CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the data analysis, it was found that there were 15 out of 20 questions had been validated by using the Pearson Product Moment Formula on SPSS version 0.25. 5 questions were not reliable. The researcher cut off these questions and gave the sample 15 questions. There were 40 samples of research, 40% or 16 males and 60% or 24 females, from the *Brilliant Les Privat* and *Athena Study Center* in Semarang. The samples were taken using a purposive sampling technique. It was a technique for collecting data of research that related to the purpose of research. The purpose of this research was to find out about the influence of word of mouth on purchase intention at *Brilliant Les Privat* and *Athena Study Center* in Semarang.

The finding showed the influence of word of mouth (WOM) on purchase intention at *Brilliant Les Privat* and *Athena Study Center* in Semarang. It showed that most of the participants answered agreed on the case knowing the *Brilliant Les Privat* and *Athena Study Center* in Semarang, and they felt the quality of these places then offered it to other people to join and try to learn at *Brilliant Les Privat* and *Athena Study Center* in Semarang. Therefore, it can be seen that the result of r-count sig. (2-

tailed) was .103 > 0.05 and it can be concluded that there was no effect on WOM by purchase intention at *Brilliant Les Privat* and *Athena Study Center* in Semarang.

Meanwhile, for the question of knowledge from other people that the quality of private les is supervised by interested parties, most of the sample said they disagree. It showed that there were 24 out of 40 participants who answered disagreed. It can be assumed that the people were not supervised by interested parties to join the *Brilliant Les Privat* and *Athena Study Center* in Semarang.

This result is related to the study that was conducted by Ahmad (2014) that two things can be the reason to create difficulties for the company, such as a bitter experience with any product/service and any comments (word of mouth significantly negative) because negative word of mouth or any negative comments about anything influence strongly than positive. Viral Marketing is becoming common in e-business, especially for consumers and buyers. Based on this theory, it can be concluded that word of mouth can have positive and negative impacts on a company or any product service.

5.2 Suggestions

The researcher made some suggestions in this research that are for business development and for further research. Those can be described as follows:

1. For Business Development

Business developers can use other methods in developing their business, not only through word of mouth.

2. For further research

Future research can use the results of this study as a reference for the same topic about word-of-mouth and purchase intention. But for further research it is recommended if are interested in researching courses or tutoring to take more than two courses so that this research has novelty and also uses more samples. Then, because this research has no correlation between WOM and purchase intention, it is suggested that further research can use other research methods and also be more specific in categorizing samples for research such as gender, age, school level and others.