

The Influence Of Mavens, Salesman And Connector On Word Of Mouth And It's Implications To The Corporate Image Property Market At Daerah Istimewa Yogyakarta

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Abstract: *This research is aimed to analyze mavens, connectors and salesmen to the corporate image through the word of mouth ("WOM"). Descriptive and causality method is used in this study as well as quantitative approaches. Mavens, connectors, salesmen, WOM and corporate image are analyzed through the hypothetico-deductive method. An opinion survey on some indicators to the buyers of residential property in Daerah Istimewa Yogyakarta ("DIY") was used to explore these variables, primary data were collected by distributing questionnaires to the houses residents, and with number of samples were obtained from 110 houses, the data is processed by a structural equation modeling ("SEM") analysis. It's proved the significant affect of mavens, connectors and salesmen to corporate image through WOM property market in DIY. WOM to be an intervening for variable mavens, connectors and salesmen in improving the corporate image. Another interesting findings of the three influencers that can affect corporate image, mavens have a negative influence, it is due to the lack of clear information obtained by respondents from relatives or friends as mavens, also lowest assessment factors in company to provides services becoming less against the competence of the developer. Mavens direct role in this study is proven to reduce corporate image but with the formation of WOM in advance by mavens will be able to improve corporate image. WOM as intervening was also able to increase the affect of connectors and salesman to corporate image. It is recommended for property developers in DIY that the role of mavens, connectors, and salesmen are crucial in affecting corporate image, especially with the use of WOM as an intermediary delivering information among consumers, so that special attention needs to be given enable mavens, connectors, and salesman can form WOM in an effort to improve corporate image.*

Keywords: *mavens, connectors, salesmen, word of mouth ("WOM"), corporate image*

I. Introduction

Based on BPS data, in 2010 the backlog of homes reached 13.6 million units with a variety of each year needed homes amounted to 800,000 units. Meanwhile, the ability of developers and government in providing a home just as much as 400,000 units. Ministry PUPR (Public works and housing) estimated backlog in 2015 will reach 15 million units. Differences in the amount of backlog may cause inaccuracy of measures taken by the government. Accuracy of data is very important for the government to determine the direction of policy in regulating proper shelter. Stricter regulations, such as who the buyer of a unit and who live in it, will make the numbers much more accurate statistics. Thus, each additional shortfall per year is indeed indicated by accurate data. (Lisnawati, 2015;13)

DIY is one of the provinces in Indonesia, which is trying viable to provide housing needs, and the first province almost reached the target 8D Millennium Development Goals (MDGs) the proportion of urban households in the amount of 6.48% after the first East Java formerly already meet national targets for 2015. The MDG target as a "public declaration" of 189 countries in the world including Indonesia in an effort to realize the acceleration of human development and poverty eradication, are the ideals that should be realized through cooperation between the government and especially residential property developers. Efforts to improve the development of the residential property industry, need to be supported by good marketing strategy to reach a wider market.

Consumers tend to like to interact directly with a group of smaller companies, for example, with marketers or sellers, and even interact with other fellow buyers. Therefore the position of corporate image formation in the marketing aspect becomes an important issue as the primary consideration for consumers to determine the property to be purchased. Normann (1991), argues that corporate image affects the minds of customers through a combination of: (1) the affects of advertising, (2) public relations (PR), (3) physical image, (4) comments from mouth to mouth (WOM), and (5) the actual experience of consumers with products or services. Theoretically, WOM according to Kozinets, et al. (2010 : 71) is a marketing technique that is done by a professional marketer who really meant that communication between consumers (consumer to consumer communications) occurs independently. WOM can be created through a variety of ways, ranging from the design of

advertising or promotional materials that attract public opinion and became a general conversation until the positive impact on the quality of products and services are felt by consumers so that consumers recommend to other potential customers. As Sweeney view reveals the link between the role and the message that came from individuals to form WOM (Sweeney, 2010: 1). Consumers who can influence others to buy a product or service is often termed as influencer. There are three types of influencer namely mavens, connectors and salesmen. Influencer involvement to form WOM can have implications for corporate image. Therefore the involvement of mavens, connectors and salesmen in the property market in DIY is needed to help to improve corporate image through the establishment of WOM.

