

Conference Paper

Does Brand Love and Brand Image Have a Strong Impact on Word of Mouth? (Evidence from the Indonesian Vocational School)

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Abstract

This research focuses on the analysis of brand love and brand image influence on word of mouth in Vocational Education Program of Universitas Indonesia (Vokasi UI). The method used is quantitative approach by analyzing the existing variables through multiple regression analysis (multivariate) by spreading questionnaires to 96 students in Vokasi UI. The results of this study illustrate the relationship between brand love and brand image to word of mouth of the brand Vokasi UI within the student, where brand love has a significant relationship to word of mouth while brand image has little significance to word of mouth.

Keywords: vocational education, brand love, brand image, word of mouth (WOM)

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1. Introduction

Education is one of the basic needs for every human being. According to the National Education System Act (Undang-Undang Sistem Pendidikan Nasional/UUSPN) in 2003 education is a conscious and planned effort to create an atmosphere of learning and learning process so that learners actively develop their potential to have spiritual power of religion, self-control, personality, intelligence, noble character, skills needed himself, society, nation and state. Formal education in Indonesia like education in other countries consists of several levels, including basic education, secondary education (first and top), and higher education. In Indonesia basic education is pursued within 6 years and after one completes primary education, the person can continue to secondary education consisting of two types, namely junior high school with a duration of 3 years of education and high school which also has a period of 3 years of education. After completing secondary education a person is then faced with higher education

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level which according to UUSPN article 20 it is further stated that higher education can organize academic program, profession and or vocational.

Universitas Indonesia as the oldest institution of higher education in Indonesia currently has organized all educational programs in accordance with Article 20 UUSPN namely academic, professional and or vocational education. Especially for vocational education at the Universitas Indonesia known as Vocational Education Program. In the past before becoming a program or equivalent faculty, vocational education at the Universitas Indonesia better known by the name of diploma education programs 3 (D3) and scattered in several faculties. Furthermore, the nomenclature of Vocational Education Program of Universitas Indonesia (Vokasi UI) is based on Decree of Rector of Universitas Indonesia Number 492/SK/R/UI/2008. Vokasi UI manages 3 areas of expertise in which there are 11 Diploma III study programs (D3). The history of the establishment of Vocational Education Program UI can be traced back to the 1990s, where the implementation of Diploma III (D3) at that time was managed by faculty within the Universitas Indonesia. The faculty who have held D3 level of education are Faculty of Medicine, Faculty of Mathematics and Natural Sciences, Faculty of Public Health, Faculty of Economics, Faculty of Cultural Sciences, and Faculty of Social and Political Sciences. Starting in 2008, the administrative management of D3 education program in UI is done centrally into one faculty named Vocational Education Program UI. This is done to make educational efficiency in UI in line with Universitas Indonesia's vision to become a world class research university in facing global challenge.

Vocational Program is an educational program at the university level that aims to prepare personnel who can apply skills in the field, ready to work and able to compete globally. Graduates of the Vocational Program are designed and directed to enter the labor market in the industrial or private sector, government or non-government institutions or self-employed. If the student has completed his studies in Vokasi UI, then he not only get the diploma but also get a certificate of competence. In the midst The Era of Choice as it is today, someone who wants to pursue a high education level is faced with a wide range of options. Such a person can be interpreted by consumers who are looking for and compare various alternative options of education available, so Vokasi UI perform not only as an educational institution but also can be seen as a brand. The brand has a significant influence and has an important function as an amplifier, especially now Higher Education of Vocational is predicted to be a solution to meet the needs of professional and skilled workers, in the face of competition in the global workforce.

Quoting the words from the Chairman of the Higher Education Forum of the Vocational Program of Indonesia (FPTVI) Prof. Sigit Pranowo Hadiwardoyo that Vocational Education is an education that prepares students to have a job with a particular applied skill, a maximum equivalent to a degree program. This education leads students to develop applied skills, adapt to specific job fields and can create job opportunities, oriented to work skills in accordance with the development of applied science and technology and in accordance with the demands of employment needs. He also added that in some countries, vocational education programs are a mainstay or foundation in building a successful work system to enter the global competition. With vocational skills-based programs in vocational education, many countries have succeeded in building economies and employment with skilled workers with vocational education.

Gita Subrahmanyam in his research emphasizes the important for developing countries to pay more attention to vocational education because it can minimize the incompatibility of demand between educational and industrial institutions. The German, Swiss, Austrian and Dutch countries have proven that vocational education has a good impact on speeding up the transition at work by making vocational education a center of its curriculum. In addition vocational education also proved successful to suppress unemployment rate in the age of young labor force remains low. Furthermore, according to Gita Subrahmanyam, in many developing countries vocational education is still regarded as 'education option number two' for prospective students and parents. It arises because of the colonial cultural heritage that associates vocational education with a greater portion of training in its curriculum as inferior and associated with blue-collar jobs. Its lower status also raises the question of the quality of education many people associate with that the vocational students have low academic ability, poor teaching facilities and infrastructure and have a closed path of the future. That is the reason why vocational education does not attract many prospective students and to develop vocational education potential requires radical reforms of the education system and ongoing campaigns for a change of perception in targeted audiences.

