

ABSTRACT

Many competition in business beauty treatment make firm be more motivated to develop product quality or services in improving competitiveness through communication positive word of mouth. Similarly, the problem being faced by clinic beauty Natasha Skin Care indicated that in 2013 - 2016, fluctuations in market share clinic beauty Natasha Skin Care. A number of research gap, indicates still needed more new research to develop communication positive word of mouth based on brand image, self expressive brand, brand love and customer loyalty.

Research indicators and variables also based on previous research. A model has been developed and five hypotheses have been formulated to answer to the matter this research. The sampling technique is a Convenience Sampling. Respondents from the study were 110 respondents. Instrument analysis the data used was Structural Equation Modeling (SEM) on the Amos 22.0.

The results showed overall research model (full model) otherwise meeting the criteria of feasibility model (Goodness of Fit Index). Likewise with the other assumptions used to analyze the results of this study. The results also receive significantly fifth hypothesis proposed in this study. The formulation the policy implications of this study results in distorted brand image has a dominant role in improving communication positive word of mouth

Keyword : Communication Positive Word of Mouth, Brand Image, Self Expressive Brand, Customer Loyalty and Brand Love.