

ABSTRACT

Quality of service is one of the key factors for the success of a company that offers products or services. Nothing is more important than placing the problem of word of mouth (WOM) as a service to the customer through one of his business commitments. If the service provided to the customer is good and satisfactory, it will be a positive influence on business performance. Improved customer WOM has a direct impact on customer behavior and attitudes with a decrease in complaints, adding confidence and repeatability of product purchase by the customer. This study aimed to analyze the impact of service quality core and peripheral service quality to customer satisfaction and its impact on the interests of Word of Mouth

This study used multiple linear regression analysis using SPSS. The population used is the body repair workshop customers "Tri Tunggal" Semarang City in January-December 2014. While the sample used as many as 100 people with the techniques of non-probability sample selection sampling using accidental sampling

The results showed that the core service quality and peripheral service quality affects customer satisfaction and customer satisfaction affects the interests of Word of Mouth. In model 1, the quality of core services provide the greatest influence on customer satisfaction by 0,470. In model 2, the quality of core services provide giving effect to the greatest interest of Word of Mouth by 0,436.

Keywords: *Quality Service Core, Peripheral Service Quality, Customer Satisfaction, Interest Word of Mouth*