

Influence of Quality Orientation on Service Quality, Brand Image, And Attractiveness Its Impact on Words of Mouth Institute of Economic Science In East Java

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ABSTRACT: This Research is about The Influence of Quality Orientation on Service Quality, Brand Image, and Attractiveness Its Impact on WoM Institute of Economic Science in East Java. The study population is a total of 20,703 students in Institute of Economic Science with accreditation B in East Java. It consists of Institute of Economic Sciences Mahardhika Surabaya, IEU Surabaya, Asia Malang, Indonesia Malang, Mandala Jember, KH Ahmad Dahlan Lamongan, Yadika Bangil Pasuruan, and Institute of Economic Sciences Widya Gama Lumajang. Using Slovin formula with a tolerance of 5%, the sample size was 392 respondents. Test model with Generalized Least Square Estimation (GLS), structural equation model (SEM) analysis, proportional random sampling method and Amos 22 software aid, in 392 respondents. The test results show the model (fit) seen from the value of GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF, each of 0.916, 0.902, 0.951, 0.954, 0.074 and 1.088 are all within the expected range of values so that the model can be accepted. The results showed that: 1). Quality orientation affects the quality of service. 2). The quality orientation affects the brand image. 3). The quality orientation affects the attractiveness. 4). Quality orientation affects WoM performance. 5). Service quality affects brand image. 6). Service quality has no effect on attractiveness. 7). Service quality affects WoM performance. 8). Brand image has no significant effect on attractiveness. 9). Brand image has an effect on WoM performance. 10). Attractiveness has no effect on Word-of-Mouth performance.

Keywords: quality orientation, service quality, brand image, attractiveness, word-of-mouth performance, institute of economic science.

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I. INTRODUCTION

In today's modern era, an industry is no exception to the education industry, required to create market opportunities. An industry must be able to retain its customers or even try to seize the competitor's industrial market in order to maintain its existence amid increasingly competitive competition. In order to win the competition, the industry must have a competitive advantage through differentiation by offering products that are significantly better than competitors' products. One way for industry to have competitive advantage is to create conditions through innovation for a market-oriented industry where retaining and seizing new customers is the ultimate goal. Changes in the competition are characterized by global competition, changes in rules of the game, knowledge-based competition and competence. These symptoms require a business management strategy to be able to compete with other industries. Eric and Thomas (2007) describe business strategies in industry pointing to how industries compete in an industry or market. Two dominant frameworks of business strategy which focus on the expected number of market product changes, and typologies that focus on customers and competitors.

Changing the pattern of competition makes business more competitive. Victor Danciu (2009) explains at the same time that consumers are more demanding in the industry, expecting more value and profit from the services they buy. Consumers are becoming stronger in their relationships with service providers. This is a powerful indication for service providers to recognize the most important part of their relationship with consumers. But consumers want new relationships, such as requiring certain traits and characters. This type of relationship requires a new marketing, which is known as relationship marketing. Typical and clear features of relationship marketing are the strengthening of mutually beneficial long-term relationships with a particular consumer group. This situation also encourages companies to find creative and innovative solutions to survive and win the competition. Competitive strategy, marketing mix, innovation action and quality orientation strategy are some solutions that can be used.

According to Kohli and Jaworski (1993), Minto (2005) orientation on quality, tailored to market demand is a condition that can lead to increased marketing performance. Narver and Slater (1995) declare a quality orientation tailored to market demands as the most effective and efficient activity to create the behaviors

needed to create superior value for buyers and deliver superior performance for the company. Narver and Slater (1995), Ferdinand (2013) says that effective enterprise performance is a configuration of practical management that provides facilities for the development of knowledge on which to base competitiveness. Li's research, Ling X., (2009); Agus Satata (2006); Ag. Sunarno H., (2015) suggests that competitive advantage will ultimately affect the firm's market performance as measured through customer growth. In an era of competitive competition, marketing has a very important role. An industry should be able to apply good marketing to compete with other industries. The broadest definition explains the marketing significance proposed by Stanton (2013), marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy both the needs of the existing buyers as well as to potential buyers. One of the efforts that is closely related to the marketing application is the concept of marketing mix, which is a combination of four variables and is the core of the marketing system: product, price structure, promotional activities and distribution system (Kotler, 2014).

