

EFFECT EVENT, WORD OF MOUTH, DIRECT MARKETING ON PURCHASE DECISION LE-FLUFFY DESSERT

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Abstract

Le-Fluffy Dessert is a food and beverage company that offers pudding and milk made from soy and milk without preservatives. This study aims to determine the influence of events, word of mouth, direct marketing on purchasing decision. This research used a quantitative approach, with population including Le-Fluffy Dessert's consumers buying the products more than twice. Slovin formula was used to obtain 74 samples. The independent variables in this research were events, word of mouth, and direct marketing. The dependent variable in this research was consumer purchasing decision. The method of data collection in this research was questionnaire with Likert scale measurement. Analysis tool of this research is multiple linear regression. The event, word of mouth, direct marketing have a significant positive effect on consumer purchasing decision of Le-Fluffy Dessert.

Keywords: Event, direct marketing, purchasing decision, word of mouth

Introduction

Business in Indonesia has improved a great opportunity to grow, one of which is food and beverage industries. The Association of Indonesian Food and Beverages (GAPMMI) said sales of food and beverage products in 2015 exceeded 8% to IDR 1,000 billion. One type of food and drink commonly consumed by people with middle class income people lifestyle are canned/preserved food, and it has grown by

16.7%. The growth of middle-class income, accompanied with the increased purchasing power has pushed demands for food and beverage industry (World Industry, 2015).

The growth of the industry has opened opportunities for Le Fluffy Dessert to run business in the field of food and beverage. Le Fluffy Dessert has main products such as pudding made from soymilk. They are served with a variety of flavors most people like to consume. When running the business, Le Fluffy

Dessert has experienced fluctuating sales. The company hopes the sale can be stable or even increasing.

One of the ways to increase the sales is done through promotional activities. Promotions according to Kotler and Keller (2012: 498) covers eight elements such as advertising, sales promotion, personal selling, public relations, direct marketing, events and experiences, interactive marketing, and word of mouth marketing. In each semester, Le Fluffy dessert uses different combinations of promotional tools as attached in Table 1. Based on these data, the most optimal promotional activities used by Le Fluffy Dessert is events, word of mouth and direct marketing.

As shown in Table 2 Le Fluffy Dessert has also joined some food exhibitions such as Food Kartel where numbers of visitors came to visit. Many consumers know Le Fluffy Dessert's products as they converse. This is known as word of mouth marketing. Information obtained from other people's products about Le Fluffy Dessert is very helpful to help potential customers to make their decision to purchase the products.

Marketing through direct marketing is used during bazaar, as well as sales through BlackBerry message, Line, and Whatsapp. Promotion is an important factor of a marketing program. Promotions can increase sales by attracting consumers to buy products. They will leave the competitors' products, and decide to the products from Le Fluffy Dessert. Purchasing decisions by buyers consists of numbers of factors (Mariyanti and Rahanatha, 2015).

Based on the aforementioned rationales, the research questions are formulated as follows:
1) Does the event influence consumer purchase

decisions Le Fluffy Dessert? 2) Does word of mouth influence consumer purchase decisions Le Fluffy Dessert? 3) Does direct marketing influence consumer purchase decisions Le Fluffy Dessert?

Theoretical Basis

Buying Decision

Setiadi (2015) describes the purchase decision as the selection process that involves two or more different action alternatives. There are several aspects that influence consumer purchase decisions such as knowledge, meanings, beliefs of memory and attention to the process of understanding the new information in the environment. Rozikin *et al.* (2015) suggests some indicators of customers' purchasing decisions : (1) the needs and desires of a product, (2) the desire to try, (3) the stability of the quality of a product, (4) the purchase decision.

Event

Events are activities sponsored by company designed to specific brand-related interactions with customers (Kotler and Keller, 2012: 226). There are some variables that affect event marketing (*et al.*, 2016), : (1) compliance of the event with the hope, (2) the suitability of the time and place of the event, (3) the information offered, (4) impress visitors, (5) the value of benefits, (6) an enthusiastic visitor, (7) the frequency of the company's support in sponsoring the event activities, (8) the involvement of direct communication with the event and the participants, (9) the knowledge of participants on the sponsor's brand.

