

ABSTRACT

Rivalry in automotive businesses lately has become tighter and only those companies that have the capability to satisfy consumers that will win the competition. Company's success in satisfying consumers can't be separated from the role of innovation done by the company to fulfill consumer's expectation.

This research uses service quality, product's value, brand association and trust as independent variables and consumer's satisfaction as dependent variable. Sample taken as much as 95 respondents, using incidental sampling as sampling method and multiple linear regression as data analysis method.

The result of this research indicates that service quality, product's value, brand association and trust variables are simultaneously having a significant effect on Nasmoco Kaligawe Semarang consumer's satisfaction, while based on test result, it is shown that service quality, product's value, brand association and trust are partially giving a significant impact on consumer's satisfaction, with the most dominant variable in affecting consumer's satisfaction is product's value. With 0.878 coefficient of determination, it means the dependent variable (consumer's satisfaction) can be described by four independent variables which are service quality, product's value, brand association and trust as much as 87,8%, and the rest is outside of this research model.

Keywords : service quality, product's value, brand association, trust, consumer's satisfaction