

## **The Influence of Trust, Perceived Value, and WOM Communication on Consumer's Purchase Intention on Beauty Treatment**

**Rahmadany Ayu Fitria**

Email: [rahmadany.ayu@mercubuana.ac.id](mailto:rahmadany.ayu@mercubuana.ac.id)

Universitas Mercu Buana

### **ABSTRAK**

Industri kosmetik di Indonesia merupakan salah satu industri yang memiliki persaingan ketat di Indonesia. Berdasarkan data International Euro Monitor of Marketing Research Company menyebutkan bahwa jumlah pertumbuhan industri kosmetik di Indonesia lebih dari US\$ 5 miliar dengan rata-rata 12% per tahun (Octama, 2013). Data yang didukung Kementerian Perindustrian ini menyebutkan, penjualan kosmetik secara nasional meningkat hampir 15% dari Rp 8,5 triliun pada 2011 menjadi Rp 9,76 triliun pada 2012. Konsumen mendapatkan informasi baik dari sumber non personal maupun personal. Informasi semacam itu pada akhirnya bertujuan untuk mempengaruhi orang pada niat pembelian mereka. Kepercayaan, nilai yang dirasakan dan komunikasi dari mulut ke mulut bisa menjadi faktor yang mempengaruhi orang pada niat pembelian mereka. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Trust, Perceive Value, dan Word-of-Mouth Communication terhadap niat beli pada klinik kecantikan. Penelitian ini mengambil tempat di salah satu klinik kecantikan di Jakarta Selatan yang tidak memiliki iklan tetapi dapat menarik banyak orang di dalam kota bahkan luar kota untuk datang merasakan atau membeli perawatan dan produk kecantikan mereka. Partisipan dipilih dengan menggunakan metodologi sampling. 100 survei dibagikan kepada pasien di klinik. Hasil penelitian menunjukkan bahwa pengaruh masing-masing dimensi dari variabel Trust, Perceived Value, dan WOM Communication sangat berpengaruh terhadap niat beli perawatan kecantikan yang dilakukan di klinik Dr. Med Kun Jayanata.

**Kata Kunci:** Kepercayaan, Perceived Value, Komunikasi WOM

### **ABSTRACT**

The cosmetic industry in Indonesia is one industry that has tough competition in Indonesia. Based on the data of International Euro Monitor of Marketing Research Company state that the number of growth on cosmetic industry in Indonesia is more than US\$ 5 billion with 12% average per year (Octama, 2013). This data supported by Ministry of Industry, state that nationwide sales of cosmetics increased by almost 15% from 8.5 trillion RP in 2011 to 9.76 trillion RP in 2012. Consumers receive information from both non personal sources and personal sources. Those kind of information at the end is aiming to influence people on their purchase intention. Trust, perceived value and word-of-mouth communication could be the factors that influence people on their purchase intention. The purpose of this study was to explore the influence of Trust, Perceive Value, and Word-of-Mouth Communication on purchase intention on beauty clinic. This study took place in one of beauty clinic in South Jakarta that has no advertising but can attract many people in town even out of town to come to experience or buy their beauty treatment and products. Participants were chosen using sampling methodology. 100 surveys were distributed to the patient on the clinic. The result showed that the influence of each dimension of the variable Trust, Perceived Value, and WOM Communication strongly influenced purchase intention of beauty treatments performed at Dr. Med Kun Jayanata's clinic.

**Keywords:** *Trust, Perceived Value, WOM Communication*

## INTRODUCTION

Women today are constantly being reminded of what is considered beautiful. The beautiful images of individuals can be observed by people surrounding them. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women. Media such as television programs and films can influence the audience's attitude and perceptions about the world including beauty. In this sense, media seem to make people think that good-looking people have better opportunities and better career.

The cosmetic industry in Indonesia is one of many industries that has tough competition in Indonesia. Based on the data of International Euro Monitor of Marketing Research Company, the number of growth in the cosmetic industry in Indonesia is more than US\$ 5 billion with 12% average per year (Octama, 2013). This data supported by the Ministry of Industry, which state that nationwide sales of cosmetics increased by almost 15% from 8.5 trillion RP in 2011 to 9.76 trillion RP in 2012. Based on estimates, Indonesian consumers continued to increase their

spending on cosmetics at a similar pace in 2013, despite a depreciating Rupiah and accelerating inflation raising concerns about the national economy.

Consumers receive information from both non personal sources and personal sources. Non personal sources are advertising media such as television commercials, print media, outdoor advertising, radio advertising. Each consumer may be exposed to more than hundred advertisements every day. Personal sources can occur from interpersonal communication. Interpersonal communication is the basic unit of communication for the human interaction.

