WORD OF MOUTH COMMUNICATION ACTIVITIES: IS IT THE IMPACT OF CUSTOMER SATISFACTION?

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Abstract- This research aims to understand the word of mouth communication activities influenced by product quality. This research is an explanatory and evaluative research. The researchers want to know and analyze what the effective mediating variable is: customer satisfaction or direct purchasing decision? The sample of this research are 384 respondents using purposive sampling method. The researchers use questionnaires disbursement by google form. Data calculation and analysis are done by Statistical Package for the Social Sciences (SPSS) software 22.0 version. For the relationship between two variables, the researchers use Structural Equation Modelling (SEM) concept with LISREL 88.0 software. Eventhough the result of this research is that all the variables have significant influences but there are some interesting points of view on this result. Product quality has a strong impact to customer purchase decision but customer purchase decision has a low impact to word of mouth communication. This is also the fact that product quality has a high influence on customer satisfaction but, unfortunately, it has a low impact to word of mouth communication. The result value of customer satisfaction is influence on word of mouth communication for only 2.48 as indirect impact and also almost the same with the influence of product quality on word of mouth communication which is 2.38 as direct impact.

Keywords: Word of Mouth, Customer Satisfaction, Customer Purchase Decision

I. INTRODUCTION

Indonesia's economy is growing although its macroeconomic condition has not been stable yet. This can be seen from the unstable exchange rate of Rupiah against US Dollar; inflation growth is still far below the neighboring countries' inflation. The growth of Non-Petroleum and Gas Industry contributes to the national income. The growth of Non-Petroleum and Gas Processing Industry for the last three years is as follows:

The Growth of Non Oil and Gas Industrial Management Based on Industrial Branches with Year Based 2010

NO	COMODITY GROUP	2013	2014	2015	% Peru
1	Coconut/Oil Palm Processing	20.664	23.711,6	20.746,1	-12,51
2	Steel Iron, Machinary and Automotives	14.684,4	15.813,5	14.443,2	-8,67
3	Textil	12.661,7	12.720,3	12.262,6	-3,60
4	Electronic	8.520,1	8.066,9	6.903,7	-14,42
5	Rubber Processing	9.724,1	7.497,5	6.171,4	-17,69
6	Basic Chemistry	5.083,5	5.703,4	4.150,7	-27,22
7	**Food and Beverage**	**5.379,8**	**5.554,4**	**5.597,0**	**0,77**
8	Pulp and Paper	5.644,0	5.498,6	5.332,6	-3,02
9	Wood Processing	4.727,7	5.202,3	5.186,6	-0,30
1	Copper Processing, Lead Processing, etc	4.843,5	4.886,4	3.619,3	-25,93
1	Leather, Leather Goods, and Shoes /Foot Wear	3.933,1	4.090,3	4.615,4	12,84
1	Gold, Silver, Precious Metals, Jewelry, etc..	2.031,2	3.671,8	4.721,7	28,60
	Top 12 Industry Results	**97.893,5**	**102.416,9**	**93.750,4**	**-8,46**
	Other Industries	15.136,4	14.913,0	12.886,5	-13,59
	PROCESSING INDUSTRY	**113.029,9**	**117.330,0**	**106.636,8**	**-9,11**

Source: Ministry of Industy Performance Report 2015

From Table 1 it is seen that the investment in food and beverage industry in Indonesia is still stable from year to year. It means there is still market demand in the food and beverage industry. The competition in food and beverage business is very tight. The growth of this industry can not be separated from several factors. One of the factors is the number of population from year to year. The following figure is the projected number of Indonesia people in 2010-2035.



Source: www.bps.go.id

The increasing number of people from year to year is a market potential and becomes a guarantee for the viability of food and beverage industry. The increasing and growing number of population will enhance the people's purchasing power.

One of the businesses in food and beverage industry is Chatime. Chatime is a franchise beverage company established in Taiwan in 2005 and now it has around 600 outlets spreaded in 15 countries. Chatime provides fresh drinks with the variation of tea, coffee and fruity juice as well as other supplements that make the drinks tasty and healthy at once. Such tea drink is categorized as bubble tea. The brand of Chatime is under the umbrella of Kawan Lama Group's business unit named PT Food Beverage Indonesia and becomes a sister company of Ace Hardware and Toys Kingdom. Chatime exists in Indonesia for the first time in February 2010 taking location in Alam Sutera.

