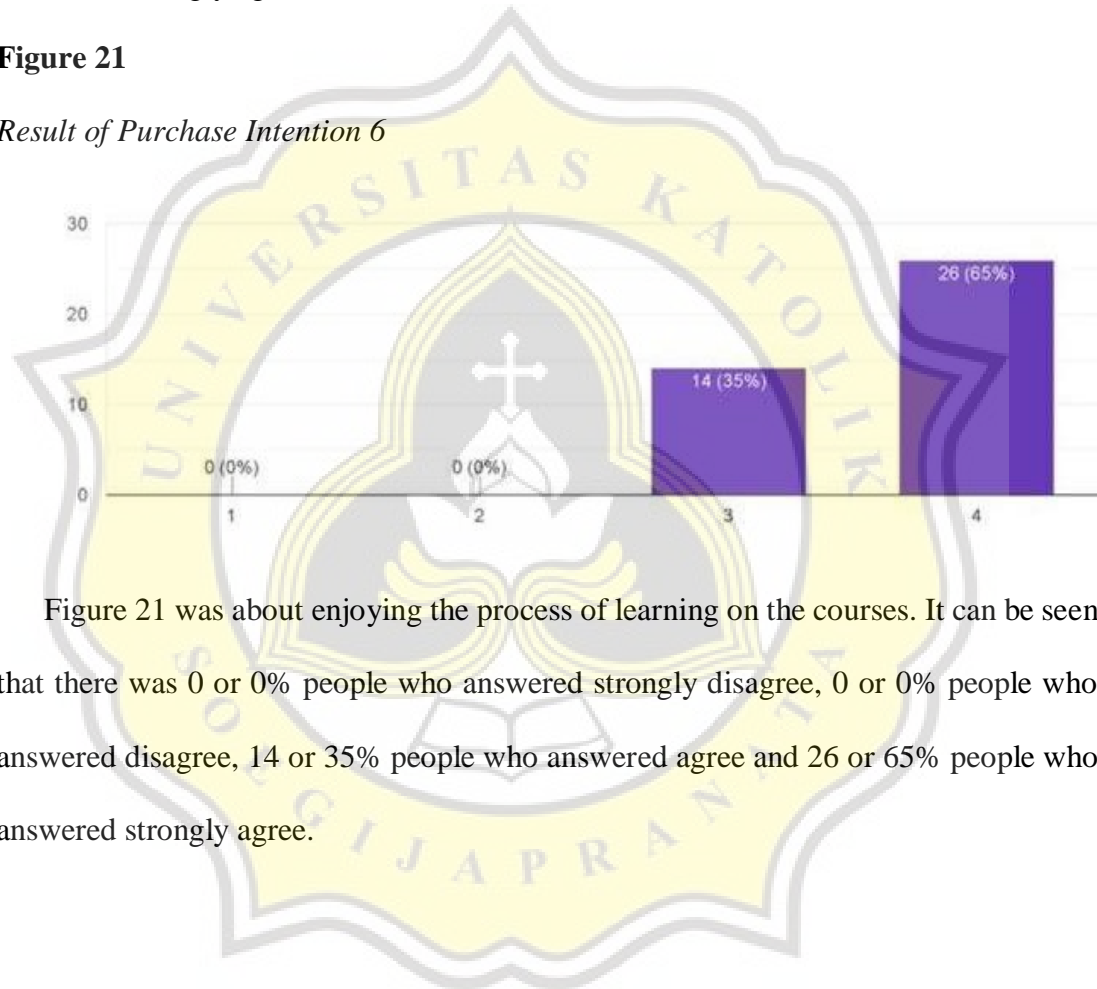


Figure 21 was about enjoying the process of learning on the courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 14 or 35% people who answered agree and 26 or 65% people who answered strongly agree.

Figure 22

Result of Purchase Intention 7

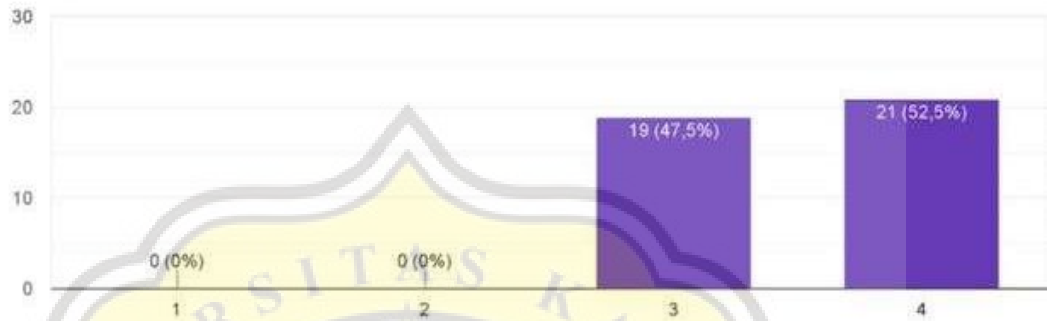


Figure 22 was about deciding the product that would be bought on the courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 19 or 47.5% people who answered agree and 21 or 52.5% people who answered strongly agree.