The concept of marketing mix has been applied to the Industry, then the next step is to make the wisdom of marketing strategies related to the market. Facing environmental changes as described above, industry must follow the flow of globalization by monitoring any changes that occur, including following changes in consumer behavior patterns or in other words the industry must be able to meet market needs and consumer needs. Industries must be able to determine competitive advantage as well as identify new opportunities for excellence. Requires analysis of customers and competition. An analysis of competitive advantage dictates that the industry must be consumer-oriented in order to improve business performance. One form of marketing strategy that can be done is to implement Word-of-Mouth (WoM) Marketing. WoM Marketing is worth choosing, in addition to its relatively low cost, as well as based on research results, Mangold (2007), Gupta and Judy (2010) found that WoM has a greater impact than written information. Information obtained from a person in the WoM process is usually more pronounced, because of the form of direct communication. This clarity refers to: emotionally attractive, very clear information, and very close sources (Gruen et al., 2007; Mangold, 2007).

Information in WoM is believed to draw attention to consumers, keep people from turning away, and improving accessibility so as to improve customer ratings (Gruen et al., 2007; Mangold 2007; Rifky and Yessy, 2015). In WoM's effort, satisfying the consumer is a must. Because in a study by the US Office of Consumer Affairs showed that WoM gives a significant effect on consumer behavior. In the study mentioned that on average, one dissatisfied consumer will inform the unfavorability of nine other consumers. While satisfied consumers will only preach satisfaction to five other consumers (Knauer, 1992, in Mangold, 2007). The more diverse needs and desires of buyers become the guidelines for the industry to determine a strategy that will be used as a basis for making decisions in market segmentation. Buyers will usually show different product preferences and priorities. Usually customers want products or services that can satisfy their desires at competitive rates. On the basis of these differences can be used as a guide for the industry to create market opportunities. The fact shows that customers in the market are not the same, then market segmentation analysis is necessary. By segmenting the market, the industry can live by serving the existing market segment, and this is part of the market targeted by the industry in the fierce competition.

Successful marketing managers recognize that the consumer market for each product or service can be targeted by marketers. This means that there are different buyer groupings that may differ from each other in the expected benefits. Standby marketing managers take advantage of this distinction through market-setting strategies, where each share is seen as a target different from its own requirements for product, price, distribution and promotion (Engel et al., 2013). Information on the existence of Private Higher Education and study programs contained in Private Universities in East Java, is shown in Table 1. below.

Table 1. Recapture Study Program at Private Higher Education

Num.	Form PHE	Amount		Accreditation PHE			
		PHE	Study Program	A	B	C	Not yet
1	University	83	1123	50	349	469	255
2	Institute	14	113	2	42	47	22
3	HighSchool	143	422	6	75	243	98
4	Academy	78	86	1	16	50	19
5	Polytechnic	13	36	0	7	23	6
6	CA	1	3	0	0	0	3
Total		331	1783	59	489	832	403

PHE: Private Higher Education, CA: Community Academy

Source: www.kopertis7.go.id/2016

A large number of private universities in Indonesia, some 332 universities are located in East Java consisting of 83 Universities, 14 are Institut, 143 are High School, 79 are Academy & Community, and 12 are

Polytechnic. Of the 143 universities in the form of High School, as many as 38 shaped School of Economics scattered in several cities in East Java. The total number of private university students enrolled in Kopertis Region VII (East Java), 256,052 in the odd period of 2013/2014 and as many as 197,162 students of odd period 2014/2015, can be seen in Table 2 below.

