

ABSTRACT

This research is purpose to find out whether the WOM Valance Positive, Positive Emotion, Negative Emotion, and WOM Content affecting an increasing activity of negative word of mouth communication that occurs among Shafira salon customers and analyzing the most dominant factor in influencing the activity of negative word of mouth communication in Shafira salon customers in the city of Bekasi. In this research, the study population refers to the customer Shafira salon located in the city of Bekasi. Samples taken as many as 100 respondents using purposive sampling technique.

Based on the results of the observation, obtained the following regression equation: $Y = -0,287 X_1 - 0,181X_2 + 0,297X_3 + 0,197X_4$. Based on statistical data analysis, the indicators in this research are valid and the variables are reliable. In testing the assumption of classical, model-free regression multikolonierity, heteroscedasticity does not happen, and normally distributed. Order individually from each of the most influential variable is the variable negative emotion with regression coefficient of 0,297, then the wom content variable with regression coefficient of 0,197 . While the variables that affect the lowest wom valence positif with regression coefficient of - 0,287 and variables emotion positive with regression coefficient of -0,181. The model equation has a calculated F value of 84,826 and a significance level of 0,000. Where F count is greater than F table (2,47) and with a smaller significance level of α (0.05). It shows that the independent variables in this research is jointly influential to the dependent variable is activity of negative word of mouth communication.

Salon Shafira need to understand what customers want and provide good service to customers, and improve the quality of the salon in order to compete with similar services.

Keywords : Wom valence positive, Positive emotion, Negative emotion, Wom content, activity of negative word of mouth communication.