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Effect of Academic Library

Interest use of Banking Products

Highlights

The Effect of Electronic Word

Experiential Value on Destination

Discovering Thoughts, Inventing Future

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Analysis of Effect of Perceived Ease of use and Usefulness on Consumer Interest use of Banking Products Farmer Card in Mataram

By Lalu Mirza Amir H. B., Baiq Handayani Rinuastuti & Lalu M. Furkan

University of Mataram

Abstract- Agriculture is an important sector for the nation of Indonesia. The current phenomenon in Indonesia is still going on the scarcity of fertilizers, especially subsidized fertilizer which has always been a problem every year. The government has tried various strategies to address shortages of fertilizer subsidized by Tani Card Program with the hope to increase the GDP of the agriculture sector Mataram City. The objectives of this study were (1) To examine the effect of perceived ease of use against the interest of consumers using Katu Tani. (2) To examine the effect of the perception of the benefit of the interest of consumers using Katu Tani. method of research is associative with the shape of a causal relationship. The population in this study is a farmer in the district card users Sekarbela Kota Mataram amounted to 148 people. Tool collection Data is a questionnaire, which contains statements related to the problems studied. To determine the response of respondents to the variables assessed, used a Likert scale analysis tools. Analysis of data using Multiple linear regression analysis, t-test, and test the coefficient of determination (R^2). conclusions of research that can be taken are:(1) There is a significant effect of Perceived ease of use on Consumer Interests in Sub Sekarbela Mataram.

Keywords: *perceived ease of use, perceived usefulness, consumer interests.*

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Analysis of Effect of Perceived Ease of use and Usefulness on Consumer Interest use of Banking Products Farmer Card in Mataram

Lalu Mirza Amir H. B.[α], Baiq Handayani Rinuastuti [σ] & Lalu M. Furkan [ρ]

Abstract- Agriculture is an important sector for the nation of Indonesia. The current phenomenon in Indonesia is still going on the scarcity of fertilizers, especially subsidized fertilizer which has always been a problem every year. The government has tried various strategies to address shortages of fertilizer subsidized by Tani Card Program with the hope to increase the GDP of the agriculture sector Mataram City. The objectives of this study were (1) To examine the effect of perceived ease of use against the interest of consumers using Katu Tani. (2) To examine the effect of the perception of the benefit of the interest of consumers using Katu Tani. method of research is associative with the shape of a causal relationship. The population in this study is a farmer in the district card users Sekarbela Kota Mataram amounted to 148 people. Tool collection Data is a questionnaire, which contains statements related to the problems studied. To determine the response of respondents to the variables assessed, used a Likert scale analysis tools. Analysis of data using Multiple linear regression analysis, t-test, and test the coefficient of determination (R^2). conclusions of research that can be taken are:(1) There is a significant effect of Perceived ease of use on Consumer Interests in Sub Sekarbela Mataram. (2) There is a significant effect on the perceived usefulness of the Consumer Interest in District Sekarbela Mataram.

Keywords: perceived ease of use, perceived usefulness, consumer interests.

I. Preliminary

Agriculture is an important sector for the nation of Indonesia. As a country with the potential of high natural resources, agriculture necessarily dominates every sector in development, such as a provider of industrial raw materials, the application of technology as well as environmental preservation. Agriculture can not be separated by the availability of farm inputs, namely the availability of seed, pesticide and fertilizer use. Rusastra et al (2002) explain that the factors that affect farmers in the use of fertilizers in the ability of farmers to buy fertilizer, fertilizer availability in the market and ease the farmers get fertilizer. The availability of fertilizers become an important issue in view of agricultural production depends on the amount of fertilizer used.

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The current phenomenon in Indonesia is still going on the scarcity of fertilizers, especially subsidized fertilizer which has always been a problem every year. It can not be denied because of various factors that cause this to happen. Mainly limited availability of technology and the human resources capacity of the agribusiness. The government has tried various strategies to address the scarcity of subsidized fertilizer. One technological innovation to reduce the problem of scarcity of subsidized fertilizers are been carried out as a program that Tani Card Program.

The program is expected to increase the GDP of the agriculture sector Mataram City. As reflected in the data subset of the statistics Mataram where Gross Domestic Product Mataram City at constant prices in 2010 by Industrial Origin (Million Rupiah), Year 2015 to 2017 in which the sectors of Agriculture, Forestry and Fisheries has a contribution in 2015 amounted to 525 160, 2016 as many as 583, as many as 627 791 2017. (Diskominfo Mataram, 2018). This figure shows the GDP contribution of agriculture continues to increase every year.

While the allocation of fertilizer requirement for the city of Mataram them for 2017 with a total allocation of 2102.96 tons needs to realize as much as 2009.2 tons, in 2018, the allocation needs as much as 2,108 tons with total realization of 2031.05 tons, in 2019 with an allocation of necessity as much as 1,889 tons to 1509.95 tons as much realization. This illustrates that the realization of the use of fertilizers to the allocation of fertilizer requirements in Mataram city each year, including large so that the supply-demand for farmers each year is increasing.

To facilitate the allocation of subsidized fertilizer to Farmers in the city of Mataram, has launched Card program Tani which is a debit card of Bank Rakyat Indonesia (BRI) co-branding is used exclusively for reading the allocation of subsidized fertilizer and transaction payment of subsidized fertilizer in the Electronic Data Capture (EDC) BRI placed at retailers and can serve to conduct all banking transactions in general (BKF, 2017). Mataram city is used as a test site based on several considerations such as the state of the region, the potential of natural resources, the environment farmers and support agencies, in addition to the city of Mataram has implemented data collection

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Devinitif Plan Needs Group (RDKK) and socialization of implementation.

Their program Tani card as a debit card of Bank Rakyat Indonesia (BRI), which is used exclusively for reading subsidized fertilizer allocation and payment transaction subsidized fertilizer in the Electronic Data Capture (EDC) BRI positive impact for consumers (customers) to conduct banking transactions. Consumers no longer have to perform banking transactions by way of coming to the bank. Consumer (customer) only needs to bring the kart farmer to the retailer with a network connected to the Internet to be able to run operationally. usefulness and ease of use, in reality, do not always go straight to the enthusiastic (interest) consumer (customer) to use the card.

Churchill in Barus (2008: 38) states that interest is the behavior of the future anticipated or planned. In marketing, the intention is often stimulated by asking respondents to indicate which of the following is most appropriate to describe their plans related to new products or services.

The interest component contains the intention to perform certain behaviors. Theoretically, the formation of interest is determined by the interaction of the two components that preceded the attitude toward the behavior and subjective norms about the behavior (Taurusia, 2011:13). According to Ferdinand in Dwityanti (2008: 21), buying interest may be identified through indicators (1) Interest transactional, ie the tendency of a person to buy a product. (2) Interest referential, ie a person's tendency to refer products to others. (3) The preferential interest, the interest of which describes the behavior of someone who has the main preferences on such products. (4) Interest explorative.

Enthusiastic (interest) for the use of new technology can be influenced by several factors, including the perceived ease of use. Perceived ease of use is defined as the extent to which a person believes that using technology would be free of effort. From the definition of the perceived ease of use of mind that constructs this is an assertion about the decision-making process (Jogiyanto, 2007: 111).

Perceived ease of use important aspect in the use of technology such as symbols and instructions are clear, step in the payment process simple and not much. Prospective users are expected to get a new convenience through technology free from trouble and confusing instructions when using these technologies (Jatmiko, 2013:13).

Results of research conducted by Hidayanti (2014) showed that the perceived ease of use of positive and significant impact on customer interest in using e-banking products. Zuelseptia, Rahmiati, Engriani (2018); Yoon (2015); Safeena, Date, Kammani, and Hundewale (2012) Abdinoor and Mbamba (2017) Priya, Gandhi, and Shaikh (2016) Lieu, Astuti, and Dewantara (2015), Karnadjaja, Tulipa, and Lukito (2017) Primary and Suputra (2019) found that Perceived ease of use has a positive and significant influence on consumer interest. Hidayanti (2014) conducted a study that shows that there is positive and significant impact on the confidence in the customers' interest in using e-banking products.

While the findings opposite of Results of research conducted by Noor and Pearson (2007) which states that the lack of influence exerted by the perceived ease of use of the reception interest to do internet banking. Research conducted by Monica (2017) showed that the perception of ease no significant effect on interest in using electronic commerce.

In addition to the perceived ease of use, enthusiastic (interest) for the use of new technology can be affected by perceptions of expediency. Perception of usefulness (Perceived Usefulness) Davis is defined as a level where a person believes that using the system can improve its performance in work (Rogers in Jatmiko, 2013:13). A user will only accept innovation if these innovations provide the advantage that feels unique when compared with the solutions that already exist.

Monica's research results and Tama (2017) showed that the perception of the benefits of positive and significant effects on the interest in using electronic commerce, while perceived ease of use and subjective norm does not affect the interest in using electronic commerce. Yoon (2015), Safeena, Date, Kammani, and Hundewale (2012), Abdinoor and Mbamba (2017), Priya, Gandhi, and Shaikh (2016) Lieu, Astuti, and Dewantara (2015) Karnadjaja, Tulipa, and Lukito (2017) Primary and Suputra (2019) found that perceived usefulness has a positive and significant influence on consumer interest. While the findings opposite of Results of research conducted by Xia and Hou (2016) who found that there was no direct influence between perceived usefulness to consumers. The objectives of this study are:

1) To test the effect of perceived ease of use against the interest of use of banking product Farmer Card.
2) To test the effect of the perception of usefulness against the interest of use of banking product Farmer Card.

II. Literature Review

a) Consumer Interests

Interest is one of the psychological aspects that have a considerable influence on the behavior and interests is also a source of motivation that will drive someone to do what they do. Consumer interest in this study equated with variable consumer purchase interest for consumer interest to use something analogous to consumers to buy.

According to Kotler and Armstrong (2012), buying interest is something that arises after receiving the stimulation of the products seen, and the willingness

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to buy and own it. According to Schiffman and Kanuk (2009), Buying interest is something psychological forces that exist within the individual, resulting in an action. buying interest is considered as a measure of the likelihood that consumers buy certain products where high interest in purchasing an impact on a significant possibility in the purchase decision.

Buying interest (willingness to buy) is part of the component behavior in consuming attitude. Consumer buying interest is the stage where consumers form their choice among several brands incorporated in the device of choice, and ultimately make a purchase in an alternative he likes or the process through which a consumer to buy a product or service that is based on various considerations (Pramono, 2012: 136).

Understanding the buying interest according to Kotler and Keller (2009:15), "Buying interest is the behavior that appears in response to an object that shows the desire of consumers to make purchases". According to Durianto and Liana (2004: 44), "Buying interest is something that relates to consumer's plan to buy a certain product and how many units of the product are needed at a specific period". Based on the above it can be concluded interest in buying a mental statement from consumers who purchase plan reflects a number of products with a particular brand.

Buying interest is a consumer of mental statements that reflect the planned purchase of a product by some brand knowledge about consumer purchase intentions towards the product that needs to be known by marketers to describe consumer behavior in the future. Buying interest is made up of consumer attitudes toward a product that comes from the confidence of consumers towards quality products. The lower consumer confidence in a product will lead to lower consumer buying interest.

Interest (Interest) is described as a situation where the consumer has not to perform an action, which can be used as a basis for predicting behavior or action. Interest is the behavior that appears in response to an object that shows the customer wishes to make a purchase (Kotler, 2005:15).

According to Ferdinand (2006), buying interest was identified through indicators as follows:

a. Transactional interest, namely the tendency of a person to buy a product.
b. Referential interest, namely the tendency of a person to refer products to others.
c. Preferential interest, the interest of which describes the behavior of someone who has the main preferences on such products. These preferences can only be replaced if something goes wrong with the product preferences.
d. Exploratory interest, this interest describes the behavior of someone who is always looking for information about a product that interested and looking for information to support the positive properties of the product.

b) Information Technology

"Information technology is the study or electronic equipment, especially computers, to store, analyze, and distribute any information, including words, numbers, and pictures (Oxford Dictionary, 1995)". "Information technology is a set of tools that help you work with information and carry out tasks related to information processing (Haag and Keen, 1996)".

"Information technology is not confined to computer technology (software and hardware) is used to process or store information, but also includes communication technology to transmit information (Martin, 1999)".

From the above definition, we conclude that Information Technology is a technology used to process the data, including processing, obtain, compile, store, manipulate data in various ways to produce quality information, ie information that is relevant, accurate and timely, which is used to personal, business, and government and is a strategic information for decision-making.

According to Davis (1989) mentioned several models built to analyze and understand the factors that affect the acceptance of the use of computer technology, which were recorded in the literature and reference research results in the field of information technology is like the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM). According to Davis (1989) Models of TAM actually adopted from TRA models namely the theory of reasoned action with a premise that the reaction and the person's perception of things, will determine the attitude and behavior of the person.

Reactions and perceptions of users of Information Technology (IT) will affect its position in the acceptance of these technologies. One of the factors that can influence is the user's perception of the usefulness and ease of use of IT as an act that is reasonable in the context of technology, so the reason for someone to look at the benefits and ease of use of IT to make the action/behavior of people such as benchmarks in the acceptance of a technology.

TAM model developed from psychological theory, explains the behavior of computer users that is based on trust (belief), attitude (attitude), desire (intention), and the relationship of user behavior (user behavior relationship). The purpose of this model is to explain the main factors of user behavior on user acceptance of the technology. In more detail explained about the acceptance of IT with certain dimensions that can affect IT acceptance by the user (the user). This model puts the attitude factor of each user's behavior with two variables:

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a. Ease of use
b. Usefulness (usefulness)

Both of these variables could explain the behavioral aspects of users. The conclusion is TAM model can explain that the perception of the user. will determine his position in the use of IT. This model is more clearly illustrates that the acceptance of the use of IT is influenced by the usefulness (usefulness) and ease of use. This study uses 4 (four) constructs in the adoption of TAM research models are: Perceived ease of use, Perceived Usefulness, Customer Loyalty and Customer Satisfaction.

c) Perceived ease of use

Perceived ease of use important aspect in the use of technology such as symbols and instructions are clear, step in the payment process simple and not much. Prospective users are expected to get a new convenience through technology free from trouble and confusing instructions when using these technologies (Jatmiko, 2013: 13).

Perceived ease of use is defined as the extent to which a person believes that using technology would be free of effort. From the definition of the perceived ease of use of mind that constructs this is an assertion about the decision-making process (Jogiyanto, 2007: 111).

According to Jogiyanto (2007:115), Ease is defined as the extent to which one believes that using technology would be free of effort. Ease of use is easy to learn, easy to understand, simple and easy operational (Jogiyanto, 2007: 129). According to Davis (1989) in Amijaya (2010: 14) defines the ease of use as a level where a person believes that the technology can be easily understood and easy to use.

According to Davis in Jogiyanto (2007: 117) provides some convenience indicators, namely:

a. Easy to learn
b. Controllable
c. Clear and understandable
d. Flexible
e. Easy to Become skillful
f. Easy to use

d) Perceived Usefulness

Perceived Usefulness by Davis et al defined as a degree to which a person believes that using the system can improve its performance in work (Rogers in Jatmiko, 2013: 13). A user will only accept innovation if these innovations provide the advantage that feels unique when compared with the solutions that already exist.

Jogiyanto (2007: 112) says that the perceived usefulness is an assertion about the decision-making process. Thus if a person feels believes that a system is useful and he will use it.

According to Jogiyanto (2007: 114) perceptions of the usefulness of use is the degree to which a person believes that using technology will improve the performance of their jobs. Perception of usefulness is a degree to which a person believes that the use of a particular technology will provide benefits or positive impacts that will be obtained when using these technologies.

