

THE INFLUENCE OF COMPANY IMAGE, SERVICE QUALITY, WORD OF MOUTH TOWARD DECISION OF PURCHASE ON MICHIKA SALON

(Study on Michika salon Rawamangun)

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Abstract - This research aims to determine the influence between the corporate image, service quality and word of mouth on consumer purchasing decisions in Michika salon Rawamangun.

This research uses an associative strategy with a quantitative approach, which is measured using the coefficient of determination (KD) method with SPSS version 25.0. The population of this research is consumers who use the services of Michika salon Rawamangun. The sample in this study contained 99 respondents using purposive sampling. The data used in this study are primary data and secondary data. Hypothesis testing used is the t and F test.

The result of this study proved that (1) company image has a significant effect on purchasing decisions at Michika salon. (2) Service quality has a significant effect on purchasing decisions. (3) Word of mouth has a significant effect on purchasing decisions. Simultaneously or together three independent variables consisting of company image, service quality and word of mouth have a significant effect on purchasing decisions

Keywords: *Corporate image, service quality, word of mouth, purchasing decision*

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh antara citra perusahaan, kualitas pelayanan dan word of mouth terhadap keputusan pembelian konsumen di Michika salon Rawamangun.

Penelitian ini menggunakan jenis penelitian asosiatif pendekatan kuantitatif, yang diukur dengan menggunakan metoda koefisien determinasi (KD) dengan SPSS versi 25.0. Populasi dari penelitian ini adalah konsumen yang menggunakan jasa Michika salon Rawamangun. Sampel dalam penelitian ini berjumlah 97 orang responden dengan menggunakan *purposive sampling*.. Jenis data yang digunakan dalam penelitian ini berupa data primer dan sekunder. Pengujian hipotesis yang digunakan yaitu Uji t dan Uji F.

Hasil penelitian ini membuktikan bahwa (1) citra perusahaan berpengaruh secara signifikan terhadap keputusan pembelian di Michika salon. (2) Kualitas pelayanan berpengaruh secara signifikan terhadap keputusan pembelian. (3) Word of mouth berpengaruh secara signifikan terhadap keputusan pembelian. Secara simultan atau bersama-sama tiga variabel bebas yang terdiri dari citra perusahaan, kualitas pelayanan dan word of mouth berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Citra perusahaan, kualitas pelayanan, word of mouth, keputusan pembelian

I. INTRODUCTION

1.1. Background of The Problem

The beauty business continues to grow positively in line with the growth in opinions of the Indonesian people. The World Bank raised Indonesia's status from a middle income country to an upper middle income country, by 2020. Indonesia's national income per capita rose to USD 4,460 (IDR 66.7 million). In connection with the increasing income of Indonesians, the trend of public spending has shifted, where shopping for basic necessities or retail is no longer the main thing, but leisure or experience is the largest expenditure incurred by Indonesians today. In this case, the beauty business benefits from the growth of national income by shifting the shopping style of the Indonesian people. The impact is that the beauty clinic business industry in Indonesia is growing rapidly every year.

Growing awareness about appearances and the emergence of social media have helped help beauty salons remain in demand by both young and old. In the modern era like today, good and attractive appearance is very important for some people, both women and men. Appearance is not only seen from fashion but from the way a person takes care of his body. Apart from the outward appearance of the health of the face, body, hair and nails and hands are also things that need attention. By having healthy skin, someone will look fresher and more beautiful. No wonder so many women are willing to spend their time going to the salon.

In this case, consumers must be more selective in choosing which beauty treatment place or what kind of salon best suits their needs. This is what makes this business more competitive, so that many companies offer beauty care services such as the special beauty salon for women, Michika Salon.

One of the strategies used to win business competition is a strategy in building corporate image. Companies are required to be able to build a good corporate image in the eyes of consumers and society at large. One of the problems that often occur in the beauty salon business is the absence of the ability to build a good reputation in the eyes of the community, starting from the abuse of business licenses that are not in accordance with the experience and expertise in their field.

