

**ANALYSIS OF CONSUMER DECISION MAKING BEFORE AND AFTER WORD OF MOUTH PROMOTION IN MANADO (CASE STUDY OF GOJEK SERVICES)****ANALISA PENGAMBILAN KEPUTUSAN KONSUMEN SEBELUM DAN SESUDAH PROMOSI MULUT KE MULUT DI MANADO (STUDI KASUS JASA GOJEK)**

by:

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**Abstract:** Transportation takes a crucial part to support human being activity is needed to help the people to do the various activities, supported by an increasingly widespread Internet. In this era, the users of transportation services expect a convenient, safe and affordable services, therefore the people of Indonesia is now in an uproar with the service-based online services in this application service online driver. In this case the Service Company can be seen the reputation of the use of its brand by providing the best experience to be a natural consumer, so that the company and others could know the standard services of a company through word of mouth promotion. Research objectives are to identify Consumer Decision Making Before and After Word Of Mouth of Go-Jek Services. This research is using in-depth interview and observation as the primary data while some journals, textbooks and some related literature are used as the secondary data. The results, there is a significant difference between before and after word of mouth promotion on consumer decision making. This can be concluded that company should care word of mouth promotion on consumer decision making based on consumer trust and consumer satisfaction.

**Keywords:** *marketing, consumer decision making, marketing communication, word of mouth.*

**Abstrak:** Transportasi mengambil bagian penting untuk menunjang aktivitas manusia sangat dibutuhkan untuk membantu masyarakat melakukan berbagai kegiatan, didukung oleh internet yang semakin meluas. Di era ini, pengguna jasa transportasi mengharapkan layanan yang nyaman, aman dan terjangkau, oleh karena itu masyarakat Indonesia sekarang sedang gempar dengan layanan online berbasis layanan dalam aplikasi layanan online driver ini. Dalam hal ini, Perusahaan Jasa dapat melihat reputasi penggunaan mereknya dengan memberikan pengalaman terbaik untuk konsumen alami, sehingga perusahaan dan orang lain dapat mengetahui standar layanan perusahaan lewat promosi mulut ke mulut. Tujuan penelitian adalah untuk mengidentifikasi pengambilan keputusan konsumen sebelum dan sesudah mulut ke mulut Layanan Go-Jek. Penelitian ini menggunakan wawancara mendalam dan observasi sebagai data primer sedangkan beberapa jurnal, buku teks dan beberapa literatur terkait digunakan sebagai data sekunder. Hasilnya, ada perbedaan yang signifikan antara promosi sebelum dan sesudah promosi dari mulut ke mulut pada pengambilan keputusan konsumen. Hal ini dapat disimpulkan bahwa perusahaan sebaiknya memperhatikan promosi word of mouth pada pengambilan keputusan konsumen berdasarkan konsumen berdasarkan kepercayaan konsumen dan kepuasan konsumen.

**Kata Kunci:** *pemasaran, pengambilan keputusan konsumen, komunikasi pemasaran, mulut ke mulut.*

## INTRODUCTION

### Research Background

Company service is one form a company that seeks to create consumer satisfaction. With the development era, the users of transportation services expect convenient, safe, and affordable services. And this application of Gojek offers the service-based online. To get the welfare and necessities of life, human does not only do things in one location, which means it necessary of transportation (vehicle) to make a movement of people and goods from one place to another. As explained by Lovelock and Writz (2011:15), that word of mouth (WOM) as opinions and recommendations made by consumer about service experience, which has a strong influence on consumer decisions or buying behavior.

Committing to digitally change the customer experience is a great first step, because consumers are companies that drive business toward transformation, it only makes sense to start traveling where most customers interact-contact centers, the ideal place for transformation focuses on the customer experience. Have an aim to the case of Gojek Services. But, on the other hand there still consumers who have uninterested to download even order Gojek, either they have not heard yet about Gojek, or maybe they still have no trust because they do not know it's experience services. Either they had not heard or heard of GoJek, or had heard as word of mouth about Gojek. Also among them, who already knew or heard about Gojek services, but the reaction is still the same at the beginning that not using Go-Jek's online driver service. Even though there are people among them after hearing the experience of others, and urged also with the demands of fulfillment of needs and timeliness, finally took the decision to use the service online driver Gojek. From a wide range of actual issues directly sponsored by the action of word of mouth promotion, note that the conceptual perception of ease of application users of online drivers is also something about the decision-making process. If one feels confident that the information system is easy to use then he will use it. Conversely, if someone believes that the information system is not easy to use then he will not use it. By the definition, note that the perceptual construct of ease of use of this online driver application is also something about decision-making process.