Word-of-mouth (hereafter WOM) communication is interpersonal communication between two or more consumers who communicate directly about products or services performance (Assael. 1998 : 604; & McCroskey; Richmond; & Stewart. 1986 : 269). Another definition, Word-of-mouth communication is oral, person to person communication between receiver and a communicator whom receiver perceives as noncommercial, regarding a brand, a product, or a service (Ardnt 1967: 5). This WOM communication can be information which influences people surrounding the

consumers. This is because consumers view WOM communication as a credible source which seems to have little commercial vested interest in persuading someone else to use the product or service. In addition, WOM source has no particular incentive to distort the truth of the product or service as well as provide detailed information about the product or service (Silverman. 2001 : 25-26).

Therefore, it is explicitly observed that beauty is significant for teenagers and working aged people and the beauty business has been successful. Thus the beauty business has been growing in the high competitive market. As a result, to stay competitive in the beauty business, companies have to promote their products or services to potential consumers by advertising. In Indonesia, companies have to spend a lot of money for advertisement. In 2014, more than three million rupiah was spent on promoting beauty and skin care products in order to reach as many consumers as possible (Adquest Millenium Data by Nielson Media Research. 2014). Although a large amount of advertisements are launched each day, these advertisements may not reach the consumers. It is because consumers may not have time to explore all advertisements. At the end, the companies need to find a communicational tool which is cost-

effective and accessible to reach their consumers. Since the beauty treatment is a service which relies on high experience quality of results and side effects, consumers seek out recommendations from others and share personal experiences before deciding to purchase the service. That is why WOM communication becomes significant in the process of purchasing intention.

Dr. Med. Kun Jayanata's clinic is a skin clinic located on Hang Lekir Terusan no. A1 Kebayoran Baru South Jakarta. They do not have any advertising or promotion through media which is rarely happen to beauty clinic. The only advertise they have is WOM communication, and this WOM communication actually did by the patient that had been get beauty treatment on the clinic. The aim of this research is to analyze the level of importance of trust, perceived value and word of mouth communication among customers of Dr. Med. Kun Jayanata, SPKK(K). This study shows the relationship between trust, perceived values and WOM on purchase intention. Business operators can be aware of the factors that influence purchase intention on consumers especially on beauty treatment. The business operators can use WOM communication as one of marketing communicational tool together with other marketing activities in order to increase the

efficiency of delivering business information and decrease the advertising expenditure.

## **THEORETICAL FRAMEWORK**

### **Literature Review**

The research on factors that influence the level of trust, perceived value, and word of mouth communication must be explored more, especially if we analyze it with case study in Indonesia. Previous researchers have used these variables in several countries has been published in international journals with variety of case studies. First is the research about *Effect of Electronic Word of Mouth on Consumer Purchase Intention: The Perspective of Gender Differences*. by Yi-Wen Fan and Yi-Feng Miao (2012) in the International Journal of Electronic Business Management. The objective of the research was to investigate social factors, personal attributes, and cultural factors that can affect use and acceptance of eWOM. The research used quantitative method, then was analyze with multiple regression analysis. The result of the research showed that perceived eWOM credibility has a significant effect on eWOM acceptance and intent to purchase. The differentiation between the first research and this research was on the research objects and dependent variable. The first research above used

twenty different type of electronic products that mostly chosen by customers in Taiwan, while this research only used beauty clinic's patients in Jakarta as the objects. Besides the first research above compared the effect of eWOM through perspective of gender differences. In this research, researcher analyzed whether WOM, trust, and perceived value has significant influence to purchase intention. Second research is the research about *The Effect of Electronic Word of Mouth, Trust, and Perceived Value on Behavioral Intention from the Perspective of Consumers* by Milad Kamtarin (2012) in the International Journal of Academic Research in Economics and Management Sciences. The objective of the research was to analyze using a Structural Equation Modeling to test causalities in the proposed model. The result showed there was a significant impact of eWOM, trust, and perceived value in affecting the formation Behavioral Intention in Isfahan City.

The differentiation between the second research and this research was on the research objects. The second research used online shopper in Isfahan City, Vancouver, while this research used consumers of Dr.Kun Jayanata's clinic.