Luckily the current President of Indonesia, Joko Widodo has underlined the vocational education in Nawacita where the subject of vocational education should be able to improve the productivity and competitiveness of the people in the international market. Departing from the government's real support and positive trends in the international sphere of vocational education, the ability to manage the brand (brand management) Vokasil UI becomes very important given the name of Vokasi UI itself is relatively foreign in the target audience. It is entirely understandable because the

change of name from Diploma 3 to Vokasi UI is a form of brand change and therefore a serious effort is needed to raise awareness of the target audience towards Vokasi UI. One way that can be taken in raising awareness of Vokasi UI is through the formal channels of public relations programs and also through informal channels such as word of mouth. This research will focus on the aforementioned informal path through the role of Vokasi UI students in disseminating information related to Vokasi UI through word of mouth system by referring to two variables of brand love and brand image, so that the Vokasi UI brand becomes the favorite of the audience and get the benefits of the revitalization program of vocational education that is on the way.

2. Theoretical Framework

2.1. Brand

According to the American Marketing Association (1960) in Lee et al. (2000) brands are names, terms, signs, symbols, or designs, or combinations of brands, intended to identify goods and services from one seller or group of sellers and differentiate them from competitors. Based on the aforementioned description, it can be concluded that a strong brand will be top of mind and will always appear first in the customers mind.

2.2. Brand love

Brand love is a sense of love that arises from a consumer on a brand that is used, because consumers feel the excitement and attachment to the brand. Carroll and Ahuvia (2006) affirm that love for a brand is a level of one's passionate emotional attachment to a name in the marketplace.

Brand love has a very important function for a brand because if consumers already love a brand it will be difficult for them to move to another brand and this is certainly beneficial for the brand in question. Brand love is not just an emotional response, but rather a consumer relationship with the brand because it involves brand integration with consumer identity, and makes it difficult for consumers to have negative feelings on the brand (Filho et al., 2010). Consumer love includes the following characteristics: (1) passion in a brand, (2) brand attachment, (3) positive evaluation of a brand, (4) positive emotions in response to a brand, and (5) love declaration against the brand [6].

Fournier (1998) answers the question of whether a consumer can feel a sense of love for a brand, he determined that such a relationship can occur and consumers can develop a strong relationship to the brand. Loyal customers develop relationships with brands and they maintain a long-term relationship.

2.3. Brand image

Ismail and Spinelli (2012) said that brand image consists of brand associations. Brand association according to Koubaa (2008) is a set of perceptions about the brand as reflected by the brand association that will enter in consumer memory. Generally, the views on brand image are brand perceptions reflected by a group of associations that customers will connect to a brand in a customer's memory. Keller (1998) in Suharyanti (2011) classifies brand associations into three main categories, namely attributes, benefits, and attitudes. The product attribute refers to a descriptive feature that characterizes a brand. Product attributes are defined as components of the core product function that customers will look for. Then on the merits of the product that the customer judges that his personality is attached to the brand attribute. Furthermore, the brand's attitude is that customers evaluate the whole of a brand. Low and Lamb (2000: 352) make the concept of brand image that is a functional and symbolic a perception or attitude to the brand as an overall evaluation, as well as perceived quality as a priority assessment.

Davis (2001) in Wijaya (2012) says that brands can be described with certain characteristics like humans, the more positively the description the stronger the brand image and the more opportunities for the brand growth. According to Mowen (1994) in Wijaya (2012). Brand image is a set of brand associations formed on the minds of consumers. Brand image is an emotional aspect that identifies a brand or product and has a strong impact on the behavior of consumers who buy the brand [9]. Then, Keller (1993) defines brand image as the sum of brand associations in consumer memory that lead to the perception of a brand and a brand association that belong to the brand attribute, brand benefits and brand attitudes.

Howard (1994) in Lee et al. (2000) defines the brand image as the overall (total) consumer's understanding of the brand. Such understanding consists of (1) brand recognition, the physical characteristic in which the customer acknowledges the mark. (2) attitudes, customer ratings related to the strength of a brand can provide benefits that are unprofitable or unfavorable to the customer. (3) the confidence, the strength of the customer's feelings about his ability to accurately determine a brand.

Hsieh, Pan and Setiono (2004) argue that brand image helps customers recognize their needs and customer satisfaction with brand and brand image can also differentiate brands from their competitors' brands and motivate customers to buy or consume brands. Further, other opinions suggest that brand image is an important part of brand power that allows brands to differentiate their products from their competitors (Aaker, 1996; Kapferer, 1997 in [23]). Another opinion of Neal and Strauss (2008) in Broadbent et al. (2011) defines the brand image as a promise of an organization and its ability to deliver that promise from time to time in the minds of consumers.