Word Of Mouth

Word of mouth communication is communication oral, written, and electronic inter-community that related experience of buying or using a product or service (Kotler and Keller, 2012: 254). Wilson in Dewiet *et al.* (2015) mentions that the indicators of word of mouth include five things such as (1) promoting the reliability of a product / service, (2) Telling the positive things about your products / services, (3) giving recommendation of the products / services to people other, (4) Encouraging and persuading other customers to use the product / service specific, (5) making purchasing decisions for products / services.

Direct Marketing

Direct marketing is a marketing channel that functions to reach out consumers and deliver goods or services to them. Direct sales are made to interact with consumers, either through catalogs, mail / direct mailing and telemarketing (Kotler and Keller, 2013: 557). Musdedi *et al.* (2015) have proposed some indicators of the marketing system of direct marketing, among others: (1) more quickly and efficiently, (2) interaction through interactive direct marketing, (3) Ordering a product through online easier

Event Influence On Consumer Purchase Decision

The event is a period of activity undertaken by the company to bring prospective buyers to a place that they obtain information or experience is important as well as other objectives expected by the organizers (in Sukoco, 2014). Katiliet *et al.* (2016) suggested that the event significantly influences consumer purchasing decisions. Princess *et al.* (2016) also showed that

the variable event has a direct and significant positive effect on consumer purchasing decisions.

Word Of Mouth Influence On Consumer Purchase Decision

According to Dewi *et al.* (2015), word of mouth is an activity where the consumer gives information about a brand to other consumers. Mouth promotion can be regarded as a promotion for free and also bring good results for service providers/goods, for marketing in this way is more trusted by consumers, after seeing the results that have been obtained by them and also other consumers who already feel it. Rahayu and Edward (2014) suggested that the word of mouth significantly influence consumer purchasing decisions.

Effect of Direct Marketing Influence on Consumer Purchase Decision

Direct sales are made to interact with consumers, either through catalogs, mail / direct mailing and telemarketing (Kotler and Keller, 2013: 557). Hendria (2014) suggested that direct marketing has a positive and significant impact on consumer purchasing decisions. Purnama and Pralina (2016) also stated that direct marketing has a significant influence on consumer purchasing decisions.

Research Method

Population And Sample

The population in the study include the overall objects of study as defined by the researchers to be studied. The population is set at consumers who have ever bought Le Fluffy dessert that has made a repeat order. The sample is part of the number and characteristics of the population have (Sugiyono, 2015: 149). Samples

with a population of 90 people during the last two semesters commencing from May 2015 to July 2016. The error rate in the desired sampling of 5%, so that the results obtained by 74 respondents.

Method Of Collecting Data

Primary data is data obtained directly from the respondents and processed by researchers through a questionnaire. Respondents were given a list of questions about the variables that determine consumer buying a product Le Fluffy Dessert. Secondary data is data obtained through observation studies literature, books, articles, journals, research and previous research. Methods of collecting data from this study using questionnaires and using a Likert Scale. Sugiyono (2015: 168) explains that the aim Likert scale to measure attitudes, opinions, and perceptions of a person or group of people about a phenomenon. Provisions for the assessment and score Likert scale is as follows:

- a. Strongly Agree (SS) by a score of 5
- b. Agree (S) by a score of 4
- c. Neutral (N) by a score of 3
- d. Disagree (TS) by a score of 2
- e. Strongly Disagree (STS) were given a score of 1

Data Analysis Method

The process of data analysis in this study uses multiple linear regression equation formula, the method of studying a dependent variable that affected more than one independent variable. Multiple linear regression equation formula in the study is presented as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y: Variable purchasing decisions

X1: Variable event

β_1 : coefficient regression event

X2: Variable word of mouth

β_2 : regression coefficient word of mouth

X3: Variable direct marketing

β_3 : regression coefficient direct marketing

α : Constants

e: Residual (other variables not examined)