Table 2. Number of Private University Students in East Java Registered in Kopertis VII

Num.	Form PHE	Number of Students odd semester 2012/2013	Number of Students odd semester 2013/2014
1	University	181.676	131.312
2	Institute	30.323	27.914
3	High School	38.857	36.855
4	Academy	3.664	2.153
5	Polytechnic	1.620	1.028
Total		256.052	197.162

PHE: Private Higher Education, CA: Community Academy

Source: www.kopertis7.go.id/2016

The presence of symptoms of public interest drops to enter into some private universities currently shows a very sharp decline (Table 2), which means the decline of new applicants and applicants received by private universities from year to year. This phenomenon does not occur in certain private universities, and even in some universities the society's desire is very high, where the university always accepts new students in accordance with the predetermined amount, which is adapted to its capacity (limiting new students). With a rigorous student selection process due to the enormous number of applicants, even in certain colleges there is a phenomenon of prospective students enrolling for the following year period (waiting list). From a large number of Economic Sciences colleges in East Java, for now only 8 College of Economics with accreditation B (Table 3).

Table 3. Economic Sciences colleges with accreditation B in East Java

Num.	Name of Higher Education	City
1	High School of Economics Mahardhika Surabaya	Surabaya
2	IEU High School of Economics Surabaya	Surabaya
3	High School of Economics Asia Malang	Malang
4	High School of Economics Indonesia Malang	Malang
5	High School of Economics Mandala Jember	Jember
6	School of Economics KH Ahmad Dahlan Lamongan	Lamongan
7	High School of Economics Yadika Bangil Pasuruan	Pasuruan
8	High School of Economics Widya Gama Lumajang	Lumajang

Source: www.kopertis7.go.id/2016

Based on the phenomenon, a more in-depth study of the effect of quality orientation on service quality, brand image, and attractions and their impact on the WoM high school economic performance in East Java. The results of this study are expected to further drive the improvement of high school economic WoM performance through improved quality orientation, improved service quality, improved brand image, and increased school economy attractiveness. This study was conducted only at the high school of economics with accreditation B in East Java.

II. LITERATURE REVIEW

2.1 Quality Orientation

Broadly speaking, quality is the overall characteristics or characteristics of products or services in order to meet customer needs and expectations. Customers here are not customers or consumers who only come once to try and never come back, but those who come over and over again to buy and buy (Aric and Christine, 2013, Dorothea, 2013). In this paper, quality orientation is a high school orientation on the overall characteristics or characteristics of products or services in order to meet the needs and expectations of students.

2.2 Service quality

Quality is a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2015; Chao Wu Chan, 2011). So the definition of service quality can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of delivery in the balance of consumer expectations. According to Kotler (2014) the definition of a service is any action or activity that may be offered by a party to another party, which is essentially intangible and does not result in any ownership. Production may be attributed or not linked to a single physical product. Service is the behavior of producers in order to meet the needs and desires of consumers for the achievement of satisfaction on the consumer itself. In

this paper the quality of high school services is a dynamic condition that relates to the totality of product or service characteristics, human resources, service processes and environments in high school economics to meet the specific needs and expectations of students.

2.3 Brand Image

Brand image can be interpreted as a series of tangible and intangible properties as proposed by Hasan (2013) Brand Image is a series of tangible and intangible nature, such as ideas, beliefs, values, interests and features that make it unique. Brand image must represent internal and external characteristics that can influence customer's feelings. According to Aaker (2008); Sangadji (2013) brand image is a unique set of associations that marketers want to create or nurture. Rangkuti (2015) argues that brand image is a set of brand associations that form in the minds of consumers. So marketers can build a company brand image if it is able to make customers have a positive association to the company. The Brand Image by Kotler and Keller (2012) is the consumer's perception of a brand as a reflection of the existing brand association on the consumer's mind. While Aaker (2008) states that the brand image is a collection of associations that are organized into a meaningful. In this paper The image of high school brand is the impression of students to the high school of economics which is formed in processing informaasi every time from various reliable sources.

2.4 Attractiveness

Attraction is the ability to attract attention. To attract the attention of many ways that can be done, such as the attractiveness of advertising messages. An advertisement of a good product or an effective service can have an impact on the consumer. The attractiveness of the message is one of the factors driving the emergence of the effects of the audience. Thus a message should ideally receive attention, retain interest, engage desire and gain action (Kotler, 2014); Bovee and John (2010); Simarmata (2016) reveals that good advertising should refer to the attraction aspect, for the ad consisting of the appeal of the message in terms of words, phrases and following physical attractiveness, outward appearance, illustrations that accompany the advertisement the. According to Kotler (2014), communicators must imagine the attraction or theme of advertising messages that generate responses from the desired consumer. In this paper the attraction is the ability of companies, products and brand image to attract the attention of consumers.

