PENERAPAN *WORD OF MOUTH* (WOM) KOMODITI PADA PT VALBURY ASIA FUTURES CABANG YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis penerapan *word of mouth* untuk komoditi pada PT Valbury Asia Futures Yogyakarta. Penelitian ini menggunakan metode deskriptif kuantitatif. Data primer bersumber dari hasil kuesioner nasabah. Teknik pengambilan sampel menggunakan teknik *Purposive sampling* dengan mengamati perilaku nasabah PT Valbury Asia Futures Yogyakarta yang sudah berkunjung jumlah sampel dalam penelitian ini adalah 40 responden. Berdasarkan hasil penelitian secara keseluruhan variabel *word of mouth* memiliki nilai rata-rata hitung sebesar 3,46 yang termasuk kategori setuju. Berdasarkan indikator *talkers* memiliki nilai rata-rata 3,57 yang termasuk dalam kategori setuju. Berdasarkan indikator *topics* memiliki nilai rata-rata 3,37 yang termasuk dalam kategori ragu-ragu. Berdasarkan indikator *tools* memiliki nilai rata-rata 3,43 yang termasuk dalam kategori setuju. Berdasarkan indikator *talking part* memiliki nilai rata-rata 3,56 yang termasuk dalam kategori setuju. Berdasarkan indikator *tracking* memiliki nilai rata-rata 3,39 yang termasuk dalam kategori ragu-ragu.

Kata Kunci: *Word Of Mouth, Talkers, Topics, Tools, Talking Part, Tracking*

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IMPLEMENTATION WORD OF MOUTH (WOM) FOR COMMODITY PT VALBURY ASIA FUTURES BRANCH YOGYAKARTA

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Abstract

This research aims to analyze the application of word of mouth for commodities at PT Valbury Asia Futures Yogyakarta. This research uses quantitative descriptive methods. Primary data comes from the results of customer questionnaires. The sampling technique used purposive sampling technique by observing the behavior of PT Valbury Asia Futures Yogyakarta customers who had visited. The number of samples in this research was 40 respondents. Based on the research results, overall the word of mouth variable has a calculated average value of 3.46 which is included in the agree category. Based on the indicators, talkers have an average score of 3.57 which is included in the agree category. Based on the indicators, topics have an average value of 3.37 which is included in the doubtful category. Based on the indicators, tools have an average value of 3.43 which is included in the agree category. Based on the indicators, the talking part has an average value of 3.56 which is included in the agree category. Based on the indicators, tracking has an average value of 3.39 which is included in the doubtful category.

***Keywords**: Word of Mouth, Talkers, Topics, Tools, Talking Part, Tracking.*