Results and Discussions

Respondent's Characteristics

About as many as 58 people (78.4%) become the respondents of the study since they know Le Fluffy dessert products through friends or other persons are the respondents in this study,. Furthermore, 11 (14.9%) through social media and five people (14.9%) through the exhibitions. Based on the answers to the above, it can be seen that the media marketing comes from word of mouth from friends is very helpful for product sales Le Fluffy Dessert. The questionnaire that has been deployed is as many as 74 people, as many as 44 people or 59.5% of the respondents were female, and as many as 30 people or 40.5% were males. As many as 42 people or 56.8% of the respondents in this study are 21 years old. Furthermore, respondents aged 20 years consist of 13 people or 17.6%. 65 people or 87.8% of total respondents are the students. Furthermore, 9 people or 12.2% of respondents in this study have jobs. This is supported by research conducted by Suhaily (2014) which states that the student is a target impulse purchases. As many as 57 people (77.0%) of the total respondents have high school education background. Furthermore, as many as 13 people (17.6%) of respondents in this

study had a recent education junior level. Furthermore, 4 people (5.4%) of respondents in this study last education level S1.

Validity And Reliability

The results of testing the validity of the event variables show that all indicators of the variable event have $\text{sig.} \leq 0.05$, amounting to 0,000 so that all indicators of variable events can be declared valid. Test the validity of the variable word of mouth indicates that all the indicators of a variable word of mouth have $\text{sig.} \leq 0.05$, amounting to 0,000 so that all indicators of the variable word of mouth can be declared valid. The test the validity of the variable direct

marketing show that all indicators of the variable direct marketing have $\text{sig.} \leq 0.05$, to 0,000 so that all indicators of direct marketing variables can be declared valid. Test the validity of the purchase decision variables showed that all indicators of the variable purchase decision have $\text{sig.} \leq 0.05$, amounting to 0,000 so that all indicators of the purchase decision variables can be declared valid. The results of reliability testing on all instruments in all the variables (events, word of mouth, direct marketing, purchasing decisions) show that all values of the Alpha Cronbach > critical value (ie: 0.6). So the instrument on each variable is declared reliable.

Table 1
Results of Multiple Linear Regression Testing

Model	Unstandardized Coefficients
	B
(Constant)	.461
<i>Event average</i>	.430
<i>Word of Mouth average</i>	.297
<i>Direct Marketing average</i>	.167

Source: Primary Data, Attachments, 2016

The linear regression equation shows that when the value of the variable events, word of mouth, and direct marketing is 0.430; 0.297; 0.167 then the value of the purchase decisions of 0.461. Based on the regression equation which has been stated, it appears that the regression coefficient variable event is equal to 0.430, so it can be understood that any increase in consumers' assessment of the variable event, the consumer purchasing decisions Le Fluffy Dessert amounted to 0.430 assuming other independent variables of word of mouth and direct marketing fixed value.

The variable coefficient event is positive, indicating that the event variable positive influence on consumer purchasing decisions.

Based on the regression equation which has been stated, it appears that the regression coefficient variable word of mouth is equal to 0.167, so it can be understood that any increase in consumers' assessment of variable word of mouth, the consumer purchasing decisions Le Fluffy Dessert amounted to 0.297 assuming other independent variables event and direct marketing fixed value. Variable coefficient word of mouth is

positive, it also shows that the variable word of mouth positive influence on consumer purchase decisions Le Fluffy Dessert.

With regard to the regression equation, it appears that the regression coefficient variable direct marketing is equal to 0.297, so it can be understood that any increase in consumers' assessment of the variable direct marketing, the

consumer purchasing decisions Le Fluffy Dessert amounted to 0.297 assuming other independent variables event and word of mouth fixed value. Variable coefficient direct marketing is positive, so it also shows that the variable direct marketing positive influence on consumer purchase decisions Le Fluffy Dessert

Table 2
Test Results Statistics F

<i>ANOVA^b</i>						
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	0,000	3	0,000	0,000	1,000 ^b
	<i>Residual</i>	6,278	70	0,090		
	<i>Total</i>	6,278	3			
a. Predictors: (Constant), <i>Event</i> , <i>Word of Mouth</i> , <i>Direct Marketing</i>						
b. Dependent Variable: Purchase Decisions						

Source: Primary Data, Attachments, 2016

Based on Table 2, sig. Test $F \leq 0,05$ (ie 0,000), so it can be concluded that the independent variable events, word of mouth, and direct marketing

simultaneously significant effect on consumer purchasing decisions Le Fluffy Dessert.