This research is aimed to describe mavens, connectors, salesman, WOM and corporate image in the property market in DIY, analyze the influence mavens, connectors and salesman to WOM, analyze the influence mavens, connectors and salesmen to corporate image, analyze the influence of WOM on corporate image, and to analyze the influence of mavens, connectors and salesmen of the corporate image in the property market through WOM in DIY.

II. Literature Review

Mavens

Mavens are sages, also called as the recommender is a person with that many treasury of information, especially new information. There are some notion of mavens, according to Gladwell (2000: 59) "Mavens are information specialists", or "people we rely upon to connect us with new information". They accumulate knowledge, especially about the marketplace, and know how to share it with others ". while Keller et al. (2007: 2) states that it is the consumer mavens who are substantially more than the average likely to seek out information and to share ideas, information and recommendation with other people. They do this both through volunteering, reviews their opinion about products and services that they feel passionate about, and by being turned to their knowledge, advice and insight.

Price and Feick (1987: 83) gives the notion of mavens as "the kinds of people who are avid readers of consumer report". Mavens is an important source of information for the central role in contributing, describe patterns of adoption by consumers of innovations in the market (Vazifehdooost et al, 2012: 2). Mavens have an influence as someone who knows credible knowledge and experience. The Company considers mavens as important segment as the ability to influence consumers. Mavens characteristics introduced by Gladwell (2000: 63-68) in a variety of marketing communication research that affects WOM including able to Communicate, knowledge and helpful

Connector

Connector is the type of person who has access to extensive social circles in various types of social strata as well as being able to "connect" between the connector. Gladwell (2000: 38) defines "Connectors are people who because of their personalities and their ability to exist in numerous worlds and cultivate weak-ties with a variety of individuals, make the world a smaller place by bringing people together". The definition given by Gladwell (2000: 38) in line with the definition given by Keller et al (2007: 156) that the connectors or influentials are people who know a lot of other people from a wide variety of groups.

Connector concept are people with a lot of relationships and contacts. In a social network graph, the connector has a very extensive network of relationships and above average. Connector works as an intermediary between the different groups, connect the interests of different circles and is the conduit for the messages and opinions that exist among different interests. Connectors are people who know a lot and are eager to share knowledge. Connector often obsessed with finding opportunities and knowledge as well as the expected useful knowledge (Owczarek, 2009: 2). Keller et al (2007) conveying the following indicators that are owned by a connector as exposed to media; information hungry; connected; ahead in adoption; travelers and vocals.

Salesman

Salesmen consists of two syllables, the "sales" and "man". In a literal sense means to sell and humans, can be interpreted as a person who sells or person who is selling. Salesman was the one who tried to create a trading transaction with accompanying persuasion that people want to buy certain products. Gladwell (2000: 78-80) says the role of salesman is very affective in marketing, salesman has high persuasive abilities, what they do, they can use a large persuasive impact for those who see, and most importantly, the ability of persuasive owned by salesmen often work without any appreciation given by the company, this makes marketing through salesman is very effective.

Salesmen's ability to sell and market their goods or services referred to salesmanship. Baduara (2004: 14) says that salesmanship is the ability to present the art of planting a seed in the hearts of buyers, which led to diverse motivations and actions given by the buyer in accordance with the wishes seller. Therefore features in salesmanship became the main indicators that must be owned by a salesman. Kotler, et.al (1998: 462) to convey

the features of salesmanship include: persuasion;winning the buyer's confidence;providing information and aims at mutual benefit.