"Chatime" comes from Mandarin language; Cha means tea. Chatime means Tea Time. This drink fits the flavor which is liked by children, adolescents, and adults.
(www.marketing.co.id/ada-28-gerai-hanya-dalam-waktu-dua-tahun). Data concerning Top Brand Index from some bubble drink businesses in Indonesia is presented below:

No	Brand	Top Brand Index (%)		
		2013	2014	2015
1	Hip – Hop	42	37.7	3.9
2	Chattime	3.3	15.3	19.6
3	Luplup	0	3.8	3.9
4	Quickly	7.7	6.5	3.4
5	Honolulu	1.1	2.4	1.5
6	Bubbleology	0	0	1.3
7	Calories	1.1	6.8	0
8	Chill Bubble Tea	1.1	3.2	0
9	Mooboo	1.9	2.5	0
10	i-Cup	7.5	0	0
11	Toper	3.6	0	0

Source: Frontier Magazine 2015, data processed by the author

Although in the table published by *Frontier Consulting Group* magazine there are only 11 objects surveyed but the reality in the market illustrates a tight competition of bubble tea industry in Indonesia. Among Chatime's competitors are ***Calais, Fat Straw*** and ***Share Tea***. The increasing number of foreign franchise entering Indonesia, especially in the same industry, stimulates a more competitive situation for market expansion and sales increase. Generally every business intends to get profit. This goal is not separated from marketing activities. The producer should have a strategy to improve his product quality in order that the consumers keep buying his products continuously (Hayati and Sekartaji, 2015:49).

Marketing activities have been focusing on some factors, such as product quality, so that customers choose our products rather than our competitors' products and to make consumers feel satisfied with our products. Product has an important meaning to the company, because with no product, a company will not be able to do anything in his business. Consumers will buy our products if they are interested and feel like. Therefore, a product must be aligned with the buyers' needs and wants for the sake of product marketing success. Kotler and Amstrong as quoted by Weenas in his journal (2013: 609) say that product quality is the ability of a product to run its function comprising reliability, durability, appropriateness, easiness to operate, product improvement, and other valuable attributes. Every company wanting to be able to fulfill their customers' needs and wants will try to make quality products which are represented by both the outside characteristics (design) of the product and the product core itself. The product quality which meets consumers' needs and wants will influence their decision to purchase. Suharso, as quoted by Saidani *et al*., in his journal (2013:4) says that purchase decision is the phase in which a buyer has decided his choice and purchases the product as well as consumes it. The purchase itself may physically be done by the consumer, but it may also be other person's choice. Likewise, product quality that meets consumers'expectation will make them satisfied and believe. The level of customer satisfaction depends on the performance of product or service as well as the standard used by the customer (Assauri, 2012:11).

With the purchase decision and customer satisfaction could create customer perception with marketing communication. The communication that occurs is Word of Mouth Communication. Basalamah in his journal (2010:80) defines WOM as a communication in the form of talk or testimony by the person telling about a product or service. Word of mouth is a process of interpersonal communication from mouth to mouth. Everyday people talk to others, share ideas, share information, share comments and do other communication processes.

From the above description, it can be understood that the ability of a company to stand fast depends on the product quality, especially those that compete in the same industry. The better the product quality offered, the higher possibility the consumers will make a purchase decision, and those who are satisfied will do a positive word of mouth that creates a good impact on the company. In this journal, the problems to be discussed are as follows:

1. Does product quality have influences on the word of mouth communication?
2. Does product quality have influences on the purchase decision?
3. Does product quality have influences on the customer satisfaction?
4. Does purchase decision have influences on the word of mouth communication?
5. Does customer satisfaction have influences on the word of mouth communication?

II. THEORY REVIEW

Marketing activity is closely related to most people's daily needs (Oentoro, 2012:1). Through that process, a product or service is created, developed, and distributed to people. Marketing is a process of perceiving, understanding, stimulating and fulfilling the needs of target market selected specifically by distributing the organization's resources to fulfill the needs (Sunyoto and Susanti, 2015:59).

1. Product Quality

According to McClave *et al.* (2011:400) quality is a product or service measured from how far it can satisfy the users' needs and wants. Kotler and Amstrong as quoted by Weenas in his journal (2013:609) say that product quality is the ability of a product to run its functions comprising reliability, durability, appropriateness, easiness to operate, product improvement as well as other valuable attributes. Every company wanting to be able to fulfill their customers' needs and wants will try to make quality products represented by both the outside characteristics (design) of the product and the product core itself.

Gaspersz, as quoted by Irawan and Japarianto in their journal (2013:2), explains that product quality includes 8 dimensions, namely:

a. Performance
b. Reliability
c. Additional features
d. Appropriateness with the specifications
e. Durability
f. Service
g. Aesthetic
h. Perceived quality

2. Word of Mouth Marketing

Word of mouth marketing is a marketing activity that triggers consumers to talk about, to promote, and to sell the brand of a product to other prospective consumers (Sumardy as quoted by Prasetyo, 2014:4). Word of mouth communication is one of the communication channels frequently used by the companies producing goods or services because it is considered very effective in smoothing the marketing process as well as it can give profits to the company (www.pendidikanekonomi.com).

Basalamah in his journal (2010:80) defines WOM as a communication in the form of talk or testimony by the person telling about a product or service. Word of mouth is a process of interpersonal communication from mouth to mouth.