The results of the partial significance test (t-test)

Table 3
Test Results of t

Model	t	Sig.
(Constant)	1.461	0.148
<i>Event Average</i>	4.099	0.000
<i>Word of Mouth Average</i>	3.719	0.000
<i>Direct Marketing Average</i>	2.516	0.014

Source: Primary Data, Attachments, 2016

The significant value of the variable t-test event is 0,000 (sig. ≤ 0.05), so it can be concluded that the event variable (X1) has a

significant effect individually or partially to the purchase decision variable (Y) consumers Le Fluffy Dessert. The significant value of the

variable t-test word of mouth is 0,000 (sig. \leq 0.05), so it can be concluded that the variable word of mouth (X2) have a significant effect individually or partially to the purchase decision variable (Y) consumers Le Fluffy Dessert. The significant value of the variable direct marketing t-test of 0.014 (sig. \leq 0.05), so it can be concluded that the variable direct marketing (X3) have a significant effect individually or partially to the purchase decision variable (Y) consumers Le Fluffy Dessert.

Classical Assumption Test Results

Based on testing multicollinearity, VIF value to the three independent variables < 10 whereas the values of tolerance on both independent variables > 0.1 so that it can not happen multicollinearity the independent variables in the regression model. Testing heteroscedasticity shows the test results obtained by the value of the variable significant event (X1) is 0,299, a variable word of mouth (X2) is 0.789, and the variable direct marketing (X3) is 0.774. All three of these variables have a significance value greater than 0.05 so it can be concluded that no heteroskedasticity. Durbin-Watson value is 2.131 and the figure is between 1.7079 to 2.2921. Thus, it can be concluded that there is no autocorrelation. Testing for normality shows the significance of the test for normality is 0.2. The significance value > 0.05 so that it can be stated that the residuals were normally distributed. These results also confirm the feasibility of the regression analysis is run and make research results more feasible to use as a reference for Le Fluffy Dessert in business. Normality test showed that the three independent variables that event (X1), word of mouth (X2) and direct marketing (X3) can be expressed linearly related to the

dependent variable are the purchase decision (Y) because it has a significance value < 0.05 .

Discussion

Respondents consist of 74 people who are consumers of recorded Le Fluffy dessert ever buy more than 2 times. The results showed that consumers who know Le Fluffy dessert products through friends or other people, as many as 58 people (78.4%).

Based on the data characteristics of the respondents in this study, it can be seen that the media marketing comes from word of mouth from friends is very helpful for product sales Le Fluffy Dessert.

Influence Event on Purchasing Decisions

The significant value of the variable t-test event is 0,000 (sig < 0.05). Based on these data, it can be concluded that the event variable (X1) has a significant influence on purchase decisions (Y) consumers Le Fluffy dessert, so the first hypothesis (H1), is accepted. The results of this research have in common with the previous research conducted by Katili *et al.* (2016) who argued that the event has a significant influence on purchasing decisions, so it can be concluded that the results of this research can strengthen the results of previous studies. Event has the greatest impact, namely the partial correlation value is 0.440

At the time of Le Fluffy Dessert follows exhibitions, Le Fluffy Dessert was always using different innovation both in terms of booth design and products. The majority of respondents agree that customers come because of information provided by the Le Fluffy Dessert will all activities and products Le Fluffy Dessert at the fair. This makes Le Fluffy Dessert should know

consumers will come to the exhibition because of information provided by the Le Fluffy Dessert. The more information propagated, the more consumers will come to the exhibition. The company not only market the events that followed on social media companies but utilize other media that can help info to others. Based on the answers of respondents, companies need to participate in more events so that more consumers know the product Le Fluffy Dessert.

