ABSTRACT

Principal issue in this study is declining Top Brand index position of Autan as a pioneer brand products. The purpose of this study to test the strength of product quality,and brand image on customer satisfaction in order to increase word of mouth on Autan product. This study used two independent variables, product quality and brand image, word of mouth variable as the dependent variable and then consumer satisfaction as an intervening variable.

This research method using purposive random sampling with sample of 98 respondents in the Bulusan village. Data obtained from the questionnaire which was processed and analysed using multiple regression analysis techniques. This analysis includes : validity and reliability, the classic assumption test, multiple regression analysis, t-test, f-test, coefficient of determination analysis and Sobel test.

The result showed the product quality and brand image affects customer satisfaction. Variable product quality ,brand image and customer satisfaction has positive and significant effect on word of mouth. The result also show that the direct effect of variable product quality and brand image to word of mouth is larger than the indirect effect.

Keywords : product quality, brand image, customer satisfaction and word of mouth

SEMARANG
FEB UNDIP