

Review article

The Role of Brand Image Mediates the Influence of Word of Mouth and Personal Selling on Intention to Enroll at Diamond International Private Job Training Institute

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Received Date: 01 June 2021

Revised Date: 05 July 2021

Accepted Date: 16 July 2021

Abstract - The purpose of this study was to examine and explain the effect of word of mouth, personal selling, and brand image on intention to enroll and the mediating role of brand image. The research population is vocational high school graduates from 2018 to 2020 in Bali Province. The number of research samples was 160 respondents through purposive sampling method represented by Denpasar City, Badung Regency, Gianyar, and Tabanan who were graduates of vocational high school majoring in hospitality (Hotel Accommodation and Culinary Art) planned to continue their education and training, had heard of discussions about Private Job Training Institute, and had heard the socialization about Diamond International Private Job Training Institute. There are 16 indicators in the questionnaire, which was filled out by the respondents through the google form. The data analysis method in this study used descriptive and inferential statistical analysis techniques in the form of SEM-PLS analysis techniques. The results showed that word of mouth, personal selling, and brand image were able to have a positive and significant effect on the intention to enroll. Personal selling variable has the highest value than word of mouth and brand image in influencing intention to enroll. Brand image is able to partially mediate the influence of word of mouth and personal selling on intention to enroll.

Keywords - Brand image, Intention to enroll, Personal selling, Word of mouth.

I. BACKGROUND

The hospitality industry is growing every year as tourist visits continue to increase (CNN, 2018). Several industries involved during tourism visits are hotels, catering or restaurant services, transportation, and transportation services, tourist attractions, souvenirs, and travel agencies. The hotel is one of the places to rest and stay for tourists who make tourist visits. Divisions in hospitality that serve hotel visitors include Food and Beverage, Front Office, and Housekeeping Room Attendants. The province of Bali became the highest

supporting area for foreign tourist arrivals to Indonesia until May 2019, with a total of 2,305,802 visits or 36.19 percent (BPS, 2020). The occupancy rate of five-star hotel rooms in Bali has increased from May to August 2019. The occupancy rate of hotel rooms in Bali in May 2019 was 51.56 percent; in June 2019 amounted to 60.37 percent; in July 2019 amounted to 61.71 percent; and in August 2019, it was 67.10 percent (BPS, 2020).

Hotels in the tourism industry, in addition to being a place to stay, also have an important role in the development of the country, such as creating jobs, assisting education and training in the hospitality sector, increasing foreign exchange, helping local community businesses through Corporate Social Responsibility, increasing regional and state income, and strengthening relations between nations. The tourism sector workforce was 12.6 million people in 2018 and as many as 13 million people in 2019, according to the Ministry of Tourism (Lokadata, 2020).

Previous research conducted by Sanaubar and Kusuma (2017) suggested that there is a positive and significant influence between the number of hotels, the number of rooms, the number of domestic tourists, and the number of foreign tourists on the employment of the hotel sector. The more hotels built and the more tourist visits, the higher the job opportunities.

Skills, insights, professional attitudes, and competencies that must be possessed by the workforce direct vocational high school graduates (prospective workers) to continue education and training to higher levels, one of which is non-formal education, such as Private Job Training Institute in the hospitality sector. Private Job Training Institute was established to improve the competence of human resources, provide apprenticeship programs and distribution of workers, both at home and abroad, and is responsible for implementing job training, certification, and placement programs.

High job opportunities in the hospitality industry and the existence of competency certification requirements for workers can be used as opportunities



for the management of hospitality Private Job Training Institute in increasing company profits through registration of prospective trainees. The problem that occurs is that although the request for registration at the hospitality Private Job Training Institute is increasing every year, this has not met the registrant target achievement determined by each Private Job Training Institute every year, one of which is by Diamond International Private Job Training Institute. From 2017 to 2020, that institute has not been able to achieve the registration target, thus making the institute look for a more appropriate way so that the 2021 registration target of 400 people can be achieved.

The intention to enroll at Private Job Training Institute is the same as the intention to use a service. It is very important for marketers to recognize the intention to enroll because one's actions will be predicted through intentions (Hsu et al., 2017). Intention to use can be considered as an intention to use certain services (Ariffin et al., 2018).