According to Budi Wiyono as quoted by Prasetyo in his journal (2014:3), word of mouth communication occurs due to:

a. Talking about
   Someone may be involved in a certain product or activity and intends to talk about it to other people so that the process of word of mouth communication occurs.
b. Promoting
   Someone may tell about the product he has ever consumed by which he unconsciously promotes the product to other people (friends or family members).
c. Selling
   Someone may recommend a product he has ever purchased to other people (friends or family members).

3. Purchase Decision

Suharso as quoted by Saidani *et al*., in his journal (2013:4) says that purchase decision is the phase in which a buyer has decided his choice and purchases a product as well as consumes it. The purchase itself may physically be done by the consumer, but it may also be other person's choice. For consumer, the process of purchase decision is an important activity since this process includes a series of consecutive steps before the consumer makes a decision (Putri *et al*, 2014:3). If the consumer decides to purchase, he will face a series of decisions to make concerning the type of product, brand, seller, quality, purchase time, and terms of payment. Thus, every company can make efforts to simplify the consumer's decision making.

According to Sutisna as quoted by Sandrakh in his journal (2013:17), consumers divide purchase decision into two dimensions, namely:

1. Priority in purchasing
   Priority to buy a product can be done by the consumer if the company is offering the product better than the competitors' product.
2. Purchase frequency
   When a consumer purchases a certain product and feels satisfied with the performance of that product, the consumer will often rebuy that product whenever he needs.

4. Customer Satisfaction

Customer satisfaction is an after-sales evaluation or the result of an evaluation after comparing what is perceived and what is expected (Yamit, 2010:105). Satisfaction is someone's feeling of like or disappointed that occurs after comparing his perception or impression toward the performance (or result) of a product with his expectation. Satisfaction is the function of perception or impression over the performance and of expectation. If the performance is under expectation then customer is not satisfied, but if it fulfills the expectation then customer feels satisfied. If the performance exceeds the expectation then customer feels very satisfied or happy. Many companies focus on high satisfaction because the highly satisfied customer creates emotional adherence to a certain brand, not only rational adherence or preference. The level of customer satisfaction depends on the performance of product or service as well as the standard used by the customer (Assauri, 2012:11).

According to Dutka as quoted by Saidani and Arifin in their journal (2012:6), there are three dimensions in measuring universal customer satisfaction, namely:

1) *Attributes related to product*, that is the satisfaction dimension related to the attributes of a product such as setting the obtained value with its price, ability to determine satisfaction, and its benefit.
2) *Attributes related to service*, that is the satisfaction dimension related to the attributes of a service such

as promised guarantee, process of service or delivery, and process of problem solving.

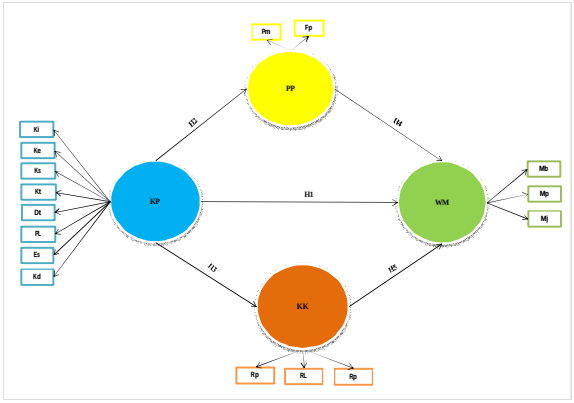
3) *Attributes related to purchase*, that is the satisfaction dimension related to the attributes of decision to purchase or not to purchase from the producer's side such as easy access to information, employee's courtesy and corporate reputation.

III. RESEARCH METHOD

The type of data used in this research is quantitative data. This data is used to examine a certain population or sample. The method for collecting data uses research instruments. The data is analyzed statistically, aiming to test the hypotheses that have been formulated. The source of data for this research is primary data collected by the authors (researchers) specifically to answer the researchers' questions. The primary data is taken from the answers from the respondents who fill in the questionnaire in order to obtain information on the influence of product quality on word of mouth communication through the purchase decision and customer satisfaction of Chatime product as the intervening variable. In addition, this research also uses secondary data related to the problems studied, i.e. the influence of product quality on the activity of word of mouth communication through the purchase decision and customer satisfaction of Chatime product as the intervening variable.

In this journal, population means the respondents who have known, consumed, and purchased Chatime product at least once in two weeks. The sampling technique used is non probability sampling, which does not give the same opportunity to each of the population member to be the sample. The sufficient number of samples in a research is 30 to 500 (Sekaran and Bougie, 2013:269). The number of sample for this research is 384. This is due to limited available time and fund. Based on this consideration, the method used is Purposive Sampling by which the researchers use the method of determining respondents to become sample based on the certain criteria that have been set before (Siregar, 2013: 33). This research is carried out by spreading a questionnaire via internet using Google form application on Google drive. Subsequently the questionnaire link is distributed to the respondents in several areas of Indonesia, especially Jakarta. The time of taking sample is from March to June 2016. During that period, the activities of making, distributing, submitting and processing questionnaire have been done.