Figure 23

Result of Purchase Intention 8

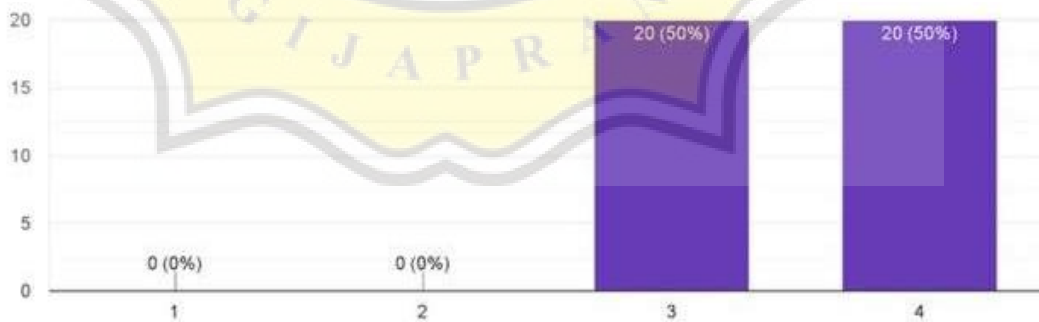


Figure 23 was about the appropriate of advertisement to product quality. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 20 or 50% people who answered agree and 20 or 50% people who answered strongly agree.