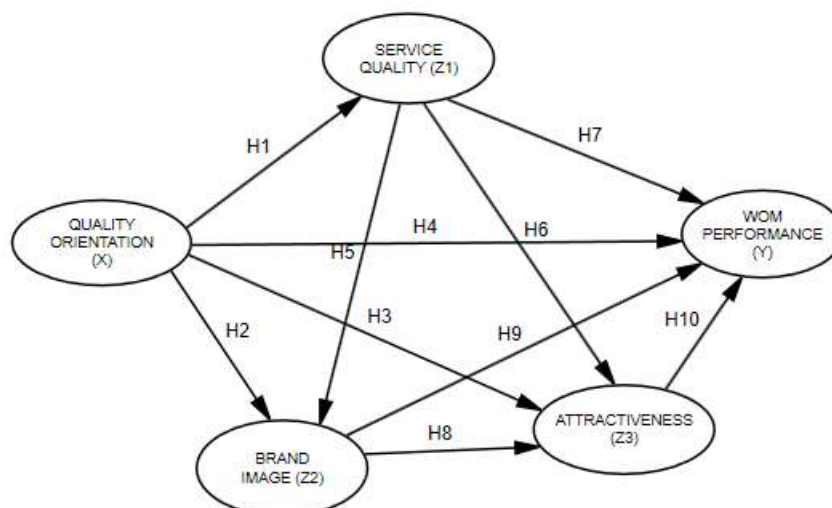
2.5 Word-Of-Mouth Performance

Word-of-mouth communication is basically a message about a company's product or service, or about the company itself, in the form of comments about product performance, friendliness, honesty, speed of service and other things felt and experienced by someone who is communicated to people other. The message conveyed can be in the form of a message that is positive or negative depending on what is felt by the giver of the message for the services he consumes. In this research WOM's behavioral construct refers to the concept of Swan and Oliver (1989); Walker (2011), namely: the likelihood to generate word-of-mouth, the favorability of word-of-mouth generated, and likelihood to make a purchase recommendation.

Word of mouth communication is still the most effective type of marketing activity in Indonesia. According to Brown et al. (2005); Babin et al. (2005); Herz and Kim (1991) WoM occurs when a customer talks to others about his or her opinion about a particular brand, product, service or company in others. When customers spread their opinions about the goodness of the product it is called a positive WoM, which in this paper is called WoM performance. But when the customer disseminates his opinion about the ugliness of the product it is referred to as negative WoM. In this paper word of mouth communication is telling positive things about high school economics to other parties.

2.6 Theoretical Framework

The variables used were explained as Figur 1 and each relationship of an independent variable with dependent variable represent hypothesis.



Figur 1. Conceptual Framework

2.7 Research Hypotheses

Based on the background of the problem, problem formulation, literature review, and conceptual framework then the hypothesis proposed in this research are:

1. Quality orientation has significant effect on service quality of Institute of Economic Science in East Java.
2. Quality orientation has significant effect on brand image of of Institute of Economic Science.
3. The quality orientation has a significant effect on the attractiveness of of Institute of Economic Science.
4. Quality orientation has a significant effect on the performance of WoM of Institute of Economic Science.
5. Quality of service has a significant effect on the brand image of of Institute of Economic Science.
6. Quality of service has a significant effect on the attractiveness of of Institute of Economic Science.
7. Service quality significantly influence the performance of Wom of Institute of Economic Science.
8. Brand image has a significant effect on the appeal of the of Institute of Economic Science.
9. Brand image significantly influence the performance of Wom of Institute of Economic Science.
10. The appeal significantly influences the performance of Wom of Institute of Economic Science.

III. RESEARCH METHODE

3.1 Research Subjects

The study population was 20,703 students from 8 high economic schools with accredited B study programs, by BAN-PT in East Java, as shown in Table 2. Referring to the Slovin formula with 5% tolerance, the total sample adequacy was = 392 respondents. The determination of the number of samples in each high school economy is carried out in proportion to Taro Yamane's formula (Bungin, 2011).

