

Promoting English Education Through Word-of-mouth: Case of Wall Street Bandung, Indonesia

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Abstract: There are many requests for English education as a result of the significance of raising the standard of English communication education in each location. Because it is believed that learning the English language can help one communicate better, it is necessary to have these skills in the workplace. This study examined the impact of word-of-mouth at an Indonesian English-language university. All of the Wall Street English Bandung students were employed as the population in this quantitative analysis. A questionnaire was used to gather information for this type of casual research from 100 students attending the "Wall Street English" institution. Word of mouth and brand image serve as the study's independent variables. The acquired results indicate that word-of-mouth has a large impact on decisions to use the study service when making purchases, and the outcomes of following regressions indicate that brand image also has a significant impact. In this study, recommendations and final suggestions are also covered.

Keywords: Word of mouth, Brand Image, Education, English Education.

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1. Introduction

The number of companies trying to open new branches outside their home areas is increasing every year (Ullah et al., 2022). Multinational companies also do the same thing, they try to open business branches as well, especially in Indonesia, this also happens due to the large number of collaborations carried out by Indonesian companies to outside parties and vice versa (Zaman et al., 2021). This market it very important to improve the quality of education and human resources with the aim of surviving in adapting a facing any new changes and problems that occur in this era of changing global and technological developments,

especially in terms of communication (Salsabila et al., 2021).

According to Sabilla et al. (2022), English is the most widely spoken language in the world. In the last 5 years, Asia itself has had a stable average score on English Proficiency. Although English has now become one of the most important languages and one of the global languages, the level of English Proficiency in Indonesia is still quite low. This data was shown in the English Proficiency Index (EPI) research report released by Education First (EF) in the year of 2021.

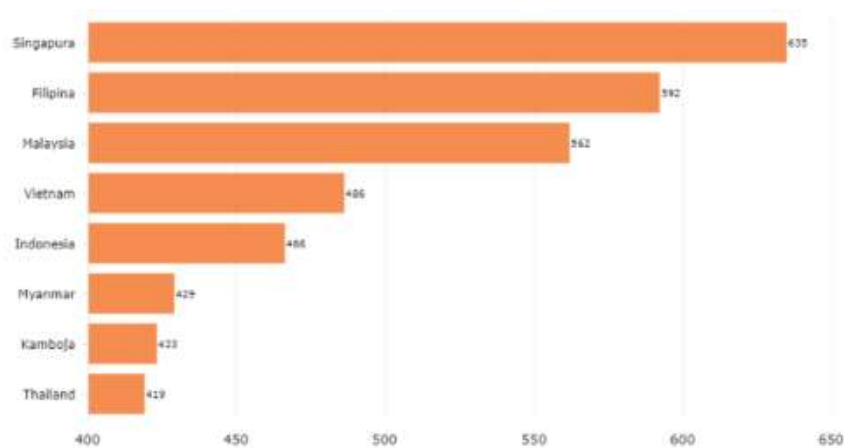


Figure 1 English Proficiency Level in Southeast Asia in the Year 2021

Source: <https://databoks.katadata.co.id>

The data in figure 1 shows Indonesia is ranked 5th, and Singapore has been chosen as the country with the highest qualification in Southeast Asia. The index score achieved by Singapore was 635, followed by Philippines with 592, and Malaysia with 562, while Indonesian English proficiency was only 466 (Ullah et al., 2021). This proves that the level of fluency in English in Indonesia is still relatively low. While the reason of English not being the official language is obvious, there is also a factor that the numbers of institutions focusing on teaching English are not that many (Pradana et al., 2022).

Currently, there are quite a several English courses spread across Indonesia offering various program with varying price ranges and target markets, especially in big cities which are the centre of

economy and government (Pradana et al., 2019). At this time, English language courses only focuses on learning that is theoretical and based on writing, while Wall Street English has a different target market from competitors in the same field. It focuses on young professionals and several programs target school students (Fakhri et al., 2021).