According to Davis (Ahmad and testifying in 2014) perception of usefulness is defined as a level at which a person believes using a technology that will improve the performance in work, meaning that the benefits of internet banking facilities will be able to improve the productivity performance of the people who use the facility.

According to Thompson et. al. (1991), the benefit of information technology is a benefit expected by users of information technology in performing their duties. The measurement of these benefits is based on the frequency of use and the diversity of applications being run. Thompson (1991) also mentions that people will use information technology if they know the positive benefits of its use.

According to Chin and Todd (1995) perception of the benefit can be divided into two categories, namely benefits with estimates of the factors and benefits with an estimated two factors (usefulness and effectiveness) Benefit with estimated one-dimensional factors including:

a) Work more quickly intervening)
b) Improve job performance)
c) An increase in productivity
d) Effectiveness
e) Make job Easier
f) Useful

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e) Conceptual Framework and Hypotheses

The conceptual framework can be described in the following framework:

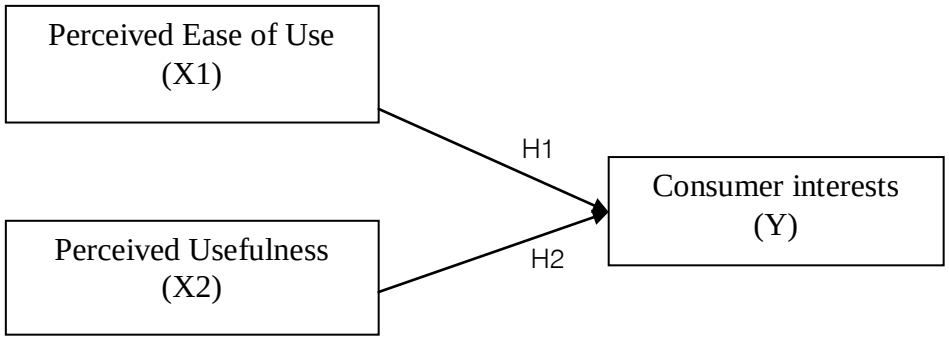


Figure 1: Framework conceptual

Perceived ease of use is a person's belief in the use of a technology that would be free of effort. Thus, if one believes that the technology is easy to use, then he will use it, but if not, then he will not use it (Jogiyanto, 2007). According to Amijaya (in Mahendra, 2012) perceived ease of use will then have an impact on behavior, ie the higher one's perception of the ease of use of the system, the higher the level of utilization of information technology.

Some research revealed that factors affect the perceived ease of use of internet banking interests. Research conducted by Mayasari, et al. (2011) on the perceived ease of use variables showed that proved a significant effect on the interest in the use of internet banking. Similarly, research conducted by Fitriana (2015), Hendra and Alexander (2016) and Rithmaya (2016) also showed that the perceived ease of use proved a significant influence on internet banking interests. Referring to the description above, the hypothesis developed in this study are as follows:

H1: The higher the perceived ease of use, the higher the interest of use of banking product Farmer Card.

Perceived usefulness is defined as the level of one's belief that using a particular system can improve its performance (Davis, in Hendra and Iskandar, 2016). This concept describes the benefits of the system for users linked to productivity, task performance, effectiveness, the importance of a task, and overall usability (overall usefulness). According to Khac (2012), perceived usefulness is defined as a person's level of confidence in using the technology, in this case, internet banking.

Some research reveals that the perceptions of usability factors affect the desirability of using internet banking. Research conducted by Ahmad and testifying (2014) in the variable perception of usefulness indicates that proved a significant effect on the interest in the use of internet banking. Similarly, research conducted by Rithmaya (2016) also showed that the perception of usefulness proven to have a significant effect interest in the use of internet banking. Referring to the description above, the hypothesis developed in this study are as follows:

H2: The higher the perceived usefulness, the higher the interest of use of banking product Farmer Card.

III. Research Methods

In a study conducted, the method of research is associative with the shape of a causal relationship. According to Silalahi (2010: 33) "causal research is research that aims to determine the causal relationship of two or more variables". The population in this study is a farmer in the district card users Sekarbela Mataram, which according to the data card users Tani in Mataram Year 2017 amounted to 148 people.

Tool collection Data used in this study was a questionnaire, which contains statements related to the problems studied. To determine the response of respondents to the variables assessed, used an analysis tool Likert scale, where respondents express the degree of agreement or disagreement (good or bad) about various statements about the behavior, objects, people, or events.

According to Riduwan (2012: 87), a Likert scale used to measure attitudes, opinion and the perception of a person or group of people about events or social phenomena. Analysis of data usingMultiple linear regression analysis, which is a technical analysis conducted to prove the influence of the independent variables (independent) on the dependent variable (dependent). Multiple linear regression is useful to analyze the linear relationship between two or more independent variables with one dependent variable. (Priyatno, 2009: 137) with a model:

$$Y = a + b_1X_1 + b_2X_2$$

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Information:

Y = Consumer Interests,

a = Constant.

b_1, b_2 = coefficient variable regression

X_1 = Variable Perceived ease of use

X_2 = Variable Perception of usefulness

e = error

Hypothesis testing is done by t-test (Partial Test). The t-test is used to determine the influence of each independent variable individually (partially) on the dependent variable. The t-test is done by comparing t arithmetic with t table with a significance level (α) = 0.05 Test the coefficient of determination (R^2) was used to measure how far the model's ability to explain variations in the dependent variable. R^2 value is getting closer to 1, meaning independent variables provide almost all the information needed to predict the variation of the independent variable. Conversely, if R^2 close to 0 (zero), then the weaker the influence of variables independent of the dependent variable.

IV. Research Result

a) Description of Research Variables

Perceived ease of use is the response of Card Users Tani against card usage farmer provides ease of use, as measured by the 6 (six) related statements (1) Easy to learn, (2) to be controlled, (3) is clear and understandable, (4) Flexible, (5) Easy to be skilled/skilled, and (6) Easy to use. As for the response to variable Tani Card Users Perceived ease of use showed an average total of 2.23 with the categories that indicate that the card has not been felt by farmers easier in use by farmers. They are accustomed to receiving a direct distribution of subsidized fertilizer that can be taken from the head of the farming group.

Perceived usefulness is a farmer card usage Tani Card User response to the belief that when using a card of farmers will improve its performance. Statement distributed to farmers as much as 6 Card Users statements consisting of (1) To accelerate the work, (2) Improve the performance, (3) Increasing productivity, (4) Effectiveness, (5) Facilitate the work, (6) Helpful.

Answer from each of the indicators of response Tani Card Users of 2.51 with a lower category. This category indicates the farmers have not fully had a strong belief that by using the card technology of farmers will improve the performance of their jobs. Thus, the existence of Tani cards as payment facilities remain inadequate subsidized fertilizer is beneficial to farmers.

Consumer interest is a response to the impetus Tani Card Users who led him to use the Card Farmers in the area of Mataram. A statement distributed to the Card Users Tani four (4) a statement that consists of (1) Interest transactional, (2) Interest referential, (3) Interest preferential, (4) Interest explorative. The total average based on the responses of Consumer Interests Tani Card Users of 2.50 with a lower category. This category indicates the farmers have not fully had a strong incentive to use the farmer card technology as an alternative option in the purchase of subsidized fertilizer. Therefore, their interest to use the facility remains low farmer card.

b) Multiple Linear Regression Analysis

Multiple regression analysis is used to determine the effect of Perceived ease of use and Perceived usefulness of the Consumer Interest in District Sekarbela Mataram. To see how the regression function that can be formulated from the calculation results can be seen in Table 4:14., Below.

Table 1: Individual Parameter Significance

Model		Coefficients	
		B	Std. Error
1	(Constant)	-0.178	0.106
	Perceived ease of use	0.314	.080
	Perceived usefulness	.788	0.055

a. *Dependent Variable: Consumer Interests*

Through tables 1., above it can be formulated from linear regression functions as follows:

$$Y = -0.178 + 0{,}314X1 + 0{,}788X2$$

The linear functions mentioned above can be described as follows. The constant value of -0.178 means that if each independent variable is Perceived ease of use and Perceived usefulness has a value of 0, then the Consumer Interests in Mataram worth -0.178. This means that the consumer interests in the absence of perceived usefulness and the absence of Perceived ease of use are approximately -0.178.

The regression coefficient of Perceived ease of use (b1), which totaled 0.314 means that when variables Perceived usefulness (X2) value is zero (0) and variable Perceived ease of use (X1) has a value of 1, then the consumer's interest will increase by 0.314. Perceived ease of use regression coefficient (b1) which is positive, it means that the higher the perception of Ease card users farmer then the consumer interest will be higher as well. Nor conversely the lower Perceived ease of use

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card users farmer then the consumer interest would be lower.

The regression coefficient of Perceived usefulness (b2) which is worth 0.788 explain that when variables Perceived ease of use (X1) value is zero (0) and variable Perceived usefulness (X2) has a value of 1, then the Interests consumers increased by 0.788. The regression coefficient Perceived usefulness (b2) which is positive, it means that the higher the perceived usefulness card users farmer then the consumer's interest will be higher. Vice versa, the lower the perceived usefulness card users farmer then the consumer interest would be lower.

c) Significance Test (t-test)

To see how the partial effect between Perceived ease of use and Perceived usefulness of the Consumer Interests in the District of Kota Mataram Sekarbela t-test was used. From the information table 4.16., It can be seen that the positive t value for the variable Perceived ease of use of 9.737 and t positive perception variables usefulness (usefulness) of 5.470. To find the answer to the hypothesis that there is the need to be compared between t arithmetic with t table.

Table 4.16: The results of the t-test

Model	Coefficients	T_{hitung}	Sig.
Perception Ease	0.205	3.932	0,000
Perception Expediency	0.756	14.458	0,000

Dependent Variable: Consumer Interests

By using a 95% confidence level where a = 5%, df (degree Freedom) n-k-1 = 148-2-1 = 145, in order to obtain the results for t table of 1.976 (in appendix 7). So as t Perceived ease of use> t table (3.932> 1.976) and t Perceived usefulness> t table (14.458> 1.976) it can be concluded that there is significant influence of Perceived ease of use (ease of use) and Perceived usefulness of the Consumer Interests cards Sekarbela farmer in the district of the city of Mataram.

The first hypothesis (H1) who stated that "The higher convenience, the higher the interest of consumers use the card peasantry" that has been proposed and is evidenced by the results of T-test showed that the perception of Ease significantly affects the interest Consumers use farmer in District Sekarbela card Mataram, meaning that the higher the perceived convenience of using the card, the higher farmer interest of consumers to use the card peasants. Therefore, it can be said the first hypothesis (H1) is acceptable.

The second hypothesis (H2) which states that "The higher the perceived usefulness, the higher the interest of consumers use the card peasantry" that has been proposed and is evidenced by the results of T-test showed that the perceived usefulness significantly affects the interest Consumers use cards farmer Subdistrict Sekarbela Mataram, meaning that the higher the perceived usefulness in using the card, the higher farmer interest of consumers to use the card peasants. Therefore, it can be said the second hypothesis (H2) is acceptable.

V. Interpretation

a) Effect of Perceived ease of use on Consumer Interests

The results showed that there is a significant influence of Perceived ease of use on Consumer Interests in Sekarbela Mataram. The results are consistent with the results of research conducted by Mayasari, et al. (2011) on the perceived ease of use variables showed that proved a significant effect on the interest in the use of internet banking. Similarly, research conducted by Fitriana (2015), Hendra and Alexander (2016) and Rithmaya (2016) also showed that the perceived ease of use proved a significant influence on internet banking interests.

Perceived ease of use is a person's belief in the use of a technology that would be free of effort. Thus, if one believes that the technology is easy to use, then he will use it, but if not, then he will not use it (Jogiyanto, 2007). According to Amijaya (in Mahendra, 2012) perceived ease of use will then have an impact on behavior, ie the higher one's perception of the ease of use of the system, the higher the level of utilization of information technology.

b) Effect of Perceived Usefulness on Consumer Interests

The results showed that there was a significant influence on the perceived usefulness of the Consumer Interest in District of Sekarbela Mataram. The results are consistent with the results of research conducted by Ahmad and testifying (2014) in the variable perception of usefulness indicates that proved a significant effect on the interest in the use of internet banking. Similarly, research conducted by Rithmaya (2016) also showed that the perception of usefulness proven to have a significant effect interest in the use of internet banking.

Perceived usefulness is defined as the level of one's belief that using a particular system can improve its performance (Davis, in Hendra and Iskandar, 2016). This concept describes the benefits of the system for users linked to productivity, task performance, effectiveness, the importance of a task, and overall

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usability (overall usefulness). According to Khac (2012), perceived usefulness is defined as a person's level of confidence in using the technology, in this case, internet banking.

VI. Conclusion

From the research and wording above, the conclusions of the research that can be taken are:

1) There is a significant influence of Perceived ease of use on Consumer Interests of use of banking product Farmer Card in Mataram.
2) There is a significant effect on the perceived usefulness on the Consumer Interest of use of banking product Farmer Card in Mataram.

VII. Recommendation

As for some suggestions that can be recommended based on the results of the study are as follows:

1) Perceived ease of use in the minds of card users farmer is still in the lower categories that need to be formulated in ways that need to be done to build a practical knowledge of card users farmer who still dominant did not finish school so that they are not literate especially Teknologi can use and exploit the peasantry card as the provision of subsidized fertilizer facility for them. Things need to be done is often done with training and guidance from the government and related agencies so that they become more accustomed to in the future with the use of peasant card.
2) Similarly, the farmers' perception of the usefulness of card use is still low. The farmers who are used to receiving subsidized fertilizers at home farmer groups and even sometimes delivered to her home to be a bit spoiled when it should spend a little effort to fight and move first have to learn to use the electronic banking card. Their behavior like this that build their opinion that these cards actually provide complexity in work and provide little benefit. Yet should when they can use it well, they will greatly benefit was so great in its use.
3) One aspect that it is still lacking in this study was to determine the respondent's use the census techniques. Meanwhile, the number of respondents the most dominant is not completed primary school. So the conclusion descriptive category in this study predominantly in the low category. For researchers interested in the study of the same title and in the future should pay attention to this aspect back. Consideration should be to create a sample survey to determine the farmer card users are people who are used to and some times have been entered into transactions with these technologies so that variations in the results of research in the future can be found by subsequent researchers.

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Evaluating the Effect of Academic Library users' Experience towards Library Patronage in State Universities in Sri Lanka: Development of a Conceptual Framework

By K. R. N. Harshani, Ali Khatibi & S. M. Ferdous Azam

Management and Science University

Introduction- Libraries and information centers are service units held with the responsibility of providing varied information services based on a number of resources. It covers tangible assets, namely library building, equipment, furniture, information resources and staff. The intangible element has been the information services provided by the libraries. The tangible assets and intangible services of libraries are changing greatly due to the development and changes in the area of information technology. Libraries may not be the first thing that comes to mind when thinking about great design. It's easy to assume the user experience of a library is limited to navigating a maze of bookshelves in reality; there has been a recent push among librarians and library professionals to apply userexperience best practices to the design of their services. Library UX professionals include librarians and library staff members who specialize in improving the user experience of their libraries through research and design.