Vocational high school graduates as prospective workers will look for references about Private Job Training Institute, which will be selected in several ways, such as asking teachers, alumni, families, and trainees. Word of mouth becomes a trusted information delivery communication for individuals so that companies begin to focus more attention on the word of mouth that will be received by someone (Ouardighi et al., 2016). According to Halbusi and Tehseen (2018), word of mouth has a greater impact than other communication media such as advertising because the information obtained through word of mouth communication can be trusted. Several previous studies have stated that word of mouth can affect the intention to use services (RuhamakandRahayu, 2016; Alamsyah, 2017; Sitindaon, 2017). These results are not in line with the research conducted by ZareiandKazemi (2014), who found that word of mouth has no effect on the intention to use.

Management Private Job Training Institute has a marketing department assigned to carry out various marketing or promotional strategies with the aim of achieving company targets. According to KotlerandKeller (2016), one of the promotion mixes that can be used is personal selling. Personal selling is face-to-face interaction with one or more prospective users for the purpose of making presentations, answering questions, or procuring messages (Kotler et al.and Keller, 2016). Research conducted by Sukmana (2017), Supriyadi (2019), Aprianto and Candraningrum (2020)stated that personal selling could affect intention to enroll. According to Mullins et al. (2014) stated that personal selling is a higher percentage of the sales process than other promotion mixes. However, research conducted by Ruswanti et al. (2019) showed different results; in this study, it was stated that personal selling had a negative and significant effect on usage intentions.

Each Private Job Training Institute has its own brand image. Brand image plays an important role in brand development, and this is because the brand image is related to brand reputation and credibility. According to Kotlerand

Keller (2016) states that every good and service in the market has its own image and is deliberately created by marketers to differentiate the marketer's brand from competitors.

Based on previous research conducted by Lien et al. (2015); Cham et al. (2016); RehmanandIsaac (2017); Kim et al. (2017); Yu et al. (2018); Wijayanti (2019); RoshanandSudiksa (2019) found that brand image has a positive and significant effect on usage intentions. The Diamond International is a newcomer Private Job Training Institute; as a newcomer, this institute has begun to build a company brand image which is expected to be able to increase intention to enroll.

Research conducted by Wicaksonoand Seminary (2016), Rahman et al. (2019), and Ulza et al. (2019) state that brand image is positively and significantly influenced by word of mouth. Someone communicating and receiving information from the company's sales force will be an experience in itself. The manner and attitude are shown by the sales force will shape the company's brand image. Previous research by Mappatempo et al. (2017) and Syachran (2018); states that personal selling has an effect on the company's brand image.

According to Juhairi and Arifin (2016), brand image has a direct influence on the high purchase intention of a person. Word of mouth is able to influence higher intention to enroll because of the influence of brand image, according to research results fromRuhamakandRahayu (2016). Word of mouth has a positive effect on the brand image (Ulza et al., 2019), and brand image has a positive effect on the intention to enroll (Syachran, 2018). This study indicates that brand image is a variable mediating the relationship between word of mouth and intention to enroll. This is supported by previous research conducted by Fallo and Suprpti (2019), which showed that the presence of brand image as a mediation made the influence of word of mouth on intention to enroll higher. This means that if word of mouth received by vocational high school graduates is getting better, the brand image of Diamond International Private Job Training Institute will be even better, thus making an intention to enroll higher.

Research on brand image in mediating personal selling relationships and intention to enroll is interesting to do because seeing the number of registrants at Diamond International each year is not on target. This is due to the low level of personal selling in increasing the intention to enroll for vocational high school graduates, and it is hoped that brand image can improve personal selling performance so that intention to enroll is higher. There is a research gap from previous studies such as Susilo and Samuel (2015), which state that brand image has a positive but not significant effect on the intention to enroll. Research Ruswanti et al. (2019) states that personal selling has a negative and insignificant effect on the intention to enroll, prompting the need for this research to be conducted.

