

ABSTRACT

The existence of business motorcycle workshop aims to organize service provision and installation of the motorcycle part for the good and worthy of the customer. Measure of good service is the service that is safe, convenient, fast and cheap. This study aimed to analyze and provide empirical evidence about whether the quality of the core and peripheral service quality, and price affects customer value on Rio Motor worksop toincrease Words of Mouth (WoM).

The sample was user people who use the Rio Motor service is more than twice the number of 100 people by using Non-Probability Sampling. Data analysis methods used are quantitative analysis, using reliability and validity, the classical assumption, hypothesis testing, the coefficient of determination and multiple linear regression analysis on the SPSS 21.0 software.

Based on the results of data analysis, regression equation as follows:

$$Y_1 = 0,384 X_1 + 0,398 X_2 + 0,206 X_3$$

$$Y_2 = 0,845 Y_1$$

This suggests that the quality of the core service, service quality peripherals, and price positive and significant impact on customer value and customer value are significantly positive effect on Words of Mouth (WoM).

Keywords: quality of core services, peripherals service quality, price, customer value and word of mouth.