### **Theoretical Framework**

#### **The Elaboration Likelihood Model**

This study uses the Elaboration Likelihood Model (ELM) to describe customer acceptance and use of WOM. The ELM states that individuals who are able and willing to process a message are more likely to use central concepts to consider persuasive information. In other words, they are more likely to generate their own thoughts in response to persuasive information. The ELM states that individuals who are not able or willing to process a message are more likely to use peripheral concepts to consider persuasive information. In other words, they are more likely to generate mental shortcuts in response to persuasive information. In the ELM, expertise is associated with ability to process information; involvement is associated with willingness or motivation to process information. Expertise gives individuals the ability to process information; involvement gives individuals the motivation to process information. Customers that have more expertise have more confidence to make purchasing decisions; they refer less to outside opinions. Consumers that have higher involvement have more motivation to understand products; they refer more to outside opinions.

### **Trust**

Trust is one of the major factors which influence the buying (Kolsaker : 2004).

According to Chiu et al.2009, trust is viewed as a set of specific beliefs dealing primarily with the benevolence, competence, and integrity of another party. Benevolence is the belief that the trustee will not act opportunistically, even given the opportunity (Chiu : Ndubisi,2011). Competence is the belief in trustee's ability to fulfill its obligation as expected (Chiu et al, 2009). Trust is important because it helps customers overcome perceptions of uncertainty and risk engage in "trust-related behaviors" with vendors, such as sharing information or making purchases (Pavlou and Fyengson :2006). Trust issue is initially important in that people are not able guarantee that information captured from various resources is always trustworthy (Jung 2009). Trust refer to "an individual belief that others will behave based on an individual's expectation"(Grazioli & Jarvenpa: 2000) and "an expectation that others one chooses to trust will not behave opportunistically by taking advantage of situation"(Gefen et al.2003a).

### **Perceived Value**

Perceived value has been identified as having four components (Grewal, Monroe, & Ichrishnan, 1998: Parasuraman & Grewal,2000): acquisition value is the benefit buyers believe they are getting by acquiring a product; transaction value is the pleasure of getting a good deal; in-use value

is the utility derived from using the product; and redemption. Perceived value is defined as the result of the comparison between perceived benefits and sacrifices by the customer ([Zeithaml, 1988](#); [McDougall and Levesque, 2000](#)).

Value is the price of the product at the time of trade-in or end-of-life. The attributes of a product serves the logical driver of perceived value within the frame work of these four components inasmuch as customers place value on product attributes that are directly related to their wants or needs. Customer perceived value is also important because it can lead to brand loyalty (Chiou; 2004). Consistency between product attributes and customer values (i.e., positive perceived value) reduces uncertainty and helps the customer build trust in the form of reliable expectations of the provider in ongoing exchanges (Carver & Scheier, 1990). One of the proposals with most methodological support, focused on the development of a scale of measurement, though referring to the post-purchase perceived value of a good, is that of Sweeney and Soutar (2001) who developed PERVAL. Starting from an initial scale of 85 items, grouped into 34 functional items (17 for perceived quality and 15 for price), 29 social items and 22 emotional items, and following a process of refinement, they reached a final scale

consisting of 19 items, grouped into four dimensions: emotional value, social value, functional value I (price/value for money) and functional value II (result of the product/ perceived quality). The PERVAL scale represents an important step forward in the measurement of perceived value, as it follows a rigorous process of preparation of a scale, and because it permits empirical testing of the multidimensional character of the construct. Nevertheless it has to be broadened because it captures only the post-purchase valuation of a product and not the perceived overall value of a purchase. Consistent with the theory of reasoned action (Fishbein & Ajzen, 1975), this study speculates that a customer's positive perceived value of both products and service can lead to trusting beliefs and result in intentions to commit to a long term relationship with brand or services. Consumers tend to change their behavior through learning. For instance, consumers who had a bad experience with a restaurant are likely to avoid the restaurant and they also avoid restaurants with negative reviews or found to be very crowded (Voight, 2007). Empirical results support such a perspective by demonstrating that perceived value leads to purchase intention (Chu & Lu, 2007; Dodds, Monroe, & Grewal, 1991) and the spread of information via word of mouth (Babin, Lee,



Kim, & Griffin, 2005; Pihlström & Brush, 2008). Powered by email, weblogs, chat rooms, and discussion boards, online social communication will help consumers share interests, experiences, and ideas in the shopping and purchase process.