II. LITERATURE REVIEW AND HYPOTHESES

A. Literature review

a) Word of mouth

Word of Mouth Marketing Association (WOMMA)

(2017) explained that word of mouth is the act of passing on information, influencing and recommending a product from one individual to another. Kotler et al. (2014) stated that word of mouth is difficult for the company to control because word of mouth takes place among people who discuss the good or bad of a product. Word of mouth becomes a trusted communication for someone in determining the intention to use so that companies begin to pay more attention (Ouadighi et al., 2016). Consumers perceive reference groups as more trustworthy than promotional advertisements from marketers (Schiffman and Wisenblit, 2015). The effect is given word of mouth is very important in intangible products that are difficult to evaluate before use (Huete-Alcocer, 2017). Romaniuk and Hartnett (2017) thinks the total volume of word of mouth will likely increase in the future, as is a technology that is an opportunity for someone to interact actively.

b) Personal Selling

According to Hasan (2018) states that personal selling is a direct meeting between salespeople and one or more individuals to present products with the aim of using them. Kotler and Armstrong (2014) state that personal selling is an art in the interaction between personal sellers and individuals to create and maintain relationships. According to Kotler and Armstrong (2014) states that personal selling is described as a bridge that connects the company with users and as a coordinator between marketing and sales so that they are able to work together to create value that can be communicated to the user. According to Kusniadji (2017), the advantage of personal selling is that it can communicate directly with potential users so that it can lead them to carry out intention to enroll. Personal selling is carried out in two directions so as to allow interactive dialogue.

c) Brand Image

Kotler and Armstrong (2016) states that a brand is more than just a name and symbol. A brand is a key element in the relationship between a company and its customers. According to Tjiptono (2017) states that brand image is a description of the associations and beliefs in a person's mind towards a particular brand. Shabir et al. (2017) state that brand image is the result of someone's observation of a brand as a form of replication of a person's relationship with a known brand. According to Alwi et al. (2016) stated that brand image concerns the emotional perception attached to a person towards a particular brand. Aaker (1996) and Nguyen et al. (2015) argue that brand image can be enhanced by a strong orientation and emphasis on creating customer value innovations. When these attributes are integrated into the brand's value proposition and with effective communication, individuals are more likely to use the company's brand.

d) Intention to Enroll

Kotler and Keller (2012) define intention as a person's decision regarding preference for brands in the choice set. Mowen and Minor (2012) defines intentions as all actions to obtain and use goods and services. Martinez and Kim

(2012) states that intention is the stage of a person's desire to behave before making actual use. Pradipta and Suprpti (2013) states that a person's behavior to show certain actions usually begins with the intention to carry out that action. According to Zarrad and Debabi (2015) defines intention is a motivational factor that influences a person's behavior to do something.

B. Hypothesis

a) Word of mouth

Research conducted by Ruhamak and Rahayu (2016) regarding course intentions at the English Language Course Institute showed that word of mouth had a positive and significant effect on course intentions. Research by Alamsyah (2017); Sitindaon (2017) stated that word of mouth had played an important role in shaping one's intentions. These results indicate that the better word of mouth received by someone, the higher the intention of someone to use the product. Research conducted by Wicaksono and Seminary (2016) states that word of mouth has a positive and significant effect on brand image. Research by Rahman et al. (2019) also supports the results that word of mouth is positively related to brand image. The same results were also shown by the research of Ulza et al. (2019). These results indicate that the better word of mouth received by someone, the better the company's brand image.

H1. Word of mouth has a positive and significant effect on the intention to enroll.

H3. Word of mouth has a positive and significant effect on brand image.

b) Personal Selling

Previous research by Ruhamak and Rahayu (2016) on course intentions at the English Language Course Institute also showed that personal selling had a positive and significant effect on college intention. Sukmana Research (2017), Supriyadi (2019), Aprianto, and Candraningrum (2020) also show the same result. It can be interpreted that the better the personal selling, the higher the intention to use a person's product. Research conducted by Kasmiruddin and Son (2015) shows the results that personal selling has a positive and significant effect on brand image. The results of this study are the same as those of Mappatempo et al. (2017). Research by Syachran (2018) on the brand image also shows the same results. The same results were also shown by the research of Ulza et al. (2019). It can be interpreted that the better the personal selling, the better the company's brand image.

H2. Personal selling positive and significant effect on the intention to enroll.

H4. Personal selling has a positive and significant effect on brand image.

c) Brand Image

Research by Lien et al. (2015) on brand image and usage intention showed that brand image is an important factor that directly influences usage intention. Cham et al. (2016) stated that brand image positively affects usage intentions. Research by Kim et al. (2017), Rehman and

Isaac (2017), Yu et al. (2018), Wijayanti (2019); also shows the same result. Word of mouth is able to influence higher intention to enroll because of the influence of brand image, according to research results from Ruhamakand Rahayu (2016). Word of mouth has a positive effect on the intention to enroll (Alamsyah, 2017; Sitindaon, 2017), and brand image also has a positive effect on the intention to enroll (Syachran, 2018). Indirectly, previous research conducted by Fallo and Suprapti (2019) showed that the presence of brand image as a mediation made the influence of word of mouth on intention to enroll higher.