This institution aims to contribute on a significant difference when compared to competitors, and there is an interest in buying among adults against the offer provided (Gusfei & Pradana, 2022). Currently, there are several competitors for Wall Street English, especially in Bandung area, one of which is English First (EF), this are the comparison of classes and the prices Wall Street English and English First offer to costumers.

	Class type	Price Range
English First (EF)	General English Class	6 mill / 6 months
	TOEFL	6,5 mill / 4 months
Wall Street English (WSE)	15 months membership	28,8 million
	IELTS	12 mill / 6 months

Table 1 EF and WSE Price and class offered

From the table above shows the differences in the offers given by English First (EF) and Wall Street English (WSE), English First offers intensive classes 2 times a week, classes given are determined at the start of registration according to their respective abilities, and free classes are given once a week on weekends, English First also offers special TOEFL classes that last for 4 months. While Wall Street offers classes every day and held big events 4 times a month to their members with free of charge, and they also offer IELTS classes that last for 6 months, and from the table above it can also be seen that the prices range are given.

or product that has been purchased (Rubiyaniti et al., 2022).

Meanwhile, the Word-of-Mouth Marketing Association (WOMMA) states that word of mouth is an activity carried out by consumers in providing information about a product to other costumers, it can also have an influence that can encourage customers to make decisions in making purchases.

2. Literature Review

2.1 Word of Mouth

Word of mouth is one type of promotion mix (Lupiyadi, 2013). Marketing through word of mouth is one of the effective promotional strategies because the information provided a consumer who unwittingly and voluntarily disseminates information because of satisfaction with the service

2.2 Brand Image

Brand image is a representation of how customers view a company generally and how distinctive it is from competing companies (Pradana et al., 2019). Brand image is also a perception that arises in the minds of consumers when remembering certain brand. Brand image is a consumer's belief about a particular brand (Kotler, 2012).

2.3 Purchase Decision

Making a purchase is problem-solving process that entails analysing or establishing wants and desires, seeking information, evaluating sources of

selection for purchasing alternatives, and acting in a certain way (Kotler, 2012).

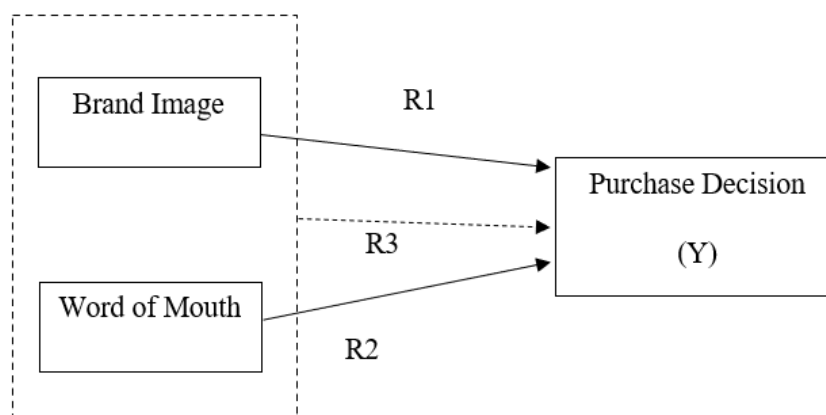
Purchase decision is an integration process that is used to customers' intention and action of purchasing as well as to combine knowledge for evaluating two or more alternative behaviours and choosing one of them (Peter & Olson, 2010).

2.4 Theoretical Framework

In the world of marketing, brand image plays an important role for the company. The company

aims to create consumers purchasing decisions for the products or services they offer, providing a positive brand image can provide opportunities for companies to develop good relationship with consumers (Savitri et al., 2021). Communication owned by a company also plays an important role, communication help consumers in making purchase decisions, because without getting adequate information consumers will be difficult to make decisions in a purchase in the products or services offered (Elisa et al., 2022).