Table 4.Total Population and Student Samples by Location

No	Name of Higher Education	Number of Students	Sample
1	High School of Economics Mahardhika Surabaya	2171	41
2	IEU High School of Economics Surabaya	3405	64
3	High School of Economics Asia Malang	3012	57
4	High School of Economics Indonesia Malang	2507	47
5	High School of Economics Mandala Jember	3041	58
6	School of Economics KH Ahmad Dahlan Lamongan	2042	39
7	High School of Economics Yadika Bangil Pasuruan	2509	48
8	High School of Economics Widya Gama Lumajang	2016	38
Total		20.703	392

Model testing was performed using Generalized Least Square Estimation (GLS), structural equation model analysis (SEM), with the help of Amos 22 software. Sampling by proportional random sampling method (Hair, 2010).

3.2 Research Measurement

Variables The quality orientation is operationally measured using 3 (three) indicators developed by Dorothea (2013): product orientation, customer orientation, and performance orientation Variable The quality of

this service is operationally measured using 5 (five) indicators developed by Zeithaml et al., (2008), and Yasid (2009), namely: tangibles, reliability, responsiveness, assurance and empathy. These variables are operationally measured using 4 (four) indicators developed by Alma (2014), namely: reputation, caring, and corporate identity. This attraction variable is operationally measured using 3 (three) indicators developed by Kotler (2014), and Bovee and John (2010): rational attractions, emotional attractions, and moral attractions. This WoM Performance Variable is operationally measured using 3 (three) indicators developed by Brown et al (2005): the likelihood to generate word-of-mouth, favorability of word-of-mouth generated, and the likelihood to make purchase.

IV. RESULT AND DISCUSSIONS

4.1 Characteristics of Respondents

Characteristics of respondents of high school economics students with accredited B study programs, by BAN-PT in East Java. based on: sex 51.5% of men (202 respondents), and 48.5% of women (190), while age group greater than 25 years as many as 1.0% (4 respondents) of total respondents, age group 23 - 25 years as many as 41.9% (164 respondents), and age group 19-22 years as many as 57.1% (224 respondents). Furthermore, based on the semester status, the number of respondents in the 6th semester is 45.4% (178 respondents), the number of respondents in the 7th semester is 31.1% (122 respondents) of the total respondents, and the number of respondents in the 8th semester is 23.5% (92 respondents). The following characteristics of respondents based on the number of brothers 4 people or more as much as 16.3% (64 respondents), the number of relatives 3 people as much as 24.2% (95 respondents), the number of brothers 2 people as much as 26.8% (105 respondents) brother 1 person as much as 32.7% (128 respondents) out of a total of 392 respondents.

4.2 Results Testing Instrument

The results of testing the validity showed significant for all indicators or the item in question, which means that the indicators or items of questions for each of the variables included in the questionnaire have been eligible validity. From the results of Pearson product moment correlation, it is known that all of the question items on the questionnaire correlated significantly to the error rate of 5% (** <0.05), so we can say all of the item in question is valid and can be processed further.

Reliability test results with test Cronbach alpha (α) in this study indicate that all variables of the study are reliable, since the entire value of the alpha coefficient of each variable larger study of standardized (0.6), so that each item question on measurement instruments can be used. The value of the corrected item total correlation of the entire item in question is greater than 0.3.

4.3 Confirmatory Factor Analysis

Results of confirmatory factor analysis of the measurement model of research based on the results of statistical tests, obtained value of the loading factor for each indicator forming study variables is greater than 4, therefore, all indicators of research variables are indicators that significantly shape each study variable.