Word Of Mouth Influence On Purchasing Decisions

The significant value of the variable t-test word of mouth is 0,000 (sig <0.05). Based on these data, it can be concluded that the variable word of mouth (X2) has a significant influence on purchase decisions (Y) consumers Le Fluffy dessert, so that the second hypothesis (H2) is received. The results of this research have in common with the previous research conducted by Basri *et al.* (2016) who argued that the word of mouth has a significant influence on purchasing decisions, so it can be concluded that the results of this research can reinforce the results of previous studies. This is supported by a mean of 4.28 which means that the majority of respondents agree and the highest will be the indicator variable of internal information on word of mouth.

With regard to the characteristics of the respondents, the majority of consumers know the product Le Fluffy Dessert from friends or others. This finding supports the notion that the word of mouth is an effective form of marketing to be done by Le Fluffy Dessert. Many people who try and recommend it to others about Le Fluffy Dessert. Therefore, the need to increase the Le Fluffy Dessert extensive networking so that more

and more people are recommending the product Le Fluffy Dessert. One way that companies can do to improve networking is by way endorse through the marketing of food blogger account with the words attractively packaged.

Direct Marketing Influence On Purchasing Decisions

The significant value of the variable direct marketing t test was 0.014 (sig <0.05). Based on these data, it can be concluded that the variable direct marketing (X3) had a significant influence on the purchase decision (Y) consumers Le Fluffy dessert, so the third hypothesis (H3) is received. The results of this research have in common with the previous research conducted by Abdullah (2016) who argued that direct marketing has a significant influence on purchasing decisions. It can be concluded that the results of this research can strengthen the results of previous studies. Le Fluffy Dessert market their products through social media companies have, by giving a broadcast message to the consumer. This is supported by a mean of 4.19 which means that the majority of respondents agree and the highest will be an indicator of internal information on variable direct marketing.

Based on respondents 'answers, Le Fluffy Dessert can improve relationships with consumers by providing faster response, that is, in response to questions on the part of consumers' Le Fluffy Dessert. Consumers will be more comfortable and satisfied if Le Fluffy Dessert can provide service in accordance with her wishes. The latest information about Le Fluffy Dessert continues to be updated so that consumers can find the latest information on the development of Le Fluffy Dessert.

Conclusions And Recommendations

Conclusions

Based on the research that has been done, it can be concluded that the event variable is a significantly positive effect on product purchasing decisions Le Fluffy Dessert. The first hypothesis in this study is that the event has an influence on consumer purchasing decisions Le Fluffy Dessert acceptable. Variable word of mouth in this study is the significantly positive influence on purchasing decisions, it can be stated that the second hypothesis in this study, which states word of mouth has an influence on consumer purchasing decisions can be accepted.

Variable direct marketing has a significant positive effect on purchasing decisions Le Fluffy Dessert. It can be stated that the third hypothesis stating direct marketing has an influence on consumer purchasing decisions Le Fluffy Dessert acceptable. The results of research on the impact of direct marketing on consumer purchasing decisions which are companies Le Fluffy Dessert can create accounts LINE @ official Le Fluffy Dessert. It aims to facilitate the marketing and delivery of timely information to the follower account by sending a broadcast message with information about the exhibition, sales promotion, and new product launches later. Companies can create an interesting catalog, so it can be distributed and offered to consumers directly.

Limitations And Suggestions

Based on the conclusions that have been put forward, there are some suggestions that can be submitted. Research on the effect of the event on purchasing decisions Le Fluffy Dessert, expected in the future the company may be more

to follow events in Surabaya or outside the city. It aims to introduce and expand market reach Le Fluffy dessert products to consumers who are not familiar with the product Le Fluffy Dessert.

The second suggestion is about word of mouth variables on consumer purchasing decisions. The company makes a new provision that buyers who offer new products to consumers pudding large quantities, the company will give a bonus to the buyer. Le Fluffy Dessert companies also cooperate with Sweet Corner project, which includes pudding or milk products on customers that use the services of its sweet corner.