GJMBR-E Classification: *JEL Code: M39*

EVALUATINGTHEEFFECTOFACADEMICLIBRARYUSERSEXPERIENCETOWARDSLIBRARYPATRONAGEINSTATEUNIVERSITIESINSRILANKADEVELOPMENTOFACONCEPTUALFRAMEWORK

Strictly as per the compliance and regulations of:

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K. R. N. Harshani [α], Ali Khatibi [σ] & S. M. Ferdous Azam [ρ]

I. Introduction

Libraries and information centers are service units held with the responsibility of providing varied information services based on a number of resources. It covers tangible assets, namely library building, equipment, furniture, information resources and staff. The intangible element has been the information services provided by the libraries. The tangible assets and intangible services of libraries are changing greatly due to the development and changes in the area of information technology. Libraries may not be the first thing that comes to mind when thinking about great design. It's easy to assume the user experience of a library is limited to navigating a maze of bookshelves in reality; there has been a recent push among librarians and library professionals to apply user-experience best practices to the design of their services. Library UX professionals include librarians and library staff members who specialize in improving the user experience of their libraries through research and design.

II. Problem Statement

The academic library plays a pivotal role in supporting teaching, learning and research. In support of this role, the library needs to provide resources, facilities and services which will enable students to fulfill their academic potential. In order to perform these activities, libraries constantly need to reassess their services to ensure they meet the needs of all patrons (Becker, Hartle & Mhlauli, 2017). Librarians need to determine how to allocate their limited resources to foster service innovations and to meet users' dynamic needs and priorities for their services effectively.

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They need to be continuously monitored how their key user groups prioritize the existing services and identify new needs and opportunities for library services (Esson, Stevenson, Gildea, & Roberts, 2012; Spalding & Wang, 2006). Most academic libraries do not market their information resources and services very well; this is responsible for the low patronage and underutilization of information resources and services by library clientele observed that marketing library and information is not practiced as expected. (Kaur, 2007). Traditional quantitative metrics and measures used by libraries (e.g. statistics on footfall, holdings, loans, renewals, database use, downloads, views, social media followers, etc.) do not reveal anything about the success or quality of the interaction experienced by the library user and ultimately the value or impact that this has on the user (Appleton, 2016).

As libraries continually strive in their efforts to continuously improve the user experience (UX), they must develop measurements that are more meaningful than those traditionally selected and reported. There are a number of excellent examples and standout strategies that libraries have used towards that end. Many of those focus on their users' approach to studying, the uses of the digital and print collections, to their interactions with the design elements of library spaces, to its interface with a library's programs and services, all under an umbrella that touches on the very heart of human behavior itself. Encompassing anthropology, psychology, information science and much more, UX is now emerging in librarianship too with an exciting cross-sector adoption. Through looking at problems and challenges within libraries through the UX filter, in this research able to apply new techniques and approaches to age-old problems, thereby developing new strategies (Cronin, 2014).

Today, the dimensions or components of library service quality in libraries are not fully understood from the user perspective. In an age of accountability and increasing competition from the for-profit sector this lack of knowledge places libraries in a precarious position. Library administrators must be able to evaluate how well service is provided from a user perspective in order to

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allocate resources wisely, and to plan for new and emerging services and needs. To evaluate library service quality, it is first necessary to understand fully the elements of service quality and the interplay of those elements in the academic library context from the user perspective.

Library administrators must have the means to assess performance across a spectrum of libraries in order to isolate best practices to emulate, and to understand how well libraries perform comparatively within peer cohorts. In order to assess library service quality in libraries, librarians need a multipurpose tool capable of wide and practical application using grounded theory. It is accepted in the services marketing literature that the customer perspective is essential in assessing service quality. To evaluate service quality in libraries, it is first necessary to ascertain what constitutes service quality in the minds of users in libraries.

III. Objectives of the Study

The main objective of the study was measuring service quality of the libraries in Sri Lanka using SERVQUAL gap analysis model from the users' perspective and determine the overall library's performance towards meeting users' expectations.

The specific objectives of the study were to:

1) To study the relationship among the key determinants of user experience towards the library patronage.
2) To investigate the relationship between library user experience and Library patronage.
3) To study the mediating effect of library user experience in the relationship between the determinants of library user experience and the library patronage.
4) To investigate the moderating effect of library user attitude in the relationship between the library user experience and the Library patronage.

IV. Scope of the Study

A significant component in assessing the benefits of the user experience in the library is communication. In a continuous effort to ensure that the library programs, services and experiences are those that connect with the users, the library must provide multiple means of two-way communication to determine its validity and worth. Therefore, UX must be uppermost in the minds of the library team so that it can better assess and report its users' successes and/or shortfalls.

Over the years, the profession has studied UX in light of two basic themes: did the user experience result in a successful interaction that yielded an outcome that the user expected and was the overall quality of the user experience maintained at a high level throughout? Keeping those themes in mind, many libraries have even created a position, known as the UX Librarian, similar to that found in business and industry whose duties could be defined as an individual in the following example who: will work to develop relationships with the Libraries' various user communities, and utilize information gathered from these relationships to identify and prioritize the users' needs as they pertain to the Libraries. Working collaboratively, the incumbent will be responsible for the development and implementation of programming, activities, and projects designed to improve the overall user experience of the Libraries (Florida International University, 2012).

V. Significance of the Study

The primary objectives of the library and information professionals of the libraries are to satisfy the needs of the end users of the system who are ultimately students and the educators. Apart from these all, the library supporting staffs, the librarians and the learning resources managers faces lot of challenges in promoting the library activities and its support services. Moreover, the identification of the specific usage of the library services will be difficult in the perspective of the library. Normally, libraries plays an important role in supporting research, coursework and study materials preparation in order to help the students, researchers and public to fulfill their daily tasks conveniently. Both the users and libraries have welcomed the change and trying to adapt and pursue to achieve their potential in full and moving forward for the future development by working together and also the help of new developments and technologies the libraries may overcome the expectations and challenges of the users.

By providing the best services greater satisfaction of the library users shall be obtained. Apart from these, we need to look into the perspectives of the libraries by visualizing the librarians' strategies on future development of library services. The university libraries in Sri Lanka will increase its performance and meet the expectation of its users when this study is implemented. This study will help to have a clear understanding of how library service quality will work and which issues necessity to be considered in order to improve applicable policies and strategies, and to plan for funds and resource allocation in library system in Sri Lanka.

VI. Selection of Sampling

At an early stage in the planning of any investigation, decisions must be made concerning the study population. That is, concerning the population of individual units (whether they are persons, households, etc.) to be investigated. The population under consideration should be clearly and explicitly defined in terms of place, time, and other relevant criteria. Gay (1987) from the American School Board Journal affirms:

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In order to obtain a representative sample, random sampling would be the best single way. However, he further stated that even random sampling techniques may not guarantee a representative sample, but the probability is higher for this procedure than for any other (p.104).According to Sri Lanka University Statistics (2017), the total population for this investigation was approximately 30668 library users. The Sample size estimation from the population plays a vital role in any research study.

VII. The Theoretical Framework

Sekaran (2006) highlighted that the network of associations which are elaborative and is significant to a research problem as a theoretical framework. The research contained three variables namely the independent variables, dependent variable and moderating variable. The theoretical and conceptual framework explains the path of a research and grounds it firmly in theoretical constructs. A research without the theoretical or conceptual framework makes it difficult for readers in ascertaining the academic position and the underlying factors to the researcher's assertions and/or hypotheses. This renders the research sloppy and not appreciable as contributing significantly to the advancement of the frontiers of knowledge (Adom et al., 2016).

The Dependent variable is being impacted either positively or negatively by the independent variable while the moderating variable moderates the relationship between the independent variable and dependent variable. The influence of the moderating variable can either be a positive influence that further enhances the relationship between the independent and dependent variable or it can have a negative influence on the same. This moderation impact takes place while the relationship between the independent and dependent variables has already begun. This research is based on the following theoretical framework as shown in Fiugure1.1.

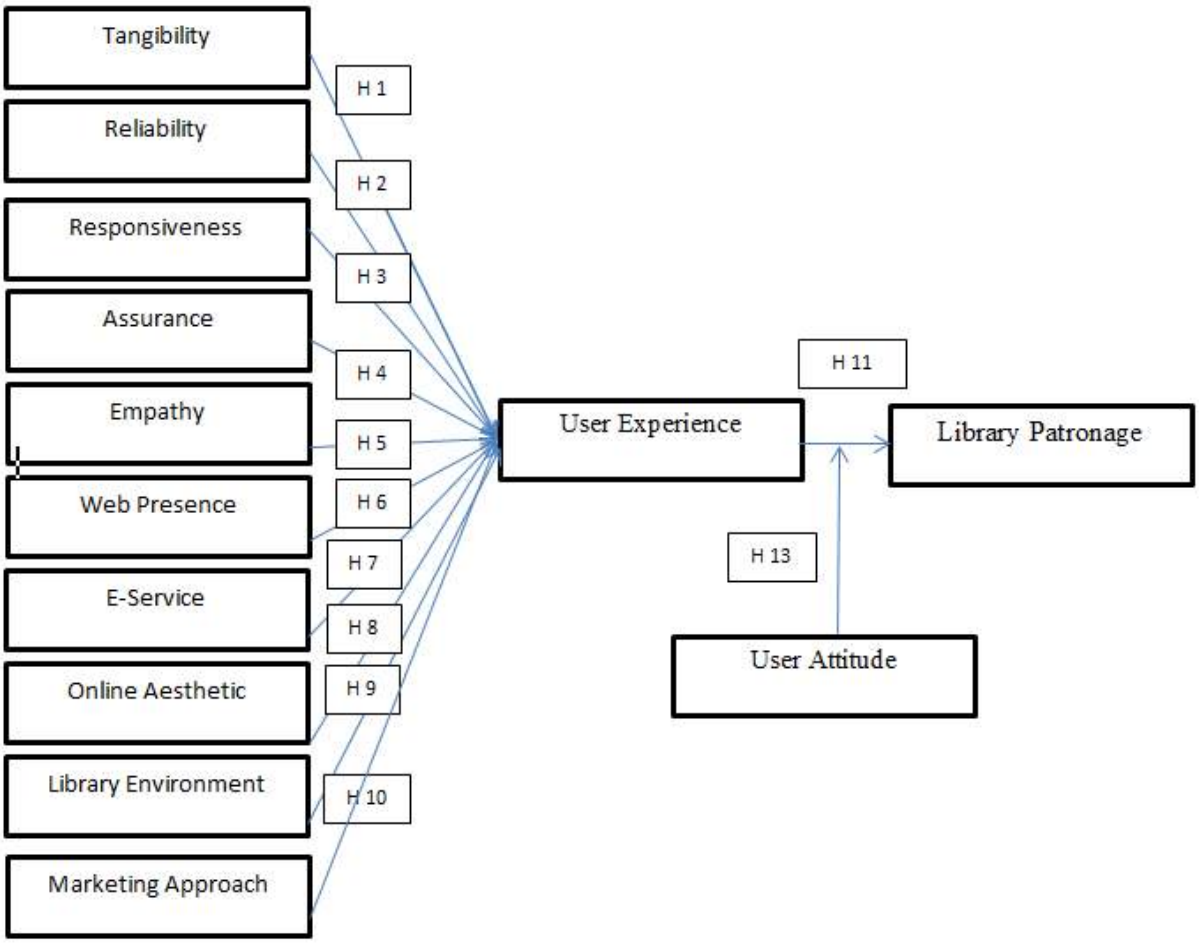
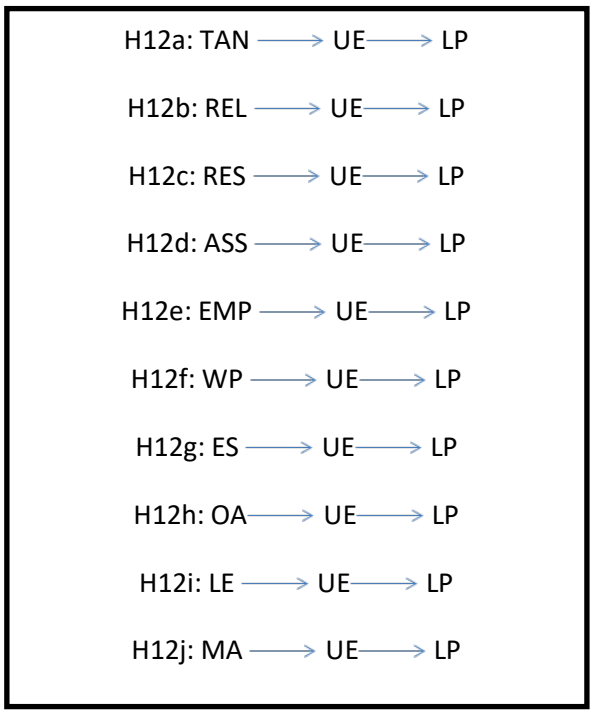


Figure 1.1: The Conceptual Frame Work investigated in the study

The main objective of this is to investigate the factors of academic library users' experience towards the library user patronage the academic libraries in Sri Lanka. The model was developed based on this aim.

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VIII. Development of the Conceptual Framework

The Expectation Disconfirmation Theory EDT originated from consumer behavior studies explaining the different consumer expectations of service quality from sources such as personal experience, word of mouth, advertising, etc., as well as their standard subjective ratings or satisfaction toward the service provider (Cardozo, 1965; Oliver, 1997). The difference between customer expectations and actual performance is referred to as disconfirmation, which can be either positive (with performance exceeding expectations) or negative (with performance below expectations) based on customer experience. EDT is relevant for research concerning public services as well as public management strategy and practice explained how these subjective evaluations, derived from citizen survey. EDT can help the decision-making process of ordinary citizens regarding the judgment and evaluation of various types of government services (Hero & Durand, 1985; Kelly & Swindell, 2002b; Van Ryzin et al., 2004).

EDT can be described as a five-step process. In the first step, consumers form specific beliefs or expectations from products or services before purchasing (Venkatesh and Goyal, 2010). This process is influenced by product information, organizational promotion, media reports, and feedback from prior users (Premkumar and Bhattacherjee, 2008). Second, consumers use, consume, or experience the purchased product or service and develop their own perception of the product's or service's actual performance (Premkumar & Bhattacherjee, 2008). Third, they assess the performance of the product or service by using their expectations as a reference (Oliver, 1980). In the subsequent stages, the actual performance is mapped with the expectation to develop positive or negative experiences. Parasuraman, Zeithamland Berry (1988) developed the gap model of service quality based on the disconfirmation paradigm. In the present study, EDT was employed to measure customer satisfaction from the perceived quality of products or services to determine customer's satisfaction with library service quality. According to Yi (1990), positive disconfirmation implies customer's satisfaction, whereas negative disconfirmation implies less customer satisfaction.

IX. Formulation of Hypotheses

H1: There is a positive relationship between Tangibility and customer experience.

H2: There is a positive relationship between Reliability and customer experience.

H3: There is a positive relationship between Responsiveness and customer experience.

H4: There is a positive relationship between Assurance and customer experience.

H5: There is a positive relationship between Empathy and customer experience.

H6: There is a positive relationship between Web Presence and customer experience.

H7: There is a positive relationship between E-Service and customer experience.

H8: There is a positive relationship between Online Aesthetics and customer experience.

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H9: There is a positive relationship between Library Environment and customer experience.

H10: There is a positive relationship between Marketing Approach and customer experience.

H11: There is a positive relationship between customer experience and Library patronage.

H12a: The user experience mediates the relationship between Tangibility and library patronage.

H12b: The user experience mediates the relationship between Relaiability and library patronage.

H12c: The user experience mediates the relationship between Responsiveness and library patronage.

H12d: The user experience mediates the relationship between Assurance and library patronage.

H12e: The user experience mediates the relationship between Empathy and library patronage.

H12f: The user experience mediates the relationship between Web Presence and library patronage.

H12g: The user experience mediates the relationship between E-Service and library patronage.

H12h: The user experience mediates the relationship between Online Aesthetic and library patronage.

H12i: The user experience mediates the relationship between Library Environment and library patronage.