Word Of Mouth (“WOM”)

WOM is defined as oral, person-to-person communication between perceived non-commercial communicator and a receiver concerning a brand, product or a service offered for sale.(Ardnt 1967: 291), WOM is communication between consumers about products, services or companies in which the sources are considered independent and commercial influence (Litvin et al., 2005: 4). WOM communication is one of the most influential media in purchasing decisionsmaking, but nevertheless remains outside the control of marketers both for individuals and organizations. WOM is the effective marketing media and powerful for consumers that provide information for the selection of service providers and the post-consumer stage. WOM provides a strong influence in leading and guiding the received message when searching for information, allocate search effort, and make the process of decision making (Thakor & Kumar, 2003: 64).

WOM credible nine times more than advertising (Mazzarol et al., 2007). WOM is very important in the context of service. This is mainly due to the nature of the intangibility of services. Customers look at a higher risk when buying services because it is difficult to evaluate the quality before buying (Mangold et al., 1999: 80). Chevalier & Mayzlin study (2006: 18) suggests that the positive WOM helped the company to build the company's brand. Additionally, spread positive WOM improve the image and reputation of the company (Longart, 2010: 121-128). On the other hand, negative WOM can damage the company's image and resulted in the company losing potential customers and sales (Khammash & Griffiths, 2011).Sundaram et al. (1998: 529) explains there are four motives that make customers spread positive WOM, namely: 1)Altruism, an action to do something for others without expecting anything in return. 2)Involvement of the product (product involvement), the individual interest in a product that is expected to suit the needs and desires.3)Increased self (self-enhancement), a condition in which a person sharing experience in buying in order to enhance the positive image of him.4)Helping companies (helping the company), motive is a desire or a desire to assist companies in persuading consumers to buy the products produced by the company.Relating to the spreadmotif of positive WOM Allsop et al. (2007: 398) considers WOM as a communication tool credible more than any other marketing communication tools because it is considered an objective view from someone about a company. At the time of the decline of trust institutions, research shows that the affect is getting stronger. Furthermore, as a marketing communication tools over credible according to (Hoskins 2007:5) WOM has several dimensions coveringunder attributes of the source;under rate of activity;under personal relevance and under polarity.

Corporate Image

Corporate image is the public perception of the company regarding it's service, product quality, corporate culture, corporate behavior or the behavior of individuals within the company and others. Image is an image in the public mind about the company. (Kriyantono, 2008: 8). There are some notion of corporate image, from Zinkhan et al. (2000: 1) :corporate image is the mental image that selectively perceived and accepted an organization. Perceived characteristics of a corporation; from Grey and Balmer (1998: 698) :corporate image is a picture of the company's commitment. Corporate image is a strong influence whether potential customers will become customers.

Alwi and da Silva (2007: 219): corporate image may lead to an association between the product attributes or benefits (consumer prefers quality or innovation of products), people and relationships or consumer orientation, programs and values (responsibility) of the company to environment and social responsibility, the credibility of the company (the company look more expert, trustworthy, and fun). Contact that occurs between consumers and companies directly or indirectly may affect the existence or strength of association. Based on that, it can be stated that corporate image is generated by the various activities of the company, which in turn will cause consumer confidence to the company. Corporate image also refers to consumer associations. Consumer contact with the organization directly or indirectly affect the strength or the existence of the association.

Khvtisiashvili (2012: 37): corporate image consists of several dimensions of corporate identity, corporate reputation, and service quality provided by the company. The service quality includes three sub-dimensions: physical quality;interactive quality and corporate quality. Corporate Identity can be seen from the naming of the company (name), logo, different features to its peers (distinct features), price (prices), the level of quality of the advertising used (level of advertising quality). Reputation can be seen from the style of management and leadership (management style and leadership), action credible (credibility actions), guarantee reliable services (guarantee of reliable), and a corporate culture that is focused on customer needs (organization culture focused on customer needs), dimensions of service quality (service quality) has three sub-dimensions, namely the corporate quality; physical quality and interactive quality.