Personal selling can also build an institution's brand image (Mappatempo et al., 2017 and Syachran, 2018). Previous research has also looked at the impact of the influence of brand image on increasing user intention. Cham et al. (2016) and Kim et al. (2017) stated that brand image positively affects user intention to enroll.

H5. Brand image has a positive and significant effect on the intention to enroll.

H6. Brand image mediates the effect of word of mouth on intention to enroll.

H7. Brand image mediates the effect of personal selling on intention to enroll.

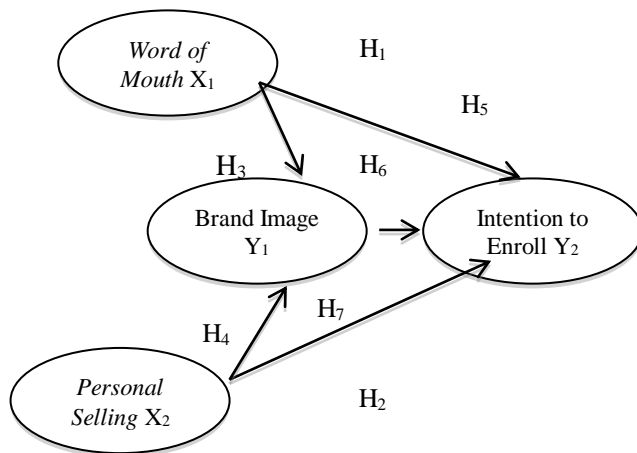


Fig. 1 Conceptual Framework

III. RESEARCH METHODS

This research includes associative research. This study examines the effect of word of mouth and personal selling variables on brand image and intention to enroll. The data collection technique is using a questionnaire. The design used is a cross-sectional design because it is carried out only at a certain point in time (one-shot). The research was conducted in the Province of Bali, represented by Denpasar City, Gianyar Regency, Tabanan Regency, and Badung Regency because it has the highest number of vocational high school graduates majors in hospitality from other regions in Bali, and schools in those areas are the targets of the Diamond International socialization program. The study was conducted in October 2020.

In this study, there are two variables identified,

namely: exogenous variables are word of mouth (X_1), and personal selling (X_2), and endogenous variables are brand image (Y_1) and intention to enroll (Y_2). The research population is vocational high school graduates in 2018 – 2020 in Bali Province, represented by Denpasar City, Badung Regency, Tabanan, and Gianyar. The sample was selected with a non-probability sampling approach and purposive sampling technique. The sample criteria include vocational high school graduates majoring in hospitality (Hotel Accommodation and Culinary Art), planning to continue education and training, having heard discussions about Private Job Training Institute, and having heard socialization about Diamond International. The sample size taken to fill out the questionnaire was $10 \times 16 = 160$ samples.

The research instrument is a questionnaire. The measurement scale used is the Likert scale, which is arranged in the form of a statement. The score given is 5,4,3,2,1. A score of 5 strongly agrees (SS), a score of 4 agrees (S), a score of 3 is neutral (N), a score of 2 is disagree (TS), and a score of 1 strongly disagrees (STS). The measurement scale used is the Likert scale. Research data were analyzed using descriptive statistics as a numerical measure that describes the distribution of answers from respondents and inferential statistics, which is a statistical technique for analyzing sample data. The inferential statistical analysis technique used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach.

IV. RESULTS AND DISCUSSION

A. Results

a) Characteristics of Respondents

The questionnaires were distributed equally by 50 percent of females and 50 percent of the male vocational high school graduates. There were 30 schools that received the research questionnaire, which was divided into 4 districts or cities in Bali Province. Schools in Denpasar City are 27 percent, in Tabanan Regency, it is 26 percent, in Gianyar Regency, it is 24 percent, and finally, in Badung Regency, it is 23 percent. Based on age, respondents were dominated by 18-year-old vocational high school graduates, namely 54 percent or 87 people, followed by 19 years old 37 percent or 60 people, followed by 20 years old 5 percent or 8 people, then 17 years old 2 percent or 3 people, the latter aged 21 and 22 years amounting to 1 percent or 1 person, respectively. The characteristics of the last respondent are based on the area of residence. The questionnaires were evenly distributed in 4 districts or cities with a total of 25 percent each.

b) Evaluation of Goodness of Fit Model

In table 1, it can be seen that the R-square value of the brand image variable is 0.695, and the intention to enroll is 0.632. This value will be used to calculate the predictive relevance, which is used to measure how well the observations produced by the model and also the parameter estimates are.