H12j: The user experience mediates the relationship between Tangibility and library patronage.

H13: Library user attitude moderate the relationship between customer experience and library patronage.

X. Conclusive Remarks and Implications

There is no "gold standard" measure of user satisfaction" (Cohen et al., 1996, p. 843).Yet, what is more important in user satisfaction is to understand the user's experiences towards the university library services. Therefore, this is a valuable attribute for the decision makers and the librarians. The fact findings with regard to the relationship between the service qualities provided by the university library services and the library patronage and also the impact of customer experience in this regard, therefore, provides illuminating insights in developing an academic library user which is a must in the information age.

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The Effect of Electronic Word of Mouth in Social Media and Experiential Value on Destination Image Dan Revisit Intention after Earthquake in Lombok

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Abstract- The earthquake that occurred in Lombok becoming the talk of the world, as a result, some embassies issued warnings against traveling to Lombok for a while. As a result, thousands of tourists canceled flights to Lombok which caused tourist arrivals in Lombok experiencing a downward spiral and certainly very disruption to tourism activities on the island of Lombok, while the economy is heavily dependent on the tourism industry. the purpose of this study includes: (1) To determine the effect of e WOM in Social Media to Revisit intention on Lombok Island Post Earthquake. (2) To determine the effect of eWOM in Social Media on image Destination Post Earthquake in Lombok. (3) To determine the effect of Experiential traveler value to the image on Lombok Island Destination Post Earthquake. (4) To determine the effect of value to Revisit intention Experiential Post-Earthquake on the island of Lombok. (5) To determine the effect of the image to Revisit intention Destination Post Earthquake on the island of Lombok.

Keywords: ewom, destination image, experiental value, revisit intention.

GJMBR-E Classification: JEL Code: M37



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The Effect of Electronic Word of Mouth in Social Media and Experiential Value on Destination Image Dan Revisit Intention after Earthquake in Lombok

Atikah Zaenab [α], Sulhaini [σ] & Handry Sudiartha Athar [ρ]

Abstract- The earthquake that occurred in Lombok becoming the talk of the world, as a result, some embassies issued warnings against traveling to Lombok for a while. As a result, thousands of tourists canceled flights to Lombok which caused tourist arrivals in Lombok experiencing a downward spiral and certainly very disruption to tourism activities on the island of Lombok, while the economy is heavily dependent on the tourism industry. the purpose of this study includes: (1) To determine the effect of e WOM in Social Media to Revisit intention on Lombok Island Post Earthquake. (2) To determine the effect of eWOM in Social Media on image Destination Post Earthquake in Lombok. (3) To determine the effect of Experiential traveler value to the image on Lombok Island Destination Post Earthquake. (4) To determine the effect of value to Revisit intention Experiential Post-Earthquake on the island of Lombok. (5) To determine the effect of the image to Revisit intention Destination Post Earthquake on the island of Lombok. This research uses the study of causality. The sample in this study as many as 120 people. The data in this study were collected by the method of distributing questionnaires to survey respondents who met the criteria. The data analysis technique used to test this hypothesis using the Structural Equation Model analysis. The results of the research that has been done are (1) eWOM positive effect but not significant to Revisit Intention Travelers Post Earthquake in Lombok.

(2) eWOM has a positive but not significant effect on the image of the Tourism Destination Post Earthquake in Lombok. (3) Value Experiential positive effect on the image of the Tourism Destination Post Earthquake in Lombok. (4) Value Experiential positive effect on Revisit Intention Travelers Post Earthquake in Lombok. (5) Destination image positively affects intention to Revisit Travelers Post Earthquake in Lombok.

Keywords: ewom, destination image, experiental value, revisit intention.

I. Background

Today, tourism development is very significant. Tourism is an activity that was once just walking around and spend leisure time is changing even become very important and needs to be met. Not only important for society as individuals, but tourism is also one thing that is important for a country. The development of the tourism sector in a country will attract other sectors to thrive as well as products needed to support the tourism industry, such as agriculture, livestock, agriculture, handicrafts, increased employment, and so forth (Pendit, 1990).

Tourism development one of which is marked by the increasing number of tourists every year. As happened in the island of Lombok. Based on data sourced from the website of the Central Statistics Agency (BPS) shows that from 2012 to 2016 there is an increase in the number of tourists visiting the province of NTB. the number of domestic and foreign tourists visit increased from 2012 - 2016. It is proved that efforts to build the tourism department of tourism have a great prospect for local revenue. Therefore, the tourism department continued to make efforts in the development of the tourism sector, especially on the island of Lombok. Starting from natural attractions such as waterfalls, beaches, hills, culinary, cultural and historical attractions that can be enjoyed by all ages.

The crisis may come away without being able to predict when and where only a crisis can occur. The crisis is a major unexpected event that potentially has a negative impact on the company and the public. These events may be quite mean and impact on the organization, employees, products, services produced by the organization, financial condition, and reputation of the company (Barton, 1993). As happened in tourism, especially on the island of Lombok. Starting on the day of Sunday, July 29, 2018, Lombok rocked by a massive earthquake measuring 6.4 magnitudes prolonged and followed by several powerful aftershocks magnitude. Recorded until the date of August 24, 2018, has recorded 1,089 aftershocks. Of the total recorded earthquake aftershocks were felt for 50 times. The earthquake devastated several areas on the island of Lombok. As a result, there are hundreds of deaths and severe damage to some infrastructure.

The earthquake's becoming the talk of the world, as a result, some embassies issued warnings against traveling to Lombok for a while. As a result, thousands of tourists canceled flights to Lombok which caused tourist arrivals in Lombok experiencing a

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downward spiral and certainly very disruption to tourism activities on the island of Lombok, while the economy is heavily dependent on the tourism industry.

With the occurrence of the earthquake, efforts taken to restore the confidence in outsiders, especially tourists and attempt to restore the image of tourism destinations in Lombok Island as a tourism destination that is a safe and comfortable place to visit. Businesses that can be done to restore the image of Lombok Island destinations one of which is communication. Communications which acts as a recovery of tourism. Through communication, the attitude of one's feelings can be understood by others.

In the digital era, as now, the tool that was a quite effective communication is communication through social media. Development of information and communication in the developing world rapidly from year to year, especially after the development of smartphones. This smartphone technology, enables users to access the Internet anywhere and anytime, so it took effect on internet usage. Increased Internet users also automatically trigger an increased usage of Social Media that is currently very easy for people to communicate. In fact currently the Social Media is not only used as a communication tool but a medium for users of Social Media for pouring opinions about things that are currently becoming a trend.

Based on data released by the Association of Indonesian Internet service providers (APJII, 2016), the use of Social Media has a sizeable percentage like 54% use Facebook, Instagram 15%, and 5.5% use Twitter (APJII, 2017).

From these data, Social Media frequented by prospective tourists will facilitate the acquisition of information, so as to affect the interests of a visit that will have an impact on the decision to visit a tourist destination. As stated by Cheung.et.al (2009) that EWOM has become the dominant channel that influences the decision been to facilitate the exchange of information and produces a considerable influence on decisions visiting tourists.

Of course, prior to travel, the tourists will search for information in advance of travel destinations. Such information can be sourced from social media like Instagram, facebook, twitter or from people who are already doing site visits to sites you want to target. As stated by Bataineh (2015) in his study explains that potential visitors who act as the recipient of the information will be more easily trust the source of the information that has high credibility, good quality information and has an accurate quantity in accordance with the state of the pitch.

This is where the strength of Electronic Word of Mouth as the greatest attraction of a tourist. Heaning-Thurau (2004) stated eWOM is a form of marketing communication contains positive and negative statements made by potential customers via the Internet. The definition in line with the opinion of Eaton (2006) which states eWOM is to spread information or carry out promotional activities in the field of the internet quickly. Some Social Media frequented by potential customers is Facebook, Instagram, Twitter.

The decision making the process of tourists to visit a tourist destination is often considered the image of a tourist destination, so it is attracting the attention of researchers to conduct studies (Tseng et al., 2015; Chen et al., 2016). Citra rating minds will arise if there is at least a little knowledge about a destination (Yilmaz et al., 2009). (Horng et al., 2012) explains that the concept of the brand in travel can be used to identify the effect of the image of the destination and the perception of the value of experience against the interest of the trip.

In the context of a tour, when tourists act as assessors who will share their experiences and recommend a destination to others, then the manager of a destination should strive to be able to precisely and quickly provide products and good quality service so that tourists will evaluate these services positively and will be able to increase the satisfaction of tourists. If tourists are satisfied with the service in a tourist destination, the tourists will appreciate the quality of service in a destination and to respond positively and will bring greater interest to come back to these destinations or make recommendations chain messages (word of mouth) positive (Wang and Hsu, 2010).

Some research was themed after the earthquake, focusing only examine the qualitative research such as studies conducted by Winarsih, D (2007). which research on Tourism Development Strategy After the Earthquake, qualitative research was also conducted by Roberto (2010) on Public Relations Efforts The Hills Hotel Bukittinggi in Post-Earthquake Returns Positive Image 30 September 2009. Likewise with Sinangjoyo's research, RM (2012) on Tourism Market Analysis archipelago National Park eruption of Mount Merapi Post-occurrence.

From the description above, it is known that research related to tourism after the earthquake more researching on qualitative research, not just that of a few studies that examine separately on the influence of Electronic Word of Mouth, Social Media, Experiential value of the Destination image and Revisit intention, just reviewing in a normal natural state, thus becoming attractive for researchers to try to contribute new research by examining the relationship between variables in a state after a natural disaster. The purpose of this study include:

1) To determine the effect eWOM in Social Media on Revisit intention 1n Lombok.
2) To determine the effect of the eWOM in Social Media on Destination image in Lombok.

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3) To determine the effect of Experiential value on Destination image in Lombok.
4) To determine the effect of Experiential value on Revisit intention in Lombok.
5) To determine the effect of Destination image on Revisit intention in Lombok.

II. Literature Review

a) Electronic Word of Mouth (E-WOM)

According to Lupiyoadi (2013: 178), to communicate the organization's products/services can be through advertising, personal selling, sales promotion, public relations direct mail (direct mail) and information by word of mouth (word of mouth/WOM). This is similar to Herman (2012), which states that one way to communicate your product/service, ie through word of mouth (Word of mouth/WOM). Silverman (2001: 25) says that word of mouth is communication about products and services between people who are considered independent of the company that provides products and services, in a medium that is considered independent of the company.

According to Ali (2010: 32), the word of mouth is an attempt to give a reason for people to talk about brands, products, and services and make ongoing conversation becomes easier. The statement is almost as disclosed by O'Leary and Sheehan (2008: 2) states that the word of mouth is the process of exchange of information, especially the recommendations on products and services, between two people in an informal way. According to Ulumi et al (2014), word of mouth is known as a powerful tool for marketing or promoting a product or a company without charge or at a very small cost. In addition, word of mouth is also the most powerful promotional strategy, cheap, effective that can be used in business.

According to Thurau et al (2004) revealed eWOM is a form of marketing communication contains statements that do positive or negative potential consumers, as well as a former consumer of a product, which is available to people over the Internet Social Media. eWOM is a marketing communication is done online via the Internet Social Media Schiffman and Kanuk in Haekal (2016: 27). From the above, it can be concluded that eWOM online-based marketing communication via Social Media Internet that has a message contains a positive or negative statement made by potential customers or former customers. With the eWOM communication between producers and consumers are becoming more easily and in accordance with the progress of the current era.

The indicators used in the study came from Bataineh (2015) are some of the determinants of the influence eWOM in Social Media which includes:

1) Credibility (eWOM)
2) Quality (eWOM)
3) Quantity (eWOM)

b) Experiential Value

In studies, Ward et al (2018) say that one of the most fundamental concepts of marketing experience that are a value that does not just stay in the object of consumption (products and services), as well as searching and processing information about the product. At this value also lies in the experience that has been consumed by the customer. Value according to Kotler and Keller (2008: 133), the value is a concept central role in marketing. Holbrook (2000) defines a consumer as a relative preference value which characterizes the consumer experience in interacting with certain objects such as products, services, places, events, or ideas. According to Holbrook, customer value has the following characteristics:

a. Comparative, based on an assessment or ranking between one object to other objects.
b. Personal, vary from individual to individual.
c. Situational, vary depending on the context of the situation.

The value can not be refined into utilitarian value (also known as functional value) but also covers hedonic value (also known as the value of experience (experiential value) (Addis and Holbrook 2001.50-66). Because everyone is different, so the experience they feel any different. the actual experience is instantaneous and the only felt at the time of consumption, while the value of the experience that consumers will stick in their memory. Rated experience defined by Mathwick (2001), as the degree to which the experience helps consumers increase the purpose of consumption. (Gentile et al. 2007), also states that the value of experience can be created through the consumption experience.

In general, the value of quality, emotional value, and the value of the price of the three types of perceived value are investigated by researchers of tourism (Chen and Tsai, 2007). Developments leading to study more traveler's sensory experiences resulting in values traveler experience in tourism activities ranging widely studied (Kim, 2014). Kim et al, (2012) defines impressive tourism as an experience that positively remembered and recalled after the incident happened. Mathwick et al, (2001) explains that the perception of the value of experience based on user engagement directly or evaluation of the product usage by consumers. Jin et al, (2013) adopted four dimensions developed by Mathwick et al, (2001) related to consumer perception of the value of the experience:

a. Aesthetics,
b. Enjoyment,
c. Service excellence, and
d. Returns consumer investment (CROI).

The aesthetic value refers to the suitability and integrity of the physical object on visual appeal and

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entertainment in terms of overall performance (Jin et al, 2013). Visual appeal represents a relevant visual aspect of the environment, while entertainment is the aspect of the service or the environment that evokes the consumer (Jin et al, 2013). Pleasure refers to aspects generated by the consumers themselves, while the service excellence represents the level of service that meets customer expectations. The fourth dimension, return on customer investment (CROI), refers to the relative amount of customer utility received from the transaction in relation to money, time, and effort (Jin et al, 2013).

c) Destination Image

Destinations by Seaton and Bennett (1996) is a tourist destination product unity but consists of different types of organization and operation of tourism in geographic regions, including hotels, transportation, attractions, and others. Tourism destinations include everything that exists in the area, good people, landscapes, other industries, and other things that can be part of the experience of the destination, local peculiarities that can be enjoyed by tourists although not part of the tourism economy in particular. Destinations within the framework of its development include several major components. The main component according to Sunaryo (2013) is divided into five, include objects and attractions, accessibility, amenities, ancillary services, and institutions.

Tourism has become the activity and the business is growing rapidly and becoming one of the good revenue sources for the state, businesses, and people. Tourism has become an industry and also a growing business that provides advantages in increasing foreign exchange for being able to provide jobs and income and promote the progress of related industries (Wang et al, 2017; Cucculelli and Goffi, 2015). Each country presents a unique culture and offers a variety of attractions, accommodations, services, and facilities.

In a quantitative descriptive study conducted by Rudi (2018) says that there are six indicators of tourist destinations, namely: infrastructure, price and value, attraction, outdoor activities, entertainment and events, relaxation, accessibility, and travel environment.

d) Revisit Intention

Berkunjng interest is basically the impetus from within the consumer in the form of a desire to visit a place or region of interest of the person in Swarduki, et al (2016). The theory of interest also analogous been the same as buying interest, such as research conducted by Albaraq (2014) which stated that interest in visiting tourists alike with interest in the purchase.

Alegre and Caldera (2009) found to promote repeat visits to a tourist destination, it is important to identify the determinants of intention to come back. In this way, the factors that influence this variable can be increased to increase the likelihood of repeat visits. In the literature on tourism where it has been analyzed, a decision to come back to a tourist destination looks to be a complex decision involving many inter-related factors (satisfaction after the visit, motivational travel, previous experience of the tourist destinations, etc.).