This study is limited to the scope of the company Le Fluffy Dessert. Therefore, the results may not necessarily be applied to other companies. A researcher only using three variables in this study.

Future studies are recommended to do some research by considering other variables such as advertising, sales promotion, public relations and publicity and interactive marketing online

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ATTACHMENT

Table 1 Activity Promotion Le fluffy dessert that has been done for two years running (2014-2016)

NO	MODEL PROMOTION MLX	PROMOTIONLE FLUFFY DESSERT	RESULTS OF PROMOTION
1.	<i>Advertising</i>	Not to promotion through print media (newspapers and magazines), electronic media (sound recordings, video recordings, etc.), broadcast media (radio and television), and media exhibition in the form of billboards.	Le Fluffy company decided not to use advertising because the costs are quite high.
2.	<i>Sales Promotion</i>	What has been done is giving discounts / rebates when buying in bulk and certain types of products and the provision of free (giveaway) for the person who got the highest when likers upload product photos Le Fluffy Dessert.	Less received a positive response from consumers
3.	<i>Events</i>	That has been done by following a few exhibitions, among others, is Art Festival, SHINE, Food Kartel, Conqueror Bazaar, London Out Loud, Car Free Day, Fun Bike, Carsnival Market, T Point Market.	Visitors to the stand knowing and keen to buy products Le Fluffy Dessert.
4.	<i>Public Relations and Publicity</i>	Not to promotion through public relations and publicity are interested.	Le Fluffy company decided not to use public relations and publicity because there is no corresponding community.
5.	<i>Personal Selling</i>	Has done a good personal selling directly to relatives, friends, or through the sale of the PO system performed by each member of the project on a regular basis. Sales of personal selling is also done by the reseller.	Consumers tend to mind when each member of the project presented the product.
6.	<i>Direct Marketing</i>	That has been done by marketing directly to consumers while following the bazaar, deals via chat directly through BBM, Line, and WA, a direct offer to the reseller, the use of email and internet, obtaining feedback in the form of comment / testimonial directly.	Consumer relationships outside of relations and friends so they know the product Le Fluffy and influence purchasing decisions Le Fluffy products.
7.	<i>Interactive Online Marketing</i>	Companies Le Fluffy Dessert not do marketing via electronic channels	Le Fluffy company decided not to use interactive marketing because consumers tend to book through social media.
8.	<i>Word of Mouth Marketing</i>	Direct marketing by word of mouth between friends, testimonials from customers, post photos on Instagram products and endorsements, other than that when consumers Le Fluffy Dessert invite other people she knew to come to the bazaar is being followed Le Fluffy Dessert.	Results endorsement on Instagram reminds others know Le Fluffy dessert products, as evidenced by the increasing number of followers and number of orders.

Table 2 The events were followed by Le Fluffy Dessert for 2 years running

TIME	THE EVENTS WERE FOLLOWED	EVENTS RESULTS
Semester 2	- <i>Launching Project EP 2</i>	- Many consumers know and buy products Le Fluffy Dessert
Semester 3	- Art Festival GMS	- Consumers buy products many drinks Le Fluffy Dessert
	- Food Kartel	- Consumers are a lot of new ones, followed by sales increases as the amount of visitors arrive in droves to stand
	- SHINE	- New consumers buy products arriving and Le Fluffy Dessert
Semester 4	- Conqueror Bazar	- Many consumers are interested in children and buy products Le Fluffy
	- Entrepreneur Fun Bike	- Pameran Less suitable followed for fun bike participants predominantly elderly .
Semester 5	- Carsnival Market	- Lots of new customers who were invited by friends came to the stand and buy
	- LOL Market	- Visitors dominated by young people, interested in coming to the booths, buy products, and endorse Le Fluffy .
	- Sari Boga	- Many new customers interested in coming to the booth and buy because of the uniqueness of products.
Semester 6	- T-Point Market	- Visitors are many invited by friends and associates relation Le Fluffy Dessert .