

Abstract

Problem of this research is complaints from customer that indicated dissatisfactions. We worried it became negative word of mouth. This research's aim is to analyze factors that affects customer satisfaction of Tria Jasa Boga's to construct positive word of mouth. Customer satisfaction in this research presumed affected by price perception, image, and service quality.

Sampling method that used in this research is random sampling that select 84 samples from Tria Jasa Boga's customer. Before analyzing data, the research instrument must be tested and fulfill some assumptions. Afterward, used SPSS (Statistical Package for Social Sciences) as the tool, we analyzed data with descriptive statistics, regression analysis, and tested the hypotheses.

The result of this research shows that price perception, image, service quality have positive effects and significantly to customer satisfaction. Furthermore, customer satisfaction has positive effects and significantly to word of mouth variable.

Keywords : *Price perception, image, service quality, customer satisfaction, word of mouth, and catering*

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