Fishbein and Ajzen (1975) in Huang et al (2015) argue that the intention to come back is a traveler's willingness to re-visit the same destinations. While Cole and Scott (2004) in Stylos et al (2016) defines the intention to come back as a desire to travel to the same destination for the second time within a specified period. Interest in the visit is a feeling of wanting to re-visit a tourist destination in the future. Travelers who have the interest to re-visit can be characterized by a willingness to revisit the same destination in future and recommend destinations to others (Allameh, et al, 2015 Hume, et al 2007; Ryu, et al, 2010; Som, et al., 2012).

Khansa and Farida (2015) argue that the intention to come back is to re-visit the same that tour goal for the second time within a form of availability and desire of the travelers themselves. To increase repeat visits to a tourist destination, it is important to identify the factors that determine the top the intention has been returned. These factors, among others, satisfaction after the visit, previous experience on destinations, as well as the motivation traveled.

Here are the indicators of Revisit intention by Baker and Crompton in Yuniawati and Finardi (2016):

a. Revisit intention is owned by the consumer desire to come back to a previously visited destination.
b. Intent to Recommend is a situation of a person who wishes to recommend a product or service that has been offered to others.

The indicators Revisit intention draws on research Prayogo and Kusumawardhani (2016), namely:

a. Desire revisited.
b. Possible return.
c. Confidence to return.
d. Revisited in the near future.

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e) Conceptual Framework

From the description can be described the conceptual framework of the study as follows:

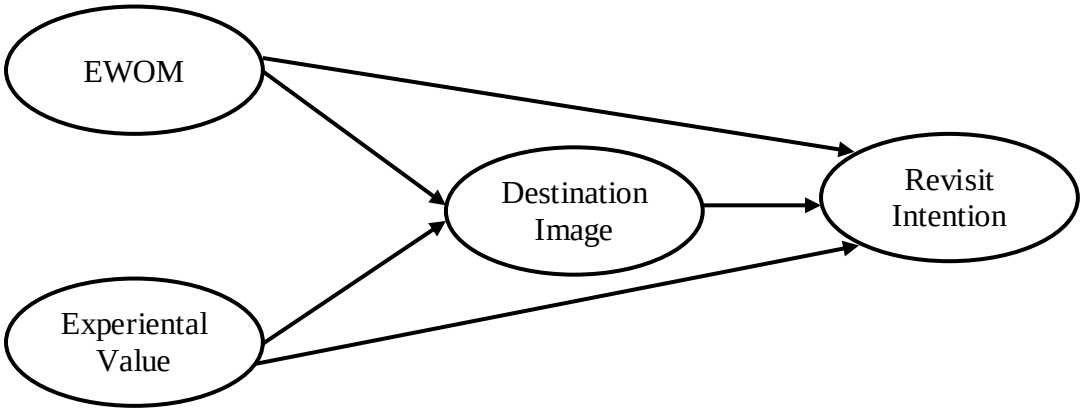


Figure 1: Conceptual Framework Research

III. Research Methode

This research uses the study of causality. According to Ferdinand (2014), causality research is research to seek an explanation form causality (cause-effect) between some concepts or some of the variables. location investigated in this study is the island of Lombok, West Nusa Tenggara Province, Indonesia. The reason researchers took these locations because of almost all the tourism in the Lombok Island region affected by the earthquake.

The sample is partially or vice that the population studied, if researchers only wanted to examine the part of the population then the research is the study sample (Arikumo, 2006). The sample in this study as many as 120 people. The data in this study were collected by the method of distributing questionnaires to survey respondents who met the criteria. Questionnaires are a list of questions covering all the statements and questions which will be used to obtain the data, whether by phone, mail or face to face (Ferdinand, 2006). In this case. In addition to the questionnaire will be distributed directly by the researchers, the questionnaire will be distributed by the researchers with the help of google form is distributed via social media personally or through Social Media Group.

Data analysis technique that is used to test the hypothesis in this study using SEM with AMOS program 24. Amos stands for Analysis of Moment Structures used as a common approach to data analysis in the Structural Equation Model (Structural Equation Model). By using Amos calculation and analysis process becomes simpler and even ordinary people who are not statisticians will be able to use and understand easily.

IV. Research Result

a) Description of Research Variables

Variable Electronic Word of Mouth consists of six indicators, namely Platform Assistance (frequency of visits internet residents), Concern of Other (attention of others), Venting Negative Feelings (vent negative feelings, Positive Self-enhancement/expressing Positive Feelings (expression of positive feelings), helping the company (helping companies), advice-seeking (seeking advice). Electronic Word of Mouth overall had average - average 3.99, which means the effect of this variable is very high on the perceptions and feelings of the respondents. this is because the respondents are actively following the development information in social media, whether it is information that is positively or negatively related to the earthquake on the island of Lombok.

Experiential Value variable consists of four indicators, among which aesthetics, pleasure, service excellence, customer investment returns. Experiential Value as a whole has an average of 4.4, which means the effect of this variable was higher against the perceptions and feelings of the respondents. This is because the respondents had a favorable impression of the value of experience when traveling to the island of Lombok.

Variables Destination Image consists of eight indicators, namely Infrastructure, Price and Value (Haga and Values), Tourist Attraction (Attractions), Outdoor Activities (Activity Outdoor), Entertainment and Event (Entertainment and Events), Relaxation (relaxation), Accessibility (accessibility), Hospitality of Local People (hospitality of the local people). Destination Image as a whole has an average of 4.2, which means the assessment criteria in this indicator are very high on the perceptions and feelings of the respondents.

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Variable Revisit Intention consists of four indicators, namely: Would like to visit again, the possibility to revisit, re-visit in the near future, and confidence to re-visit. Revisit Intention overall variables have an average of 4.03 which means that the effect of this variable is at a high category.

Revisit Intention of all indicators studied, the highest ratings are the indicators of the possibility to revisit where the scale of the average - average for this criterion is 4.2, which means that most internet residents have the possibility to re-visit Lombok island after the earthquake. At a confidence indicator for the visit, respondents rating is at an average value of 4.1 which means that the effect of this indicator is very high. On the indicator you want to revisit the island has an average value of 3.8. While the lowest ratings on these variables are the indicators of a return visit in the near future which has average ratings of 3.7, which means the effect of this indicator is still included in the high category.

b) The Results of SEM Analysis

The following diagram model test results that have been made as shown in the following picture:

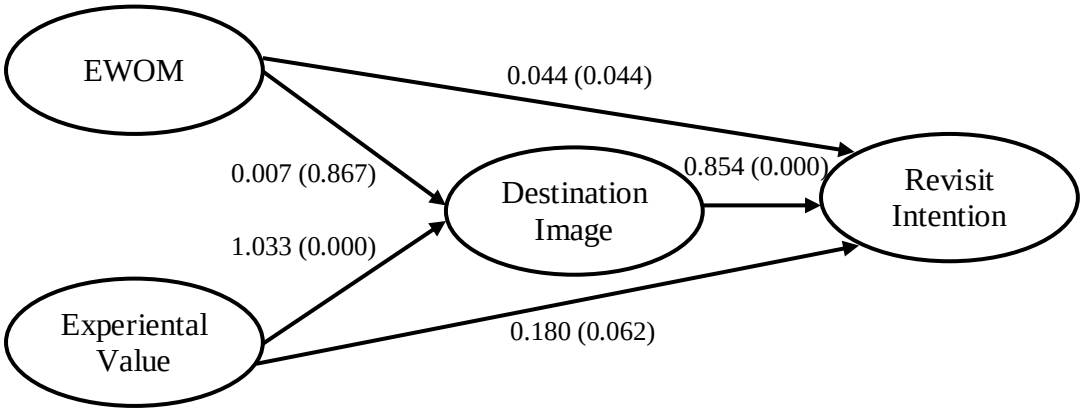


Figure 2: SEM Model Design

Based on the test in Figure 2., the result calculations estimate the value of variables are as follows:

Table 1: Variable Estimate Calculation

No.	Influence Between Variables			Estimate	P	Information
1.	Destination image	<---	Ewom	0.007	0.867	Not significant
2.	Destination image	<---	experiential value	1,033	***	Significant
3.	Revisit intention	<---	Destination image	0.854	***	Significant
4.	Revisit intention	<---	Ewom	0,044	0,044	Significant
5.	Revisit intention	<---	experiential value	.180	0,062	Not significant

H1: eWOM positive effect on Revisit Intention Travelers Post Earthquake in Lombok. Based on Table 1, it can be seen that the P values obtained at 0,044 with a value of negative path coefficient 0,044. P values in Table 1, illustrate the magnitude of the value of significance was determined that α where α is said to be significant if <0.05 (α <0.05) this is due to the significant value of alpha used in this study was 0.05. So based on these results it can be said that eWOM significant effect on Revisit Intention, thus hypothesis H1 is accepted.

H2: eWOM positive effect on the image of the Tourism Destination Post Earthquake in Lombok. In Table 1, it can be seen that the value of P generated at 0.867. The resulting P values indicate that the influence of the destination image eWOM is not significant. (A> 0.05). Based on the resulting value of the path coefficient of 0.007 eWOM positive effects. So hypothesis H2 stating that eWOM positive effect on the tourism image of post-earthquake Destination Lombok rejected.

H3: Experiential Value positively affects the image of the Tourism Destination Post Earthquake in Lombok. In Table 1, it can be seen that the path coefficient value generated for the value of the Destination experiential relationship undefined image indicating that this value is very small so with a very small P-value (α <0.05), shows that there is significant influence between experiential

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value to the destination image with positive path coefficient 1,033. Thus it can be said that the higher the value of the experience rating will increase the value of the image of the tourism object destination on the island of Lombok after the earthquake. Based on these results it can be concluded there is a significant positive effect between the experiential value of the destination image that hypothesis H3 is received.

H4: Value Experiential positive effect on Revisit Intention Travelers Post Earthquake in Lombok. In Table 1, it can be seen that the value Experiential path coefficient value is a positive intention to revisit 0.180 with α values of 0.06 (α> 0.05). Based on the value of the path coefficient is known that the experiential value positive effect on the value revisit intention. So the higher the value of experiential value will increase the value revisit intention but not significant. Thus the hypothesis H4 is rejected.

H5: Destination image positively affects intention to Revisit Travelers Post Earthquake in Lombok. In Table 1, it can be seen that the magnitude of the coefficient lines on revisit intention destination image is at 0.854 with value 0,000 α (α <0.05). The resulting path coefficient value indicates a positive and significant influence between destination image to revisit intention. So the higher destination image value then the value of visiting traveler desires will also increase. Thus the hypothesis H5 acceptable.

V. Discussion

a) *Revisit Intention relationship Travelers eWOM against Post-Earthquake in Lombok.*

This study examines the relationship between EWOM to Revisit Intention. This model measurements show that eWOM no significant effect on Revisit Intention. These findings contrast with previous research that has been done by (Abubakar, Ilkan, and Al-tal, 2017) which states that there is significant influence between the variables EWOM against the desire of tourists to visit again. The same study also revealed by (Prayogo & Kusumawardhani, 2016) which states that EWOM significant effect on Revisit Intention. This result is very possible difference occurs because the study was conducted to review the impact of the earthquake Lombok to the desire of tourists to visit again. These results indicate that the relevant public negative opinion Lombok Post-earthquake conditions do not affect the desire of tourists to come back on the island of Lombok. It is also supported by the nature of mutual assistance in Indonesia, where concern among every citizen bigger so that opinions develop through various media does not affect the people's desire to come back on the island of Lombok.

Re-emphasized the intention of tourists to visit again in the context of tourism within a certain period so that it can be made the intention to visit (Ferns & Walls, 2012). Revisit intention also refers to what is perceived probability rating for a certain time so that it can establish that affect the subjective perception and behavior of the final decision (Whang, Yong, & Ko, 2016). Several studies of e-WOM and Revisit intention prove intent it has a direct impact on the information obtained by someone traveling (Reza Jalilvand et al., 2012). It was the intention of travelers to visit this hotel is also influenced by information from the e-WOM (Ladhari & Michaud, 2015). Then, Furthermore, the intention to re-rating through Muslim tourism is also influenced by e-WOM (Jalilvand et al., 2013). With the results of the study, when the tourists are satisfied with the service based on their experience, they are expected to recommend it to the rest of the network information they would give birth to the intention of a return visit to another tourist (Liu & Lee, 2016). Then, e-WOM can also affect the increase in the number of tourists to determine the intention of visiting tourists to a place because they use the Internet to find information of interest (Litvin et al., 2008). Abubakar, et. all (2017) in his research that examines the influence of Electronic Word of Mouth on the intention been reverted. The results of these studies indicate that the Electronic Word of Mouth significant effect on purchase intention.

b) *EWOM relationship to the image Tourism Destination Post Earthquake in Lombok.*

The results showed that the positive effect but eWOM no significant effect on the post-earthquake Destination Lombok tourism Image unacceptable. The results support the research conducted by Setiawan (2013) which states that there is a significant positive effect between e-WOM with the image of the destination. Communication Electronic Word of Mouth formed in social media allows users to share information about travel destinations, so communication Electronic Word of Mouth conducted by the tourist on Social Media will be very influential in enhancing the image of a tourist destination itself (Swarduki et al, 2016).

Although WOM has been declared as the most important resource in destination image formation (Baloglu & McCleary, 1999), there are many studies that specifically analyze the effect of eWOM the destination image. According to Castaneda et al., (2007), the higher the tourist satisfaction with the internet, the higher the satisfaction with the destination they visit. This is because the Internet provides more information is needed by tourists, allowing them to plan their travel accordingly to meet their needs and expectations (Setiawan, PY, 2014).

The increasing number of positive information about a travel destination in Social Media will further increase the popularity of the image of the tourist destinations in the community (Paludi, 2017). The results also support the research conducted by Mulyati et al

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(2018) which said that Electronic Word of Mouth directly has a positive influence on the image of the destination.

c) *Value Experiential relationship to the image Tourism Destination Post Earthquake in Lombok.*

The results showed that there was a significant positive effect between the experiential value of the destination image. Always Gunn (1988) states that the purpose destination image is a picture of the experience is the result of the visit (Fakeye & Crompton, 1991). Fakeye and Crompton (1991) extends the theory of Gunn (1988) and the report is a complex image modification results from a place of experience in a wide range of tourists visiting a destination.

Likewise, tourists or tourists decide to travel or not, the decision is usually based on previous experience (Birgit, 2001). Additionally, Fakeye and Crompton (1991) concluded that the picture will be marked with the experience objectives. Wang et al. (2011) suggested that experiential value (the value of the experience) contributed most to the formation of the destination image. value tourist experience is able to explain changes in the image of their destination.

Recent studies consider the image as a concept formed by three different interrelated components: cognitive, affective and conative (Baloglu, & McCleary, 1999; Gartner, 1993). Cognition is the sum of what is known about a destination, which may be organic or induced as described previously (Gunn, 1988). Affect represent the feelings of the individual to an object, which will occur favorable, unfavorable, or neutral. Gartner (1993) suggested that the effect usually become operational during the evaluation phase of the electoral process purposes. Cognitive can be considered as a possibility to visit the destination within a certain timeframe. Sun et al study (2013) explains that the image of the destination directly affects the perception of visitors about the value of experience and interests to return.

d) *Value Experiential relationship Travelers Intention to Revisit Post Earthquake in Lombok.*

The results showed that experiential value positive effect on the value revisit intention. So the higher the value of experiential value will increase significantly the value revisit intention. This view of experiential value be based on the existing relationship includes direct use or appreciation of consumers for goods or services used (Datta & Vasantha, 2013; Mathwick et al., 2001; and Rosanti et al., 2014 in Astiti, 2016) Experience actual obtained consumers only been temporary and can only be felt at the moment of consumption, while consumer-owned experiential value will stick in their memory (Larasati & Suprapto, 2013).