A good brand should have an image or brand image to reinforce its brand position in the market (Aaker and Biel, 1993 in [35]). A brand is said to be successful if it has a positive image so that customers believe in the brand [2].

2.4. Word of mouth (WOM)

According to Angelis et al. (2012) word-of-mouth (WOM) gives a tremendous impact on consumer behavior. Approximately there are 3.4 billion conversations about 'brand' in everyday life, and from 70% of all purchasing decisions are affected by the WOM. WOM communications are defined as informal communications directed at consumers about an ownership, use or characteristic of certain goods and services or their sellers (Westbrook, 1987, p. 226 in [33]).

WOM marketing according to the Word of Mouth Marketing Association (WOMMA) is to give customers a reason to discuss the products and services of a brand and facilitate the conversation to occur. The opinions of other experts Hawkins et al. (2004) in Ismail and Spinelli (2012) WOM are described as processes that enable consumers to share information and opinions directly to buyers of specific brands and services.

The basic idea behind WOM is information about products or services that can spread from one customer to another. In a broad sense, WOM is a communication that includes all information about the target object (e.g. company, brand) transferred from one person to another either directly or via some communication medium [13]. Dye 2000, Hughes 2005; Sernovitz 2006 in Berger and Schwartz (2011) suggests that WOM has sustainable properties, and is driven by accessibility. WOM as information relating to services, products, brands distributed by customers about their experience after using a company's brand, products, or services [13].

Further WOM consists of two types: positive WOM and negative WOM. A positive WOM means pushing in the selection of a brand, whereas a negative WOM means reducing the choice of a brand. Matteo et al. (2012) says that psychological needs

for self-improvement will cause consumers to produce a positive WOM about experiences that can give their own satisfaction when buying or consuming certain goods or services. But consumers will send negative WOM when the experience they get from consuming or buying certain products and services cannot provide customer satisfaction. Furthermore, Alam and Yasin (2010) describe trust as the motivation of people to rely on brands and are willing to continue long-term relationships with companies or with certain brands. Nature and Yasin (2010) also define trust as the most important tool for making a brand useful for its users. Therefore, customers can trust the brand and will help to promote the brand by spreading word of mouth.

2.5. Conceptual framework

Based on the theory of literature review that has been developed in this study, the general purpose is to analyze how the influence between brand love, brand image to word-of-mouth. Brands can be interpreted to have the personality that makes it possible to form relationships with customers [20]. In previous research, the dimension used to measure the brand personality is joy. Aaker (1991) argues in Ismail and Spinelli (2012) that brand personality contributes and leads to a more positive evaluation between brands and customers. That is, a brand that has a personality that matches the personality of the customer will have a positive impact that customers will love the brand. In previous research, brand image has an influence on brand love when customers assume that the image of a brand is good, so customers tend to build positive emotional relationships [25]. In the study of Carroll and Ahuvia (2006) showed that brand love generate positive word-of-mouth.

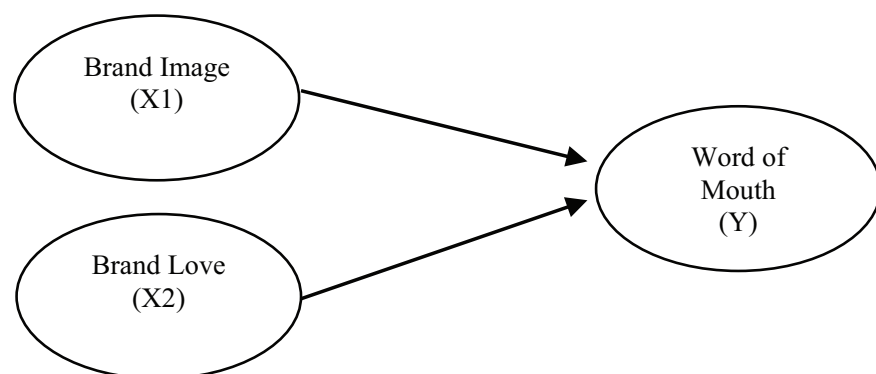


Figure 1: Conceptual framework.

3. Methodology

3.1. Research approach and design (quantitative)

The design of this study refers to the research of Ahmed Rageh Ismail and Gabriella Spinelli (2012) using hypothesis testing which aims to test the general hypothesis to explain the characteristics of certain relationships or intergroup differences or the interdependence of two factors in one situation [22]. This testing hypothesis is used to test the positive and direct relationship between the influence of brand love and brand image variable on word-of-mouth. The type of research is causality is the type of research used to determine whether one or two variables can give effect and to see how much influence, and the extent to which direction of influence. The unit of analysis used in this study is an individual who is a Vokasi UI student through a survey by distributing questionnaires. They will be given various statements that will be answered about the experience or feelings they feel when they become students and interact with the brand Vokasi UI and whether they will spread positive word of mouth to others after becoming a student of Vokasi UI.