The research model that will be used in this research is as follows:



In this research there are three variables: (1) Independent variable, using the symbol of KP representing product quality, where it has 8 dimensions, namely Performance (Ki), Reliability (Ke), Appropriateness with Specification (Ks), Feature (Kt), Durability (Dt), Service (PL), Aestetics (Es) and Perceived Quality (Kd); (2) Dependent variable, using the symbol of WM representing word of mouth. WM has 3 dimensions, namely Talking about (Mb), Promoting (Mp) and Selling (Mj); and (3) intervening variable (mediation), using the symbol of PP representing purchase decision. PP has 2 (two) dimensions, namely, Purchase Priority (PM) and Purchase Frequency (Fp) and Customer Satisfaction (KK). KK has 3 dimensions, attributive relations on Product (Rp), attributive relations on Service (RL), and attributive relations on Purchase (Rb). This research is analyzed using Structural Equation Modelling (SEM). SEM is the second generation of multivariate analysis technique that combines factor analysis and path analysis, allowing the researchers to test and estimate simultaneously the relationship between multiple exogenous variable and endogenous variable with many indicators (Latan, 2012: 5). In the next phase, the available data is processed using SEM. This research uses SPSS (Statistical Product and Service Solutions) 22 and LISREL (Linear Structural Relationship) 8.8.

The frequently used techniques for validity test are Bivariate Pearson correlation (Pearson's Moment Product) and Corrected Item-Total Correlation. Validity test is useful for knowing the data of statements in the questionnaire that must be ommited or replaced as it is considered invalid. The instrument item is considered valid if $r_{calculation} > r_{table}$ (Sudarmanto, 2013:78). Reliability test shows the accuracy, appropriateness, and consistency of questionnaire in measuring a variable. A construct or variable is stated reliable if it results in the value of Cronbach Alpha > 0.70, although 0.60-0.70 still can be accepted (Hair et al as quoted by Latan and Temalagi, 2013:46).

IV. RESEARCH RESULT AND ANALYSIS

A. Characteristics of Respondents

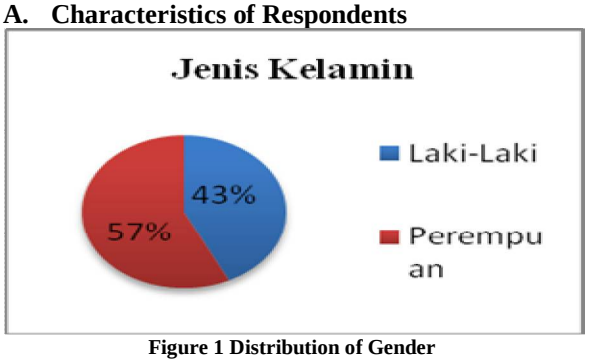


Figure 1 Distribution of Gender

From the data of respondents distribution by gender, it can be seen that most respondents are female. The respondents by gender is presented in Figure 1, showing that Chatime product is liked by males and females.

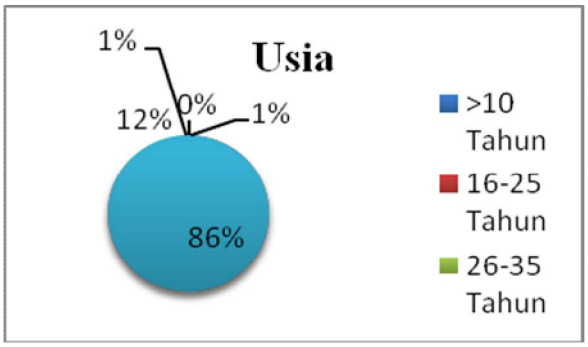


Figure 2 Characteristics of Respondents by Age

The data of respondents by age group shows the percentage of each age group: age >10 years numbering 1%, age of 16-25 years numbering 86%, age of 26-35 years numbering 12%, age of 36-45 years numbering 1% and age of >45 years numbering 0%. From Figure 2 it can be seen that the age group of adolescent has higher percentage, that is 86%, because Chatime is soft drink frequently consumed especially at certain events such as birthday party, inter-school or inter-campus competition, and so on.

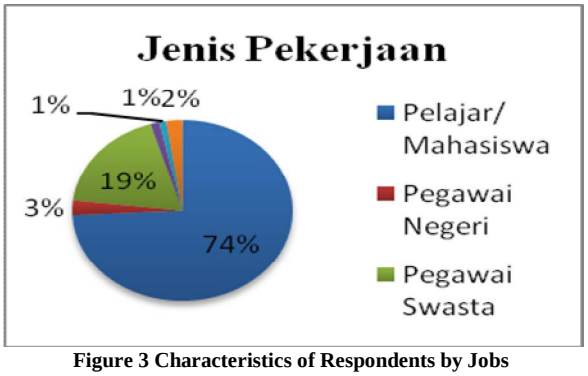


Figure 3 Characteristics of Respondents by Jobs

Based on the the questionnaire fulfillment via *google form*, the most dominant in the distribution of respondents by job are students reaching 74%. In the second position are Private Employees numbering 18.5%, in the third position are Civil Servants numbering 3%, in the fourth position are the respondents with other jobs numbering 2%, in the fifth position are Housewives numbering 1.5%, and in the sixth position numbering just 1% are entrepreneurs.