Mathwick et al. (2001) to enrich the experience of consumption value. Based on rational thinking, it means the experiential value to help marketers to instill positive values of a product to the consumer's mind through the creation of experiences that involve consumers' emotional side. The actual experience is temporary and can only be felt at the moment of consumption, but the experiential value obtained by consumers will stick in their minds (Larasati & Suprapto, 2013).

Sun et al (2013) explains that the image of the destination directly affects the perception of visitors about the value of experience and interests to return. Wong and May (2010) obtained results of the analysis of the experiential value has the least impact on the purchase. Starting from the recognition of the need to conduct after purchase. Visitors will be interested in first after that will be followed by a decision of visiting tourists to a desirable tourist destination. (Kotler and Keller, 2009). Nigam (2012) in his research found that experiential value positive effect on repurchase intention. In addition, the results of research conducted by Kusuma (2013) a positive relationship between the experiential value by repurchase intention.

e) *Destination relations image to Revisit Intention Travelers Post Earthquake in Lombok.*

The results showed that the positive influence of high and significant correlation between destination image to revisit intention. So the higher destination image value then the value of visiting traveler desires will also increase. Results from these studies show that the image of a tourist destination a significant effect on the intention to come back. In the tourism industry, the Destination image plays an important role in creating the intention to come back. The detailed study supports the results of a study of Hailin, et al., which explains that the image overall positive effect on the intention to come back; and a study of Elaine Yin Teng Chew, Siti Aqilah Jahari (2013) on the role of mediation Destination image: image and cognitive-affective image and goodwill visit back tourists to Japan after the Fukushima disaster. In contrast to studies conducted by Wibowo, et al. (2016) which states that the Destination variable image does not significantly influence the Revisit intention.

VI. Conclusion

The conclusions of the research that has been done are:

1) eWOM positive effect but not significant to Revisit Intention Travelers Post Earthquake in Lombok.
2) eWOM but not a significant positive effect on the image of the Tourism Destination Post Earthquake in Lombok.
3) experiential Value positive effect on the image of Tourism Destination Post Earthquake in Lombok.
4) experiential Value positive effect on Revisit Intention Travelers Post Earthquake in Lombok.
5) Destination image positive effect on the intention to Revisit Travelers Post Earthquake in Lombok.

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VII. Recommendation

1) To the community expected to continue to maintain ancestral traditions as a cultural value that should be preserved. Hopefully with the design promotion through travel packages, this can increase the tourism potential and revenue and profit for the community.
2) To the government to further support the potential of traditional tourism, especially tourism objects affected by the earthquake as an alternative place for tourists during a visit to the island of Lombok so, the existing tourism potential can be enhanced by the facilities that support, convenience, as well as easy to get information about travel.

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Green Marketing: An Exploration through Qualitative Research

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Abstract- An increase in the awareness of the various problems that environment is facing has led to a drastic change in the buying patterns of consumers on how do they consume the products. There has been a change in consumer preferences towards environmentally friendly and sustainable products. People are willingly and actively trying to lessen their usage patterns of products, which are detrimental to the environment. However, the concept of green marketing, which came into prominence in the late 80s, still has different interpretations from the customer as well as the marketer's point of view. Although in Academics, green marketing has a specific meaning, but when it comes to companies Green marketing has a very hazy understanding which needs proper understanding. The present study tries to explore the concept of green marketing qualitatively.

Keywords: green marketing, green products, qualitative research.

GJMBR-E Classification: JEL Code: M31

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Abstract- An increase in the awareness of the various problems that environment is facing has led to a drastic change in the buying patterns of consumers on how do they consume the products. There has been a change in consumer preferences towards environmentally friendly and sustainable products. People are willingly and actively trying to lessen their usage patterns of products, which are detrimental to the environment. However, the concept of green marketing, which came into prominence in the late 80s, still has different interpretations from the customer as well as the marketer's point of view. Although in Academics, green marketing has a specific meaning, but when it comes to companies Green marketing has a very hazy understanding which needs proper understanding. The present study tries to explore the concept of green marketing qualitatively.

Keywords: green marketing, green products, qualitative research.

I. Introduction

Green marketing is a relatively new concept from the Indian point of view, but it has gained prominence lately due to the degradation of the environment, which is being globally accepted now due to strict regulations. It is seen that both the consumers and companies have started paying more attention to their activities to make them environmentally friendly (Polonsky, 1994). It has been proven from the studies conducted that the influence of green marketing strategies on the performance of organizations is significant (Fraj, Martinez, Matute, 2013), but the area remains largely unclear and needs to be deliberated upon further. Although this concept is widely used in the marketing discipline (Peattie & Charter, 2003), but a deeper understanding of this concept is still lacking. Green marketing, as understood from the literature, is a potent tool for sustainability and sustainable products. As the consumer becomes more aware and concerned about the environment, the businesses have begun to modify their value chain in an attempt to address consumer's "new" concerns regarding greenness. The environmental performance has become an important buying criterion for consumers now (Peattie, et al. 1992). In the twenty-first century, companies have understood the importance of Green Marketing but have failed to integrate the environmental implications in the marketing process. The other problem with the green marketing area is that there has been little attempt to academically or theoretically examine green marketing. While some literature does exist, it comes from divergent perspectives. The Marketing Mix of any organization claiming to be into Green marketing can be defined keeping in mind the green concept (Bhalerao & Deshmukh, 2015).

Thus, green marketing incorporates a range of activities, like product modification, changes in the production process, changes in packaging, and changes in the advertising strategy .The studies have shown that the definition of Green marketing has evolved. Therefore, Green marketing has been defined as the satisfaction of the needs and wants of the consumers with a minimum impact on the environment (Polonsky, 1994). The definition incorporates all the components of traditional marketing, which encompasses all the activities which are designed to satisfy human needs or wants in an environmentally friendly way (Stanton and Futrell 1987). The paper analyses the definition and the concept of Green marketing and its evolution.

II. Need and Motivation of Research

The paper provides an in-depth understanding of Green marketing. The study focuses on the conceptual understanding and analysis of Green marketing so that it increases the awareness of consumers so that they act in an ecologically responsible manner. But it has been found that there are different interpretations of this concept. Since innovation in the area of green marketing will play an important role in enhancing the competitiveness of the company; therefore the understanding of 4P's of green marketing becomes essential. The limited knowledge about the concept of green marketing by the consumers as well as the companies in the Indian context is the major limitation faced during the study.

The need and motivation for the current research is summarized in the following points given below:

1. India is vulnerable to environmental degradation due to the unhealthy practices of industries as well as the end consumers.
2. Not enough attention is paid by researchers in the direction of environmental sustainability.
3. Green marketing is still a new field of research, and various concepts of it are under scrutiny through retesting and cross-cultural testing.

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4. Research and development in the field of green marketing can change the concept of marketing.

III. Literature Review

Green Marketing has significantly evolved since it was first defined by (Henion and Kinnear, 1976) as "all marketing activities that cause environmental problems and that may provide a solution for environmental problems." In this First Age, Green Marketing is seen as a subset of activities with a narrow field of action in an "end-of-pipe" view (Ottman, 1993); the focus was on specific environmental problems like air pollution or environmental degradation. In the Second Age, Green Marketing was defined as "the management process which is responsible for identifying, anticipating and satisfying the needs of customers, in a profitable and sustainable way" (Peattie, 2001b). The definition by (Fuller, 1999) defined Green Marketing as "the process of planning, implementing, pricing, promotion, and distribution of products in a manner that satisfies the customer need, organizational and the process is compatible with eco-systems." As per (Peattie, 2001), green marketing cannot be seen just as a variation of conventional marketing. According to (Ottman et al., 2006), qualitatively identified some factors that should be considered for developing and marketing green products successfully. Many researchers have highlighted that green marketing should satisfy two conditions: develop products with high environmental quality and satisfy customers' expectations. (Polonsky.et.al, 2001) explained each of the 4 Green Ps to implement Green Marketing strategies and tactics.

(Davari & Strutton, 2012) analyzed the relationship between the 4 Green Ps and consumer perception and reaction toward a sustainable brand. (Robert Dahlstrom, 2011) examined that Green Marketing has positive influences on many players in the economy. But the companies that adopt green programs can face two main problems firstly consumers may believe that product is of inferior quality because of being green and consumers feel the product is not really green. The study by (Jacquelyn A. Ottoman, 2006) explained that Green Marketing must satisfy two objectives: Improved Environmental Quality and Customer Satisfaction. Many green products have not been able to use green product innovation to their advantage due to green marketing myopia. (David L. Loudon & Albert J. Della Bitta, 1993) examined that the green movement is extensively growing and companies are cashing in on an environmental awakening by focusing on the buying behavior and changing perceptions of the consumers. (Michael R. Solomon ,2009) in their work, Marketing: Real people, real decisions, identified that firms that adopt the philosophy to enhance the natural environment as they go about their business activities is an instance of green marketing. Companies have now understood that it is essential to achieve the target of environmental sustainability in business operations and sustainability is an efficient tool for competitive advantage (Svensson & Wagner, 2010). In a study by (Fisk, 1973) emphasized that consumers should reduce their ecological footprint on the environment by using environmentally friendly products and based on that concluded that green marketing is not a fad but is here to stay. Consumer behavior is a prerequisite to environmental safety and sustainability (Olander & Thøgersen, 1995). To promote environmental sustainability, the concerned actors would have to find ways to inspire the relevant changes in individual behavior (Sutcliffe et al., 2008). Studies show that usage of green products is a complex task, as it requires making a tradeoff between practical functionality and the environmental concern (Young *et al*., 2010).

These findings from the literature, point to the fact that the consumers are the focal point of green marketing and the concept of green marketing have varied interpretations. So it is surmised that green marketing is still in the evolution stage, and in a systematic and updated review on Green Marketing is required.

IV. Research Gap

The phrase 'research gap' is linked to a systematic review to find the gap or opportunity. In the present study on 'Green marketing' from the review of literature and the practices of the organizations implementing Green marketing, it has been noticed that on the one hand the conceptual understanding of Green marketing, green marketing practices, and green marketing strategies have to be developed and organizations interpret these and on the other hand how do they measure these in terms of their business performance.

V. Research Methodology

The study used the sequential emergence of the reflexive approach is complemented by the hypothetico-deductive approach. It is a scientific process of forming various hypotheses and then choosing one of these to test, and then subsequently predictions based on the chosen objectives are made, and finally, they are then tested for correctness through experimentation and observation, and then the conclusion is made whether the objectives is confirmed. Hypothetico-deductive reasoning can be used to solve problems in such fields as chemistry and biology. When making predictions, the experimenter deduces what could result from observation or experimentation. This type of reasoning can also be helpful for everyday life problems. For example, an individual having problems with a music player may hypothesize that a battery

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replacement is needed and that the player will turn on after the battery has been replaced. After the replacement of the battery the player switches on, the individual can thus conclude that his or her objectives were correct (Taleb, Nassim Nicholas, 2007). This natural emergence of both of these approaches emerged due to reasons which are as follows:

1. The frame of the subject has been perplexed on the perspective one should have about Green marketing as a Marketer as well as a consumer.
2. Initial interactions with the experts and the Academicians after the Literature survey exposed the dilemma of intelligentsia including, academicians and marketers, about the subject.
3. Few initial in-depth discussions with the marketers belonging to the organizations (Ambuja cement ,Godrej, and Jubilant life sciences for this study) claiming to be following Green marketing processes made the proponent realize that there are strong convergence and divergence on the specific perspective of marketers about the subject.

Therefore, the reflexive approach emerged as the logical option which when crystallized supports the generation of specific objectives. Qualitative research focuses on mainly the verbal data rather than measurements. The information gathered is then analyzed in an interpretative manner. The primary aim of a Qualitative Research is to provide a detailed description of the research topic. This research is usually exploratory in nature and seeks to understand human behavior and reasons that govern such behavior. Debates have been ongoing whether Qualitative research is better than the Quantitative research. The reason for this is that each has its strengths and weaknesses which vary depending upon the topic. But primarily if the study aims to find out the answer to an inquiry through numerical evidence, then Quantitative Research should be used whereas if the studies wish to explain further about why a particular event happened, then Qualitative Research is appropriate.

VI. Research Objectives

RQ1: To understand the perspective of Green marketing and Green marketing Strategies of selected organizations.

RQ2: To understand the specific aspects of the marketing process related to Green marketing as implemented by the organizations.

RQ3: To study the process of Green marketing strategy implementation of the organizations.

VII. Methodological Framework

Crystallizations of the issues which could reconfirm the contention which developed through the analysis of literature were the main objective of the study. For this purpose, in-depth interviews were conducted to conceptually understand the concept of Green marketing the interviews were more of discussions and informal talks to better understand this concept form the stakeholder's point of view.

Description of conduction of interviews:

The interviews/discussions were conducted to understand the concept of Green marketing as, understood by academia and corporate. The Interviews/discussions were conducted with Faculties of top colleges like IIT-Roorkee and IMT-Ghaziabad, Vidya Business School, Meerut, Quantum Global Campus, Roorkee and experts from the corporate sector like jubilant organics, Alkem and Uttarakhand Seeds and Tarai Development Corporation limited, Uttarakhand Power Corporation, etc. The interviews were spontaneous and took place in corridors or over coffee. These interviews had the advantage of allowing free-ranging responses and conversations that were natural. The interviewees were put at ease and did not realize that the interview is going on. Lots of effort was made to obtain useful data as opposed to extraneous general comments. During discussions, some issues got crystallized that effectively made the author interpret certain points that are been discussed as follows in interpretation:

VIII. Interpretation

The main question which emerged after the analysis was that what can be the strategic directions that the acceptance would give to the researcher. Therefore, in lieu of the subject the interpretation in corroboration with the in-depth interviews and case let's are:

1. Information and communication is an important tool, and companies are utilizing it for Eco-labeling to enhance customer satisfaction, but the satisfaction has to be realized in terms of customer life time value. Therefore, it is required that the measure of the customer life time value should be adopted to justify green marketing strategies even as primary as Eco-labeling (Adrian Payne, 2005).
2. Excessive usage of green-related terminology has been transcendental across the age group, and regardless of education and occupation and that is why the companies have strong advantages of product modification to the core because the customer would not reject the product if found comparatively better and not overpriced.
3. The supply chain initiatives and customer adoption wherein the outcome is suggestive of the fact that if design thinking perspective is introduced about augmentation of the supply chain to enhance the customer adoption of the green products would yield radical changes through and through (The Designful company: by Marty Neumeier, pp 15-22).

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4. The customers' perception with regards to companies is that they put a higher priority on profitability than on reducing pollution or environmental protectionism. The regulatory protections are the significant predictors of customers' negative perception toward green product adoption. The positive contribution to the customers' psyche is the past experiences with the green product, which is indicated to be positive. The results of the discussions also show that customer's do not accept lower quality and higher prices of green products.