3.2. Variables and measurements

- Variable Research

The variables that will be used in this research are:

1. Brand image
2. Brand love
3. Word of mouth

- Measurement Scale

In this study, measurement scale using questionnaires as a tool to determine whether there is a direct relationship or positive influence between brand love, brand image and word-of-mouth. The scale used in the questionnaire is the Likert scale where this scale measures the approval or disapproval of a person against a series of statements relating to beliefs or behaviors regarding a particular object. Actually Likert scale is an ordinal scale but in business studies especially marketing is often modified and assumed as an interval scale. These variables are measured using the interval scale, that is, by giving the interval scale of 1-6, with the following description:

- A. Value 1 for answer Strongly Disagree (STS)
- B. Value 2 for answer Disagree (TS)
- C. Value 3 for Doubtful Answers (RR)
- D. Value 4 for answer Simply Agree (CS)
- E. Value 5 for answer Agree (S)
- F. Value 6 for answer Strongly Agree (SS)

The three variables in this study already have indicators that have been developed by previous researchers namely Ahmed Rageh Ismail, Gabriella Spinelli, (2012) and modified as follows:

- Brand Love

1. I think Vocational Education Program Universitas Indonesia is a high quality educational program.
2. Study on Vocational Education Program Universitas Indonesia makes me a better person.
3. I think Vocational Education Program Universitas Indonesia is a highly competent education program.
4. Study on Vocational Education Program Universitas Indonesia makes me feel very happy.
5. I love Vocational Education Program Universitas Indonesia.
6. In my opinion, Vocational Education Program Universitas Indonesia really liked by many people.
7. My proximity to Vocational Education Program Universitas Indonesia has been very familiar since I became a new student in this faculty.

- Brand Image

1. I feel an image of the Vocational Education Program of Universitas Indonesia is an educational program that has the vocational focus that the labor market needs today.
2. I think the quality of the Vocational Education Program Universitas Indonesia has a good reputation and good.
3. I firmly believe that everyone will say that the Universitas Indonesia Vocational Education Program is a trusted education program.

4. I believe that the Universitas Indonesia Vocational Education Program can create professional, superior and characteristic graduates.
5. I am convinced that the Universitas Indonesia Vocational Education Program is an education program known to all (prestige).

- Word-of-Mouth

1. I encourage my friends and family to enroll in the Universitas Indonesia Vocational Education Program.
2. I would recommend the Universitas Indonesia Vocational Education Program when others ask for advice to me.
3. If the Universitas Indonesia Vocational Education Program is mentioned in the conversation, I am willing to recommend it.
4. I have thoroughly recommended the Universitas Indonesia Vocational Education Program to my friends or family.

3.3. Data collection technique

The questionnaire is done by distributing a list of statements to the respondents through the Google Form with the address <https://goo.gl/forms/pQxKTTiLaHhefaUA3> where the respondent is a student of Vokasi UI. The data used in this study is the primary data that is data collected directly by the researcher to answer the problem or the purpose of research conducted through the distribution of questionnaires to 96 respondents.

3.4. Test instruments

- Validity Test

Testing the validity is done to determine whether all the proposed statements to measure the research variables are valid. If valid means the instrument can be used to measure what it wants to measure [22]. The analysis tool for the validity test is Factor Loading, with the help of IBM SPSS 22 for windows software. The use of a factor analysis tool is to look at the loading factor of each question item or indicator, according to Comrey (2012) which states an indicator or item forming a construct or valid, then the indicator or item must make a high score or factor loading value give great value. The basis of decision of validity test according to Hair (2011) is as follows:

TABLE 1: Basic factor loading.

Factor Loading	Sample Size
0.30	350
0.35	250
0.40	200
0.45	150
0.50	120
0.55	100
0.60	85
0.65	70
0.70	60
0.75	50

If p -value < 0.55, then item statement is invalid; if p -value > 0.55, then item statement is valid.

TABLE 2: Validity test result for brand image construct.

No.	Statement	Factor Loading	Conclusion
1	I feel one of the images of the Vocational Education Program of Universitas Indonesia is an education program that has a vocational focus that the current labor market needs.	0.676	Valid
2	I think the quality of the Vocational Education Program of Universitas Indonesia has a good reputation.	0.853	Valid
3	I am very confident that everyone will say that Vocational Education Program Universitas Indonesia is a trusted education program.	0.753	Valid
4	I believe that the Universitas Indonesia Vocational Education Program can create professional, superior and characteristic graduates.	0.754	Valid
5	I am convinced that the Universitas Indonesia Vocational Education Program is an education program known to all (prestige).	0.678	Valid

Source: Data is processed using SPSS (attached).