### **Word of Mouth Communication**

WOM activities are becoming increasingly important to customers. Word-of-mouth refers to the passing of information by verbal means, especially recommendations, and also general information, in an informal, person-to-person manner. Word-of-mouth is typically considered face-to-face spoken communication, although telephone conversations, text messages sent via SMS, and web dialogue, such as online profile pages, blog posts, instant messages, and e-mails are also included in the purview of word-of-mouth communication (Palmer, 2005). It is believed that this form of communication has valuable source credibility i.e. opinion leaders, co-workers, neighbors, friends and relatives that are more likely to influence consumers' choice than any other source of information at little or no cost (Eze&Ozo, 2005). The word-of-mouth testimonial is an extremely important factor in the calculus of the consumers' final purchasing decision. It can even be a more influential factor than mass media communication (Technical, 1980). Susskind (2002) defined "word-of-

mouth" as a communication in which people share their evaluations and assessments on service providers and service products. It has been widely acknowledged as an informal communication source between consumers that has great economic impact (Gremier, 1994). Word of mouth referrals have been identified as a primary source of influence in consumer repurchase decision making. Traditional WOM communication consists of spoken words exchanged with someone else in a face-to-face situation, while online WOM involves transmitting personal experiences and opinions through the written word (Bickart & Schindler, 2001). An advantage of the written word is that people can seek information at their own pace and within their own time frame. Shu-Chuan Chu (2009) found that consumers' satisfaction with purchasing experiences has effect on consumer commitment and positive word of mouth intentions.

### **Purchase Intention**

Research has shown that consumer intention to purchase has a significant impact on their actual purchase decisions (Hosein, 2012). When precasting the demand for products, questioning of potential consumers about their future purchasing plans has had considerable predictive success (Armstrong & Over, 1971). Engel, Blackwell and Miniard

(1995) established the most recognized model of consumer purchase decision-making (Chi, Yeh, & Yang, 2009). The model by Engel et al. (1995) divides the consumer purchase decision process into five steps: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior. Mowen and Minor (2001) found that the consumer decision making process is the result of perceiving problems, searching for solutions, evaluating alternatives, and making decisions. Extending the theory of planned behavior by Fishbein and Ajzen (1975), which claims that users' intentions are a very powerful predictor of actual behavior, a number of researchers have investigated a consumer's intention in order to predict actual purchases (Hsu, Yen, Chiu, & Chang, 2006; Pavlou & Fygenson, 2006). The Theory of Planned Behavior (TPB) is one of the most commonly used models in explaining and predicting individual behavioral intention (Hsu et al., 2006). TPB is an attitude-intention-behavior model, which posits that an individual's behavior is determined by perceived behavioral control and intention. Intention, in turn, is determined by attitude, subjective norm, and perceived behavioral control (Hsu et al., 2006). According to Moe (2003), purchase intention can be linked to

both goal oriented and exploration oriented browsing behavior. Therefore, it is relevant to examine user intentions whether they are goal oriented or exploration oriented since both are linked to purchase intention. Goal oriented shoppers may easily walk out of the store with a purchase once they have acquired all the information they were seeking (Moe, 2003). The nature of the purchase, in terms of involvement level, would determine the amount of information needed to make a decision and therefore, the time horizon of the purchase (Moe, 2003). A consumer driven by an exploratory search may not be motivated to buy, however a purchase may result. An exploratory search, like paging through a magazine, tends to be stimulus driven, with the right stimulus an impulse purchase may occur (Moe, 2003).

## **METHODOLOGY**

### **Research Design and Method**

#### **Paradigm**

This research used positivism paradigm to investigate the relationship between independent variable and dependent variable and assumed that there was only dualism result (yes/no) for that relationship. According to Comte, the fundamental doctrine of positivism is it has no knowledge of anything but phenomena, and the knowledge to phenomena is relative,



not absolute. Positivist doesn't know the essence, nor the real mode of production, of any fact, but only its relations to other facts in the way of succession or of similitude. These relations are constant; that is, always the same in the same circumstances (Mill, 2005, p.3). This paradigm was chosen because the goal of the research was to demonstrate laws that could be applied to natural order. On positivism, the researcher views the knowledge that is generated through inquiry research by verifying hypothesis as a fact (Guba & Lincoln, 2011, p.106). The researcher remains distant from the subject so the actions are not to influence populations, only the laws their inquiry produces (Guba & Lincoln, 2011, p.111).

According to Weaver and Olson (2006), the paradigms most commonly utilized in research are positivist, post positivist, interpretive, and critical social theory. The quantitative methodology shares its philosophical foundation with the positivist paradigm (Weaver and Olson). The positivist paradigm from the philosophy identified as logical positivism and is based on rigid rules of logic and measurement, truth, absolute principles and prediction (Halcomb and Andrew, 2005; Cole, 2006; Weaver and Olson). The positivist philosophy argues that there is one objective reality. Therefore, as a

consequence, valid research is demonstrated only by the degree of proof that can be corresponded to the phenomena that study results stand for (Hope and Waterman, 2003).