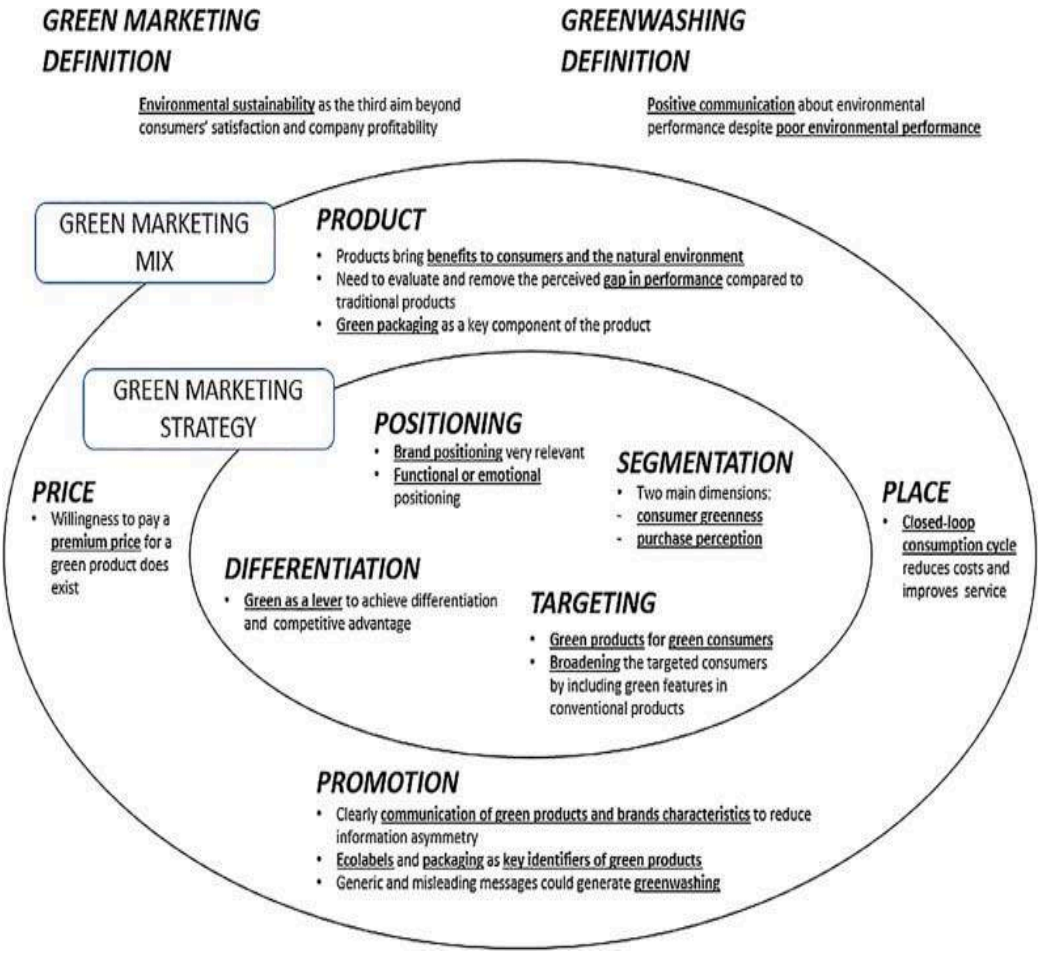


Figure 1: Green Marketing Strategy and the Green Marketing Mix (adapted from Kotler and Armstrong, 2014).

IX. Discussion

The consumers are increasingly becoming more aware and becoming the change agent in the marketplace. Due to this increasing pressure, the companies are integrating appropriate green strategies into their operational activities like product development processes and other marketing activities which help them in satisfying the consumer needs and helps in achieving a competitive advantage in saturated markets. The various strategies which the companies have now started using aggressively include green pricing, green consumer behavior, and innovation techniques used to go green. As per many types of research the consumer has become over-demanding, and is now asking for transparent mechanisms to ensure safety at all levels and this elucidates the consumer shift towards organic products. The customers have realized that what harm the chemical-laden products pose on the health of the customers. The consumer is more aware of the quality of the products. They are looking for more transparency and efficacy.

Over the last decades, Green marketing and environmental sustainability have gained importance due to pressures from the regulatory authorities. Due to this, many companies' around the world have started developing green products and the customers have shown a keen interest in these products. Due to these reasons, deep understanding of Green Marketing would foster, cleaner production of green products and their sustainable consumption through successful marketing. The study resorted to exploratory research design based identification of the problem, which has to be done through in-depth interviews and Case lets. As evident from the case studies, the problem statement of the study got its shape though the cases where the

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elements of the statement emerged from the following discussion points matching the problem statement. The case studies have played the role of cross validity, the findings were primarily suggestive of the fact that both the producers and the consumers understand each other in term of 'Green and Green Marketing 'though the producer is much aware of what should be done but was strategically perplexed because of business compulsions as greenness always don't prove to be a profitable proposition. Therefore, the most important thing which emerges is that the awareness of the producer has to be transmitted to consumer as a package and measure of reliability and trust without any extra cost to the consumer and specifically to achieve customer loyalty which helps in retaining the customer for the product or service (Adrian Payne, et.al, 2005).According to the results of the interviews, some inputs have been given about the implementation of green marketing strategies of the company according to the marketing mix. The first P 'Product' of green marketing strategy is green products. In this, the national policies of the country are the main driving force for the company. The second P 'price' of green products is generally higher than the price of similar general products. The third P is Place, which means the transfer of goods from the place of origin to the place of consumption which is different as compared to the general products because the green products use different modes for transferring goods. In this the Green supply chain system plays a very pivotal role since it becomes necessary to ensure activities which are conducive to environmental protection. The fourth P 'Promotion' implementation also requires different marketing approaches, since the green concept creates competitive advantages for company. In implementing the fourth P the company should directly sell its products to consumers by themselves, and they also chosen agents and sold their products as a wholesaler and the company should set up special outlets to attract consumers' attention. In a nutshell the company should improve upon products as per the consumer feedback to improve corporate brand image. The chapter deals with the discussion of the results obtained from the analysis of the data collected. The results about socio-demographics like age, occupation and education, social factors, green marketing products, and their adoption has been discussed. As already discussed Green marketing is yet to be understood concept by the consumers as well as the companies as a marketing process in similar terms. It implies that the marketer on the one side has the perspective of environmental sustainability while he refers to green marketing, but on the other side, consumer does not hold a view of Green marketing with adaptive persuasion. As external conditions changed the companies are has forced to adopt some green practices into their business and many companies prospered and gained competitive advantage by adopting several green business practices. The study suggests several strategies, which the companies can adopt to enter existing or new market. If the company is not green, they can see what different strategies are available for them when they want to enter into a new or existing market. The analysis shows that companies can use Eco-labeling of their products in communication which would build trust about the greener aspects of the product and the company could differentiate itself from the competitors. These types of companies can build knowledge in the consumer about environmental effects. Based on survey conducted, the trend shows that the companies should put more focus on the development of their marketing mix when companies enter into new or existing markets. The price factor is equally important in a marketing strategy; however this factor could be changed if companies indulge themselves in Social responsibility. Green advertising helps in translating Consumers' environmental values into purchases of green products. Their study reported that environmentally unaware consumers were positively affected by green appeals. Environmental messages conveyed through green advertising influences purchase decisions. Therefore, it is concluded that Green advertisements are an important tool in communicating environmentally friendly business practices to customers (Rahbar & Wahid, 2011).

X. Green Marketing Implementation

Table 1: Green marketing implementation at different levels

	Operating level Greening	Tactical Level Greening	Strategic level Greening
Targeting	Run advertisements highlighting the green features of the product.	Company develops the green product	Spends on R & D to develop Green products.
New Product design	Choosing the right supplier of eco friendly raw materials	Life cycle analysis is implemented to reduce eco harm.	Green becomes the philosophy of the company for top to bottom

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Green Pricing	Cost savings are highlighted which is due to Green usage	Shifting in the traditional pricing Policy	A company rents the products and customer pay for the use of the products.
Green Logistics	Focus is on lowering the shipping costs.	Minimizing the packaging.	Reverse logistics should be put in place.
Green Communication	Demerits of using the non eco friendly product.	Promotion of eco benefits.	As part of the company's philosophy.
Green Disposal	Lowering the waste output	Recycling the product	Using the waste for creative usage
Green Collaboration	Social awareness Activities.	Collaboration with Green companies.	Green activists appointment on the board of company.

The above table 1 illustrates the various activities which are undertaken under the operating, Tactical, and strategic level greening. Operating level greening involves limited change across multiple functions. Tactical level greening involves more substantive changes in green activities. Strategic level greening requires a holistic approach, with the green philosophy implemented across all functional areas from top to bottom. A key benefit of implementing green marketing is to create a new market using a blue ocean strategy because of the presence of few competitors. Implementing the Green strategy could give a three-for-one opportunity. First, greening production processes, result in efficient usage of the resources; second, green marketing helps the firm in differentiating the products in new markets and thus giving a competitive advantage, and thirdly, the firm can treat the process of green marketing as an opportunity for corporate self-transformation. In the current scenario, green marketing has become imperative for business, and companies implementing the green marketing strategies would have a first-mover advantage. Green marketing is a continuous process that improves the green performance and business performance of the organization. Therefore the companies should adopt the entrepreneurial approach to marketing by integrating environmental issues with a marketing strategy in search of opportunities and innovations.

XI. Conclusion and Recommendations

The conclusions which emerged in due course of time evolved through the data analysis as well as the reflexive understanding of the researcher, reflects that Green Marketing is a terminology which is yet to reach towards a universally understood and interpreted the concept. It is observed that Green marketing has a specific meaning in Academics but, for marketers and consumers 'Marketing' gets shadowed by 'Green', which has imaginative interpretation concentric to ecological and environmental conservation but paradoxically not having any relationship with such prospective conservationist thought. Marketers have not developed systematic plans of projecting Green marketing as a mode and Methodology and are averse of acknowledging the fact that they are perplexed with this thought. It is an accepted fact that as far as Marketing Process is concerned, it is a matured and well-understood concept. The sequence of this process is associated with creating, communicating, delivery offerings that have value. But the question is where to put Green in the sequence.

1. Should the marketer include Green while communicating about the offerings?
2. Should it be done while creating the offerings?
3. If the answer to both of the above questions is yes, then the subsequent question is how? Because if 'Green 'has to be inducted at the stage of creating value, then the initial part of the complete value chain has to change.

To illustrate, A furniture manufacturer at the end of the day cannot justify any furniture neither wood nor iron because somehow usage of both the materials, i.e. Iron and Wood, generally in contemporary parlance are away from the green. If the answer to the communication process is yes, that is a furniture manufacturer says that they are manufacturing furniture through replacement forestry or some other green-oriented process than when they have to address large volume production this declaration sounds hollow. The research witness a pertinent conclusion which is oriented with the reflexive understanding of the researcher rather any substantial research outcome, and that is the marketers in past few decades have been strongly focusing upon their functions, which have taken them away from the required intimacy with other functions in the value chain. When marketers are consulted by other functional managers about their initiative or compulsion of changing the process towards green, Marketers generally had one answer," it should not affect their market share". Apart from the above points, the Intra industry communications also are highly accommodative of sales-based marketing efforts rather than going for a prospective integrative plan for futuristic green marketing. For Example Refrigerators are now being designed to accommodate lighter plastic bottles and utensils rather than heavier material. Meaning thereby, even if the consumer is refrigerators cannot accommodate them.

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Interviews with the marketer and the understanding of the researcher as a fieldworker and as an academician are suggestive of the fact that the financial ratios and sales potential at the end of the day supersedes the aspect of 'serving the society at large'. Awareness of the consumers on the other side has also been superseded by two important Barriers:

a. Easy Accessibility
b. A thought in the consumers' minds that my minimal contribution towards Green marketing may not create a large difference.

An intermediary conclusion with reference to Green marketing is that though it makes a business sense that adoption of green contextually in whole of the marketing process has to be done in translational phases but larger industry analysis which was beyond the scope of this research would suggest that initiating Green Marketing Processes with an orientation of complete value chain orientation would be mere beneficial in the long run. Few subsidiary conclusions can be that Marketers should develop the highest possible benchmarks according to the available knowledge in terms of Green Marketing. Subsequently, Marketers should try to foresee how current practices and strategies can be included or incorporated in terms of benchmarks. The next step should be to analyze about how the up gradation of contemporary marketing to the levels of said benchmarks can prove to be a strategic advantage. Then this strategic advantage must be converted into a potential market share analysis, which may subsequently convert into a tangible revenue perspective or any other potential desired outcome. It is important to look as a complete business with a new lifecycle perspective, which also does not imply that everything done till this stage must be written off or every potential investment the process should be counted as a loss. Here the analysis should be done with the perspective of "gains" (Daniel Kahneman, 2014).

Examples

The green project of State Bank of India: Green IT@SBI used eco and power-friendly equipment in its 10,000 new ATMs; by the bank saved power costs and earned carbon credits. SBI has also introduced a green service known as Green Channel Counter. SBI has also minimized the use of paper. All these transaction has been done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions: The State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Energy. The wind project is the first step in the State Bank of India's Green banking program dedicated to the reduction of its carbon footprint, especially among the bank's client. Another example is of Eco-friendly Rickshaws, which were initially started in Delhi but now are been used all over India, also called as battery-operated rickshaw, to promote eco-friendly transportation in the cities. Similarly, Wipro the Indian MNC in its quest for a sustainable tomorrow- reduced costs and reduced carbon footprints and became more efficient and saved the planet from the perilous effects of environmental degradation in the process. Therefore it can be concluded that to be competitive in the present scenario it is important that the companies, along with earning, profits should also give due importance to the environmental problems which has been caused due to pollution.

XII. Recommendations

Analysis is done and the conclusions drawn, as suggested in the preceding chapters, three major recommendations are proposed through this research work:

a. Generation and standardization of the benchmarks about Green Marketing and Green Marketing Strategies along with a process of associated evolution of the same.
b. Augmentation of the current practices.
c. Redefining marketing in terms of Green.

XIII. Process of Achievement of the above Saidrecommendations

The above recommendations can be achieved by the sincere efforts of the companies, and there should be Generation of Green Marketing benchmarks that are associated with the complete value chain of any business. Analysis of business procedures and marketing resultants should be done with the perspective of Green that is even the accounting procedures must incorporate elements of green processes. Hence new generations of accountants for analyzing business and profits concerning Green must be developed at a universal level. Business management curriculum should be revamped through green perspective and definitional perspective of efficiency and effectiveness should include 'Green' as an element. Since the academic Conferences and deliberations along with the researchers are in Silos, it should be recommended that interdisciplinary conferences should be organized factoring a Green Marketing perspective in terms of business and management organized by academic forums with a concentricity of green. It's recommended that the value chains of different industries must be reevaluated with the perspective of inception of green in the processes, and though it seems hypothetical at this stage, steps where green has to be incorporated not as a concept but as action should be enumerated. For Example: All the business getting initiated through mining procedures should be reevaluated through the green perspective

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because of the reason that exploitation of the natural resources is a non green action and hence the constituent marketing procedures however green it may seem is not green. The preceding recommendations propose for a whole lot of generation for finding alternative processes/Product, Alternative practices for supplementing whatever out of there is not green. The context of above recommendations is that the earth should be foreseen as it was a hundred years ago and that can be an important benchmark. For example few cities in Europe have started becoming vehicle less and this effort is like revisiting the old days. In the process some of the products would inevitably suffer but historically, such companies would reshape themselves.

XIV. Concluding Remarks

The process of revamping and benchmarking require a transitionary phase, and hence, augmentation processes have to precede the same. Therefore, once the benchmarking is done while focusing the ultimate target of regaining the old days, the actions to be taken towards achieving those benchmarks are to be complemented. On the consumer side Mahatma Gandhi demonstrated purchase on utility and rationale basis, which have a lesser disposability meaning there by that furniture well maintained can be used for a longer time and so does an automobile which explains the points that sustainability is slightly anti-consumerism. Hence, his principles talk of inclusive growth and inclusive market development. This can be further elaborated by an article in Harvard business review which talks of affordability and sustainability which should replace premium pricing and abundance as innovation's drivers. Companies must make their offerings accessible to a greater number of people by selling them cheaply and must develop more products and services with fewer resources. Western countries are struggling to tackle this challenge, but some organizations in developing countries, like India, are showing the way by practicing three types of innovation as propounded by Mahatma Gandhi. They are as follows:

a. Disrupting business models.
b. Modifying organizational capabilities.
c. Creating or sourcing new capabilities.