Figure 24

Result of Purchase Intention 9

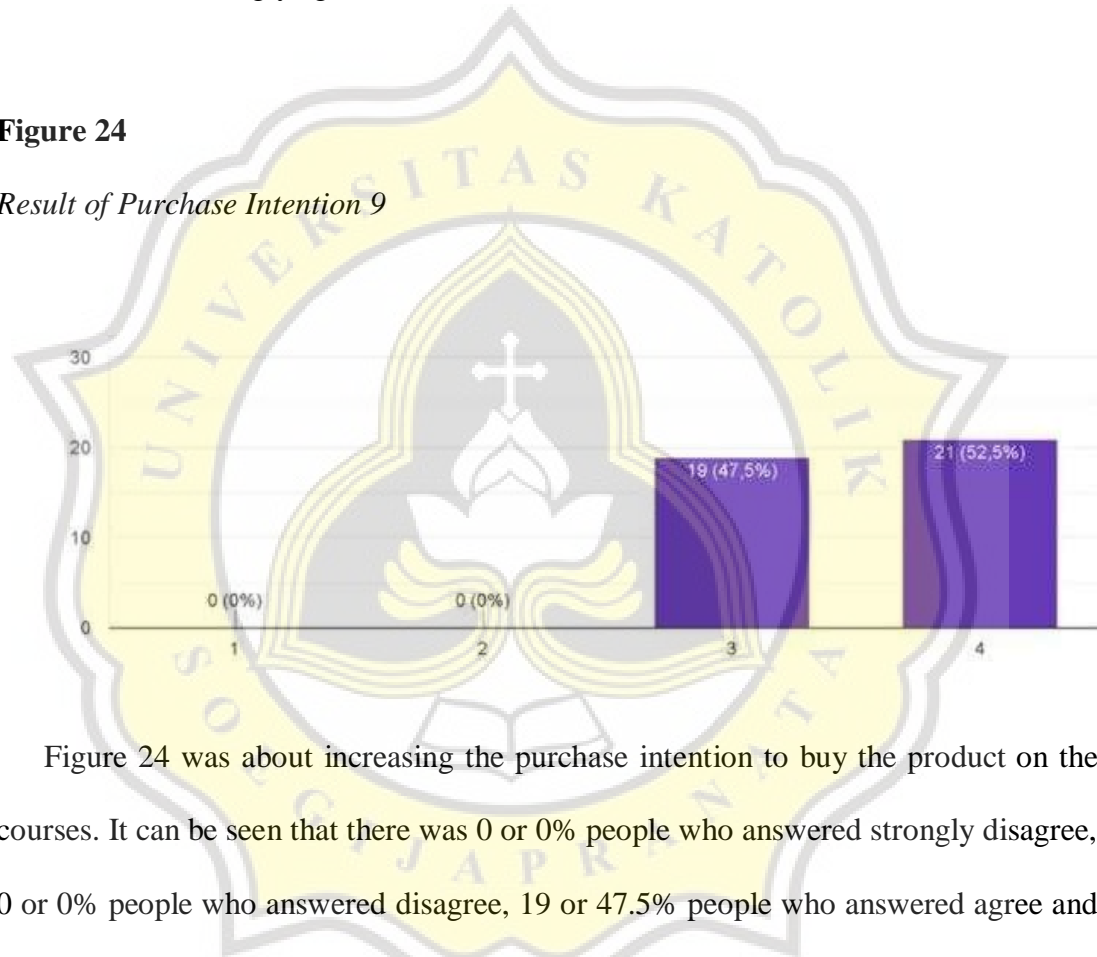


Figure 24 was about increasing the purchase intention to buy the product on the courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 19 or 47.5% people who answered agree and 21 or 52.5% people who answered strongly agree.

Figure 25

Result of Purchase Intention 10

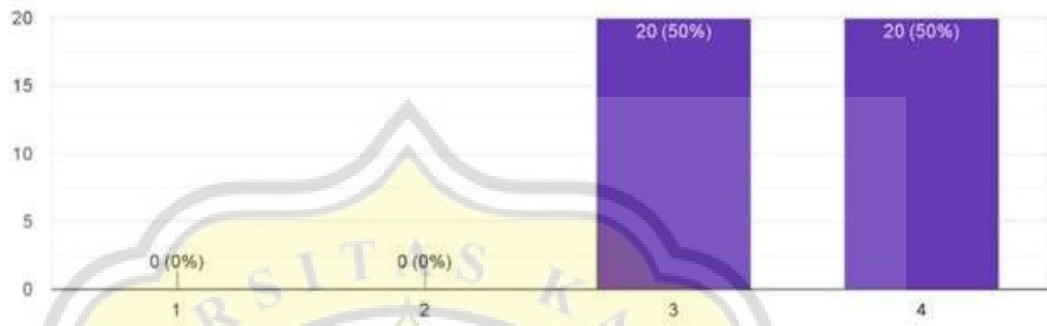


Figure 25 was about giving consistent quality for consumers. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 20 or 50% people who answered agree and 20 or 50% people who answered strongly agree.

Figure 26

Result of Purchase Intention 11

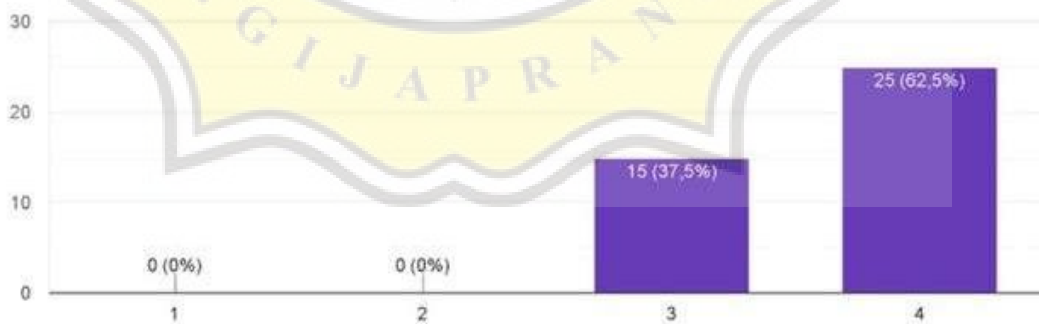


Figure 26 was about the product is related with the customer needed. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 15 or 37.5% people who answered agree and 25 or 62.5% people who answered strongly agree.