### Research Objectives

Identify Consumer Decision Making Before And After Word Of Mouth Of Go-Jek Services.

## THEORETICAL REVIEW

### Marketing

According American Marketing Association (AMA, 2013) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

### Consumer Decision Making

Consumer decision making could be defined as the "behaviour patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services" (Du Plessis, Rousseau and Blem, 1991).

### Consumer Buying Decision Process

Many consumer decisions are based on a combination of past experience, marketing and noncommercial information (Schiffman and Kanuk, 2004). There buyer decision process are:

### Need Recognition

The buying process starts with requirements or need recognition. The buyer recognizes a problem or need. The need or requirement can be triggered by internal stimuli from one of the person's normal needs. For example, hunger, thirst, sex, raises to a level high enough to become a drive. A need can also be triggered by external stimuli (Armstrong and Kotler, 2003).

### Information Search

Information provided by marketers is invariably favorable to the product and/or brand. Consumers are especially likely to note the negative information and to avoid products or brands that receive negative evaluation (Shiffman and Kanuk, 2004).

### **Evaluation of Alternatives**

Evaluate or judge competing alternatives in terms of salient beliefs about relevant consequences and combine this knowledge to make a choice (Peter and Olson, 1999).

### **Purchase Decision**

Actually, a purchase involves many decisions, which include product type, brand, model, dealer selection, and method of payment, among other factors. In addition, rather than purchasing, the consumer may make a decision to modify, postpone, or avoid purchase based on an inhibitor to purchase or perceived risk. The perceived risk literature emphasizes that consumers generally try to reduce risk in their decision making. This can be done by either reducing the possible negative consequences or by reducing the uncertainty (Peter and Donnelly, 2001).

### **Post Purchase Behavior**

The larger's gap between expectations and performance, the greater the consumer's dissatisfaction. This suggests that sellers should make product claims that faithfully represent the product's performance levels to boost consumer satisfaction with the product. Almost all major purchases result in cognitive dissonance, or discomfort caused by post purchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and are glad to avoid the drawbacks of the brands not bought. Consumer feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brands not purchased. Thus, consumers feel at least some post purchase dissonance for every purchase (Armstrong and Kotler, 2003).

### **Marketing Communication**

According Book of Marketing Communication by Fill and Jamieson (2006) Marketing communications is a management process through which an organization engages with its various audiences.

### **Word of Mouth**

Word-of-mouth (WOM), a form of interpersonal communication among consumers concerning their personal experiences with a firm or a product (Richins, 1984), has undoubtedly always been a powerful marketing force. Word of mouth is especially important for service providers whose offerings are largely intangible and experience or credence based on (Taghizadeh, Taghipourian and Khazaei, 2013). Consumers' decision-making process is seen as an act of transforming knowledge and information into action. Thereby consumers use WOM communication to facilitate the decision-making process by providing specific input to a decision, which helps reducing the dissonance associated with a consumer decision. (Schindler and Bickart, 2005).

### **Element Word of Mouth**

While WOM is a very organic process, meaning that paid efforts aren't necessary to continue its natural progression, WOM marketing can be launched to increase user outreach and brand recognition. Planning and executing a word-of-mouth marketing campaign can be one of the most successful strategies for attracting customers and increasing profits.

According to Sumardy, Silviana, and Melone (2011), there are three levels / stage of creation the perfect WOM is customers do talking, promoting and selling.

1. Customers do talking, talking here means the company managed to create / create people talking about the product or service offered.
2. Customers do promotes, the company can empower the profitable talker in order to discuss the products or services offered positively.
3. Customers do selling, is a customer or a talker must also rely on behavioral changes in people they are talking voluntarily.

### **Previous Research**

While there have been a variety of studies concerning word of mouth and consumer decision making. Journal that related with this research is "Word-of-mouth Communications: A powerful contributor to Consumers Decision-making in Healthcare market". This study examines the contribution of different factors by mapping the possible dimensions of consumer decision-making in Healthcare market. Specifically, this study investigates two core questions. First, what are the key factors that contribute in consumer decision-making? Secondly, what is the contribution level Word-Of-Mouth (WOM) communications in consumer decision-making? Because, WOM is well documented in consumer decision-making literature and proven as most

important, influential, trustful, and credible source of information. A study sample has been drawn from the University of Gujrat and data were obtained from 400 respondents by using structured questionnaires. The result of this study reveals that the social factors and personal factors have very important contribution in consumer decision-making.