In addition to company image, service quality is also one of the factors that influence consumer purchasing decisions. Service quality is obtained from the comparison between the types of services received by consumers with the types of services expected by consumers. The type of good service quality is the type of service that is satisfactory and in accordance with the service expected by consumers. However, if the service can exceed consumer expectations, then this type of service quality can be categorized as very high quality or very satisfying service.

A salon is a place to pamper yourself, consumers who visit salon definitely want themselves to be treated well and served with hospitality. That way consumers will feel comfortable, appreciated

and will decide to buy the product again or vice versa. So that good quality service is needed in doing business so that consumers are interested and decide to buy again.

Word of mouth is an act of communication between individuals and groups in recommending a brand based on the experience gained after using a product or service from that brand. Personal word of mouth communication can be an effective promotional method because in general this is delivered directly from consumers who first use the brand with experience and satisfaction levels which can become a chain message that can be accepted by other communities. But word of mouth does not only have a positive impact but can also have a negative impact because in general, consumers are more accustomed to telling the dissatisfaction they feel than the satisfaction they get. This of course will affect the prospect's perception that the company has a bad reputation. Therefore, to anticipate the occurrence of bad word of mouth, as much as possible the company must create the best possible service in order to create a good impression in the eyes of consumers. So that consumers will indirectly convey positive messages to other prospective buyers about the company and it will influence the behavior of potential buyers towards purchasing decisions that will be made.

The purchase decision is a process where consumers make decisions that begin with the identification of the problem then evaluate it and decide which product is most suitable for the needs of these consumers. Purchasing decisions are important for companies to achieve goals where when consumers make purchasing decisions this can be valuable time that must be used by product or service providers to prove that the company has advantages that can make consumers feel satisfied and will make consumers more confident about buying the product. or services from the company.

1.2. Problem Formulation

Based on the background description of the problems above, the problem formulations to be discussed in this study are:

1. Does company image influence purchasing decisions at Michika's salon?
2. Does service quality affect purchasing decisions at Michika's salon?
3. Does word of mouth affect purchasing decisions at Michika's salon?
4. Do company image, service quality and word of mouth influence Michika's nominated purchasing decisions?

1.3. Research Objectives

Based on the formulation of the problem above, this study aims to:

1. To determine the effect of corporate image on purchasing decisions at Michika's salon.
2. To determine the effect of service quality on purchasing decisions at Michika's salon.
3. To know the effect of word of mouth on purchasing decisions at Michika's salon.
4. To determine the effect of corporate image, service quality and word of mouth on purchasing decisions at Michika's salon.

II. BASIS OF THEORY AND HYPOTHESIS DEVELOPMENT

2.1. Corporate Image

According to Andrian Sudarso (2016: 50-51) Company image is a combination of consumer perceptions and attitudes towards business entities. The corporate image is believed to have the same characteristics as the company's description in influencing customer financing decisions. In this case, the company's image will accurately reflect the level of organizational commitment to quality, excellence, and relationships with loyal and potential customers of future employees and staff, competitors, partners and society in general, in this case the company's image helps facilitate consumer knowledge of the product or services offered by a particular company and reduces uncertainty.

According to Kotler and Keller (2012: 274), corporate image includes four elements as follows:

1. Personality
2. Reputation
3. Value
4. Corporate Identity

2.2. Service Quality

One of the strategies that companies use to be able to win the competition is with good service quality. Customers are interested in buying a product or service because of good service quality. According to Tjiptono (2016: 59) states that "Service quality is the level of excellence expected and control over that level of excellence is to meet customer desires".

