ABSTRACT

The purpose of this research is to test the influences of reliability of service quality and customer value toward WoM. The usage of these variables is able to solve the arising problem within RSUD Ungaran.

The samples of this research consisted of a hundred customer's on RSUD Ungaran. Regression Analysis was run by a Statistical Package Social Science (SPSS) software for data analysis. The result of the analysis showed that reliability of service quality and customer value an positive influence, which is significant to WoM.

The empirical resilt indicate that to increase WoM of RSUD Ungaran, management need to pay attention on factors like reliability of service quality and customer value, because that is the factors that effect high or low level of WoM. From the measurement on reliability of service quality variable, the result is significant coefficient value which means reliability of service quality had significance effect toward WoM. While, the test on customer value variable had significant coefficient value that means customer value had significant effect on WoM.

Key Words : reliability of service quality, customer value, and WoM

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