



HOW WORD OF MOUTH MARKETING OF MOTORCYCLE PRODUCT?

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Abstract.

Marketing objectives of motorcycle retailer are to retain existing customers and add new customers. Word of mouth offline and online is one of the marketing communication strategies used to achieve the goals. Sales force works freelance and partners are a source of word of mouth. The results of this study are expected to increase knowledge to small businesses and other marketing workers in using word of mouth marketing. This study uses a qualitative approach. Data collection uses participatory observation in the form of moderate participants where the researcher is involved in the activities of sources inside and outside and documentation observation. Word of mouth, which is delivering a message in the form of product knowledge and sales program with a social, cultural and local community approach. The tools used are brochures and motorcycle test ride; and use social media in person and group.

1. Introduction

In Indonesia motorcycle is one of the means of transportation for daily activities. Indonesian people's needs for motorcycle are very high, one of the causes is many parts of Indonesia have not yet been traversed by public transportation. Indonesia is the third largest motorcycle user in the world. In addition, the high demand for motorcycle is also indicated by the number of online grab users in various regions because they are considered to be more practical, inexpensive, and quick to reach.

The type of motorcycle needed by Indonesian is not only 2-wheels, but also 3-wheels which are used for goods transportation. Community traders and farmers who have middle to lower income use 3-wheels motorcycle to work every day because the prices are cheaper than cars, and low cost of maintenance.

The presence of various motorcycle touring clubs also made people like to ride motorcycle and thus influenced the high demand for motorcycle.

Based on the documentation observation, the classification carried out by one of the largest leasing companies in Indonesia Adira Multi Finance, new types of motorcycle are divided into: 2-wheeled motorcycles produced by Japanese countries such as Honda, Yamaha, Suzuki and Kawasaki; and others or production of China consists of 2-wheels and 3 wheels namely Viar, Dayang, Tossa, Kanzen, TVS. Based the data from the Indonesian statistical center, the total number of motorcycle in Indonesia reached 84,732,652.

Generally, motorcycle retailers have marketing goals of retaining old customers and getting new customers. Sales force is the main source in achieving these goals through both offline and online marketing. Sales force work freelance and partners.

Word of mouth marketing, offline and online is utilized by sales force. Word of mouth offline is free without budget as advertising, the delivering message in the form of product knowledge along with the sales program will reach the public faster because the area of new motorcycle sales is local or limited. Word of mouth is the most honest form of marketing because customers are sharing their opinions, independent of messages, and manipulation. Word of mouth is simple (Thorne, 2008). Based on the Word of mouth Marketing Association: "82 percent of the inch. 500 is

already using Word of mouth.

Information Sources	(average of today & future)
Word of mouth	59
Experiential	58
Dedicated online media	58
Radio	56
Television	56
Newspaper	56
Magazines	53
Consumers generated media	52

Figure 1. Information Sources Consumers Trust. Source: Trusted Media Index Study, Golin Harris, 2008 (Cakim, 2010)

2. Research Design

This study describes word of mouth marketing of motorcycle product. This study uses a qualitative approach. Qualitative researchers, whether they employ interviews, ethnography, participant observation, or some combination, are interested in asking “how questions” (Allen, M., Titsworth.S, & Hunt.S.K, 2009). Data collection uses participatory observation in the form of moderate participants where the researcher is involved in the activities of the resource persons inside and outside the documentation observation. Observation of participation according to Brewer is a method in which observers participate in the daily life of the people under study (Jackson, 2014). The object of this research is word of mouth activity carried out by the sales force. The sales force work freelance and the partner of motorcycle retailer. The intended sales force is the person who has the most social, cultural and economic conditions in the community.

3. Sales Force the Main Source of Word of Mouth Marketing.

The sales area of new motorcycle in Indonesia is local or limited. A message will quickly spread in a local area. Traditional word of mouth ways is believed to be able to influence people in making purchasing decisions. Research marketing has been the concept of traditional word of mouth since the mid-20th century (Rathore,S, & Panwar,A, 2016). Word of mouth is oral, person-to-person communication between a receiver and a communicator, whom the receiver perceives as non-commercial, concerning a brand, product, service, or organization; word of mouth is more effective than traditional mass media communication; word of mouth can influence consumer behavior; the main reason for word of mouth marketing people to seek is to reduce perceived risk (Ismagoliva,E., Dwidevi,Y.K., & Williams, M.D, 2017). *Word of mouth marketing* (WOMM) is the promotion of a company or its products and services through an initiative conceived and designed to get people talking positively about the company, product or service (Kirby,J., & Marsden,P, 2006).