According to Kotler, quoted by Fandy Tjiptono (2014: 282), there are five indicators or determinants of service quality, the five dominant factors include:

1. Tangible
2. Empathy
3. Responsiveness
4. Reliability
5. Assurance

2.3. Word Of Mouth

According to Kotler and Keller (2016: 645) Word of mouth (WOM) is a powerful marketing tool and is one of the most effective sales drivers, along with advertising awareness. Some brands have been built almost exclusively by word of mouth. Word of mouth marketing finds ways to engage customers so they will choose to talk to others about products, services and brands.

According to the Word of Mouth marketing association (WOMMA) in Priansa (2017: 338) states that word of mouth is a consumer activity providing information about certain products or brands to other consumers or potential buyers.

According to Lupiyoadi (2013: 160) in Vanny Alvionita (2017) Word of Mouth indicators include:

1. Get information
2. Foster motivation
3. Get recommendations

2.4. Buying Decision

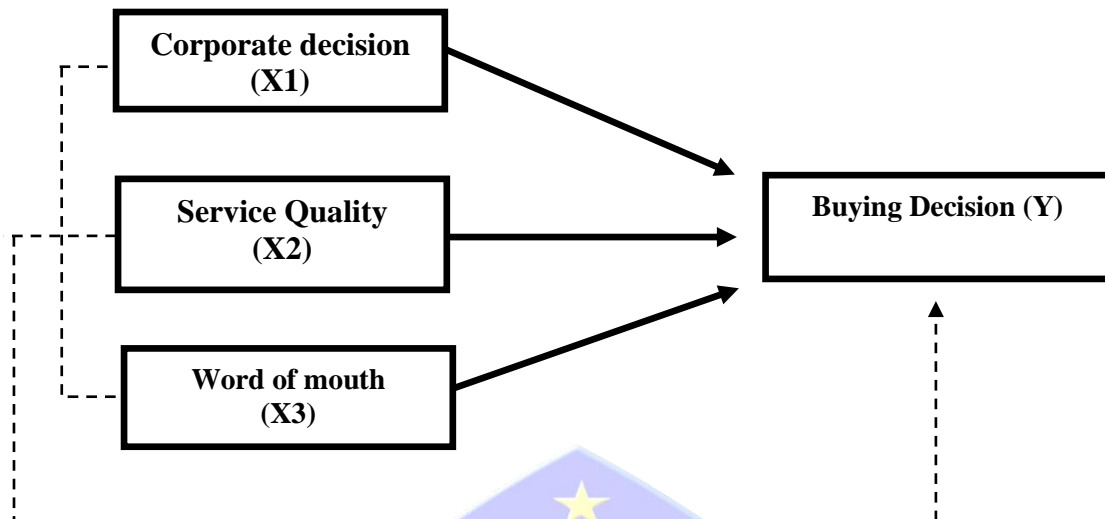
A purchase decision is an action taken by consumers to buy a product, either goods or services.

Purchasing Decisions According to Kotler and Armstrong in Dian Wahyu Utami (2016) defines a purchase decision as a decision to make a purchase including what to buy, when to buy, how to buy and where to buy.

According to Kotler and Keller (2012: 161) purchasing decisions have indicators consisting of:

1. Product selection
2. Choice of brands
3. Selection of distributors
4. Determining the time of visit
5. Amount of purchase
6. Payment methods

Figure 2.1. Research Conceptual Framework



Hypothesis Development:

Based on the previous description, the study formulated a hypothesis in this study, namely: "It is suspected that there is an influence of company image, service quality and word of mouth on purchasing decisions at Michika Rawamangun's salon."

III. RESEARCH METHOD

3.1. Population and Sample

The general population in this study are all people who have used the services of Michika salon Rawamangun, East Jakarta. The target population is the population for which the data is actually used. The target population, in this study, are people who use the services of Michika salon Rawamangun.

The sampling method is purposive sampling, namely the sampling technique with certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied, the criteria in this study are consumers who have had at least two treatments at Michika's Salon at least twice during the January period. / d July 2020.