The first statement of the test brand image construct obtained factor loading value of 0.676 which means the first statement item is valid. In addition, the factor loading value in the first statement has a strong relationship with the brand image variable. This means that the first statement item is appropriate to measure the brand image variable. The second statement of the brand image construct test obtained value factor loading of 0.853 which means the second statement item is valid. In addition, the factor loading value in the second statement has a very strong relationship with the brand image variable. This means the second statement item is appropriate to measure the brand image variable.

The third statement of brand image construct test obtained factor value loading of 0.753 which means that the third statement item is valid. In addition, the factor loading value in the third statement has a strong relationship with the brand image variable. This means the third statement item is appropriate to measure the brand image variable. The fourth statement of the brand image construct test obtained factor loading of 0.754 which means the fourth statement item is valid. In addition, the factor loading value in the fourth statement has a strong relationship with the brand image variable. This means the fourth statement item is appropriate to measure the brand image variable. The fifth statement of the brand image construct test obtained factor loading value of 0.678 which means the first statement item is valid. In addition, the factor loading value in the fifth statement has a strong relationship with the brand image variable. This means the fifth statement item is appropriate to measure the brand image variable.

The first statement of brand love construct testing obtained factor loading value of 0.849 which means the first statement item is valid. In addition, the factor loading value in the first statement has a very strong relationship with brand love variables. This means that the first statement item is appropriate to measure brand love variables. The second statement of the brand love construct test obtained factor loading value of 0.789 which means the second statement item is valid. In addition, the factor loading value in the second statement has a strong relationship with the brand love variables. This means the second statement item is appropriate to measure brand love variables.

The third statement of brand love construct test obtained factor value loading of 0.798 which means the third statement item is valid. In addition, the factor loading value in the third statement has a strong relationship with brand love variables. This means the third statement item is appropriate to measure brand love variables. The fourth statement of brand love construct testing got factor loading rate of 0.763 which

TABLE 3: Validity test result for brand love construct.

No.	Statement	Factor Loading	Decision
1	I think Vocational Education Program Universitas Indonesia is a high-quality educational program.	0.849	Valid
2	Study on Vocational Education Program Universitas Indonesia makes me a better person.	0.789	Valid
3	I think Vocational Education Program Universitas Indonesia is a highly competent education program.	0.798	Valid
4	Study on Vocational Education Program Universitas Indonesia makes me feel very happy.	0.763	Valid
5	I love Vocational Education Program Universitas Indonesia.	0.740	Valid
6	In my opinion, Vocational Education Program Universitas Indonesia is really liked by many people.	0.724	Valid
7	My proximity to Vocational Education Program Universitas Indonesia has been very familiar since I became a New student in this faculty	0.675	Valid

Source: Data is processed using SPSS (attached).

means fourth item of statement is valid. In addition, the factor loading value in the fourth statement has a strong relationship with the brand love variables. This means the fourth statement item is appropriate to measure brand love variables.

The fifth statement of the brand love construct test obtained factor loading value of 0.740 which means the first statement item is valid. In addition, the factor loading value in the fifth statement has a strong relationship with the brand love variables. This means the fifth statement item is appropriate to measure brand love variables. The sixth statement of brand love construct testing got factor loading factor of 0.724 which means the sixth item of statement is valid. In addition, the factor loading value in the sixth statement has a strong relationship with brand love variables. This means the sixth item statement is appropriate to measure brand love variables.

The seventh statement of the brand love construct test resulted in a factor loading factor of 0.675 which means that the seventh statement item is valid. In addition, the factor loading value in the seventh statement has a strong relationship with brand love

variables. This means the seventh statement item is appropriate to measure brand love variables.

TABLE 4: Validity test result for WOM construct.

No.	Statement	Factor Loading	Decision
1	I encourage my friends and family to enroll in the Universitas Indonesia Vocational Education Program.	0.874	Valid
2	I would recommend the Universitas Indonesia Vocational Education Program when others ask for advice to me.	0.907	Valid
3	If the Universitas Indonesia Vocational Education Program is mentioned in the conversation, I am willing to recommend it.	0.903	Valid
4	I have thoroughly recommended the Universitas Indonesia Vocational Education Program to my friends or family.	0.854	Valid

Source: Data is processed using SPSS (attached).

The first statement of the test of word of mouth construct obtained factor loading value of 0.874 which means the first statement item is valid. In addition, the factor loading value in the first statement has a very strong relationship with word of mouth variables. This means that the first statement item is appropriate to measure the word of mouth variable. The second statement of the test of word of mouth construct obtained factor loading value of 0.907 which means the second statement item is valid. In addition, the factor loading value in the second statement has a very strong relationship with word of mouth variables. This means the second statement item is appropriate to measure the word of mouth variable.

The third statement of the word of mouth construct test obtained factor value loading of 0.903 which means the third statement item is valid. In addition, the factor loading value in the third statement has a very strong relationship with word of mouth variables. This means the third statement item is appropriate to measure the word of mouth variable. The fourth statement of the word of mouth construct test obtained factor loading of 0.854 which means fourth item of statement is valid. In addition, the factor loading value in the fourth statement has a very strong relationship with word of mouth variables. This means the fourth statement item is appropriate to measure word of mouth variables.