## RESEARCH METHOD

### Type of Research

The type of this research is qualitative research methodology by using exploratory studies.

### Place and Time of Research

The interviews were conducted in separate places according to the location of every informant in Manado. The time of the research is from August 2017 until February 2018.

### Population and Sample

The population of this research are 15 consumers who used or make a decision to use Gojek services in Manado area. In this research is using purposive sampling.

### Data Collection Method

In this part data collection method divided into primary and secondary data with in-depth interview and observation.

### Operational Definition of Research Variables

This research uses two types of variable, which are: Consumer Decision Making and Word Of Mouth, presented on Table 1.

**Table 1 Operational Definitions of Research Variable**

No	Variables	Operational Definition
1	Consumer Decision Making	The integration process by which knowledge is combined to evaluate two or more alternative behaviors and select one of the online transportation provided in this case Go-Jek services.
2	Word Of Mouth	A form of interpersonal communication among consumers concerning their personal experiences with Go-Jek services.

Source: Data Processed, 2017

In this research, variables were obtained by the customer respond on making decisions of before and after word of mouth promotion of use Gojek services.

### Data Analysis Method

According to Hair, Money, Page and Samouel (2007), there are several steps in qualitative data analysis, such as;

- Data Collection, is the process where the researcher found information or data from any kind of source such as books, internet website and gather deeper information from the informant.
- Data Reduction, involves selecting, simplifying and transforming the data to make it more manageable and understandable.
- Data Display, helps qualitative researches to organize information and view it in a way that enables them to identify linkages and develop explanations that relate their findings to existing theories.
- Drawing and Verifying Conclusion, drawing conclusion involves deciding what the identified themes and patterns and how they help to answer the research question. Verification involves checking and re-checking the data ensure the initial conclusions are realistic, supportable and valid.

### Reliability and Validity

Validity and reliability in qualitative research have a slightly different meaning in qualitative research in comparison to quantitative research (Sekaran and Bougie, 2013). Based on Sekaran and Bougie (2013), the reliability in qualitative data analysis includes category and interjudge reliability.

## RESULT AND DISCUSSION

### Result

Based on age the highest percentage of respondents comes from 20-40 years old category which is 93%, and the lowest percentage is from > 50 years old category which is 7%. Based on occupation shows that 53% of the respondents are University Students, 20% are Employee, 7% are Housewife, and 20% others such as Model, Traveller, and Jobseeker. Which is the highest percentage of income per months shows conducted that there are 27% has income < 999.000 rupiah per month, 53% has income 1.000.000-.2.500.000 rupiah per month, and 20% has income > 2.500.000 rupiah per month. Based on the interview result, before there is any wom such as suggestion, opinion, and promotion percentage there 73% respondents reveals that before there is any wom, they are untrusted or hesitate of Gojek services, and 27% respondents reveals that they were trustful Gojek services before any wom. In about the satisfaction, before any wom such as comment or opinion has percentage 47% respondents reveals unsatisfied, and 53% reveals that completely satisfied before any wom.

#### **Informant 1: Mr. Diki Sandala (University Student, 20<sup>th</sup> years old)**

According to the informant 1, his behavior before any opinions he has trust but there still a little hesitate about trusted and punctuality of Gojek services, also a little unsatisfied about the complete attributes of Gojek service. And in after any comments (wom promotion) by others Gojek services, the informant 1 was like more hesitate about Gojek prices and about quality of Gojek quality services by seeing or knowing their Brand, from the informant 1 opinion it cause the negativity thought by others and by him experiences too, also unsatisfied about performance of Gojek services. Informant 1 said that *"Information, recommendation, suggestion, other experiences is important enough for me, because recommendation by others will make us trust more about something"*.

#### **Informant 2: Mr. Alan Fanulene (College Student, 22<sup>th</sup>)**

According to informant 2 behavior before any opinions he has trust but still has a little hesitate about speed and punctuality of Gojek services and about prefer himself to keep choose using Gojek services, also a little unsatisfied about complete attribute of Gojek services. And after in any comments the informant 2 is completely trust and satisfied of Gojek services. The informant 2 said *"Yes, I think information, recommendation, and other experience is important for consumer make a decision"*.