Table 1. R-square

Construct	R-square
Brand Image	0.695
Intention to Enroll	0.632

Source: Data processed

Q-square value > 0 indicates the model has predictive relevance.

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2) / (1 - R^2_{\text{max}}) \\
 &= 1 - (1 - 0.695) / (1 - 0.632) \\
 &= 1 - (0.305) / (0.368) \\
 &= 1 - 0.829 \\
 &= 0.171
 \end{aligned}$$

The calculation results show that the Q^2 value is 0.171, this value is greater than 0, so it can be interpreted that the model is good because it has a relevant predictive value, which is 17.1 percent. This shows that the variation in the intention to enroll variable can be explained by the variables used, namely word of mouth, personal selling, and brand image, while the remaining 82.9 percent is explained by other variables that have not been included in the model.

c) Research Hypothesis Testing

Hypothesis testing is done by using a p-value. If the p-value < 0.05 (alpha 5 percent), the research hypothesis is accepted. In table 2, it can be seen that word of mouth on intention to enroll has a path coefficient value of 0.243 and a p-value of 0.007. This shows that there is a significant positive effect between word of mouth on college intention. The personal selling variable on intention to enroll has a path coefficient value of 0.331 and a p-value of 0.001. This shows that there is a significant positive effect between personal selling on intention to enroll. Furthermore, the word of mouth variable on the brand image has a path coefficient value of 0.364 and a p-value of 0.000. This shows that there is a significant positive effect between word of mouth on brand image. The results of the hypothesis test of the personal selling variable on the brand image have a path coefficient value of 0.520 and a p-value of 0.000. This shows that there is a significant positive effect between personal selling on brand image. Finally, the brand image variable on intention to enroll has a path coefficient value of 0.287 and a p-value of 0.007. This shows that there is a significant positive effect between the brand image on intention to enroll.

Table 2. Path Coefficients

Construct	Path Coefficient	P-value	Information
Word of Mouth -> Lecture Intention	0.243	0.007	Significant
Personal Selling -> Lecture Intention	0.331	0.001	Significant
Word of Mouth -> Brand Image	0.364	0.000	Significant
Personal Selling -> Brand Image	0.520	0.000	Significant
Brand Image -> College Intention	0.287	0.007	Significant

Source: Data processed

Testing the mediating role of brand image can be calculated using the VAF value. In table 3 below, it can be seen the results of the direct influence test, which will show the mediating effect of brand image on the relationship between word of mouth and personal selling on intention to enroll.

It can be seen that the direct effect of word of mouth and personal selling on brand image and brand image on intention to enroll has a p-value that is smaller than alpha 5 percent or 0.05. These results indicate that there is a significant positive effect of the relationship between word of mouth and personal selling on brand image and brand image on intention to enroll.

Table 3. Direct Effect

Construct	Path Coefficient	P-value	Information
Word of Mouth -> Brand Image	0.364	0.000	Significant
Personal Selling -> Brand Image	0.520	0.000	Significant
Brand Image -> Intention to Enroll	0.287	0.007	Significant

Source: Data processed

In table 4 below, it can be seen the results of the indirect influence test, which will show the mediating effect of brand image on the relationship between word of mouth and personal selling on intention to enroll. Based on the calculations and table 4 above, it is known that the value of the coefficient of indirect influence word of mouth on intention to enroll through brand image is 0.104, and the value of the coefficient of indirect influence personal selling on college intention through brand image is 0.149.