III. Research Hypothesis

- H₁ : Mavens, connectors and salesmen affectsignificantly toWOM in the property market DIY
- H₂ : Mavens, connectors and salesmen affect significantly to corporate image in the property market DIY
- H₃ : WOM affect significantly to corporate image in the property market DIY
- H₄ : Mavens, connectors, and salesmen affect significantly to corporate image in the property market DIY through WOM.

IV. Research Methods

Research design

This type of research is descriptive and causality based on research purposes (purpose of study). Under the process, the approach used in this study is quantitative approach, and based on the results, this research is applied research, namely research conducted with the aim to implement the findings in order to solve certain problems that are being experienced by an organization. The variables in this study were analyzed by hypothetico-deductive method, which the conceptual structure / theoretical is arranged then tested empirically. This study examined five variables, namely mavens, connectors, salesman, WOM and corporate image, to explore these variables using the survey to express an opinion on some items statement were answered by the buyers of residential property in the Property Market in DIY.

Population, Sample and Sampling Techniques

Population

The population is the owner of residential property in the property market DIY, for which data are taken from the housing data registered in the Department of Public Works and ESDMDIY. Total population target as many as 414 units of housing or residential property owners, developed by private companies. Government-owned housing is not used in this study, due to the non-commercial including housing designated as the official residence for employees of government agencies.

Samples

The sample is the number of the target population of private residential property owners in DIY, which is distributed proportionally to the respective number of housing units in one complex developer with a total of 110 housing units. The amount of sample number 110 in this study is determined in accordance with it's stated(Hair, 2010;635)that the sample size must be met in this modeling is a minimum of 100 and then using 5 observations for each estimated parameter. Because of this research to develop a model with 22 parameters,thereforethe minimum sample was 5 times 22 is 110. The minimum sample size that should be used as the respondents of 110 respondents.

Sampling technique

The sampling technique used in this research is proportional simple random sampling. Is done randomly and proportionally according to the proportion of the number of housing units with the overall.

V. Results And Discussion

SEM Analysis Model

Based on AMOS 20 computing to this SEM model, resulting indices suitability model (goodness of fit) has met as a whole, then the model is acceptable

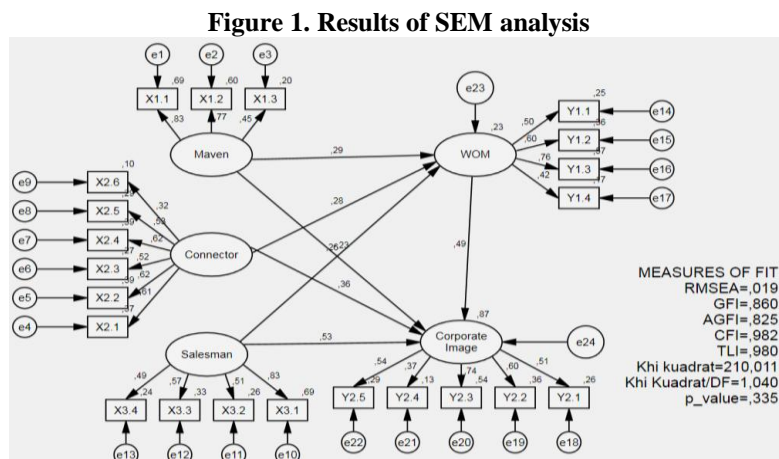


Table 1. Evaluation of Goodnes Of Fit

Criteria	Cut-of value	results model	description
CMIN/DF	≤ 2	1,040	good models (Fit)
Probability	≥ 0,05	0,335	good models (Fit)
GFI	≥ 0.90	0,860	model marginal fit
AGFI	≥ 0.90	0,825	model marginal fit
CFI	≥ 0.95	0.982	good models (Fit)
TLI	≥ 0.95	0,980	good models (Fit)
RMSEA	≤ 0.08	0,019	good models (Fit)

By looking at the figure 1 and tables 1, it's noted that 5 of the seven criteria of goodness of fit meets the suitability model (fit) while the other two can be said to be marginal fit. Based on the principle of parsimony and the rule of thumb expressed by Arbuckle and Wothke (1999), if there are one or two criteria of goodness of fit which has met, the model can be said to be good.