### **Research Method**

This research used quantitative method to investigate the level of importance of trust, perceived value and word of mouth communication among customers of Dr. Med. Kun Jayanata, SPKK(K) because researcher emphasized on objective measurements and numerical analysis of data collected through surveys. Quantitative research focuses on gathering numerical data and generalizing it across groups of people (USC Libraries, 2013, p.1-3). The main characteristics of quantitative research are: (1) test hypothesis that the researcher begins with, (2) concepts are in the form of distinct variables, (3) measures are systematically created before data collection and are standardized, (4) data are in the form of numbers from precise measurement, (5) theory is largely causal and is deductive, (6) procedures are standard, and replication is assumed, (7) analysis proceeds by using statistics, tables, or charts, and discussing how what they show relates to hypotheses (Neuman, 2006, p.88). Therefore, to clarify the researcher's structure of inquiry and methodological choices, an exploration of

the paradigm adopted for this study will be discussed prior to any discussion about the specific methodologies utilized in this study.

### **Data Generation Procedure**

Aligned with the purpose of this research, the primary data was collected through survey to a group of people. A survey is a method of collecting data from people about who they are (education, finance, etc.), how they think (motivations, beliefs, etc), and what they do (behavior). Survey usually takes the form of a questionnaire that a person fills out alone, by interview schedule in person, by telephone, or by e-mail (Balnaves & Caputi, 2001, p.76). On a survey, the researcher manipulates no situation or condition, just simply asks many people numerous questions in a short time period. The researcher then summarizes answers to questions in percentages, tables, or graphs (Neuman, 2006, p.20). Malhotra, Hall, Shaw, & Oppenheim (2002, p.201) says that the strengths of survey methods are possible to use a large number of sample, flexible, possible for researcher to build operational definition using factual operation, to reduce the personal bias and ambiguity.

The researcher conducted a pilot study of questionnaires to examine whether the respondents understand all the questions.

The 30 respondents were selected randomly

from current consumers, and previous consumers of beauty clinics of Dr. Kun. The questions will be made into the simple one in order to make respondent not confuse with the questions and easily complete all the questions in the questionnaire. After doing a small research, the researcher will eliminate the question that are not valid and reliable with the research, to avoid overlapped statements.

### **Data Generation Instrument**

This research was only generated using primary data. Primary data is a type of information obtained directly from first-hand sources. It's usually derived from a new or original research study (Virginia Tech Libraries, 2015,p.1). Since this research was conducted using quantitative method, the primary data of this research were answers of close-ended questionnaire which collected through survey, then analyzed using multiple linear regression and one-way ANOVA. The researcher will also look forward to have interview and find out more information from the clinic and website as supporting data.

The questionnaire was designed to find out the level of importance of trust, perceived value and word of mouth communication among customers of Dr. Med. Kun Jayanata, SPKK(K). The sample of this research was taken using *purposive sampling*. *Purposive sampling* is a type of

non-random sampling in which the researcher uses judgement in selecting cases with a specific purpose in mind (Neuman, 2006, p.142-143). *Purposive sampling* involves the selection of the units of analysis according to the criteria established by the researcher (Balnaves & Caputi, 2001, p.95). *Purposive sampling* was used in this research because the researcher needed to select members from specialized population.

### **Data Analysis Procedure**

#### **Univariate Analysis**

Univariate analysis describes one variable. Univariate analysis is conducted at the early stage of data processing by displaying frequency distribution tables (Neuman, 2006, p.251). In this research, univariate analysis was used to display the respondents' profile of dr.Kun's clinic. Besides, researcher needed to summarize information about how respondents response toward each indicator.

#### **Multivariate Analysis**

Multivariate analysis is used for investigating relationship of more than two variables (Balnaves & Caputi, 2001, p.149). In this research, researcher used Multiple linear regression. Multiple linear regression was used for analyzing the impact of some independent variables simultaneously on the dependent variable.

The multiple regression result explains the readers two things. First, the result displays R Square ( $R^2$ ) which explains how a set of independent variables contributes on dependent variable. Second, the regression result measures the direction and size of each independent variable on dependent variable. The effect on the dependent variable is measured by a standardized regression coefficient or the Greek letter beta ( $\beta$ ) (Neuman, 2006, p.266-268). One-way ANOVA is used when there are several group of independent variables whose impacts will be compared to the dependent variable (Siagian & Sugiarto, 2006, p.185-186). In this research, researcher

used one-way ANOVA for comparing the impact of the three variables ( trust, perceived value, word of mouth communication) on purchase intention. If the  $F_{hitung} > F_{tabel}$  and the significance value ( $p$ ) for the association was less than 0.05, it means that there was a significant difference impact of the three variables ( trust, perceived value, word of mouth communication) on purchase intention.