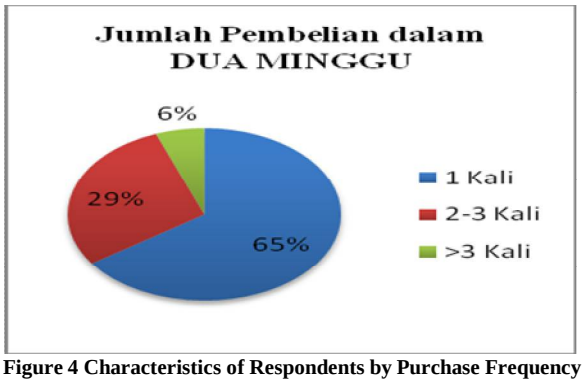


Figure 4 Characteristics of Respondents by Purchase Frequency in Two Weeks

From the distribution of respondents by purchase frequency based on Chatime product. It means that the most respondents purchase the Chatime product one in two weeks, numbering 65%. As many as 29% of respondents purchase 2-3 times in two weeks and 6% of respondents purchase more than 3 times in two weeks. This data indicates the consumer behaviour nowadays. They like gathering more than purchasing. They prefer posting what they like to buy.

B. Validity Test

Table 3 Result of Validity Test on Product Quality Variable

Variabel Produc Quality	Ite Statement	Total Pearso Correlation	Value r Table	Remarks
Performance	Ki 1	0,408	0,1001	Valid
	Ki 2	0,482	0,1001	Valid
	Ki 3	0,491	0,1001	Valid
	Ki 4	0,491	0,1001	Valid
	Ki 5	0,523	0,1001	Valid
Reliabilit	Ke 1	0,534	0,1001	Valid
	Ke 2	0,445	0,1001	Valid
	Ke 3	0,464	0,1001	Valid
	Ke 4	0,469	0,1001	Valid
	Ke 5	0,535	0,1001	Valid
Appropriateness with Specification	Ks 1	0,465	0,1001	Valid
	Ks 2	0,581	0,1001	Valid
	Ks 3	0,605	0,1001	Valid
	Ks 4	0,446	0,1001	Valid
	Ks 5	0,651	0,1001	Valid
Keistimewaa Tambahan	Kt 1	0,566	0,1001	Valid
	Kt 2	0,542	0,1001	Valid
	Kt 3	0,369	0,1001	Valid
	Kt 4	0,433	0,1001	Valid
	Kt 5	0,529	0,1001	Valid
Daya Tahan	Dt 1	0,584	0,1001	Valid
	Dt 2	0,571	0,1001	Valid
	Dt 3	0,474	0,1001	Valid
	Dt 4	0,527	0,1001	Valid
	Dt 5	0,559	0,1001	Valid
Pelayanan	PL 1	0,609	0,1001	Valid
	PL 2	0,463	0,1001	Valid
	PL 3	0,481	0,1001	Valid
	PL 4	0,526	0,1001	Valid
	PL 5	0,506	0,1001	Valid
Estetika	Es 1	0,518	0,1001	Valid
	Es 2	0,578	0,1001	Valid
	Es 3	0,540	0,1001	Valid
	Es 4	0,555	0,1001	Valid
	Es 5	0,497	0,1001	Valid
Perceive Quality	Kd 1	0,525	0,1001	Valid
	Kd 2	0,552	0,1001	Valid
	Kd 3	0,487	0,1001	Valid
	Kd 4	0,576	0,1001	Valid
	Kd 5	0,606	0,1001	Valid

C.

Table 4 Result of Validity Test on Word of Mouth Variable

Variable *Word of Mouth*	Ite Statement	Total *Pearson Correlation*	Value r Table	Remark
Talking	Mb 1	0,697	0,1001	Valid
	Mb 2	0,704	0,1001	Valid
	Mb 3	0,720	0,1001	Valid
	Mb 4	0,740	0,1001	Valid
	Mb 5	0,743	0,1001	Valid
Promoting	Mp 1	0,736	0,1001	Valid
	Mp 2	0,709	0,1001	Valid
	Mp 3	0,680	0,1001	Valid
	Mp 4	0,741	0,1001	Valid
	Mp 5	0,719	0,1001	Valid
Sellin	Mj 1	0,693	0,1001	Valid
	Mj 2	0,636	0,1001	Valid
	Mj 3	0,635	0,1001	Valid
	Mj 4	0,655	0,1001	Valid
	Mj 5	0,598	0,1001	Valid

D.

