

ABSTRACT

The International Organization for Standardization is an independent, non-governmental organization, the members of which are the standards organizations of the 168 member countries. It is the world's largest developer of voluntary international standards and facilitates world trade by providing common standards between nations. The standards help businesses increase productivity while minimizing errors and waste. Certification of international standard was conducted by certification body, EQA Indonesia is one of certification body in Indonesia that accredited by United Kingdom Accreditation Service(UKAS) and ANSI-ASQ National Accreditation Board (ANAB). Highly competition forced the certification body to improve strategy in influencing decision to choose them for conducting ISO certification. This research is intended to analyze the effect of word of mouth, customer value and brand image as intervening to the decisions to choose ISO certification body for certification services.

The study was conducted by survey of 152 respondents who are representatives of companies who have used the certification services of certification body EQA Indonesia Branch Semarang with the operation area in Central Java and Yogyakarta. The analytical technique used in this research is using Structural Equation Model (SEM) which is run with AMOS software version 20.

The result of analysis shows that that Word of Mouth, Customer Value and Brand Image as variable intervening have a positive influence on Decision of Selecting ISO certification body. Word of Mouth (WOM) most effectively influencethe decision to choose certification body than customer value.

Keyword : word of mouth, customer value, brand image and decision to choose certification body