Figure 27

Result of Purchase Intention 12

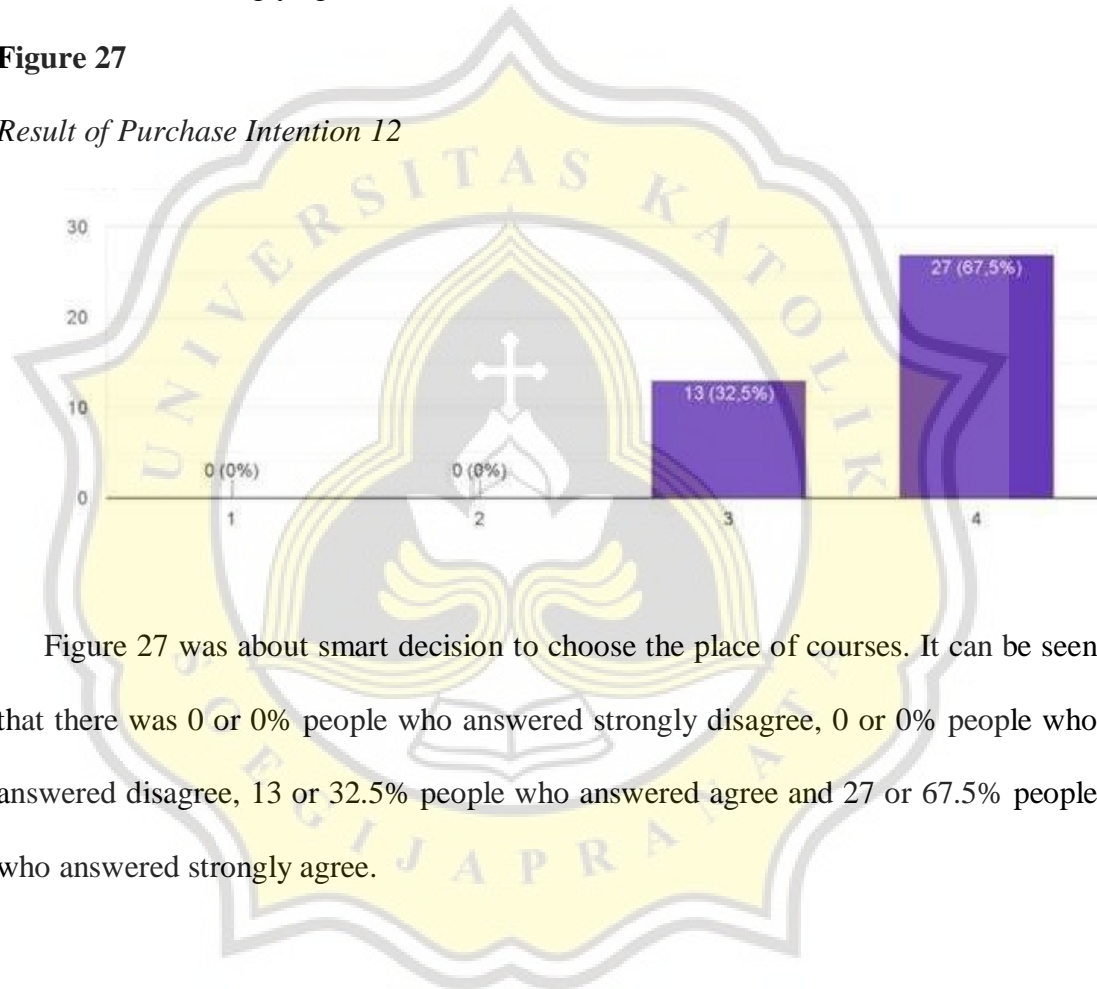


Figure 27 was about smart decision to choose the place of courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 13 or 32.5% people who answered agree and 27 or 67.5% people who answered strongly agree.

Figure 28

Result of Purchase Intention 13

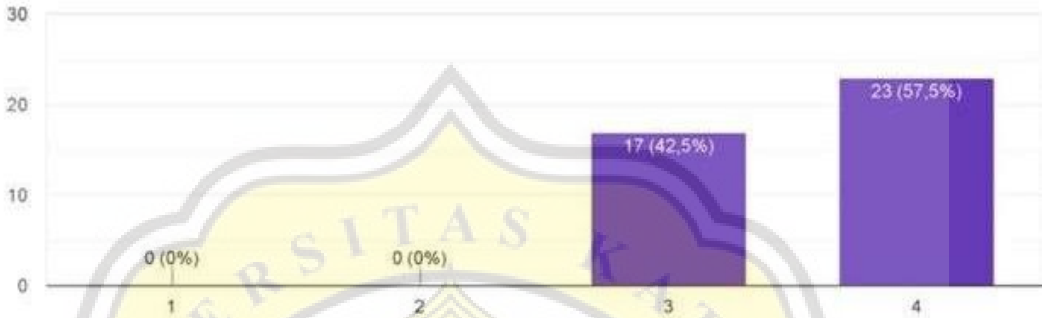


Figure 28 was about the satisfy after buying decision on the courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 17 or 42.5% people who answered agree and 23 or 57.5% people who answered strongly agree.

