

ABSTRACT

LBPP LIA is service agencies english courses. This study aimed to analyze the differences in students' perception of word of mouth communications. Problems that arise in this research is the realization of word of mouth communication that is not in accordance with the desired target. This is because of differences in students' perceptions based on age, gender, occupation, and length of the course.

The population in this study were students of LBPP LIA Tendean branch in Semarang. Samples were taken as many as 100 respondents using purposive sampling technique. Data was collected using a survey method through questionnaires filled by the consumer. The type of data in this study is a secondary data processed with SPSS version 17, while the technical analysis in this study is the T test is used to test whether there are differences in students' perceptions on characteristics of age, gender, occupation, and length of the course.

In this study, the result of the test T that there are different perceptions of students based on the characteristics of age, gender, occupation, and length of the course to the word of mouth communications. The analysis showed a significant value. At the age variable there is a difference in perception between students aged ≤ 20 years and >20 years. In the gender variable there is a difference in perception between the student-sex male and female. On variable kinds of jobs there are differences in perception between students who are still students and workers. In the variable length of the course there is a difference in perception of time tutoring students ≤ 1 year and >1 year.

Keywords : word of mouth, age, gender, occupation, length of the course