Table 5 Result of Validity Test on Purchase Decision Variable

Variable Purchase Decisio	Item of Statement	Tota Pearson Correlatio	Value r	Remarks
Purchas Priorit	Pm	0,661	0,1001	Valid
	Pm	0,724	0,1001	Valid
	Pm	0,695	0,1001	Valid
	Pm	0,723	0,1001	Valid
	Pm	0,753	0,1001	Valid
Purchas Frequency	Fp	0,659	0,1001	Valid
	Fp	0,717	0,1001	Valid
	Fp	0,749	0,1001	Valid
	Fp	0,696	0,1001	Valid
	Fp	0,677	0,1001	Valid

Table 6 Result of Validity Test on Customer Satisfaction Variable

Variable Custome Satisfaction	Item Statement	Tota Pearson Correlatio	Value r	Remarks
Attributive Relations To Product	Rp	0,681	0,1001	Valid
	Rp	0,628	0,1001	Valid
	Rp	0,595	0,1001	Valid
	Rp	0,618	0,1001	Valid
	Rp	0,690	0,1001	Valid
Attributive Relation s to Service	RL	0,710	0,1001	Valid
	RL	0,678	0,1001	Valid
	RL	0,631	0,1001	Valid
	RL	0,720	0,1001	Valid
	RL	0,662	0,1001	Valid
Attributive Relations to Purchas	Rb	0,623	0,1001	Valid
	Rb	0,670	0,1001	Valid
	Rb	0,750	0,1001	Valid
	Rb	0,690	0,1001	Valid
	Rb	0,654	0,1001	Valid

Tables 3, 4, 5 and 6 show the results of all customer satisfaction statements considered as valid because the value of Pearson Correlation is more than the value of r table, that is 0.1001.

E. Reliability Test

Table 7 Result of Reliability Test

Variable	*Cronbach's Alpha*	Remarks
Produk Quality	0.928	Reliable
Word of Mouth	0.922	Reliable
Purchase Decision	0.886	Reliable
Customer Satisfaction	0.908	Reliable

Those variables have the value of Cronbach's Alpha more than 0.60, so all the variables can be said as reliable.

F. Classical assumption Test

1. Normality Test

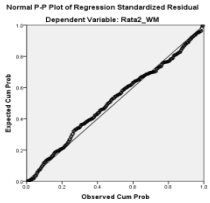


Figure 7 Result of Normality Test on the Variables of KP, PP, KK against WM

Based on Figure 7, the normality test in this research is the variabel of total average of KP, PP, KK against WM. It seems that the data has a curve considered as the normal chart of probability plot; dots spread at close quarters around the diagonal line and in one way following it. Thus, it can be concluded that the residual data has a normal distribution normal or the data fulfills the classical assumption of normality (Latan and Temalagi, 2013-56).

2. Multicollinearity Test

Table 8 Results of Multicollinearity Test on Variables KP, PP and KK against WM

Coefficients[a]

Model		Collinearity Statistics	
		Toleranc e	VIF
1	Rata2_KP	.424	2.358
	Rata2_K K	.311	3.219
	Rata2_PP	.374	2.673

a. Dependent Variable: Rata2_WM

The recommended value to show there is no problem of multicolloniearity is that the value of Tolerance must be > 0.10 and the value of VIF < 10 (Latan and Temalagi, 2013:63).

3. Heteroskedastisitas Test

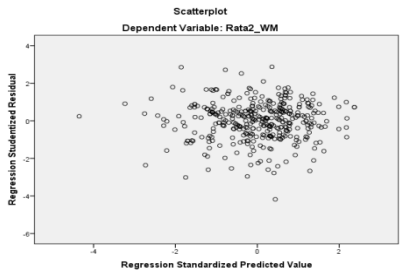


Figure 8 Result of Heteroskedastisitas Test on the Variables KP, PP and KK against WM

The picture of scatter plot 8 and dots spread above and under 0 on the Y axis. It can be concluded that the multilinear regression model is free from classical assumption of heteroskedastisitas. Thus, regression model is appropriate to predict a word of mouth based on the variable of product quality, purchase decision and customer satisfaction (Latan and Temalagi, 2013-66).