As a source of word of mouth marketing, the role of sales force is very important as a carrier and controller of marketing messages to the local community, for that, sales forces must have mentality: customer-oriented, confident and unyielding, working smart, proactive and communicative, patient.in addition, the sales force must also have the appropriate appearance, including uniforms, shoes, hair, and body odor. The sales force skill includes the ability to make planning, interpersonal, selling, handling complaints. Sales force must also have knowledge about customers, companies, markets and rivals, and products (including spare parts and accessories). Word of mouth is the thing, good and bad, that people say about your company and its offering. people have with your product or service and often, more events, a result of they have with you as the retailer (Callen, 2010).

Sales force is the customer helper in fulfilling his wants and needs and also selling products and ensuring customer satisfaction. According to the survey, 1x the cost of attracting new customers is 5 to 6 times the cost of retaining existing customers. customers will be satisfied if they are cared for and treated with friendliness, warmth

and courtesy; served quickly and accurately, supporting facilities. They will tell 4 to 5 people a positive experience that opens up opportunities to get new customers. If disappointed, they will tell 9 to 12 people. About 79 percent of customer satisfaction is influenced by the willingness and ability of salesmen (Indomobil Niaga International, 2009). Customers will repurchase if they get satisfaction obtained from services and products repurchased. Repurchase is a proof of sales force's success in communicating with customers and selling product positively (Sejati, 2017)

Based on the Suzuki Training for Salesman guidelines citing J. Clarke's opinion, there is a success triangle that must be owned by a sales force, namely: attitude, skill, knowledge (Indomobil Niaga International, 2009). Attitude in the form of: 1. Customer oriented, 2. Confidence / unyielding attitude, 3. Work smart, 4. Proactive and communicative, 5. Be patient. Skills include: 1. Planning, 2. Interpersonal, 3. Selling (approach, presentation, handling objection, and closing), 4. Handling complaint. In addition, it must also have customer knowledge; company, sales procedure and team; market and rivals; products, including spare parts and accessories. The office of the sales force is in the field, meaning that they work every day outdoors, are not bound to work, and do not sit in the office. They go around traditional markets, rural areas, office centers, shopping centers, school areas, even at night at the night market to deliver product knowledge along with ongoing motorcycle sales programs. Sales force that is a permanent worker of another company, they actively sell new motorcycle in the work and social environment without disturbing their main work. They know and able to adapt to the social, cultural and language of the local community so that it is rightly called the main source of word of mouth marketing.

The implementation of word of mouth marketing is by making a schedule of visits to the homes of customers and prospective customers by looking at the database and prospect data. When they have leisure time, they traveling to various areas far from the urban center while carrying a test ride (motorcycle sample) or brochure as a tool in delivering marketing messages. They actively offer products when enter public places such as traditional markets, recreation areas, office centers, school areas, etc.

Sales force also actively establish communication with members of motorcycle clubs.

One of the factors considered by the public buying motorcycle is 88 percent from sources they trust (Indomobil Niaga International, 2009). To buy a new motorcycle, the community must spend a considerable amount of money or before buying they consider first. The sales force is a trusted source for problems solving to avoid unwanted risks after purchase. Basic factors considering the purchase of a vehicle are: trust, customers prefer to buy a vehicle from someone they already know and trust, 88 percent of customers want to get references from sources they trust, 82 percent of customers want to see, touch and do test ride before making a purchase, family, 81 percent of total purchases involve the family. Sales force spreads messages in the form of product knowledge and ongoing sales programs with brochures. Moriarty. et.al (2011) stated that an annual study of media use by BIG companies to 15.000 customers found that the most an influential form of media was word of mouth (Sejati, Strategi Periklanan Pada Bisnis Retail, 2015)

The sales force uses local language and the socio-cultural approach of the community in delivering sales programs so that the community will more easily understand what is conveyed and easily accepted by the community. Good verbal and non-verbal communication will bring positive word of mouth to get positive responses from the community. The word of mouth process is seen in the following picture