Hypothesis testing

The hypothesis testing in this study is done by looking at the value of p (probability), if the p-value ≤ 0.05, then it is said there is significant influence. Based on the table 2, the entire hypothesis in this study are accepted by looking at the value of p (probability) of ≤ 0.05. Indirect affect on the hypothesis 4 has been accepted by looking at a significant direct affect of mavens, connectors and salesmen to WOM and continued a significant direct affect of WOM to corporate image.

Table 2. Results of Hypothesis Test

Exogenous	Variable	Intervening	Endogenous	Coefficient		Total	P value	Results
				Direct	Indirect			
Mavens →	WOM →	-	-	0,293	-	0,293	0,030*	H ₁ accepted
Connector →	WOM →	-	-	0,281	-	0,281	0,046*	
Salesman →	WOM →	-	-	0,263	-	0,263	0,049*	
Mavens →	-	-	Corporate Image	-0,234	-	-0,234	0,035*	H ₂ accepted
Connector →	-	-	Corporate Image	0,355	-	0,355	0,006*	
Salesman →	-	-	Corporate Image	0,527	-	0,527	0,000*	
-	WOM →	-	Corporate Image	0,492	-	0,492	0,005	H ₃ accepted
Mavens →	WOM →	-	Corporate Image	-0,234	0,293 x 0,492 = 0,144	-0,090	-	H ₄ accepted
Connector →	WOM →	-	Corporate Image	0,355	0,281 x 0,492 = 0,138	0,493	-	
Salesman →	WOM →	-	Corporate Image	0,527	0,263 x 0,492 = 0,129	0,656	-	

* Statistically significant at the level of α = 5 %

The influence of mavens, connectors and salesmen to WOM

Mavens, salesman and connector are affectsignificantly toWOM. As a recommender, mavens is a person with a lot of information especially new information, plays an important role because it has a tendency to share knowledge with others selflessly,thenconsumers consider the information for decision making. Mavens also had an influence as someone who knows credible knowledge and experience. Mavens is regarded as an excellent source of information to provide input regarding any type of product or service, he also knows the best places to shop and have knowledge of different types of products. Mavens have the greatest role in shaping WOM compared to salesman and connector. If relatives or friends recommendsfurther to buy a property on certain developer, the process of disseminating information are increasingly affectingto potential customers. Means the better delivery of information, knowledge of the properties and benefits of the information about the developer who owned by mavens will improve the dissemination of information from consumers to other potential consumers. Helpful is an indicator mavens who contributed the most compared to the other two indicators, namely able to communicate and knowledge. Helpfull meant that mavens strive to help and give guidance or instructions for other consumers, sharing experience in consuming the product or service that aims to help consumers make purchasing decisions satisfactorily, this means that aid in providing home information needed from relatives or friends can encourage to buy property. WOMis a communication between consumers about products, services or companies in which the sources are considered as independent and commercial influence. In such communication mavens is necessary as the party that can provide input and necessary knowledge of the products to consumers.Influencers of the most instrumental in shaping WOM in this study is mavens, because relatives or friends have delivered information well, besides some clear indication received by

consumers and make it easier when the consumer decides to buy the house. However the quality mavens and influence the formation of WOM is also determined by the knowledge possessed by mavens, is evident from the presence of relatives or friends who are classified as mavens who have knowledge in providing information about the existence of the house, as well as relatives or friends who know the procedure of property ownership. The better mavens knowledge about a product, the better mavens quality.