• *Reliability Test*

Reliability is a term that can be used to indicate the extent to which measurement results are relatively consistent when the measurement is repeated two or more times. Reliability can also be interpreted as an index indicating the extent to which a measuring instrument can be trusted and reliable [22]. Test reliability on the measuring instrument needs to be done to ensure the instrument of the measuring instrument used for this research is consistent and accurate. Reliability relates to the consistency, accuracy, and predictability of a measuring instrument [22].

The reliability test of each cone can be seen from the value of Cronbach’s Coefficient Alpha, as the coefficient of reliability. Cronbach’s Coefficient Alpha has a positive relationship between statement items with each other, in which an instrument is considered reliable if it has an alpha coefficient of 0.6 or more [19]. The basis for decision-making reliability is as follows:

If Cronbach Alpha > 0.6 then the construct is reliable

If Cronbach Alpha < 0.6 then the construct is not reliable

TABLE 5: Reliability test.

Construct	Number of Item Statement	Cronbach’s Coefficient Alpha	Decision
Brand Image	5	0.876	Reliable
Brand Love	7	0.790	Reliable
Word of Mouth	4	0.903	Reliable

Source: Data is processed using SPSS (attached).

Based on Table 5, the Cronbach’s Alpha coefficient for each construct in the study is greater than 0.60 where the value ranges from 0.790 to 0.903. Thus, if each construct has a Cronbach’s Alpha coefficient value of at least 0.60 or more, then the respondent’s answer to the statements used in the study to measure each construct is reliable. This means that when the statement items in each construct used to measure the same variable will produce relatively consistent results.

3.5. Data analysis method

In conducting research, stages of data analysis have an important role to dig information from observations that have been done (Sekaran, 2003). Data analysis method used in this research is Multivariate (Multiple Regression) by using program of IBM SPSS 22 for windows. In studies involving multiple variables one of the most commonly

used analytical tools is multivariate analysis. According to Dillon and Goldstein (1984), multivariate analysis is defined as a statistical method that analyzes several measurements (variables) present in each object in one or more samples simultaneously. Based on the aforementioned definition, any analysis technique involving more than two variables simultaneously can be considered as a multivariate analysis. Multivariate analysis techniques in general can be divided into two major groups, namely:

1. Dependence Methods: Multivariate techniques in which there are variables or sets dependent variable and other variables as independent variable
2. Interdependence Methods: A multivariate technique in which all variables are analyzed simultaneously, no variable is defined as free or bound.

Hypothesis decision criteria

The basic decision-making of hypothesis test is to compare the magnitude of p -value with the level of significant of 5% ($\alpha = 0.05$).

If p -value $<$ α 0.05 then the null hypothesis (H_0) is rejected

If p -value $>$ α 0.05 then the null hypothesis (H_0) fails to be rejected

3.6. Population and sample

• Research Population

The population in a study is a collection of individuals or objects that are common traits. According to Malhotra (2009), the population is a composite of all elements that have a set of similar characteristics, covering the universe for the sake of research problems. Population in this research is Vokasi UI's student.

• Research Sample

Drawing or making samples from the population to represent the population is caused to raise research conclusions as being applicable to the population. Hair (2011) says that the sample is part of the population. The sample consists of a select number of members from the population. This research was conducted by using non-probability sampling method by using purposive sampling technique, where the sample was chosen based on the characteristics. This technique is chosen because the population and samples taken have certain characteristics. These characteristics include:

1. Active student of Vokasi UI

2. Minimum age of respondents 18 years
3. Duration of study in Vocational UI \leq 1 year

If the population is unknown, according to Hair (2011) recommends the minimum sample size is five to ten times the number of question items contained in the questionnaire. The researcher took six times the total number of question items contained in the questionnaire. Indicators in this study consist of two independent variables and one dependent variable. The total questions in this study are 16 questions, so the minimum sample size of the study is 96 respondents.

3.7. Time and place

This research took place between March 28 and April 4, 2017, held at Vocational Education Program Universitas Indonesia.

4. Results and Discussion

4.1. Descriptive statistics

Descriptive statistics are summaries of respondents' answers to the statements in the questionnaire. The answer provided is 1 which means strongly disagree up to 6 is strongly agree. Descriptive statistics aims to provide an overview or description of a data in terms of the minimum value, maximum value, average value (mean) and standard deviation [18]. In the descriptive analysis of data described as follows, the mean value is the average value of all respondents to the variables studied, while the standard deviation that shows the variation of respondents' answers. There is no limit on the standard deviation value, but the standard deviation value that goes from zero indicates that the data distribution (respondent's answer) is varied, whereas if the standard deviation value is close to zero, then the answer does not vary. Minimum value is the answer (scale) lowest selected respondents and the maximum value is the answer (scale) the highest selected respondents. The results of descriptive statistical calculations of the independent and dependent variables are shown in the following table:

Table 6 shows the magnitude of the mean or mean value and standard deviation for brand image variables measured in this study. The mean value indicates the average of respondents' assessment of a variable, whereas the standard deviation describes the magnitude of deviations from the average of statements submitted in the research

TABLE 6: Descriptive statistics of variable brand image.

