

ABSTRACT

Word of Mouth is one of the reasons why people want to discuss a product or advertising message, which will become a form of marketing strategy, where there are three concepts: Direction, Valence, Volume. In this case there is an Aice ice cream company that uses the Word of Mouth Communication concept marketing its products. In this study selected Aice ice cream products because these products can be a viral product and also a boom among the people because of the many people who talk about this product. The success of Word of Mouth ice cream Aice able to make Aice ice cream as the most favorite food and terviral at the "Excellent Brand Award" 2017 in Surakarta. This study aims to test and provide empirical evidence of the extent to which the influence of Direction, Valence, Volume on the cognitive response of Aice ice cream consumers. The population in this research is Surakarta region. Sampling technique used in this research is Purposive Sampling technique with 100 respondents. The processed data is the primary data through the distribution of questionnaires in the city of Surakarta. The method used in this research is linear regression analysis method. Based on the results of this study showed that the partial variable Direction (X1) has a large of 36.8%, Valence (X2) has a partial influence of 16.1% and variable Volume (X3) has a partial influence that is 22, 3%. The contribution of word of mouth communications as measured by Direction (X1), Valence (X2) and Volume (X3) gives 75.3% influence on Consumer Cognitive Response (Y) on Aice Cream Ice Products. While the rest of 24.7% is the contribution of other variables other than Direction (X1), Valence (X2) and Volume (X3).

Keywords: Direction, Valence, Volume, Consumer Cognitive Response