This research is in accordance with the opinion of Malcolm Gladwell (200 : 14) in the " Tipping Point " explains that the influence on environmental behavior, namely mavens, connectors and salesmen. They play an important role in the epidemic of WOM that is to know and understand the tastes, trends, growing fashion. Additionally, mavens may have more ability to encourage the dissemination of information through WOM or viral marketing for a variety of product categories. This is because mavens have a very broad knowledge about the product compared with other influencers. The research also supports previous research conducted by Anik St- Onge, Jacques Nantel (2008), that mavens, connectors and salesmen are three types that influence WOM.

The influence of mavens, connectors and salesmen to corporate image

Connector and salesmen affect significantly in improving corporate image. The most influencer role from the three is salesman who play in the formation of consumer opinions. Salesman was the one who tried to create the purchase and sale transactions with persuasion that people want to buy certain products. Salesman also has a high persuasive skills, what they do and they use can have a great persuasive impact for the viewer, and the most important persuasive skills possessed by salesmen is often working without any appreciation given by the company, this makes marketing through salesman is very effective. Salesman as an agent of the manufacturer that influence consumers to make purchases, also form the corporate image, which a company's image is public perception of the company regarding its service, product quality, corporate culture, corporate behavior or the behavior of individuals within the company and others, salesman's ability to perform the interaction, transaction, and negotiating also can produce information that can be used to attract consumers.

Connectors and salesmen that affects significantly to corporate image is also greatly influenced by the indicator which connector is dominated by information about the houses built by the developer and it's advices given in helping make decisions, while mavens are also greatly influenced by relatives or friends of information of the purchased house and house ownership's procedures obtained from the relatives or friends. This is an indication that the company's good information not only helps set expectations but also encourage consumers to acquire a good knowledge for the decision to buy this property

In the eyes of the consumer, physical quality is the influence dominant factor in the corporate image where consumers have a good perception of the company when is able to provide a comfortable housing and manage the cleanliness and safety properly. Here the role of connector and the salesman was very supportive in providing information about the houses built by the company .

Mavens has a negative affect on the corporate image in this research is not in line with the results of previous one that says mavens positive affect on corporate image as in research by Allsop, Bassett and Hoskins (2007). When viewed from the research data that is in the aspect of the lowest respondents approved of able to communicate compared with other indicators aspects, namely regarding the lack of clear information obtained by respondents from relatives or friends when advised to choose a house and less interesting information about this property that submitted by relatives or friends as mavens. When this is linked with the lowest assessment factors by respondents in the interactive aspect of quality of corporate image is seen that the company less provides welcoming and friendly services and less against the competence of the developer. Judging from these two things there are a strong correlation that is the weakness of the information provided by mavens and interaction provided by the company in terms of companies quality.

This research support the notion of Alwi and Da Silva (2007 : 219), which suggests that the image of the company depends on several factors: the products made by the company, the activities undertaken by the company and the way companies communicate with consumers. The research also support previous one conducted by Allsop, Bassett and Hoskins (2007) that mavens, connectors and salesmen are a major component and has a significant role in the formation of WOM activity and perception in building the company's reputation. This study proves the statement Allsop, Bassett and Hoskins (2007) by showing that the third influencers mavens, connectors and salesmen have a role in improving the image of the developer in the property market of DIY

The influence of WOM to the Corporate Image

WOM has a significant affect on corporate image. The research hypothesis describes that the word of mouth's factor has a direct affect on corporate image. WOM is the communication between consumers about products, services, or companies in which the sources are considered independent and commercial influence. The positive WOM helped the company to build the company's brand and spread positive WOM means to

enhance the image and reputation of the company. WOM is characterized as oral communication, communication from one person to the recipient of the information with the information providers .

Information's giver is a non-commercial information providers based on brand, product or service (Arndt , 1967). Is also proven that the affect of WOM to the corporate image is a significant, means that the better process of disseminating information and influencing potential customers the higher the corporate image of developers. The more positive WOM acquired company will further enhance the company's corporate image developer

Indicators under the attribute of the sources is the highest WOM perceived by the respondent, means respondents strongly agreed that the understanding of home ownership's information is because of the credibility of the suggestion, and because the persuasion of the suggestion that it happened the consumer's decision to purchase a home. The largest corporate image contribution coming also from the physical quality that can be viewed through the perception of comfort and good hygiene management and residential security. Thus the credibility factor of the proposer who spread positive perception withhousing information will improve good corporate image .