#### **Informant 3: Ms. Gadis Ayu Felina (College Student, 24<sup>th</sup>)**

According informant 3 behavior before any opinions she has trust but still has a little hesitate about Gojek as the solution when need to hurry, easier, and no need for wait a long, and about the speed and punctuality of Gojek services, also a little unsatisfied about the performance of Gojek services and about the speed and punctuality of Gojek services. Then after any comments (wom promotion), the informant 3 was trustful and satisfied about the Gojek services. According to the informant 3 she said *"Information, recommendation, other experience, or suggestion by others is important but that's just ordinary for me, not too much, because my assessment is more important, so I don't really need recommendation, I can decided it by myself without that"*.

#### **Informant 4: Mr.Dwi Mujiono (Jobseeker, 22<sup>th</sup>)**

Informant 4 said *"Gojek services offer the affordable services for me, especially when I will take a long trip"*. The informant 4 usually order less than 5 times per week, with the most feature service is Go-Ride. According informant 4 behavior before any opinion she has trust but still has a little unsatisfied about the complete attributes of Gojek services. Then after any comments (wom promotion), the informant 4 was trustful and satisfied about the Gojek services. According to the informant 4 information, recommendation, and wom promotion is important.

#### **Informant 5: Ms. Claudia Riafinola (Model, 21<sup>th</sup>)**

According informant 5 behavior before any opinion she has trusted and satisfied of Gojek services. Then after any comments (wom promotion), the informant 5 was trustful and satisfied about the Gojek services.

#### **Informant 6: Mr. Alvi Singal (Employee, 27<sup>th</sup>)**

Informant 6 is usually order less than 50 times, and the most favorite feature is Go-Food. Informant 6 behavior before and after word of mouth promotion is he truly trusted and satisfied about Gojek services.

**Informant 7: Mr. Arnold Rotinsulu (Employee Contractor, 22<sup>th</sup>)**

Informant 7 behavior before any opinions, he has trust and satisfied of Gojek services, but has a little hesitate before there any opinion about Gojek services make informant 7 prefer to keep choose using Gojek services. Then, after any comments he becomes trustful and satisfied for using Gojek services.

**Informant 8: Mr. Novembry Dodolang (College Student, 22<sup>th</sup>)**

Informant 8 behaviors before any opinion that he trust but there's a little hesitate about the price of Gojek service is worth it and about the speed and punctuality of Gojek services, also a little unsatisfied about complete attribute of Gojek services. Then after any comments, apparently the trust is more mines because after negativity word or mouth about trusted Gojek as the solution when there's a problem such as need to hurry, easier, and no need for wait a long, about speed and punctuality of Gojek, about Gojek services make consumer prefer to keep choose using Gojek services than the other Brand, also more unsatisfied about complete attributes of Gojek services, and unsatisfied about the speed and punctuality of Gojek services.

**Informant 9: Ms. Natasya Johannis (College Student, 22<sup>th</sup>)**

Informant 9 behavior before any opinion, she has reasonable hesitate about Gojek as the solution when in need to hurry, easier, and no need for wait a long, about the price of Gojek services is worth it, about Gojek is good quality by seeing and knowing by their brand, and about Gojek services make consumer to keep choose using their brand than the other brand. Also some reason unsatisfied about complete attribute of Gojek services and about the speed and punctuality of Gojek services. Then, after any comments (wom promotion), she more trust the good of Gojek services, but there was one negativity wom that she trust that Gojek services not make she prefer to keep choose using Gojek services than the other brand. But she is satisfied of using Gojek services after any comments (wom promotion). Informant 9 said *"Information, suggestion, opinion, or comments by other is important. Because it can the basic are we will trust the brand 100% or become hesitate. That is why I need to get the information, experience by others, or opinion to make a decision. And because of it, so do I. I will share my experience, I will information, or give my opinion about the Gojek services"*.

**Informant 10: Ms. Rynne Manampiring (Traveller, 22<sup>th</sup>)**

According informant 10 behavior before any opinion she has a little hesitate about the speed and punctuality of Gojek services and about Gojek services will make consumer keep to choose using Gojek services, also a little unsatisfied about the kindness and friendly of Gojek services. After any comments (wom promotion) she more trust, but still hesitate about the speed and punctuality of Gojek services.

**Informant 11: Ms. Claudia Yohana Santi (Employee, 23<sup>th</sup>)**

According informant 11, her behavior before and after wom promotion is she has trust and satisfied of using Gojek services.