Because the researchers did not know the exact number of the population who used the services of Michika salon Rawamangun, the researchers used the Moe formula:

$$n = \frac{Z^2}{4(Moe)^2}$$

Information :

n = number of samples sought

Z = this level of confidence in determining the sample 95%. (then z = 1.96 and $\alpha = 5\%$)

Moe = Margin of error, which is the maximum error rate that can be tolerated and is determined to be 10%

$$n = \frac{1,96^2}{4(0,1)^2} = 96,04$$

Based on the calculations obtained above, the minimum number of samples studied was 96.04 respondents. The number of samples determined by the researcher was 97 respondents.

3.2. Location and Time of Research

The place of this research was conducted in Rawamangun, East Jakarta. the research time took six months, namely March-August 2020.

3.3. Data and Data Collection Methods

There are two types of data used in this study, namely:

1. Primary data is obtained using a questionnaire distributed online to consumers who have made more than two purchases at Michika salon. In addition, researchers also made observations, namely data collection by directly observing the object of research which was the source of the data.
2. Secondary data is obtained by conducting library research. Where the data sources are books, journals, and internet sites related to the issues to be discussed in order to obtain theories that can be used as guidelines in research. Other secondary data is employee data from Michika salon.

3.4. Operationalization of Variables

In this study consisted of independent variables and dependent variables. The independent variables are company image, service quality, and word of mouth. While the dependent variable is the purchase decision.

Tabel 3.1. variable Indicator

No	Variable	Indicator	Item Number
1	Corporate Image (X1)	1. <i>Personality</i> 2. <i>Reputation</i> 3. <i>Value</i> 4. <i>Corporate Identity</i>	1-7
2	Service Quality(X2)	1. <i>Tangible</i> 2. <i>Empathy</i> 3. <i>Responsiveness</i> 4. <i>Reliability</i> 5. <i>Assurance</i>	8-18
3	Word Of Mouth (X3)	1. Get information 2. Foster motivation 3. Get recommendations	19-25
4	Buying Decision (Y)	1. Product selection 2. Choice of brands 3. Selection of distributors 4. Determining the time of visit 5. Amount of purchase	26-36

3.5 Data analysis method

Data processing in the study was processed using the SPSS 26.0 program (Statistical Package for the Social Sciens).

IV. RESULTS

4.1. Description of Research Object

Michika was founded in 1996, it has been more than 20 years that Michika salon provides services to its customers. Michika salon was first opened on Jalan Tawes, Rawamangun, East Jakarta.

Michika is a special beauty salon for women that provides several treatment services such as facial treatments (facial masks, facial whitening, full-blooded facials, galvanic facial spas and also make up services and others) according to the different needs and skin problems of each consumer. And there are hair treatments (creambath, hair spa, hair tonic, blow, back massage, styling and coloring). There are also body treatments (body scrub, sauna, massage, and body scrub). In addition, Michika also offers Estebel and Manicure / Pedicure treatments for fingernails and toenails to keep it clean and healthy for consumers.

To meet consumer needs, Michika salon operates Monday - Friday from 08.30 to 18.00 WIB, while Saturdays and Sundays from 07.30 - 17.30 WIB. Michika salon has employees who are experts in the field of beauty. The treatment costs offered are very affordable for all groups, from upper, middle, and lower classes. Besides that, Michika salon is also suitable for all ages, including children, teenagers, adults and even the elderly.

4.2. Description of Respondents

Tabel 4.1. Description of Respondents

Age	Number (People)	Percentage
≤ 20 years	8	8,2%
21-30 years	34	35,1%
31-40 years	23	23,7%
≥ 40 years	32	33%
Total	97	100%

Source: Processed Data 2020

In this study, it shows that most of the respondents of Michika salon rawamangun are between 21-30 years old, as many as 34 people with a percentage of 35.1%.