Figure 29

Result of Purchase Intention 14

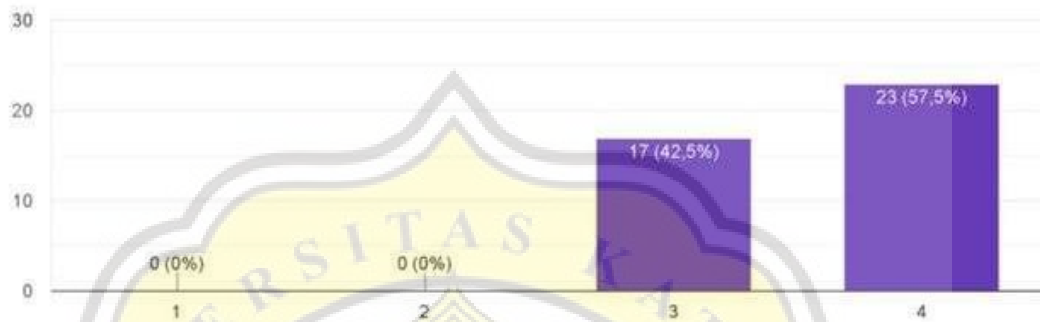


Figure 29 was about getting no difficulties to get information about the courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 17 or 42.5% people who answered agree and 23 or 57.5% people who answered strongly agree.

Figure 30

Result of Purchase Intention 15

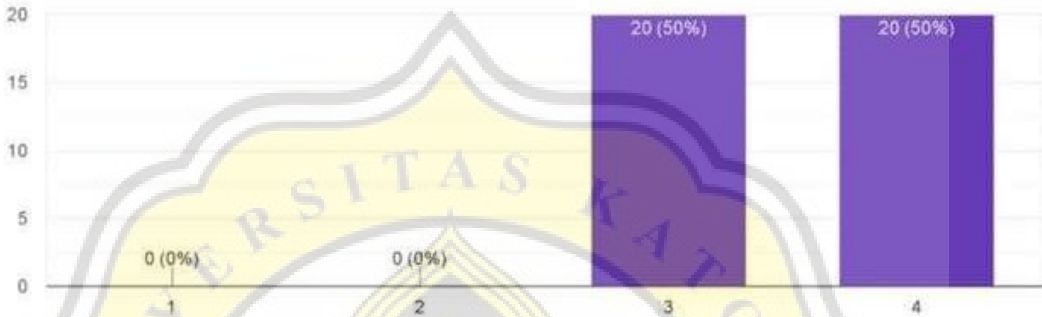


Figure 30 was about the affordable price and the good quality of the courses. It can be seen that there was 0 or 0% people who answered strongly disagree, 0 or 0% people who answered disagree, 20 or 50% people who answered agree and 20 or 50% people who answered strongly agree.

4.3 The Effect of Word of Mouth (WOM) on Purchase Intention

The researcher used Pearson Product Moment Formula on SPSS version 0.25 to see the effect of word of mouth (WOM) on Purchase Intention from the *Brilliant Les Privat* and *Athena Study Center* in Semarang. The result of the computation from SPSS as follows:

Table 4.1

The Effect of WOM on Purchase Intention

		Word of Mouth	Purchase Intention
Word of Mouth	Pearson Correlation	1	-.103
	Sig. (2-tailed)		.528
	N	40	40
Purchase Intention	Pearson Correlation	-.103	1
	Sig. (2-tailed)	.528	
	N	40	40

Based on the table above shows the Pearson correlation coefficient of -.103. This means there is no correlation between the WOM variable and purchase intention. Because there are no stars (*), there are no significant results at a significance value of 0.05. Based on these criteria, the relationship between the two variables is insignificant, or there is no relationship because of $-.103 > 0.05$. Because the direction of the correlation coefficient is negative, then the correlation is inversely proportional. It can be concluded that there was no WOM in purchase intention at *Brilliant Les Privat* and *Athena Study Center* in Semarang.

In other studies, some found no correlation between the variables tested using Pearson Correlation. Wahiro, Samifta Alfuma (2013), in the title "The relationship between self-control and aggressiveness in adolescents at Madrasah Aliyah (MA) Pembangunan Lamongan. Undergraduate thesis, State Islamic University of Maulana Malik Ibrahim Malang." The resulting Pearson correlation was $-0.262(*)$ in his research. This means that the correlation between self-control variables and verbal aggressiveness is 0.262. One star sign (*) indicates that the correlation is significant at a value of 0.05. Where $0.029 < 0.05$ because the correlation coefficient is negative, the correlation is inversely proportional where if self-control is moderate, then verbal aggressiveness is high and vice versa.