

IABC 2019

The 6th International
Accounting and Business
Conference

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

Organized by:



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Johor
Kampus Segamat
Kampus Pasir Gudang

In Cooperation with:



INDONESIA
BANKING
SCHOOL

21 - 22 AUGUST, 2019
INDONESIA BANKING SCHOOL

THE 6TH
INTERNATIONAL ACCOUNTING
&
BUSINESS CONFERENCE

SECRETARIAT OF IABC 2019

MALAYSIA . INDONESIA . 2019

Published by

© UiTM Cawangan Johor, 2019

Jalan Universiti Off KM 12 Jalan Muar, 85000 Segamat, Johor.

Email: iabc@uitm.edu.my

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IABC2019-080

ANALYSIS OF REPUTATION EFFECT, ATTRACTIVENESS OF ADVERTISING AND COMMUNITY EFFECTS ON POSITIVE WORD OF MOUTH WITH VARIABLE INTERVENING CUSTOMER VALUES ON USERS OF GSM-BASED CELLULAR CARDS IN PALEMBANG CITY

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Abstract

The purpose of this study was to analyze the impact of reputation, advertising attractiveness, and also community effect on Positive Word of Mouth (WOM). Customers value was employed as an intervening variable. Both primary data and secondary data were employed. The secondary data were gathered using questionnaire which was distributed to the target respondents. The respondents were the users of cellular-phone card in Palembang. Using a convenience sampling technique, a total sample of 180 respondents was obtained. Data were analyzed using Structural Equation Modeling. The results showed that only community effect had a significant impact on customer value and WOM. The result indicated that this variable i.e. community effect is an important part for the customers and is a rapid way for the promoting the value of the product. Further, the result showed that customer value had a significant effect on WOM.

Keywords: *Reputation, Attractiveness Advertisement, Word of Mouth, Community Effect, Customer Value*