The study supports previous research conducted by William, Buttle, and Biggemann (2012). Where tested the relation of WOM and reputation of the company and the result is the word of mouth has consequences and strong relationships that affect the company's reputation. This study proves it's statement showed that the dissemination of information between consumers and potential consumers can make the better corporate image of developers. This study also supports the theory, opinion Bruyn and Lilien (2008 : 158) states, there are several factors that can affect the formation of WOM before the consumer intends to refer the company to others. The factors that influence WOM is composed of confidence in the company, service quality, perceived value and customer satisfaction. The study also supports the opinion (Thakor & Kumar , 2003: 64) that WOM gives a strong influence in leading and guiding the received message when searching for information, allocate search effort, and make the process of making a decision to increase WOM can help companies to build the company's brand. Moreover spreading WOM can also improve the image and reputation of the company. In the current era of technological advancement, corporate image can be managed internally among employees in order to increase WOM and reduce the effort that can lower WOM

The influence of mavens, connectors, and salesmen on corporate image through WOM

Mavens, connectors and salesmen affects significantly on corporate image in the property market DIY through WOM. In addition, mavens, connectors and salesmen affect directly to corporate image, corporate image can also be formed indirectly by mavens, connectors and salesmen by first forming WOM. Sometimes the marketers often forget that WOM is basically comes from conversations occurred between consumers who have enormous benefits for the company, the conversation itself is an intervening between the influencer with corporate image. The role of mavens, connectors and salesmen in the form of WOM and the role of WOM in improving corporate image can be proven in this study, WOM is seen as a means of marketing communications tools that more credible than other tools, because it is considered an objective view from someone about a company. The higher and better contributions of mavens, connectors and salesmen in the form of WOM will improve the corporate image .

As an intervening WOM becomes good for all three influencers in shaping corporate image, especially in the case at mavenshand, where mavens negatively affect corporate image, mavens direct role is proven to reduce corporate image, but with the formation of WOM by mavens in advance will be able to improve corporate image. This suggests that the ability to communicate, knowledge or assistance which is owned and provided by mavens will be able to improve the corporate image when communication skills, knowledge and the assistance provided has a high degree of credibility so as to form WOM properly, reducing the negative affect to the corporate image and increasing WOM will make better corporate image. WOM was able to increase the affect of connectors and salesman to corporate image. Indicators under attributes of the sources in the WOM concerning the credibility and persuasiveness of the person who gives the delivered message, was a major affect on the messages. It is able to contribute to the connector in terms of helping consumers adopt all obtained resources and then filter the information so as to obtain a decision to use the products and services. Giving consideration to consumers who are looking for information about a product and service, because it considers the resources knows well informed about recommended products and services and of course also information about the company as a manufacturer of products and services.

WOM increases the affect of salesman to corporate image. Aims at mutual benefits as one indicator of salesman looked salesman as a marketing tool that specifically promote inter-personal communication and how one speaks about the company's products and services, thus creating a mutually beneficial relationship. Input provided by consumers become inputs for the company, especially in meeting consumer demand for the company's products so that customers feel their needs are met on the company's products and eventually create loyalty to the company.

The establishment of corporate image is not only influenced by the experience of buyers in the purchase of company's products but is much more influenced by the notion of consumers formed by multiple views and suggestions from the users of the products of the company (Keller et al, 2007). Carroll and Ahuvia (2006) in his study revealed that customers will tend to disseminate good information about a brand to another customer, this is what will affect the image of the company that produces the product.