Variable/Item	N	Mean	Standard Deviation
Brand Image	96	4.567	0.777
I feel one of the images of the Vocational Education Program Universitas Indonesia is an education program that has a vocational focus that the current labor market needs.	96	5.000	0.984
I think the quality of the Vocational Education Program Universitas Indonesia has a good reputation and good.	96	4.708	0.994
I am very confident that everyone will say that Vocational Education Program Universitas Indonesia is a trusted education program.	96	4.208	1.114
I believe that the Universitas Indonesia Vocational Education Program can create professional, superior and characteristic graduates.	96	4.875	0.886
I am convinced that the Universitas Indonesia Vocational Education Program is an education program known to all (prestige).	96	4.041	1.256

Source: Data is processed using SPSS (attached).

questionnaire. Brand image variables show an average of 4.567. Based on the average score, it can be interpreted that the respondents consider Vokasi UI to have a very good image, with educational programs that have the vocational focus required by the current labor market and able to produce professional, superior and characteristic graduates. Then respondents also assume that Vokasi UI has a good reputation and good so that known by everyone. The standard deviation value of 0.777 indicates that the spread of sufficient data varies.

Table 7 shows the magnitude of the mean or mean value and standard deviation for the brand love variables measured in this study. Brand love variables show an average of 4.179. Based on the average value can be interpreted that the respondents tend to love Vokasi UI by assuming that Vokasi UI is a high quality educational program. Then Vokasi UI able to make the respondent become a better person by studying in Vokasi UI. Respondents also assume that Vokasi UI is a highly competent education program. Respondents were very happy with the study at Vokasi UI. And finally the respondents

TABLE 7: Descriptive statistics of variable brand love.

Variable/Item	N	Mean	Standard Deviation
Brand Love	96	4.179	0.808
I think Vocational Education Program Universitas Indonesia is a high-quality educational program.	96	4.573	0.937
Study on Vocational Education Program Universitas Indonesia makes me a better person.	96	4.563	0.982
I think Vocational Education Program Universitas Indonesia is a highly competent education program.	96	4.490	0.973
Study on Vocational Education Program Universitas Indonesia makes me feel very happy.	96	4.219	1.144
I love Vocational Education Program Universitas Indonesia.	96	4.115	1.230
In my opinion, Vocational Education Program Universitas Indonesia is really liked by many people.	96	3.448	1.113
My proximity to Vocational Education Program Universitas Indonesia has been very familiar since I became a new student in this faculty	96	3.843	1.050

Source: Data is processed using SPSS (attached).

feel love towards Vocational UI. The standard deviation value of 0.808 indicates the spread of sufficiently varied data.

Table 8 shows the magnitude of mean or mean value and standard deviation for word of mouth variables measured in this study. Word of mouth variables show an average of 4.018. Based on the average score, it can be interpreted that many respondents or students are quite willing to recommend when others mention Vokasi UI in the conversation, ask for advice and really willing to recommend to choose Vokasi UI as a place to continue higher education to all people, family, Friends, and so forth. The standard deviation value of 1.108 indicates the spread of data that does not vary.

TABLE 8: Descriptive statistics of variable word of mouth.

Variable/Item	N	Mean	Standard Deviation
Word of Mouth	96	4.018	1.108
I encourage my friends and family to enroll in the Universitas Indonesia Vocational Education Program.	96	3.719	1.246
I would recommend the Universitas Indonesia Vocational Education Program when others ask for advice to me.	96	4.156	1.208
If the Universitas Indonesia Vocational Education Program is mentioned in the conversation, I am willing to recommend it.	96	4.385	1.137
I have thoroughly recommended the Universitas Indonesia Vocational Education Program to my friends or family.	96	3.813	1.424

Source: Data is processed using SPSS (attached).

4.2. Hypothesis testing

After testing the suitability of the model, then tested the hypothesis by looking at the regression results on data processing using multiple regression. The basic decision-making hypothesis is as follows:

If p -value < 0.05 then H_0 is rejected

If p -value > 0.05 then H_0 fails to reject (H_0 accepted)

Testing of hypothesis is done by using method of Multiple Linear Regression. Basic decision-making hypothesis test is by comparing the p -value with a significant level of 5% (alpha 0.05). If p -value is greater than alpha 0.05 then the null hypothesis (H_0) fails to be rejected which means there is no significant relationship between the two variables and vice versa if p -value is lower than alpha 0.05 then the null hypothesis (H_0) is rejected.