**Informant 12: Mr. Dizky Fernando (College Student, 21<sup>th</sup>)**

According to informant 12, his behavior before any opinion (wom promotion) by other, he has until 4 reason hesitate which are about Gojek as the solution when in need to hurry, easier, and no need for wait a long, about Gojek is good quality services by seeing or knowing their brand, about Gojek services is compete brand by observation assessment of drivers Gojek after finished order, and about Gojek services make people to keep choose using their brand than the other brand. Then, after any comments (wom promotion), informant 12 becomes trust and satisfied to make decision for using Gojek services.

**Informant 13: Ms. Indah Baris (College Student, 21<sup>th</sup>)**

According informant 13, her behavior before any opinion (wom promotion) about Gojek, she only has a little hesitate about Gojek as the solution when she needs to hurry, easier, and no need for wait a long and about the price is worth it. But, after any comments about Gojek services, she becomes trustful and satisfied for using Gojek services.

**Informant 14: Mr. Reynaldo Soei (College Student, 21<sup>th</sup>)**

Informant 14 behavior before any opinion, he has reasonable hesitate of Gojek services are about Gojek as the solution when in need to hurry, easier, and no need for wait a long, about the price of Gojek services is worth it, about Gojek is good quality by seeing and knowing by their brand, about Gojek services is compete brand by observation assessment of drivers Gojek after order, about Gojek services will make consumer keep to choose using Gojek services, and about Gojek services is qualified to recommend to others. Then, after any

comments (wom promotion) informant 14 becomes trust and satisfied to make decision for using Gojek services.

**Informant 15: Mrs. Vera Tumbelaka (Housewife, 53<sup>th</sup>)**

According informant 15, her behavior before any opinion she has a little hesitate about Gojek is the solution when in need to hurry, easier, and no need for wait a long. Then, after any comments (wom promotion) she has trust and satisfied of using Gojek services.

**Discussion**

The rise of online transport in various cities in Indonesia, became a proof of rapidly growing technological developments, even present in Manado now, but in case study this research shows to the first online transportation that enter in Manado that is PT. Gojek. From the brand, it can be guess that the name Gojek approached the name "Ojek" which certainly offers drivers online services. But the good thing is there is not just "ojek services", they offer services with various other features, such as Go-Car, Go-Food, Go-Send, and so on. From all kinds of offer services offered by Gojek, researchers want to identify consumer behavior in making decisions before and after WOM promotion. Surely, there is a difference between before and after WOM promotion. As it shown on interview result, the most informants have similar respond answers that before and after wom, they are react more trust and more satisfied after wom promotion such as information, opinion, comments, recommendation, or suggestion. However informants have their own opinion because each and every person has a different perception and of course experience even it is the same product but different consumer. Supporting with the theory above and previous research, which researchers choose to serve as a basic measurement of consumers to determine the decision making on the use of a service product that people choose to use as their transportation services online that are:

**Need Recognition**

Researchers took 3 features most often respondents use according to the respondents, including Go-Ride, Go-Car, Go-Food. Based on the theory above informant 1 to 15 is making decision to use Gojek services because they need their services, they needs Gojek services because they found problems such an they need service that will help for easier, practice, multipurpose, and so on according to their needs and wants. The way of Gojek service that offer Go-Ride so for those such as informants 1, 3, 4, 5, 11, 14 that they are college students and employee, of course they need this service to help them arrive faster, and practice without need to walk away for looking for transportation. There is also probably the same thing with informants 2, 6, 8, 10, 12, 13 who need more services Go-Food, because it may not need to go far to the restaurant, they can enjoy the menu of food they need and want in their respective places, because so far in accordance with the fact that there are very rarely restaurants that provide delivery services. While users who most often use the services of Go-Car there are 3 respondents that informants 7, 9, and 15, surely it cause Go-Car help them if there problems such as when it's rainy and probably they need to go somewhere they were belong and they don't have car or any transportation which can contain more than one person, then the situation is make they must at the one place at that time. So, Gojek is the thing just the way they wants or needs.

**Information Search**

Based on the interview all of the respondents who are users of Gojek services, from all of the 15 respondents, 10 stated that they use Gojek because of the recommendation of others, the informants are 2, 3, 7, 9, 10, 11, 12, 13, 14, and 15. Either they may be recommendations from family, friends or people around them. In the statement of each respondent are diverse but almost the same that they did not initially use Gojek even though they may already know and although it has long been operating in Manado, but on the promotion of wom, so they changed their minds to use it.