Companies anywhere in the world can follow suit by striving for inclusive growth, establishing a clear vision, setting stretch targets, exercising entrepreneurial creativity within constraints, and focusing on people, not just profits or shareholder wealth, (C.K. Prahalad, R.A. Mashelkar, 2010).This paper has worked on the basis of observations and primary database understanding and moving through interdisciplinary literature it is recommended from the study that the term "Value" mentioned in the 2007 definition of American Marketing Association, which should be referred to with the context of:

a. Values
b. Sustainable Value Chain

So, the definition of marketing can be redefined as in context of green as follows:

"Marketing is an '*activity*', for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

"Marketing is a '*process*', for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."&"Marketing is a '*set of institutions*', for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."The definition implies that 'Value' must be read as 'Value(s)' for its logical and sustained achievement. This implies that if the value is to be derived from values than sustainability and the radical basis of Green emerges by itself. 'Value chain' can be enumerated in economic term though 'value' can only be experienced in contextual terms.

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The Influence of South Korea Drama and Country of Origin on Brand Image and Purchase Intention of South Korea Cosmetics by Female Student in University of Mataram

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Abstract- The objectives of this research is to analyze the influence of South Korean drama and country of origin on brand image, to analyze the influence of South Korean drama and country of origin on purchase intention, to analyze the influence of brand image on purchase intention. This research is associative explanatory research. The samples in this study is UNRAM students who know about South Korean drama and South Korean cosmetics. Data collection tools is questionnaires. The data analysis tool used is SEM (Structural Equation Modeling), which is operated with PLS. The results of this study indicate that South Korean Drama has a positive and significant effect on Brand Image, Country of origin has a positive and significant effect on Brand image, South Korean Drama has a positive and significant effect on Purchase Intention.

Keywords: south korean drama, country of origin, brand image, purchase intention.

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The Influence of South Korea Drama and Country of Origin on Brand Image and Purchase Intention of South Korea Cosmetics by Female Student in University of Mataram

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Abstract- The objectives of this research is to analyze the influence of South Korean drama and country of origin on brand image, to analyze the influence of South Korean drama and country of origin on purchase intention, to analyze the influence of brand image on purchase intention. This research is associative explanatory research. The samples in this study is UNRAM students who know about South Korean drama and South Korean cosmetics. Data collection tools is questionnaires. The data analysis tool used is SEM (Structural Equation Modeling), which is operated with PLS. The results of this study indicate that South Korean Drama has a positive and significant effect on Brand Image, Country of origin has a positive and significant effect on Brand image, South Korean Drama has a positive and significant effect on Purchase Intention.

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I. Introduction

Indonesia is one of the countries in Southeast Asia that has been hit by the Korean wave or commonly called the Hallyu or Korean wave is a term given to the spread of Korean pop culture globally in various countries in the world, including Indonesia or briefly refers to the globalization of Korean culture (Shim, 2006). Korean Wave entered Indonesia in 2002 through the creative economy industries such as drama, film, music, cosmetics, fashion, tourism and so on (Tuk, 2011). South Korean drama actors and actresses usually use cosmetic products and this is evidenced by a cosmetic product named Laneige that was used by actress Song Hye Kyo in the drama Descendant of The Sun which made a profit of 1.2 billion won, equivalent to 995 USD. The General Chairman of the Company Association and the Cosmetic Association also stated that currently many cosmetic trends are coming from South Korea.

The country of origin of a product or the Country of Origin of a product is information that is often used by consumers when evaluating a product. In addition to the Country of Origin, the Brand Image of a product will influence the intention to search for and even buy a product and according to The American Marketing Association, a brand is a name, sign, symbol, design, or combination that identifies the goods or services of a company to distinguish brands from competitors (Kotler, 2012). In addition to Brand Image, purchase intention is a behavior that appears as a response to an object or is also a purchase interest that indicates the customer's desire to make a purchase (Assael, 2004).

According to the Indonesian Cosmetics Company Association (Perkosmi), in 2016, sales of imported cosmetic products are projected to increase 30 percent from the previous year to 3.17 trillion rupiah (http://www.kemenperin.go.id). From this phenomenon it can be seen that the demand for imported cosmetics in Indonesia is at a rapid growth and they tend to pay attention to the brand image of a product used by their idol celebrities in Korean dramas. Meanwhile, research that specifically discusses Country of Origin, South Korean drama Against Brand Image and Purchase Intention South Korean Cosmetics is still very rarely done or almost non-existent. With the research gap stated above and the absence of specific research, the author is interested in conducting research related to Korean Drama, Country of Origin, Brand Image and Purchase Intention.

II. Literature and Hypothesis Study

Research conducted by Vianita and Rosita (2014) found that country of origin affected the brand image of South Korean cosmetics products both in online and offline purchases by undergraduate students at the University of Indonesia FISIP. This is reinforced by Yunus and Rashid (2016) which found that country of origin influences Purchase Intention of consumers of mobile phone brands from China. Meanwhile, Herdiana (2017) found that country of origin has a positive but not significant effect on consumer purchase intention and on brand image. Brand Image or Image brand does not affect consumer purchase intention.

Meanwhile, Lee (2015) has the result that Korean Wave from Korean drama influences the intention to buy Korean products. But on the other hand

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research conducted by Meidita (2014) Korean wave from music, Korean films/drama has a negative influence on purchase intentions of Korean products because this is considered to be contrary to Indonesian culture. Meanwhile Prawira and Yasa (2015) found that the Image brand or Image brand had a positive effect on purchase intention of Korean smartphone products, namely Samsung. Isabella and Dewi (2016) found that brand image had a negative and significant influence on private label purchase intention.

The Research by Ikaningsih (2016) has the result that product quality, celebrity endorser and attractiveness of advertisements have a positive and significant effect on purchase intention with brand image as an intervening variable. Meanwhile the research by Agustina (2013) found that the impact of South Korean drama shows influenced the brand image of the products used in the Korean drama by buying from each brand of products used by the Korean drama stars. Research by Yuliana (2012) found the results that the presence of Korean drama shows have a great influence on one's imitation behavior. The imitation is to follow the lifestyle of Korean stars in the Korean drama and use brands in the Korean drama.

In accordance to the above reasoning, the following hypotheses are posited.

H1: South Korean drama has a positive impact on brand image.

H2: Country of origin has a positive impact on brand image.

H3: South Korean drama has a positive impact on purchase intenton.

H4: Country of origin has a positive impact on Purchase Intention.

H5: Brand Image has a positive impact on Purchase Intention.

III. Methodology

This research is associative explanatory research with 138 people as samples with the provisions of students of the University of Mataram who know about South Korean drama and South Korean cosmetics using non-probability techniques with a purposive sampling design. Data collection tool is Questionnaire and data analyzer is measured with Likert scale that weighting of 1 to 5 namely; strongly agree, agree, neutral, disagree and strongly disagree. Each variable is grouped into interval classes with a number of 5 classes. To test the validity and reliability of each item on the questionnaire used SPSS 16.0 and data analysis tools to analyze latent variables, indicator variables and measurement errors directly using SEM (Structural Equation Modeling) which is operated with PLS 3.0.

IV. Results

The Result of this study follows,

No	Relationship Between Variables	Path Coeficient	T-Value	Conclusion
Hypothesis 1	South Korean Drama (X1) → Brand Image (Y1)	0.215	2.152	Supported
Hypothesis 2	Country of Origin (X2) → Brand Image (Y1)	0.518	6.028	Supported
Hypothesis 3	South Korean Drama (X1) → Purchase Intention (Y2)	0.401	5.077	Supported
Hypothesis 4	Country of Origin (X2) → Purchase Intention (Y2)	0.187	2.260	Supported
Hypothesis 5	Brand Image (Y1) → Purchase Intention (Y2)	0.364	4.486	Supported

Fig. 1: Relationships between the Proposed Variables

Fig.1. The table above shows that of the 5 relationships between the proposed variables all have a significant relationship between variables. The explanation is as follows:

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Impact Of Variables	Calculation Formula	Results
Direct Effect		
South Korean Drama (X1) →*Brand Image* (Y1)	-	0.215
Country of Origin (X2) →*Brand Image* (Y1)	-	0.518
South Korean Drama (X1) → Purchase Intention (Y2)	-	0.401
Country of Origin (X2) → Purchase Intention (Y2)	-	0.187
Brand Image (Y1) → Purchase Intention (Y2)	-	0.364
Indirect Effect		
South Korean Drama (X1) →*Brand Image* (Y1) → Purchase Intention (Y2)	(0.215 x 0.364)	0.078
Country of Origin (X2) →*Brand Image* (Y1) → Purchase Intention (Y2)	(0.518 x 0.364)	0.188

Fig. 2: The table above shows that Calculation of Variable Mediation/Indirect Effect

Thus it is known that South Korean dramas variables with brand image mediation can influence the Purchase Intention of cosmetic products originating from South Korea by students of Mataram University pathway coefficient values of 0.078. From these calculations, it means that there is an indirect influence between South Korean dramas variables and Purchase Intention through brand image with a path coefficient of 0.078. Comparison of the indirect influence of South Korean dramas with Purchase Intention through brand image with the direct effect between South Korean dramas on Purchase Intention obtained 0.078 results <0.401 so that it can be stated that brand image functions as a partial mediation (partial mediation) in the influence of South Korean dramas on Purchase Intention of cosmetic products that came from South Korea at the University of Mataram student.

This indicates that female students at the University of Mataram after watching South Korean drama will continue to be interested in buying cosmetic products from South Korea either by paying attention to the brand image or not paying attention to the brand image of the product. In addition, from the above calculation, it also means that there is an indirect influence between the country of origin variable and the Purchase Intention through the brand image with a path coefficient of 0.188.

Comparison of the indirect effect of country of origin with Purchase Intention through brand image with the direct effect between country of origin on Purchase Intention results obtained 0.188> 0.187 so that it can be stated that brand image functions as a full mediation (full mediation) in the influence of country of origin on Purchase Intention cosmetic products originating from South Korea at the University of Mataram students. This indicates that female students at the University of Mataram are interested in buying cosmetic products from South Korea by paying attention to the brand image of the cosmetic products.

The Country of Origin variable is not capable enough to directly influence the Purchase Intention of cosmetic products originating from South Korea by female students at the University of Mataram, they must pay attention to the brand image of the product in order to have Purchase Intention.

South Korean Drama :	Country of origin:	Brand image:	Purchase Intention:
1. Attractiveness of Korean Star	1. Country beliefs	1. corporate image	1. Transactional interest
2. Credibility of Korean Star	2. People affect	2. User image	2. Reference interest
3. Connectedness of Korean Star	3. Desired interaction	3. Product image	3. Preferential interest
4. Involvement of Audience Commitment			4. Explorative interest

Fig. 3: Measurement of instrument

V. Discussion

The results of this study are in line with research conducted by Agustina (2013) who found that the impact of Korean drama shows affect the brand image of the products used in the Korean drama by buying from each brand of products used by drama stars Korea. South Korean drama shows that are so popular among Indonesian teenagers have a huge impact on the brand image of products originating from South Korea.

Research conducted by Yuliana (2012) found that the results of Korean drama shows had an influence on the brand image of the products used in the Korean drama. This study supports the results of research conducted by Yuliana (2012) and Lee et al (2015) who found that South Korean dramas had a positive and

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significant effect on brand image of cosmetic products originating from South Korea.

Hsu et al (2017) also found that the influence of country of origin had a positive and significant effect on the brand image of products originating from South Korea. In addition, this has not been separated since, the Korean wave has become so "booming" or popular in Asia and even the world (Lee, 2015). Kim et al (2007) said that the effect of South Korean dramas, especially serial drama titled Winter Sonata, can increase the number of tourist arrivals from Japan to locations used for shooting the Winter Sonata drama and greatly influences the Purchase Intention of products originating from South Korea used in the Winter Sonata drama.

The results of this study also illustrate that the better the image of South Korea as a country producing cosmetics products that have good quality, it will increase the Purchase Intention of cosmetic products originating from South Korea. The findings of this study indicate that students at the University of Mataram can not only rely on the country of origin or state image on some cosmetic products originating from South Korea if there is no visualization they see such as in South Korean drama. Therefore, they must look and pay attention to the brand image of the cosmetic products they want to buy.

VI. Conclusion

South Korean drama and country of origin have a positive and significant effect on Brand Image. This shows that the better South Korean drama produced will improve the brand image of cosmetic products originating from South Korea. Likewise, South Korean drama and Country of Origin have a positive and significant effect on Purchase Intention. This shows that the better South Korean drama produced and the image of the country of South Korea as a cosmetics product producing country will increase the Purchase Intention of cosmetic products originating from South Korea. Brand image has a positive and significant effect on Purchase Intention. This shows that the better brand image of cosmetic products originating from South Korea will increase Purchase Intention on cosmetic products originating from South Korea

VII. Recommendation

This study was intended to examine the effect of South Korean drama, Country of Origin on Purchase Intention mediated by Brand Image on female students at the University of Mataram. Although the results of this study provide an overview of the influence of South Korean drama, Country of Origin on Purchase Intention mediated by Brand Image on female students at the University of Mataram, but in it there are many limitations, including that this study only tests South Korean drama variables and Country of Origin as an independent variable with the mediation variable Brand Image, even though there are still many other variables that cause Purchase Intention as both an independent variable and a mediating variable, so the next researcher needs to add the Korean Music, Trust and Viral Marketing variables.

This study also only focused on female students from the University of Mataram. In fact, there are so many universities and even high schools where young people in Mataram are particularly fond of various things about South Korea, whether South Korean drama or music originating from South Korea that can influence Purchase Intention of a product. So the results are still not optimal in describing the activities of Purchase Intention of cosmetic products originating from South Korea and this study does not examine the focus on certain cosmetic products originating from South Korea. We recommend that for further research, researchers can examine cosmetic products with certain products or brands so that the results obtained are more accurate and use more samples so the results can be generalized more.

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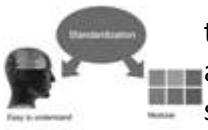
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8. Make every effort: Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

9. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

10. Use proper verb tense: Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

11. Pick a good study spot: Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

12. Know what you know: Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

13. Use good grammar: Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

14. Arrangement of information: Each section of the main body should start with an opening sentence, and there should be a changeover at the end of the section. Give only valid and powerful arguments for your topic. You may also maintain your arguments with records.

15. Never start at the last minute: Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

16. Multitasking in research is not good: Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

17. Never copy others' work: Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

18. Go to seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

19. Refresh your mind after intervals: Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

20. Think technically: Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

21. Adding unnecessary information: Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

22. Report concluded results: Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

23. Upon conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print for the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects of your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

Final points:

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

The introduction: This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

The discussion section:

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear: Adhere to recommended page limits.

Mistakes to avoid:

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.



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- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

Title page:

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

Abstract: This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

Reason for writing the article—theory, overall issue, purpose.

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

Approach:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

Introduction:

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

The following approach can create a valuable beginning:

- Explain the value (significance) of the study.
- Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- Briefly explain the study's tentative purpose and how it meets the declared objectives.

Approach:

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

Procedures (methods and materials):

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

Materials may be reported in part of a section or else they may be recognized along with your measures.

Methods:

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

Approach:

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

What to keep away from:

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.



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Content:

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

What to stay away from:

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

Approach:

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

Figures and tables:

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

Discussion:

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

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Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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