4.3. Research Instrument Test Results

4.3.1. Validity test

Because the questionnaire scores are interval scale, the validity test uses product moment correlation. The critical r value with the number of samples ($n = 9$) at a significant level ($\alpha = 0.5$)

with r_{count} means that if the $r_{count} > r_{critical}$, is declared valid and if $r_{count} < r_{critical}$, it means invalid.

1. Company image variable (X1)

The correlation coefficient value from the results of the validity test of the Corporate Image variable can be seen in the following table:

Tabel 4.2 Instrument for Corporate Image (X1)

No Question	r_{hitung}	r_{kritis}	Information
1	0.650	0,30	Valid
2	0.727	0,30	Valid
3	0.561	0,30	Valid
4	0.605	0,30	Valid
5	0.706	0,30	Valid
6	0.627	0,30	Valid
7	0.714	0,30	Valid

Source: Processed Data 2020

Based on data processing, the results obtained for the leadership variable (X1) of the statement, have a calculated r value greater than critical r (0.30), so that the statement can be used in data collection in this study.

2. Service quality variable (X2)

The correlation coefficient value from the results of the validity test of the service quality variable can be seen in the following table:

Table 4.3 Instrument Validity for Service Quality (X2)

No Question	r_{hitung}	r_{kritis}	Information
1	0.494	0.30	Valid
2	0.510	0.30	Valid
3	0.651	0.30	Valid
4	0.716	0.30	Valid
5	0.691	0.30	Valid
6	0.687	0.30	Valid
7	0.682	0.30	Valid

8	0.648	0.30	Valid
9	0.768	0.30	Valid
10	0.579	0.30	Valid
11	0.812	0.30	Valid

Source: Processed Data 2020

3. Variable Word of Mouth (X3)

The correlation coefficient value from the results of the Word of mouth variable validity test can be seen in the following table:

Table 4.4 Instrument Validity for Word of Mouth (X3)

No Questions	r_{hitung}	r_{tabel}	Information
1	0.770	0,30	Valid
2	0.782	0,30	Valid
3	0.675	0,30	Valid
4	0.467	0,30	Valid
5	0.709	0,30	Valid
6	0.538	0,30	Valid

Source: Processed Data 2020

4. Purchasing Decision Variable (Y)

The correlation coefficient value from the results of the validity test of the Purchasing Decision variable can be seen in the following table:

Table 4.5 Instrument Validity by Item for Purchasing Decisions (Y)

No Questions	r_{hitung}	r_{kritis}	Information
1	0.698	0.30	Valid
2	0.716	0.30	Valid
3	0.666	0.30	Valid
4	0.557	0.30	Valid
5	0.565	0.30	Valid

6	0.661	0.30	Valid
7	0.732	0.30	Valid
8	0.604	0.30	Valid
9	0.675	0.30	Valid
10	0.678	0.30	Valid

Source: Processed Data 2020

4.3.2. Reliability Test

Reliability test aims to see the extent to which a measurement tool can be trusted or shows consistency. Statements that have been declared valid in the validity test will determine their reliability with the value of Cronbach's Alpha (α) using the help of the SPSS 25.0 program provided that they are declared reliable if the Cronbach's Alpha value is > 0.60 . The summary of the results of the reliability test in question can be described in table 4.6 below:

Table 4.6 Instrument Reliability Test Results

Variable	Realibilities Coefficient	Cronbach's Alpha	Alpha Value	Information
Corporate Image (X1)	7 statement	0.773	0,60	Realibel
Service Quality(X2)	11 statement	0.868	0,60	Realibel
Word Of Mouth (X3)	6 statement	0.741	0,60	Realibel
Buying Decision (Y)	10 statement	0.852	0,60	Realibel

Source: Processed Data 2020

4.3.3. Statistical Analysis of Data

Analysis of the coefficient of determination (KD)

The influence of company image, service quality and word of mouth on purchasing decisions is indicated by the coefficient of determination (R^2) which shows the proportion or percentage of total variation in variable Y which can be explained by the independent variables X1, X2, and X3.