### **RESEARCH ANALYSIS AND RESULT**

This chapter contains the results and the interpretation of the survey respondents. The presentation is guided by the research objectives and the statistics were generated

with the aim of generating responses for the research questions. In the beginning of the chapter are the sample characteristics of the respondents such as their gender, age and marital status of the respondents. Statistical tools such as Cross tabulations, descriptive and correlations were used to generate the results for this chapter. The presentation was guided by the following research objectives;

- I. The level of importance of trust among customers of Dr. Med. Kun Jayanata, SPKK(K)'s clinic.
- II. The level of importance of perceived value among customers of Dr. Med. Kun Jayanata, SPKK(K)'s clinic.
- III. The level of importance of word of mouth communication among customers of Dr. Med. Kun Jayanata, SPKK(K)'s clinic.

### **Pre-Test Result**

Pre-test in the form of validity and reliability tests were needed because the method used for this research was quantitative method.

### **Validity Analysis**

Before the questionnaire was distributed to a large number of respondents, researcher had tested the validity of the instrument. Validity means how well an idea about reality "fits" with actual reality. Validity suggests truthfulness and refers to the

match between construct, or the way a researcher conceptualizes the idea in a conceptual definition, and a measure (Neuman, 2006, p.115). Type of validity which used in this research was content validity. Content validity is a special type of face validity. Content validity relates to the complete content of a definition represented in a measure. Measures should represent all ideas used on the explanation of concept (Neuman, 2006, p.118). The validity of the instrument was assessed using Pearson Correlation while the reliability was evaluated using the Cronbach Alpha Coefficient.

### **Validity Analysis of Trust**

From the data explained that Pearson Correlation score for Trust were  $< 0.05$  with significance value ( $\alpha$ ) = 0,05, which means the number of the sample was sufficient to be used for further analysis.

### **Validity Analysis of Perceived Value**

Table 4.2 explained that Pearson Correlation score for Perceive Value were  $< 0.05$  with significance value ( $\alpha$ ) = 0,05, which means the number of the sample was sufficient to be used for further analysis.

### **Validity Analysis of Word-of-Mouth Communication**

Table 3.5 explained that Pearson Correlation score for Word-of-Mouth communication were  $< 0.05$  with significance value ( $\alpha$ ) = 0,05, which means

the number of the sample was sufficient to be used for further analysis.

### **Reliability Analysis**

#### **Reliability Analysis of Trust**

From the data explained that the *Alpha Cronbach's* scores for Trust were  $> 0.5$ , which means the indicators in influencing on purchase intention were reliable

#### **Reliability Analysis of Perceived Value**

From the data explained that the *Alpha Cronbach's* scores for Perceived Value were  $> 0.5$ , which means the indicators in influencing on purchase intention were reliable.

#### **Reliability Analysis of Word-of-Mouth Communication**

From the data explained that the *Alpha Cronbach's* scores for Word-of-Mouth Communication were  $> 0.5$ , which means the indicators in influencing on purchase intention were reliable.

### **Data Analysis**

There are three variables that needs to be analyzed, perceived value, trust, and word of mouth communication.

#### **Data Analysis Variable X1 ( Perceived Value)**

From the result of respondent about variable X1 (Perceived Value) given that about 57,4% average respondent give

agrees as an answer, 24,3% average respondent give strongly agree, 10% respondent are neutral with the questionnaire, 8,3% respondent are disagree and the rest of 0% respondent are strongly disagree. The result of data analysis perceived value (Variable X1) shows that about 57,4% respondents from the total of 100, gives agree as response of the questionnaire. It means that variable X1 (Perceived Value) is being responded positive by the respondents. Because of this finding, we can conclude that emotional value, social value, and functional value are perceived by the patients of Dr.Kun's clinic. From the variable analysis, the highest answer found is in question 9 that are "harga yang diberikan klinik Dr.Kun sesuai dengan pelayanan yang diberikannya" about 85 respondents out of 100 with "agree" statement. It means that the price given by the clinic is in average and can be reached by the patients. The second highest is the number 8 question that stated "Harga yang diberikan klinik Dr.Kun terjangkau" with 81 respondents out of 100 answer agree. This findings indicates that the respondents of this research has price concern. They will comparing between the price and the service, whether it is worth it or not. From the total questions about variable X1 (Perceived Value) given to respondents, the

dimensions social value get the highest mean of the answer with 69%. While dimension emotional value 57% and dimension functional value 52%.

