

ABSTRACT

The purpose of this study was built to determine the effect of Product Quality and Service Quality against the Customers Satisfaction then the effect of Customers Satisfaction against the Interest of Recommend customer to adopt the other potential customer in Semarang and specially for Tembalang town.

The population in this study were all of costumers of Resto Sambal Van Java in Semarang who have visited the comfortable services and feel the taste of food at Resto Sambal Van Java, that population was used to be the respondents. The respondent who were analysed are 133 responders. Techniques of sampling applied is non probability sampling.

The Methods of data collection is questionnaires by interviewing the respondent. Tool of data analysis's used is Descriptive Analysis, Path Analysis and Sobel Test using the software of IBM SPSS Statistics 20 License Authorization Wizard and the sobel script who Written by Andrew F. Hayes, The Ohio State University.

The results of this study indicate, there is a positive and significant influence of Product Quality (X1) against Customer Satisfaction (Y1), there is a positive and significant influence of Services Quality (X2) against Customer Satisfaction (Y1). By that model, SPSS create the predictor value of Customer Satisfaction (Y1p) for predict the Interest of Recommend, then there is a positive and significant of Customer Satisfaction predictor (Y1p) against the Interest of Recommend (Y2). And Customer Satisfaction as Mediator Variable have been Indicated, there is a significant role of Customer Satisfaction as Mediator Variable. That means the hypothesis that was proposed in this study was received. The Conclusions in this study are :

- *If there is an advance in Investment of product quality factors about 100%. Its mean that the Costumer Delight must be increase till 42%*
- *If there is an advance in Investment of functional quality factors about 100% Its mean that the Costumer Delight must be increase till 51%*
- *If there is an advance in Investment of Costumer Delight value about 100% Its mean that the Interest of Recommend must be increase till 70%*

The recommendation by this study require that Resto Sambal Van Java have to advance the Costumer Satisfaction by increase the product quality factor and services quality factor by repair the concept of quality based on the way of costumer ekspektation so thats would increase the Interest of Recommend and reach the number of visitors that have been planned by marketing manager.

Key Word : *Product Quality, Services Quality, Customer Satisfaction, Interest of Recommend*