Table 5. Confirmatory Factor Analysis

Variable Name	Loading Factor	Variable Name	Loading Factor
Quality Orientation		Service Quality	
QO→ori1	0,585	SQL→kual1	0,668
QO→ori2	0,479	SQL →kual2	0,921
QO→ori3	0,819	SQL →kual3	0,632
		SQL→kual4	0,452
		SQL →kual5	0,657
Brand Image		Attractiveness	
BI→cit1	0,657	Att→daya1	0,860
BI→cit2	0,695	Att→daya 2	0,855
BI →cit3	0,993	Att→daya 3	0,843
BI→cit4	0,386		
WoM Performance			
WoM→kin1	0,713		
WoM→kin2	0,711		
WoM →kin3	0,596		

QO: Quality Orientation, SQL: Service Quality, BI: Brand Image, ATT: Attractiveness, WOM: WoM Performance

4.4 Model Test Results

The structure of the model used to describe models of causality research with tiered relationship. Model baseline (Proposed Model) has been created, analyzed by structural equation modeling with the help of software AMOS 22. Goodness of fit of the votes, the probability is equal to zero (chi-square value is large) so

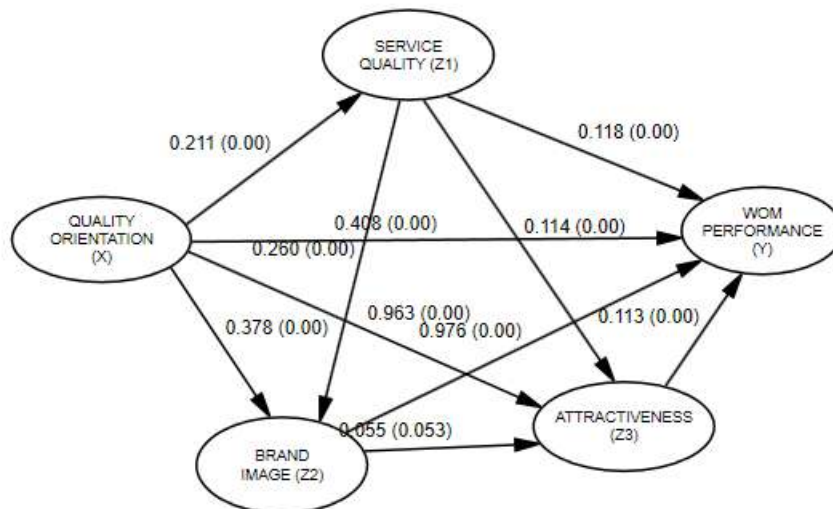
that the null hypothesis can not be rejected, or accept the null hypothesis that states the sample covariance and covariance population is not the same. But on the evaluation of regression weight, all variables have a causal relationship and have a critical ratio value is not equal to zero. This indicates that the accepted research model just has not entered criteria (standard) were determined. Therefore, in this study do not modify the model, but it does is modify the index.

After modification of the index, then the data processing with a sample size of 392 indicates a level of significance to test the hypothesis above difference is 152,427 with a probability of 0.072. This shows that there is no difference between the sample covariance matrix and covariance matrix of the population, so that the null hypothesis is accepted (accepted if the probability ≥ 0.05). Meanwhile the value of GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF respectively by 0.916, 0.902, 0.951, 0.954, 0.074 and 1.088 all of them are in the range expected value so that the model can be accepted (Table 6).

Table 6. Goodness of Fit Index Structural Model

No	Goodness of Fit Index	Cut-off Value	Model Test Results	Information
1	χ^2 / Chi-Square		152,427	Good
2	Significance probability	$\geq 0,05$	0,072	Good
3	GFI	$\geq 0,90$	0,916	Good
4	AGFI	$\geq 0,90$	0,902	Good
5	TLI	$\geq 0,95$	0,951	Good
6	CFI	$\geq 0,95$	0,954	Good
7	RMSEA	$\leq 0,08$	0,074	Good
8	Relative χ^2 (CMIN/DF)	$\leq 2,00$	1,088	Good

Source: SEM Analysis



Figur 2. Coefficient path between variables

4.5 Hypothesis Testing And Analysis

Regarding the regression results in Table 7, it is known that the critical ratio (CR) value that is identical with the t test in the regression analysis shows that all regression coefficients differ significantly from zero. Thus the null hypothesis that the regression coefficient is equal to zero can be rejected or an acceptable alternative hypothesis. The causality in the model is acceptable. Of the 10 hypotheses proposed there is 1 rejected hypothesis that is H8. As many as nine other hypotheses are accepted.