Table 4. Indirect Effect

Construct	Path Coefficient	P-value	Information
Word of mouth -> Brand Image -> Intention to Enroll	0.104	0.032	Significant
Personal Selling -> Brand Image -> Intention to Enroll	0.149	0.010	Significant

Source: Data processed

In table 5 below, it can be seen the results of the total influence test, which will show the mediating effect of brand image on the relationship between word of mouth and personal selling on intention to enroll. Based on the calculations and table 5.16 above, the coefficient value of the total influence of word of mouth on intention to enroll mediated by brand image is 0.347, and the coefficient of total influence of personal selling relationship on intention to enroll is mediated by brand image is 0.480. By knowing the value of the coefficient of indirect influence and total

effect, the value of Variance Accounted For (VAF) can be calculated by calculating the distribution of indirect coefficients and total effect coefficients, and then the following results are obtained:

VAF value of word of mouth relationship with intention to enroll is mediated by brand image

$$VAF = \frac{0,104}{0,347} = 0.300$$

VAF value of personal selling relationship with intention to enroll is mediated by brand image

$$VAF = \frac{0,149}{0,480} = 0.310$$

Based on the results of the above calculations, the mediating role of brand image variables on the relationship between word of mouth and intention to enroll has a VAF value of 0.300 (30 percent), while the mediating role of brand image variables on the relationship between personal selling and intention to enroll has a VAF value of 0.310 (31 percent). These results indicate that the brand image variable has a role as a partial mediation between the relationship between word of mouth and personal selling with the intention to enroll. This means that word of mouth and personal selling can influence intention to enroll directly or indirectly through brand image.

Table 5. Total Effect

Construct	Coefficient	P-value	Information
Word of mouth -> Brand Image -> Lecture Intention	0.347	0.000	Significant
Personal Selling -> Brand Image -> Lecture Intention	0.480	0.000	Significant

Source: Data processed

B. Discussion

a) The effect of word of mouth on intention to enroll

Based on the results of hypothesis testing, it is known that the path coefficient word of mouth on intention to enroll is 0.243, and the p-value is 0.007. This shows that word of mouth has a positive influence on the intention to enroll for vocational high school graduates. So it can be concluded that the better word of mouth received high vocational high school graduates, the higher the intention to enroll at the Diamond International. Through word-of-mouth indicators, vocational high school graduates are able to build college intentions so that the target of Diamond International can be achieved.

Word of mouth includes situations when vocational high school graduates are enthusiastic every time they talk about LPKS Diamond International, which will later affect their intention to study at Diamond International Private Job Training Institute. Hearing positive information from those closest to them coupled with looking at Diamond International's social media and responding quickly to LPKS in providing answers made vocational high school graduates intend to seek as much information as possible

about Diamond International. This situation shapes the intention to enroll vocational high school graduates to be higher.

The results of this study are in line with the research conducted by Ghansah et al. (2016) on the factors that influence intention to enroll, with the number of respondents being 1,030 students in Ghana, Nigeria, Togo and the Gambia. The results show that college intention is influenced by word of mouth from relatives or friends, 43.2 percent greater than advertising or the internet. Research by Husin et al. (2016) also shows that a person's intention to use a product is positively and significantly influenced by the presence of strong word of mouth. This study distributed questionnaires to the respondents as many as 676 copies and returned 384 copies. The same thing was also found in Junaedi's research and Harjanto (2020), which shows that word of mouth is one of the factors in increasing usage intentions. This indicates that word of mouth does have an important role in increasing college intention.

b) The effect of personal selling on intention to enroll

It is known that the personal selling path coefficient on college intention is 0.331, and the p-value is 0.001. This shows that personal selling has a positive influence on the intention to enroll for vocational high school graduates. So it can be concluded that the better the personal selling service to vocational high school graduates, the higher the intention to enroll at Diamond International. Through personal selling indicators, be able to build intention to enroll in yourself vocational high school graduate so that the target of Diamond International can be achieved.

Personal selling includes circumstances when the salesperson followed up calling back vocational high school graduates even though the face-to-face meeting has ended. These conditions make high school graduate feel that you are still getting attention which ultimately increases vocational high school graduate the intention to enroll at Diamond International. The way the personal selling builds comfortable conditions at the beginning of the conversation, the delivery of material that is easy to understand, the wise attitude in dealing with complaints or refusals, and the personal selling way of ensuring the intention to enroll be an attraction to immediately intend to enroll at Diamond International.

The results of this study are in line with research conducted by Supriyadi (2019) on the effect of personal selling on consumer usage intentions. The sample of this study amounted to 125 respondents in Indonesia. This study shows that personal selling has a positive and significant effect on consumer usage intentions. The same results were also obtained from research conducted by Ruhamakand Rahayu (2016) about the intention to enroll at the English Language Course Institute. The sample of this study amounted to 92 respondents who took courses at the Dynamic English Course Pare from July to August 2016. This research shows that personal selling is an important factor in intention to enroll. Research conducted by Prabawa et al. (2017) of 110 respondents regarding personal selling and use intentions also showed the same

results that personal selling could affect use intentions positively and significantly. This indicates that personal selling does have an important role in increasing the intention to enroll.

c) The effect of word of mouth on brand image

Based on the results of hypothesis testing, it is known that the word of mouth path coefficient on brand image is 0.364, and the p-value is 0.000. This shows that word of mouth has a positive and significant influence on brand image. So it can be concluded that the better word of mouth is received by vocational high school graduates, the better the brand image of Diamond International. Through word of mouth, indicators can build a good brand image in the mind of vocational high school graduates.