### **Data Analysis Variable X2 ( Trust)**

From 5 questions given, the result shows that 60,8% average respondents give an agree respond. 35,2% respondent strongly agree, 3,6% respondent neutral, 0,4% respondent disagree and the rest none of respondent strongly disagree. The research finding of variable X2 shows that mostly the respondent gives agree answer to the questions given. Neutral answer means the respondents are unbiased towards the question statement given based on variable X2 (Trust) dimensions. Looking at the questionnaire from one by one, at question number 16, there are 88 respondents answer agree out of 100 respondents. It means that the customer trust the product/service of Dr.Kun's clinic. The statement from number 16 is supported by the question number 15 that is also has a high number of agree answer, that is 85 respondent out of 100.

The dimensions of variable X2 (Trust), there are 2 dimensions; benevolence, and competence. On benevolence dimension, the mean value shows 84% respondents' answer in agree condition. Related to theoretical framework in chapter two, trust

is important because it helps customers overcome perceptions of uncertainty and risk engage in "trust-related behaviors.

### **Data Analysis Variable X3 ( Word of Mouth Communication)**

From the data analysis of variable X3 (Word of Mouth Communication) result, there are 50,2% average respondents give agree answer, while 32,7% neutral, 9% strongly agree, 8,2% of respondent disagree and none of respondent strongly disagree. Based on the result of data analysis variable X3 (Word of mouth communication) we found that the respondents gave the response more in neutral for 49,8%. It means that the questions given based on the dimension of word of mouth communication responded neutral by the respondents. The respond of this variable's questions show that respondents are neither give a positive nor negative answer toward it. The word of mouth communication dimension based on Andy Sernovitz (2006) are talkers and topics. Both dimension can be said fulfill the good criteria of word of mouth communication dimensions based on the answer summary above.

From the research finding variable X3 (Word of Mouth Communication), the result shows that question number 22 "Kenyamanan yang ditawarkan klinik Dr.Kun adalah hal yang menarik bagi saya" and question no.24 "Keamanan produk



yang ditawarkan klinik Dr.Kun adalah hal yang menarik bagi saya” gets the highest answer above all questions. From the result, we can see that it shows 79 respondents answers neutral out of 100 respondents in question number 22 and 79 respondents answer agree in question number 24. It means that topic about beauty treatment in Dr.Kun’s clinic is interesting, it is not positive neither negative. But looking at the other responds of question number 23, there are 49 respondents are disagree with punctuality. It means that the clinic should fix this issue to make better services to the customers.

### **Implication**

The result of this research proof that Trust, Perceived Value Customer, and Word of Mouth Communication were important to the customer of Dr.Kun Jayanata’s clinic. From this research known that the level of importance from each variables are 57,4% perceived value, 84% trust, 50,2% word of mouth communication. From this research the researcher found that variable of trust has the highest importance to the customer for purchasing beauty treatment at Dr.Kun Jyanata’s clinic. In line with Jung (2009) Trust issue is initially important in that people are not able guarantee that information captured from various resources is always trustworthy. Trust refer to “an individual belief that others will

behave based on an individual’s expectation”(Grazioli & Jarvenpa: 2000) and “an expectation that others one chooses to trust will not behave opportunistically by taking advantage of situation”(Gefen et al.2003a). As a result, creating trust has become a crucial technique for marketers to build and maintain strong brand relationships with highly engaged consumers.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on description from the previous chapters, the conclusion on this research consist of several points, following the problem statement. Here is the points:

1. Trust is important because it helps customers overcome perceptions of uncertainty and risk engage in “trust-related behaviors” with vendors, such as sharing information or making purchases (Pavlou and Fyengson.2006). Trust issue is initially important in that people are not able guarantee that information captured from various resources is always trustworthy (Jung 2009). As we can see from the data 84% of respondents trust with Dr.Kun clinic.