**Evaluation of Alternatives**

Based on the interview from each of the descriptions that researchers can from the respondents, researchers found that the existence of consumers who previously had doubts and after the comments (wom promotion) to believe and satisfied to use the services of Gojek amounted to 9 respondents, namely respondents 2, 3, 4, 7, 9, 12, 13, 14, and 15. It means at the first they are evaluating any brand or product services.

### **Purchase Decision / Decision Making**

Based on the interview, from each of the descriptions that researchers can from the respondents, researchers found that the existence of consumers who previously had doubts and after the comments (wom promotion) to believe and satisfied to use the services of Gojek amounted to 9 respondents, namely respondents 2, 3, 4, 7, 9, 12, 13, 14, and 15. As for consumers who before and after receiving opinions, comments and recommendations are still doubtful or less satisfied to use services Gojek amounted to 3 respondents, namely respondents 1, 8, and 10. Even there was a prior and after the opinion or comments, it is already believed and satisfied to use services Gojek amounted to 3, they were respondents 5, 6, and 11. After all, it all back into their mindset, whatever they choose it becomes their decision-making.

### **Post Purchase Behavior**

Based on the interview, from all the respondents, researchers know there are 11 respondents who quite often use Gojek services more than 10 orders every week, including informant 1, 3, 5, 6, 9, 10, 11, 12, 13, 14, and 15. Researchers also grouped the respondents who most often use the features of Gojek as described earlier in segment need recognition.

Importance of customer satisfaction in company that serving services is obvious greatly influences customer make a decision to choose trust their product or services and especially to repurchase intensions, whereas dissatisfaction has been seen as a primary reason for customer intentions to switch. From the other experience, it will go into mouth to mouth, it would be better if the good experiences of consumers are shared were making the experience as a promotion of brand quality for others, then the product or services is finally get more interested and users.

According to Sumardy (2011), there are three levels / stage of creation the perfect WOM is customers do talking, promoting and selling.

1. Customers do talking, talking here means the company managed to create / create people talking about the product or service offered.

Based on the interview, from each question the researcher asks the respondents, everything explains that the opinion information, comments, experiences of others, or promotions are important for almost all reason, that is, it's all like advice to make a decision, best.

2. Customers do promotes, the company can empower the profitable talker in order to discuss the products or services offered positively.

Based on the interview, and as for the respondents who do not need to receive information, promotions and so on will continue to make decisions, they will still make their own decisions to use the project, there are 7 respondents are respondents 1, 2, 3, 4, 5, 6, and 7. So, without any information, comments, opinion, and suggestion, they can be people who feel the first experience as well as informant, recommender, or promoter for others.

3. Customers do selling, is a customer or a talker must also rely on behavioral changes in people they are talking voluntarily.

Based on the interview, there are respondents with the types who will share information and experiences with others, they are respondents 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, and 15.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the data analysis and discussion, the conclusion of this research can be concluded as:

1. As it shown on interview result, the most informants have similar respond answers that before and after wom, they are react more trust and more satisfied after wom promotion such as information, opinion, comments, recommendation, or suggestion. Thus, there is a significant difference between before and after word of mouth promotion on consumer decision making. Word of Mouth Promotion is more attract people to use the Gojek application.
2. With the Trust and Satisfaction related with other experience that had been share, and becomes the way of word of mouth promotion it makes the dominant consumer is used Gojek as their alternative helper application.
3. There is a lot kind of variation that Gojek offer, was made consumer use Gojek basically by their necessity feelings with motivated by others that directly doing it as word of mouth promotion.



## Recommendation

This research has been conducted in order to explore consumer decision making before and after Word of Mouth Promotion of Gojek services in Manado. Here are some recommendations that proposed and found with this research:

1. Company should care about the before and after word of mouth promotion on consumer decision making based on consumer based on consumer trust and consumer satisfaction, since there is a significant differences in perspective of consumer on consumer decision making.
2. Future replication of this model might consider investigating the mediating effect of differences in before and after word of mouth promotion on consumer decision making based on consumer trust and satisfaction.
3. For the government, as a service company like Gojek has contributed in promoting Indonesia's Small and Medium Enterprises (SMEs) and improving the economy of the people of Manado, it is important to maintain good cooperation on existing laws or regulations in the business chain, fair and open to business opportunities, especially retail companies in Manado without forgetting the point of creating a prosperous society in the city of Manado.
4. For universities, provide knowledge for students, especially students of economics and business to know about consumer decision making before and after word of mouth promotion and its relationship.

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