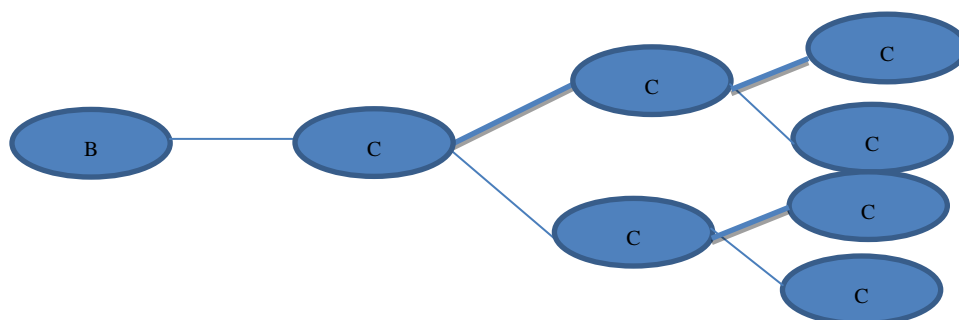


Figure 2. WOMM in a nutshell, viewed 7 January 2019, at (www.wordofmouthbook.com).

Sales force as the source of delivery of messages in the form of product knowledge and sales programs. Sales forces use word of mouth in the place they visit

every day.

The prospective buyer first asked about the product and the sales force explained the product knowledge so that the new prospective customers did not hesitate. The sales force also actively communicates with motorcycle club members because through only a person member the message will quickly spread to others. Based on direct observations made by researchers, members of the motorcycle club are also often trusted by the community to decide on a motorcycle purchase.

4. Word of Mouth Online Through Social Media

Word of mouth online is also called e-word of mouth. The e-word of mouth several studies approach as a similar concept to traditional word of mouth and treat it as if it is a continuation (Rathore,S, & Panwar,A, 2016). Word of mouth online source in this article that is by utilizing social media personally or forming groups. Social media that is often used is Facebook, BBM, WhatsApp, Twitter. They put up the product on profile pictures and comments to deliver sales programs and positive issues. Word of mouth online distribution on motorcycle sales has not been maximally utilized, because the sale of new motorcycle is limited to the region and buyers. the sales force considers this to be one of the weaknesses of marketing on social media.

Based on direct observation, before buying a new motorcycle the community is more satisfied if they see the product directly and ask the sales even though they can now search through the internet. The number of internet users in Indonesia ranks 6th in the world. The community also gets information about products personally and through groups on social media. The experience of group members is taken into consideration before making a purchase.

Based on observations, in general, consumers like to take photos of the desired motorcycle both before and after buying, then share and comment on social media.

Facebook is social media often used by sales forces for word of mouth. Almost all new motorcycle retailer has Facebook accounts. Comments and likes of Facebook friend will be known by other friends, and if someone considers good content and has a positive experience, then that person will share with his friends. Commentators and

likes on Facebook is considered a prospect. The sales force will immediately follow up and visit to his house if the person lives and also contacts personally.

When there are negative issues and complaints both on products and services, social media quickly clarify and reach many people.

Twitter marketing is a powerful tool for reaching prospects and promoting products. The sales force uses twitter to deliver product knowledge and sales programs. BBM is more closed than WhatsApp. Right now, sales force has started to leave BBM because they tend to be considered high cost. People turn to personal and group WhatsApp which is considered faster and more efficient. The product will automatically be saved in the member's WhatsApp picture and are not quickly erased.

Conclusion

Sales force is the main source of word of mouth motorcycle product. Familiar the social and culture of the people in the sales area. Delivery product knowledge and sales programs is using social, cultural and local language approaches. The tools used are brochures or motorcycle for a test ride. The sales force keeps a schedule for visiting old customers' homes and prospects by looking at the database and prospect data, going around the public area, rural areas, communicating with the motorcycle club, and having good relations with the motorcycle club. with these activities, the message will be more easily and quickly spread to other communities.

Sales force uses word of mouth online marketing by using social media in person and group. The social media such as Facebook, Twitter, BBM, WhatsApp. Complaints and negative issues can be directly clarified through social media.

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Others.

WOMM in a nutshell, viewed 7 January 2019, at (www.wordofmouthbook.com).