2. Consistent with the theory of reasoned action (Fishbein & Ajzen, 1975), this study speculates that a customer's positive perceived value of both products and service can lead to trusting beliefs and result in intentions to commit to a long term relationship with brand or services. Consumers tend to change their behavior through learning.
  3. Word-of-Mouth is a substantial subject and key player in marketing. After using a product or service, many consumers share their experiences with that product or service with their friends and family. Talkers and Topic are the dimension on WOM communication in this research. As the result, 50,2% respondents feel that WOM communication is important especially in purchasing beauty treatment.
1. This research confirmed the concept of this research was right. Trust, perceived value of customer and word of mouth communication can be used for doing another research. Each dimension had operational definition and elements with differ from one to another on the questionnaire construct. The dimensions and indicators used were suitable for explaining variable trust, perceived value of customer, and WOM. This was also in-line with the results of all previous researches.
  2. Since this research was only conducted using quantitative method in descriptive analysis, the next research can be completed with quantitative method with inferential analysis or others to get in-depth knowledge on about trust, perceived value of customer and word of mouth communication.

### **Recommendation**

The recommendation offered by this research consist of academic recommendation and practical recommendation.

#### **Academic Recommendation**

The academic recommendation offered by this research consist of:

#### **Practical Recommendation**

The recommendation offered for the next research consists of:

1. This research only supported the previous theoretical framework,  
On the qualitative research, the researcher can use several

techniques, such as free association (mental maps), storytelling, in-depth interview, and ethnography as creative means of ascertaining consumer perceptions that may be difficult to uncover (Keller, 2013, p.338).

2. This research conducted direct measurement the level of importance trust, perceived value, and Word of Mouth communication among customers of Dr.Kun Jayanata's clinic. On the next research, the researcher can add some relevant variables, such as brand personality. As the previous researches showed the level of trust, perceived value and WOM communication. The next research can use those relevant variables to prove the influence factors on purchase intention.
3. This research is useful for the clinic to review their services including marketing strategy. The researcher found that the queuing system in Dr.Kun was bad. They have to register early in the morning then re-register when the clinic is open. Besides the clinic don't allowed other to register, it should be the person who wants to get treatment and can't be register by phone. It is

takes time, especially for them who comes from outside Jakarta.

## REFERENCES

- Ardnt, Johan. (1967). "Role of Product-Related Conversations in the Diffusion of a New Product." *Journal of Marketing Research*, 4(August), 291-295.
- Assael, Henry. (1998). *Consumer Behavior and Marketing Action*. 6th ed. Ohio : South-Western.
- Audrain-Pontevia, A., Kimmel, A., (2008). Negative word of mouth and redress strategies: an exploratory comparison of French and American managers.
- Bansal, H.S., Voyer, P. A., (2000). Word-of-mouth processes within a service purchase decision context. *Journal of Service Research*, 3(2), 166 – 177.
- Bloch, P.H., Sherrell, D.L., Ridgway, N.M. (1986). Consumer search: an extended framework. *Journal of Consumer Research*, 13(6), 119 – 126. *Foundations of Interpersonal Communication*. New Jersey : Prentice Hall.
- Harrison-Walker, L. J, (2001). The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents.

- Journal of Service Research*, 4, (1), 60 – 75.
- Kotler, Philip. (2000). *Marketing Management*. 10th ed. New Jersey : Prentice Hall.
- Charlett, Don; Garland, Ron; & Marr, Norman. (1995). How Damaging is Negative Word of Mouth?. *Marketing Bulletin*. (6) : 42-50.
- Kotler, Philip., Armstrong, Gary. 2006. *Principles of Marketing* 11th Edition. Prentice Hall.USA.
- Mourali, M., Laroche, M., Pons, F. (2005). Antecedents of consumer relative preference for interpersonal information sources in pre-purchase search. *Journal of Consumer Behaviour*, 4(5), 307-318.
- Newmarch, J. (2008, 11, 11). Power of the grapevine. *The Weekender (South Africa), Economy , Business & Finance*, p.6.
- Park, Y.A & Gretzel, U. (2007). Success Factor for Destination Marketing Website: a Qualitative Meta-Analysis. *Journal Travel Res*, 46-46. Prentice Hall, Upper Saddle River, New Jersey, 503
- Rickwood, C. & White, L., (2009). Pre-purchase decision making for a complex service: retirement planning. *Journal of Services Marketing*, 23(3), 145 – 153.
- Rosen, Emanuel. (2000). *The anatomy of buzz: Creating word of mouth marketing*. London : Harper Collins.
- Schiffman, L. G. and Kanuk, L. L. (1997). *Consumer Behavior* 6 Edition.
- Sheth, Jagdish. (1971). Word-of-Mouth in Low Risk Innovation. *Journal of Advertising Research*, 11 (June) 15-18.
- Silverman, George. (2001). *The Secrets of Word-of-Mouth Marketing*. New York : Amacon.
- Zeleny, Milan (1982). *Multiple Decision Making*, McGraw Hill, Toronto (pages 85– 95).