G. Measurement Model

1. Product Quality Variable

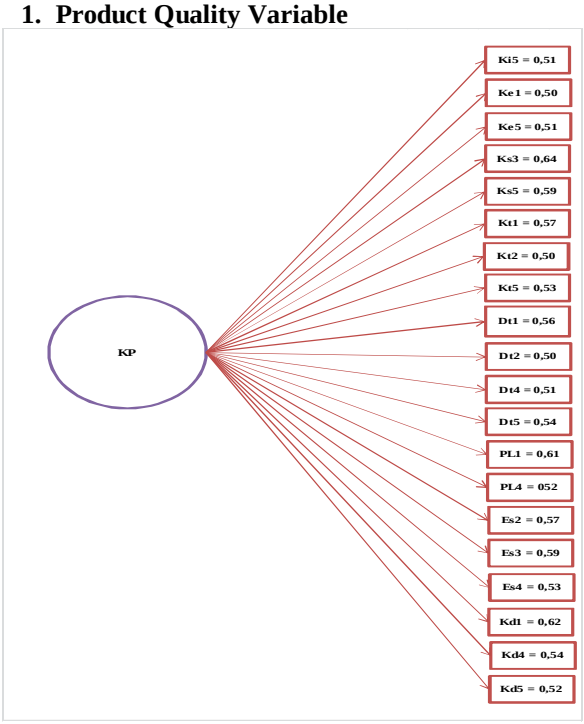


Figure 9 Result of measurement Model Test on the Variable of Product Quality

2. Word of Mouth Variable

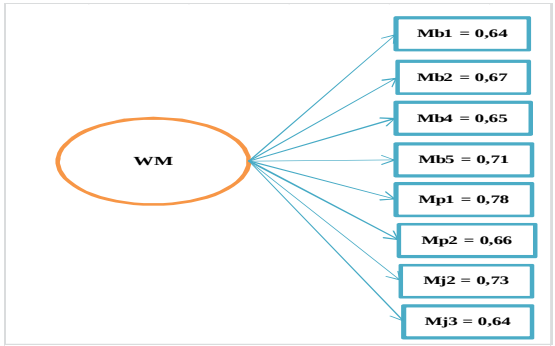


Figure 10 Result of Measurement Model Test on Word of Mouth Variable

3. Purchase Decision Variable

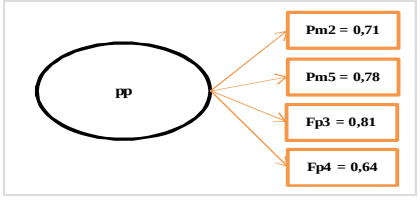
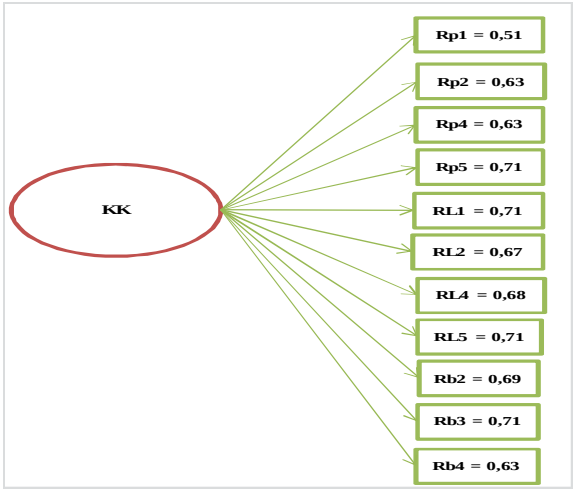


Figure 11 Result of Measurement Model Test on Purchase Decision Variable

4. Customer Satisfaction Variable



Gambar 12 Result of Measurement Model Test on Customer Satisfaction Variable

From Figures 9, 10, 11 and 12 it is seen that the statements are considered as valid because their value of loading factor is more than 0.05.

H. Structural Model

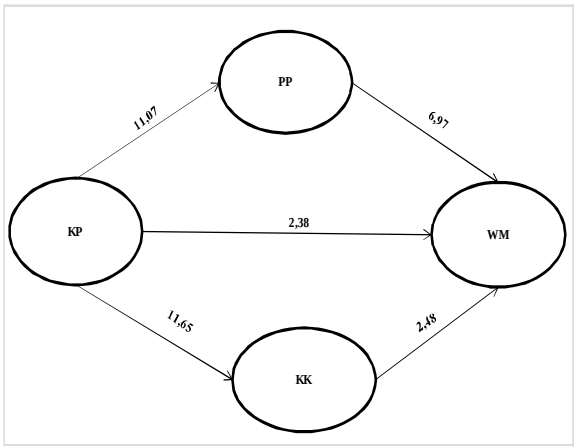


Figure 13 Result of Structural Model Test

The variable of product quality significantly influences word of mouth variable. This can be seen from the T value 2.38. This hypothesis is accepted because the better the product quality offered by Chatime product, the higher word of mouth activities done by consumers to Chatime product. This finding is in line with the biggest loading factor of product quality variable, namely Ks3 indicator (0.64), in the questionnaire statement saying the Chatime product is guaranteed to be safe for body. So, the word of mouth activities from consumers happen. One of them is from Mp1 indicator (0.78), telling about the benefit of Chatime product to their family.

The variable of product quality significantly influences purchase decision variable. This can be seen from the T value as many as 11.07. This hypothesis is accepted because the better the product

quality offered by Chatime product, the more consumers will make purchase decision on Chatime product. This finding is in line with the biggest loading factor of product quality variable, namely Ks3 indicator (0.64), in the questionnaire statement saying the Chatime product is guaranteed to be safe for body. So, it causes consumers make a purchase decision. One of them is from Fp3 indicator (0.81), i.e. consumers are willing to recommend Chatime product to their friends.

The variable of product quality significantly influences customer satisfaction variable. This can be seen from the T value as many as 11.65. This hypothesis is accepted because the better the product quality offered by Chatime product, the more satisfied the consumer with Chatime product. This finding is in line with the biggest loading factor of product quality variable, namely Ks3 indicator (0.64), in the questionnaire statement saying the Chatime product is guaranteed to be safe for body. So, the customer satisfaction with the favorite product will be positive. One of the satisfaction is from Rb3 indicators (0.71), i.e. consumers are satisfied with Chatime product which is always available.