WOM is not formed by itself, WOM will be formed if the customer who bought the property from the developer has a good quality in accordance with the corporate image's indicators is in the aspects of physical quality who received the highest approval of the respondents. This is supported by the theory of Silverman (2001 : 25) that WOM is communication about products and services among people who perceive, is independent not part of a company that provides products and services, and not in the path of communication or media provided by the company. WOM can be quickly accepted by customers because the present it is someone reliable like the experts, friends, family, and publications mass media.

VI. Conclusions and Suggestions

Conclusion

Based on the analysis and discussion, we can conclude some of the following .

1. Mavens, connectors and salesmen affect significantly on WOM, meaning that if the role of mavens, connectors and salesmen are well assessed by consumers it will forms a positive WOM. The role of each supported by its highest ratings helpfull for mavens; vocal for the connector and aims at mutual benefit for salesman.
2. Mavens, connectors and salesmen affect significantly on corporate image. Connector and salesman affect positively on corporate image. Means that if the role of connector and salesman well assessed by consumers, it will establish a good corporate image. Mavens found a negative impact on corporate image in which it is not in line with the results of previous studies, while in this study the capability to communicate in mavens was rated the lowest among other aspects, that although mavens have a good knowledge things will not improve corporate. This situation is understandable because mavens as people who have very much information about the products and knowledge so the company must be careful in doing interaction with consumers to spread information because it affects significantly to the corporate image. Interactive quality on corporate image is the lowest evaluated, lead developer is judged less provide welcoming and friendly services as well as less competent..
3. Results of analysis of the affect of WOM to the corporate image conclude that WOM affect significantly on corporate image, meaning that corporate image is formed properly if WOM from consumers and community is positive.
4. The direct affect mavens, connectors and salesmen to WOM and WOM to the corporate image are also significant. Mavens, connectors and salesmen also provide indirect affect on corporate image through WOM. Thus WOM proved to be intervening on the mavens, connectors and salesman to corporate image. The indirect affect between mavens, connectors and salesman to corporate image through WOM is significant, which means that the higher the value mavens, connectors and salesmen cause the higher value of corporate image if the value of WOM is also high. Indirect affect of WOM is able to increase the affect of connectors and salesman to corporate image, and is capable of reducing the negative affect of mavens to corporate image because of the low ability to communicate, means that WOM plays a significant role among the mavens, connectors and salesmen with the corporate image.

Suggestions

Based on the research results, the conclusion and discussion, the following is proposed suggestions.

For Scientific :

The need to develop concepts and theories in how to manage the external influences that can not be controlled in order to remain a positive affect on corporate image. As the better WOM is formed by mavens, connectors and salesmen, the corporate image in the eyes of the buyer will be better. Thus the need to develop theories and models of WOM, in relation to support the success of marketing.

For Practitioners and Business Management

Mavens can give negatively impact on corporate image. One drawback is the necessary communication skills to provide interested information to consumers. Practitioners should focus on these shortcomings when identifying mavens in their business environment and corporation, and immediately take action so that maintaining the corporate image. Management must also be able to ensure that weaknesses in the establishment of corporate image as well as the factor of affected WOM must be managed properly. Also the company's messages about products are rationally and quickly given to consumers to generate a positive impression for the consumer. In addition management must also manage carefully services given to consumers so that consumers

have the impression of being faced with a company that has the appropriate competence inline with it's products and services offered.

Management can also internalize the role of mavens, connectors and salesmen, for instance through the development of marketing management corporation information systems, which is aimed to improve the corporate image through WOM, the goal is to create efficiencies by reducing the large cost of advertising and promotion, where the ultimate objective is an increase in profitability in accordance with the business mission of the company.

VII. Further Research.

Further research may add other factors such as the role of external public relations that can affect corporate image, as the external public relations can be used to influence public opinion outside the company through effective communication. The expected opinion is the reputation of the organization or company that is positive (corporate image).Future studies may also add how the role of WOM to the improvement of corporate image and with the increase of corporate image due to the influence of WOM, how far the implications for the profitability of the company.Future studies may also add consumer behavior and tastes of consumers related to customer satisfaction that can influence WOM and corporate image .

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