Figure 2 Theoretical Framework



3. Research Methodology

3.1 Research Characteristic and Sampling Technique

This research is using quantitative method used is an approach that uses specific statistical calculation methods that aim to make it easier to calculate data, in this case regression analysis (Augustrianto et al., 2019). This research belongs to the type of causal research where this research is carried out if the researcher wants to describe the causal relationship that occurs between independent variables and dependent variable. This research has

a type of survey, which collect data and information with the aim to obtaining information regarding the respondent's purchasing decisions by using questionnaire (Dewi et al., 2022). We analyzed the result by using SPSS 25, a software for analyzing the data of regression analysis.

3.2 Data Collection Process

The information was acquired through an online survey that involved 100 respondents who are Wall Street English students in Bandung area.

4. Results and Discussion

4.1 Descriptive Analysis

Table 2 Descriptive Analysis Result

Variable	Total Score	Maximum	Percentage	Category
Word of Mouth (X1)	2151	3000	71,7%	High
Brand Image (X2)	1563	2000	78,2%	High
Purchase Decision (Y)	1504	2000	75,2%	High

Based on the table 2 above, it can be concluded the score of Word-of-Mouth (X1) is categorized as High, the score of Brand Image (X2)

is categorized as High, and the score of Purchase Decision (Y) is categorized as High.

4.2 Multicollinearity Test

Table 3 Multicollinearity Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.326	1.426		2.332	.022		
	Word of Mouth	.251	.055	.386	4.545	.000	.831	1.203
	Brand Image	.416	.092	.386	4.543	.000	.831	1.203

a. Dependent Variable: Purcahse Decisoin

Source: Processed Data Results, 2022

We analyzed the data by determining the level of multicollinearity using the value of variance inflation factor (VIF). This step is essential to observe how well each independent variable can be utilized to predict or comprehend the dependent variable in a statistical model, since multicollinearity can result in skewed or misleading

conclusions. Based on the multicollinearity test using SPSS 25, the VIF result of 1,203 was obtained, where the VIF was 10 and the tolerance result was 0.831, meaning a tolerance of 0.1. this states that the research conducted by regression is free from multicollinearity.

4.3 Multiple Regression Analysis

Table 4 Multiple Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.326	1.426		2.332	.022		
	Word of Mouth	.251	.055	.386	4.545	.000	.831	1.203
	Brand Image	.416	.092	.386	4.543	.000	.831	1.203

a. Dependent Variable: Purcahse Decisoin

Based on the table 4 above, it is known that the value of a (constant) = 3.326, Word of Mouth (X1) = 0.251 and Brand Image (X2) = 0.416. So, from

the results obtained the multiple linear regression formula is used as follows:

$$Y^* = 3.326 + 0,251X1 + 0,416X2$$

From the multiple linear regression equation obtained above, it can be seen that the constants value obtained is 3.326 which means there is no word of mouth (X1) and brand image (X2), so the purchase decision value obtained is 3,326.

While the value of the regression coefficient on variable X1 is 0.251 which indicates that if there is an increase in word of mouth that occurs on Wall Street English Bandung, purchasing decisions will also increase.

In addition, the value of the regression coefficient on variable X2 is 0.461 which indicates that if there is an increase in the brand image on Wall Street English Bandung, the purchase decision will also increase. Thus, it can be concluded that when there is an increase in word of mouth and brand image on Wall Street English Bandung, it will affect the increase in the purchase decision of Wall Street English Bandung consumers.

With significance value of 0.0, which means <0.5 , the world of mouth and brand images variables have a positive effect on the purchase decision on variable y.

4.4 T Test

Table 5 T Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.326	1.426		2.332	.022
	Word of Mouth	.251	.055	.386	4.545	.000
	Brand Image	.416	.092	.386	4.543	.000

a. Dependent Variable: Purcahse Decisoin

Based on the table 4 above, it can be seen that:

1. The word-of-mouth variable (X1) has a value of t_{count} (4.545) $>$ t_{table} (1.96) and a significant value at $0.000 < 0.05$. then H_o is rejected. This it can be concluded that partially there is a considerable influence from the word-of-mouth variable (X1) on purchase decisions (Y) with a beta value of 0.251 or a sizeable influence of 25.1%.
2. The brand image variable (X2) has a value of t_{count} (4.543) $>$ t_{table} (1.96) and a significant value at $0.00 < 0.05$. Then H_o is rejected, thus it can be concluded that partially there is a fairly large influence from the brand image variable (X2) on purchase decisions (Y) with a beta value of 0.416 or a large influence of 41.6%.
- 3.