Partial Determination Coefficient

Table 4.7 Coefficient of Determination of Company Image (X1)
by Purchase Decision (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,700 ^a	,490	,485	2,423

Source: Processed Data 2020

Based on the results of Table 4.7, it is obtained that the value of r is 0.700 this number is used to see the magnitude of the influence of service quality on purchasing decisions, it can be calculated as follows:

$$\begin{aligned} KD_{1,23} &= r_{y1,23}^2 \times 100\% \\ &= 0,700^2 \times 100\% \\ &= 0,490 \times 100\% \\ &= 49\% \end{aligned}$$

The coefficient of determination of corporate image on purchasing decisions is 49%. So it can be concluded that the effect of service quality on purchasing decisions is 49%, the remaining 51% is influenced by other variables (outside the variables not examined in this study).

Table 4.8 Service Quality Determination Coefficient (X2)
by Purchase Decision (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,728 ^a	,530	,525	2,327

Source: Processed Data 2020

Based on the results of Table 4.10. obtained the value of r is 0.728 this figure is used to see the magnitude of the influence of service quality on purchasing decisions, can be calculated as follows :

$$\begin{aligned} :KD_{1,23} &= r_{y1,23}^2 \times 100\% \\ &= 0,728^2 \times 100\% \\ &= 0,530 \times 100\% \\ &= 53\% \end{aligned}$$

The coefficient value of service quality determination on purchasing decisions is 53%. So it can be concluded that the effect of service quality on purchasing decisions is 53%, the remaining 47% is influenced by other variables (outside the variables not examined in this study).

Table 4.9 The coefficient of determination of the influence of word of mouth (X3) with a purchase decision (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,524 ^a	,274	,266	2,892

Source: Processed Data 2020

Based on the results of Table 4.9 obtained the value of r is 0.524 this figure is used to see the magnitude of the influence of word of mouth on purchasing decisions, it can be calculated as follows:

$$\begin{aligned}
 KD_{1,23} &= r_{y1,23}^2 \times 100\% \\
 &= 0,524^2 \times 100\% \\
 &= 0,274 \times 100\% \\
 &= 27,4\%
 \end{aligned}$$

The coefficient of determination of word of mouth on purchasing decisions is 27.4%. It can be concluded that the effect of word of mouth on purchasing decisions is 27.4%, the remaining 72.6% is influenced by other variables (apart from variables not examined in this study).

Simultaneous Determination Coefficient

This analysis serves to describe how much influence between the independent (free) and dependent (dependent) variables. Then the following results are obtained:

Table 4.10. Simultaneous Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,793 ^a	,629	,617	2,08886
a. Predictors: (Constant), word of mouth, kualitas pelayanan, citra perusahaan				

Source: Processed Data 2020

Based on the results of Table 4:12. obtained a multiple correlation coefficient between X1, X2, X3 to Y of 0.793. Thus the coefficient of determination X1, X2, X3 against Y can be calculated as follows: $KD_{1,2,3} = r_{y123}^2 \times 100\%$

$$= 0,793^2 \times 100\%$$

$$= 0,629 \times 100\%$$

$$= 62,9\%$$

The coefficient of determination of corporate image, service quality and word of mouth together on purchasing decisions is 62.9%. It can be concluded that the influence of corporate image determination, service quality and word of mouth on purchasing decisions is 62.9%, the remaining 37.1% is influenced by other variables.