- Hypothesis 1

The sound of null hypothesis (H_0) and alternative hypothesis (H_a) are as follows:

H_0 : There is no positive effect of brand image on word of mouth.

H_a : There is a positive effect of brand image on word of mouth.

TABLE 9: Hypothesis testing results 1.

Hypothesis	Coefficient	p-value	Decision
H ₁ : There is a direct positive effect of brand image on word of mouth	0.017	0.434	Ha₁ is not supported

Source: Data is processed using SPSS (attached).

Based on Table 9, it can be seen significant magnitude 0.434 greater than the error rate of 0.05. This indicates that H₀₁ failed to be rejected and H_{a1} rejected, which means that there is no effect of brand image on word of mouth.

• Hypothesis 2

The sound of the null hypothesis (H₀) and the alternative hypothesis (H_a) are as follows:

H₀₂: There is no positive effect of brand love on word of mouth

H_{a2}: There is a positive effect of brand love on word of mouth

TABLE 10: Hypothesis testing results 2.

Hypothesis	Coefficient	p-value	Decision
H ₂ There is a direct positive effect of brand love towards word of mouth	0.595	0.000	Ha₂ is supported

Source: Data is processed using SPSS (attached).

Based on Table 10 can be seen the magnitude of significant 0.000 smaller than the error rate of 0.05. This shows that H₀₂ is rejected and H_{a2} failed to be rejected, which means that there is influence of brand love to word of mouth. Coefficient value of 0.595 indicates that brand love has a positive influence on brand image. The direction of a positive relationship means that the higher level of customer love for a brand, the higher the word of mouth will be disseminated by the customer to a brand.

4.3. Discussion

• Hypothesis 1 (H₁)

Based on the results of testing the first hypothesis shown in Table 9, it can be concluded that H₁ that says ‘Brand image has a positive effect on word of mouth’ cannot be supported. Test results show that brand image has no effect on word of mouth. The results of this study are in accordance with previous

research conducted by Ismail and Spinelli (2012) that the hypotheses are equally unsupported. Brand image alone cannot have a direct effect for customers to spread word of mouth to others. When customers assume that the image of the brand is good then the customer is not necessarily willing to recommend the brand to others because there are other factors such as cultural factors, price, age and so forth. This means when the customer judges that the brand has a good image but the customer does not spread word of mouth to others because the customer feels even though the brand has a good image but because the price is high so customers do not recommend the brand to others.

- Hypothesis 2 (H₂)

Based on the results of the second hypothesis test shown in Table 10, it can be concluded that H₂ which read 'Brand love has a positive effect on word of mouth' can be supported. The test results show that brand love has a positive influence on word of mouth, which means that when customers love a brand it will increase the word-of-mouth spread by customers to the brand. Brand love will contribute to improving and spreading positive word of mouth [27]. Satisfied customers are likely to love the brand [14]. That is, customers who get great satisfaction will love the brand and foster that relationship continuously will make loyal customers and customers will say positive about the brand to others. Previous research conducted by Ismail and Spinelli (2012) also proves that brand love has a positive effect directly on word of mouth. That is, if the customer loves a brand and will be loyal to the brand then it is expected the customer will say positive things about the brand then the customer will recommend to people to buy the brand. Then research conducted Carrol and Ahuvia (2006) also shows that brand love can lead to positive word of mouth as the end result.

4.4. Conclusion

Based on the result of the research that resulted from 96 respondents of Vocational UI students who are members of women who have aged 19–21 years with the last education level of Senior High School and some discussion in the previous chapter, it can be concluded:

1. Brand love has a positive influence through word of mouth.
2. Brand image has a positive effect on the word from the results of this study is not supported.

4.5. Managerial implications

Based on the aforementioned conclusions, this research has some implications for Vokasi UI to improve brand love, brand image, and word-of-mouth. Input for Vocational UI, including:

Vokasi UI managerial level must improve brand love and word of mouth. To improve the word of mouth spread by the students, the managerial of Vokasi UI must improve the way for student to love the brand. Examples of improving student love for Vokasi UI brands are by making the brand a beautiful brand, a great brand, a brand that can make student feel better and make student feel very happy, making they truly love the brand and making they attached with the brand. When word of mouth increases it will increase the number of enthusiasts or the number of Vokasi UI students.

4.6. Limitation of research

This study has the following limitations:

1. This research only focuses on the type of vocational education (Vokasi UI) in Depok area.
2. The sample of respondents is not evenly distributed in each Vokasi UI study program.
3. The enthusiasm of students to fill out questionnaires for courses other than communication studies program is considered still lacking.

4.7. Suggestions for further research

The suggestions that can be given for further research to improve the deficiencies that exist in this study are:

1. Further research is suggested to be done on other vocational education institutions in Indonesia.
2. Research in the future is suggested to conduct research by establishing quota sampling in each study program that exist in a vocational institution in order to gain better research results.

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