Word of mouth received by vocational high school graduates about Diamond International be stored in the minds of experience and become vocational high school graduates. This experience will result in the assessment of vocational high school graduates on the brand image. Important institutions make this a concern in training to achieve targets and branding. Word of mouth received by vocational high school graduates discussed matters relating to the reputation of the institution, the available training programs, the employment status of Diamond International graduates, and other available advantages. Positive word of mouth produces a good brand image.

The results of this study are supported by previous research conducted by Rahman et al. (2019) about the influence of word of mouth on brand image. The sample of this study amounted to 200 respondents. This study shows that word of mouth has a positive and significant effect on brand image. The same results were also obtained from research conducted by Nuseir (2019). This research was conducted on 405 respondents who live in various regions of the UAE, such as Abu Dhabi, Dubai, Al Ain, and Sharjah. This indicates that word of mouth does have an important role in creating a good image for the public vocational high school graduate.

d) The influence of personal selling on brand image

It is known that the personal selling path coefficient on brand image is 0.520, and the p-value is 0.000. This shows that personal selling has a positive and significant impact on brand image. So it can be concluded that the better the personal selling service to vocational high school graduates, the better the brand image of Diamond International. Through personal selling indicators, you can build a good brand image in your mind vocational high school graduate.

Word of mouth received by vocational high school graduates about Diamond Internasional is stored in the minds of vocational high school graduates. This experience will result in the assessment of vocational high school graduates on the brand image. Important institutions make this a concern in training to achieve targets and branding. Word of mouth received by vocational high school graduates discussed matters relating to the reputation of the institution, the available training programs, the employment status of Diamond International graduates,

and other available advantages. Positive word of mouth produces a good brand image.

The results of this study are supported by previous research conducted by Prabawa et al. (2017) on 110 respondents regarding personal selling and brand image, which shows the results that personal selling can affect brand image positively and significantly. The same result is also supported by research by Syachran (2018) on 75 respondents. This indicates that personal selling does have an important role in improving brand image.

e) The influence of brand image on intention to enroll

Based on the results of hypothesis testing, it is known that the brand image path coefficient on intention to enroll is 0.287, and the p-value is 0.007. This shows that brand image has a positive and significant influence on intention to enroll. So it can be concluded that the better the brand image of the institution, the higher the intention to enroll vocational high school graduates Diamond International. Through the indicators of brand image can increase intention to enroll vocational high school graduates so that the target of Diamond International can be achieved.

The brand image includes the assessment given by vocational high school graduates to Diamond International regarding institutions, training programs, and service users. The services of an institution that has a good reputation in the field of hospitality training, programs that provide job security after graduation, plus alumni who have been accepted to work in leading companies make vocational high school graduates intention to enroll at Diamond International. Vocational high school graduates want to succeed in following in the footsteps of graduates from institutions that have been successfully accepted for work. This is an attraction and makes the intention for vocational high school graduate graduates to be higher. Vocational high school graduates seek more information about the institution when assessing the brand image of the institution as good.

The results of this study are in line with research conducted by Nuseir (2019) on 405 respondents living in various regions of the UAE. The results show that usage intention is influenced by brand image. The same results were also obtained in a study conducted by MohanthyandPatro (2020) to 382 respondents. This indicates that brand image does have an important role in increasing intention to enroll.

f) The role of brand image mediates the effect of word of mouth on intention to enroll

Based on the calculation of the VAF value of the relationship between word of mouth and college intention mediated by brand image of 0.300 (30 percent), it can be explained that the brand image variable has a role as partial mediation between the word of mouth and intention to enroll, which means word of mouth is able to influence intention to enroll directly or indirectly through brand image.

