

ABSTRACT

This research analyses factors influencing customer satisfaction to reference interest. Object of this research is the students of S1 Faculty of Economics and Business, Diponegoro University. In studies looking at the phenomenon of the use of mobile phones in the modern era is now based on Android. Which also occurred among current students and has become a necessity. Therefore problems of this study is to increase interest in referring to the Android phone with attention to customer satisfaction first. The variables examined included product quality, product image, customer satisfaction impacting the reference interest.

The method used in this study using direct research into the field by distributing questionnaires and analyzed in stages. With Likert scoring scale.

The influence of the quality of the product has a positive effect on customer satisfaction, product image has a positive effect on customer satisfaction, and customer satisfaction have the positive influence to reference interest.

Keywords: product quality, product image, customer satisfaction, reference interest