4.5 F Test

Table 6 F Test Result

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	336.430	2	168.215	35.059	.000 ^b
	Residual	465.410	97	4.798		
	Total	801.840	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Word of Mouth

From the table 6 above the result obtained F_{count} is 35.059 with a significant level of 0.000, from the results $F_{count} > F_{table}$ ($35.059 > 3.09$) and a significant value of $0.000 < 0.05$. The data shows

that H_0 rejected and H_a accepted, indicating that variable X word of mouth and brand image used have a substantial (considerable) effect on the variable Y purchase decision used.

4.6 Coefficient of Determination (R²)

Table 7 R Square Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	.420	.408	2.190

a. Predictors: (Constant), Brand Image, Word of Mouth

Based on the table 7 above it is known that the R square value obtained is 0.420, so the coefficient of determination obtained is $0.420 \times 100\% = 42.0\%$. this shows that by using the regression model, the variable X used is word-of-mouth and brand image with coefficient intervals. While the rest ($100\% - 42\% = 58\%$) is explained by other unknown variable factors and is not included in the regression analysis in the research conducted by the author.

1. Word of mouth on Wall Street English Bandung is in high category it's because the members always recommend institutions to their relatives among other competitors.
2. Brand image on Wall Street English Bandung is in high category it's because the company has an attractive brand image among the other competitors.
3. Purchase decision on Wall Street English Bandung is in high category it's because the company offers various learning programs so the customers make a purchased.
4. Word of mouth on Wall Street English Bandung have a partially significant effect on purchase decisions. It means, if there is an increase in variable word of mouth it will affecting the purchase decision in Wall Street English Bandung.
5. Brand image on Wal Street English Bandung has a partially significant effect on purchase decisions. It means, there is an influence given by the brand

5. Conclusion and Suggestion

5.1 Conclusion

Based on the results of research conducted by the author on Wall Street English Bandung consumers regarding the influence of word of mouth and brand image on purchasing decisions: research on Wall Street English Bandung is represented as follows:

image variable on purchasing decisions on Wall Street English Bandung.

6. Word of mouth and brand image give a simultaneous influence of the independent variable on the dependent variable purchase decision on Wall Street English Bandung.

5.2 Suggestion

Based on the research that has been done, there are several suggestions given by the authors that can be considered for the company and further research to be carried out.

5.2.1 Practical Suggestion

The authors make a number of suggestions for Wall Street English Bandung in this practical element, which are anticipated to be taken into account when conducting business. The following are concrete objectives that the author can set for the company.

1. Wall Street English Bandung needs to improve word of mouth marketing that occurs among potential customers, it can be done by crating campaigns that can touch the hearts of them so that the brand can be remembered clearly, using influencer services to disseminate information about the company, or working with the community.
2. Wall Street English Bandung needs to improve the quality they have for now such as updating the topics discussed in each class, events being held and other things that are deemed necessary to improve, those expected to help company in retaining existing customers. Exist, and attract new costumers to be able to have an English learning experience at the institutions.

5.2.2 Theoretical Suggestions

The author offers suggestions in this theoretical field based on the results of earlier research. It is intended that it would help and benefit the advancement of scientific research, particularly in the field of marketing science. For other research authors hoped that they can develop research by adding other variables and indicators so as to increase knowledge about the factors that are owned by word of mouth and brand image and also factors that can influence purchasing decisions, authors also suggest they can use a different analysis so that it will create research that produces broader information to add research references regarding word of mouth and brand image.

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The authors equally contributed in the present research, at all stages from the formulation of the problem to the final findings and solution.

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