4.3.4. Hypothesis testing

Hypothesis Testing (t test)

This t test aims to determine the influence of each independent variable individually (partially) on the dependent variable. The test is done by comparing the significant value with the real level of 5% ($\alpha = 0.05$). The following is a table of t test results

Table 4.11. Hypothesis Results (t test)

Variabele	T		Sig		information
	r hitung	r kritis	The result	$\alpha = 5\%$	
Constant	2.502		0,014		
Company image → purchase decision	2.596	>0,30	0,011	<0,05	Signifikan
Quality service → purchase decisions	4.760	>0,30	0,000	<0,05	Signifikan
Word of mouth → the purchase decision	3.263	>0,30	0,002	<0,05	Signifikan

Source: Processed Data 2020

Simultaneous Hypothesis Testing Test (Test F)

Based on the F test, it can be seen whether the independent variables, namely corporate image (X1, service quality (X2) and word of mouth (X3), together have a positive and significant effect on the dependent variable, namely Purchase Decision (Y)

Table 4:12 Hypothesis Results (Test F)

Variable	F		Sig		information
	f _{hitung}	f _{tabel}	The result	α = 5%	
Company image (X1) Quality service (X2) Word of mouth (X3)	52,630	2,31	0,000	<0,05	H0 ditolak Ha diterima, Berpengaruh Signifikan secara bersama-sama

Based on the results in table 4:12, it shows that the value of Fcount is 52.630, the significant value of F is 0.000. Meanwhile, the value of Ftable with df1 = 3 and df2 = 97-3-1 = 93 is 2.31. Thus, it can be said that the value of Fcount = 52.630 > Ftable = 2.31. In conclusion, H0 is rejected or Ha is accepted, because F is significantly smaller than the real level α = 5% or 0.000 < 0.05. This proves that simultaneously there is a significant influence between company image, service quality and word of mouth on purchasing decisions at Michika salon.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the research results above, it can be concluded as follows:

1. Implementation of company image by Michika salon in principle is good because it is able to provide a significant influence on consumer purchasing decisions of beauty salon service users Michika Rawamangun. This is because consumers are concerned with a company image that has been previously formed by the company. In addition, the company image that consumers have in mind depends on the impressions or experiences they have had.

2. Service quality has a significant effect on purchasing decisions of beauty salon service users, Michika Rawamangun. This proves that the Michika salon is able to provide services in accordance with the wants and needs of consumers so that it can provide a sense of confidence for consumers to make purchasing decisions at Michika salon Rawamangun.
3. Word of mouth has a significant effect on purchasing decisions of beauty salon service users, Michika Rawamangun. This proves that the high level of satisfaction with the quality of service at Michika salon so that it is able to make consumers indirectly introduce and recommend Michika salon to others, this creates a purchase decision for potential beauty salon service users at Michika Rawamangun.
4. Company image, service quality and word of mouth together have a significant effect on consumer purchasing decisions of Michika salon Rawamangun. This is because in this study the variables of corporate image, service quality and word of mouth are important variables that influence consumer purchasing decisions at Michika salon Rawamangun.

5.2 Suggestions

1. For the company image variable that has been created by Michika salon, it should be maintained or can be further improved, because the perceptions or impressions that exist in the minds of consumers can change rapidly depending on the perceptions of each consumer and the experience he has ever felt.
2. For the service quality variable, Michika salon should be able to maintain and if it can be improved again, Michika salon also needs to provide feedback to its customers so that they feel privileged. In addition, Michika salon can also renew existing facilities according to the times, so as to attract potential customers and also provide a more comfortable feeling for consumers.
3. For the word of mouth variable, Michika salon should ask customers to provide testimonials and reviews that can help the success of the word of mouth marketing strategy for the services offered. And so that customers are willing to give their opinion on the services used positively, Michika salon must also pay attention to the services provided to these customers, and besides that, Michika salon can reward them in the form of discounted prices. Testimonials can be uploaded on websites and social media and can be easily seen by other potential buyers. So,

other people's good reviews of Michika's products have the potential to attract potential customers and increase sales.

4. For the purchasing decision variable from Michika salon, it should be more convincing by providing information related to added values about the product when doing promotions and Michika salon must be willing to answer any doubts from potential customers by providing concrete evidence that can immediately convince potential customers and prospects making decisions can be done quickly.



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