Table 7. Path coefficient

H	Relationship	Path Coefficient	SE	CR	p	Decision
H1	QO → SQL	0,211	0,129	2,316	0,000	accepted
H2	QO → BI	0,378	0,064	3,392	0,000	accepted
H3	QO → ATT	0,963	0,068	5,918	0,000	accepted
H4	QO → WOM	0,408	0,012	2,364	0,000	accepted
H5	SQL → BI	0,260	0,081	2,892	0,000	accepted

H6	SQL → ATT	0,114	0,111	2,346	0,000	accepted
H7	SQL → WOM	0,118	0,109	2,616	0,000	accepted
H8	BI → ATT	0,055	0,191	1,195	0,053	rejected
H9	BI → WOM	0,976	0,077	2,693	0,000	accepted
H10	ATT → WOM	0,113	0,189	2,346	0,000	accepted

QQ: Quality Orientation, SQL: Service Quality, BI: Brand Image, ATT: Attractiveness, WOM: WoM Performance

V. CONCLUSION AND RECOMMENDATIONS

From the results of testing on the model in this study, able to explain the relationship between quality orientation, service quality, brand image, attractiveness, and WoM in high school economics in East Java. The results of this study are very important because there are stages of the influence of each variable that runs in a tiered way, namely the quality orientation variables positively affect the variable service quality, brand image, attractiveness, and WoM high school of economics in East Java. Furthermore, service quality variables affect positively variable of brand image, attractiveness, and WoM high school of economics in East Java. Furthermore the brand image variable positively influences the attractiveness variable, and the WoM high school of economics in East Java. The next variable of attraction affects positively variable WoM high school of economics in East Java. The results of this study are a significant contribution especially in service marketing strategies in terms of the performance of Word-of-Mouth high school economics in East Java.

Based on the results of analysis and test of research hypotheses that have been done before then from this study can be drawn conclusion as follows: 1). Quality orientation affects the quality of high school economics services in East Java. This suggests that with a quality orientation program from high school, it can improve the quality of high school services. 2). The quality orientation influences the high school brand image of economics in East Java, it shows that with the quality orientation program from high school, it will be able to raise the high school brand image. 3). The quality orientation influences the attractiveness of high school economics in East Java, indicating that with a quality orientation program from high school, it can increase the attractiveness of high school. 4). The quality orientation influences the performance of WoM high school economics in East Java, it shows that with the quality orientation program from high school, will be able to raise the performance of high school WoM. 5). The quality of service influences the high school brand image of economics in East Java, it shows that in the presence of good service quality from high school, will be able to raise the high school brand image. 6). Quality of service influences the attractiveness of high school economics in East Java, it shows that the quality of services provided by high school, can raise the attractiveness of high school. 7). Quality of service influences the performance of WoM high school economics in East Java, it shows that in the presence of good service quality from high school, will be able to raise WoM high school. 8). The brand image has no significant effect on the attractiveness of high school economics in East Java, indicating that the high school brand image that exists today, has not been able to raise the attractiveness of high school. 9). The brand image influences the performance of high school WoM economics in East Java, it shows that with a good brand image from high school, will be able to raise the performance of high school WoM. 10). The attractiveness affects the performance of WoM high school economics in East Java, indicating that the attractiveness of the existing high school, can raise the performance of high school WoM.

The researcher gave some suggestions as follows:

The managers of high school economics in East Java should pay more attention to the quality orientation, and the attractiveness they possess due to the small role of quality orientation, and the appeal to the performance of the Word-of-Mouth Strategy for high school economics in East Java, it is recommended that high school management to always improve the quality orientation, in terms of business meet or exceed student expectations. If student expectations are met it will impact on the brand image, and boost the attractiveness of high school. This can be done by always doing and following activities inside and outside the campus that can improve the reputation of the campus, lecturers and students. High Schools encourage lecturers to conduct research and publish their research results in international journals. These activities will boost the image of the campus, which also boosts the performance of high school WoM economics. It also required the role of high school management economics to assist high school in terms of supervision so that the quality of service needs to be improved to create a superior appeal and in accordance with the goals and values contained in the vision of high school mission.

To other researchers it is advisable to further examine the factors affecting the attractiveness and performance of high school WoM economics especially in East Java. Given the many factors that affect the attractiveness and performance of high school WoM economics.

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