The variable of purchase decision significantly influences word of mouth variable. This can be seen from the T value as many as 6.97. This hypothesis is accepted because the more consumers purchase Chatime product the more frequent consumers will make a word of mouth communication about Chatime product. This finding is in line with the biggest loading factor of purchase decision variable, namely Fp3 (0.81), i.e. consumers are willing to recommend Chatime product to their friends. So, word of mouth communication by consumers about the product will happen. One of them is from Mp1 indicator (0.78), i.e. consumers will tell about the benefit of Chatime product to their family.

The variable of customer satisfaction significantly influences word of mouth variable. This can be seen from the T value as many as 2.48. This hypothesis is accepted because the higher the customer satisfaction with Chatime product the more consumers will make a word of mouth communication about Chatime product. This finding is in line with the biggest loading factor of customer satisfaction variable, namely Rb3 indicator (0.71), i.e. consumers feel satisfied with Chatime product which is always available. So, consumers' word of mouth communication about the product will happen. One of them is from Mp1 indicator (0.78), i.e. consumers will tell about the benefit of Chatime product to their family.

From this statistical test, some results are also found: Quality product variable significantly influences word of mouth communication; Quality product variable significantly influences purchase decision; Quality product variable significantly influences customer satisfaction; Purchase decision variable significantly influences word of mouth communication; Customer satisfaction variable significantly influences word of mouth communication. Based on the results of this statistical test as well as the whole research in this journal, some suggestions are given for improving Chatime product. These suggestions are regarding the results of loading factor test especially the indicator with the lowest value because all variables are influential.

In the **product quality**, the indicator with the lowest value is **(Ke1)**. The suggestion for not being paled bubble color of Chatime is to use quality raw materials (not expired, fresh, etc)**.** For **(Ks5)**, the suggestion for Chatime product to be the same as the displayed picture is to use raw materials with the same dosage and recipe according to the picture/display. For **(Kt2)**, the suggestion for the packaging of Chatime to be easy to carry is to add a holder on the packaging. For **(Dt2)**, the suggestion for uneasy to expire-topping of Chatime is to add a label of expire date on the top side of the container. For **(PL4)**, the suggestion for Chatime to have sales clerks who are always active to ask about the consumer's taste concerning sugar is to implement an SOP (Standard Operating Procedure). For **(Es4)**, the suggestion for Chatime to have unique packaging designs is to add information about horoscope, motivating words, and romantic words because the target market of Chatime is young people. For **(Kd5),** the suggestion for Chatime to have ready-stock products is to maintain the stock availability of such products as Topping, Powder, liquid sugar.

In the **word of mouth**, the indicator with the lowest value is **(Mb4)**. The suggestion for enhancing effort so that the consumers will share information with their friends of social media that Chatime is a reliable brand of bubble tea is to make an **event of share with Chatime** (about Chatime and its history). If a consumer joins the **share with chatime**, he will get a prize of holiday package to Bali for two persons. This requirement applies if the consumer has become a member by purchasing 72 times a year, at least 50 times for large size and 22 times for regular size. For **(Mp2)**, the suggestion to make consumers tell about the taste of Chatime product to their friends is to maintain the membership program, i.e. every transaction will get a point. For **(Mj3)**, the suggestion to make consumers recommend Chatime product when their group want to buy some drink is to make a hangout promo through purchasing minimum 5 products with their prefered tastes.

In the **purchase decision**, the indicator with the lowest value is **(Pm2)**. The suggestion to make the consumers prioritize to buy Chatime product because of its fitness with consumers' wants is to maintain the product quality. For **(Fp4)**, to make consumers tell

about the taste of Chatime product, the suggestion to increase the consumers' repurchase (because Chatime has a point-promo that can be exchanged for product) is to add the prize variation in the point exchange beside the product. For example: tumblir, glass, merchandise.

In the **customer satisfaction**, the indicator with the lowest value is **(Rp1)**. The suggestion to make more consumers feel satisfied with the affordable price of Chatime product is to maintain the price and do not increase it although the price of raw material increases. For **(RL4),** the suggestion to make more consumers fell satisfied with the additional variation of topping offered by sales clerk is to add the transaction of additional topping as a component of employee's achievement measurement. For **(Rb4)**, the suggestion to make more consumers feel satisfied with the flavor variation provided by Chatime is to make uniq favor combinations which does not exist in the previous menu.

The suggestion for the next researchers is that the population in the next research is to be more specific in taking sample so that the respondent will be guided. The sentence of questionnaire statement in the next research can be made more specific so that the criteria of the object can be easily understood by respondents and the researcher will find appropriate information from respondents. Because of the researchers' limited time and resources for this research, then the time for research may be extended and analysis may be done in other big cities in Indonesia.

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