

ABSTRACT

The main factor that causing distribution to the consumers to be limited is because of fast-decaying horticultural products. While in the market horticultural commodities demand continues to rise. However, not all requests can be fulfilled. Many things have become obstacles to distribution reaching consumers. in order for horticultural commodity products can have a longer shelf life and are not easily rot, technology is needed.

D'Ozone is a machine that can produce ozone gas for extending horticulture product that are not easily rot. D'Ozone has been used among the farmer groups in various regions in Indonesia. The purpose of this study is to examine how product quality, price perception, brand awareness and positive WOM, and as an intervening is the customer satisfaction of D'Ozone products.

As an analytical tool in this study using SEM [Structural Equation Model] AMOS Program V.22 with the population is a group of farmers who already have D'Ozone products that are spread in various districts in Central Java. The sampling used by the Purposive Sampling method was carried out on 125 respondents, which were spread in various districts in Central Java.

*The results obtained from this study are that product quality, price perception, brand awareness, have a positive and significant effect on customer satisfaction. While the effect on positive WOM is product quality that has a positive and significant effect on WOM, price perception has **no significant** effect on positive WOM, brand awareness has positive and significant effect on positive WOM. Consumer satisfaction has a positive and significant effect on positive WOM.*

Keywords: *product quality, price perception, brand awareness, positive WOM, customer satisfaction*