Word of mouth and brand image are important factors in increasing the intention to enroll for vocational high school graduates. When the word-of-mouth communication process is received by vocational high school graduates, which is equipped with documentary evidence in the form of social media, Diamond International will provide an overview to vocational high school graduates and be able to improve the institution's brand image. The better word of mouth received by vocational high school graduates, the better the brand image of the institution so that it will attract vocational high school graduates to increase their intention to enroll at Diamond International.

The results of this study are in line with previous research conducted by RuhamakandRahayu (2016) of 120 respondents regarding the course program at the Dynamic English Course stated that word of mouth is able to influence intention to enroll higher because of the mediation of brand image with a total of 46.4 percent. The results of the same study were also obtained by a study conducted by Fallo and Suprapti (2019) on 100 people regarding nutritional products stating that the brand image variable has a positive and significant effect in partially mediating the influence of word of mouth on consumers purchase intentions, in other words proving that brand image is able to be an intermediary between word of mouth and buying intention.

g) The role of brand image mediates the effect of personal selling on intention to enroll

Based on the calculation of the VAF value of the relationship of personal selling to intention to enroll mediated by brand image of 0.310 (31 percent), it can be explained that the brand image variable has a role as partial mediation between personal selling and intention to enroll, which means that personal selling is able to influence intention to enroll directly or indirectly through brand image.

Personal selling and brand image are important factors in increasing the intention to study for vocational high school graduates. Personal selling who are able to build comfortable conditions at the beginning of the conversation, present products attractively, overcome rejection, appropriate closing techniques, and actively follow up with vocational high school graduates, make the institution's brand image considered good by vocational high school graduates. The better the personal selling perceived by vocational high school graduates, the better the brand image of the institution so that it becomes an attraction for vocational high school graduates to increase their intention to enroll at Diamond International.

The results of this study are in line with previous research conducted by Mappatempo et al. (2017) on 67 samples in researching brand image at PerumJamkrindo Makassar, which showed that personal selling had a significant positive effect on brand image. Syachran's research (2018) on 75 samples in Makassar also shows the same results. According to research conducted by Yu et al. (2018) in Australia regarding the relationship between brand image and usage, intention stated that brand image positively affects user intention.

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

- a. Word of mouth has a positive and significant effect on the intention to enroll. This shows the better and more complete the information received from vocational high school graduates from the closest people about the training institution, the higher the intention to enroll high school graduates.
- b. Personal selling has a positive and significant effect on the intention to enroll. This shows that if the sales force from the training institution is able to provide comfortable conditions, easy to understand communication, be wise in overcoming rejection and establish good relations, the intention to enroll high school graduates be higher.
- c. Word of mouth has a positive and significant effect on brand image. This shows that if the information circulating in the community about the training institution is good, then the brand image of the training institution be better.
- d. Personal selling has a positive and significant effect on brand image. This shows when high school graduates feel good service from the sales force of the training institute, and then vocational high school graduates assess the brand image of the training institution, the better.
- e. Brand image has a positive and significant effect on the intention to enroll. This shows the better the brand image of the training institution that is built in the community and minds vocational high school graduates, the higher the intention to enroll at a training institute.
- f. Brand image is able to partially mediate the relationship between word of mouth and intention to enroll. This shows that word of mouth is able to influence intention to enroll directly or indirectly through brand image.
- g. Brand image is able to partially mediate the relationship between personal selling and intention to enroll. This shows that personal selling is able to influence intention to enroll directly or indirectly through brand image.

B. Suggestion

The indicator that has the least value from the personal selling variable is handling objection, so the researcher advises the management of Diamond International to provide training to salespeople regarding how to be wise in dealing with rejection. The item listening to information from the closest person from the word of mouth variable has the smallest value. This indicates that there are still many vocational high school graduates who have not heard information from the closest people, then the suggestion to Diamond International is to spread information more widely to the people who are the closest people vocational high schools graduate such as parents or peers.

Items the training program guarantees that after graduation, definitely work in the brand image variable has the smallest value. This indicates that there are still

many vocational high school graduates who do not believe in the program. Suggestions to Diamond International to provide more concrete evidence of the seriousness of the program to vocational high school graduates. Institutions can provide testimonials to alumni who have proven the program and provide assurance of certainty to vocational high school graduates that the program was indeed proven correct.

Further research can add other variables contained in the promotion mix that affect intentions to enroll, such as advertising, sales promotion, public relations, and direct marketing. It is hoped that further research will be able to explain more specifically and accurately by using the full promotion mix in influencing intention to enroll.

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