

ABSTRACT

The beauty industry in Jakarta more particularly attractive to women who have sensitive skin. The large number of competitors, EDMO beauty clinic in Jakarta is doing the marketing strategy through word of mouth communication. This research would like to know the level of word of mouth happening on purchase decisions EDMO clinic. So this research using a quantitative approach and samples taken as many as 100 respondents with Non-Probability Sampling techniques.

The Results of this study showed that word of mouth has a high rate of purchase. There is word of mouth influence of 55,6% of the purchase of beauty clinic in Jakarta, while the rest of 44,4% by other variables that are not in your perusal. The implications of managerial, suggested the beauty clinic company party continues while maintaining the quality and convenience of customer efforts increase to higher purchasing decisions. Slides can be reduced if they get negative WOM about the bad quality of the product and the inconvenience of service. Hence the beauty clinic should pay more attention to the needs of the slide.

Keyword : Purchasing Decisions, The Influence WOM, Beauty Clinic