ABSTRACT

This research was conducted with the background on the phenomenon of the increasing number of complaints. Increased number of complaints will lead to dissatisfied customers. So the problem of research which is developed is how to increase customer satisfaction and its impact on positive word of mouth.

The purpose of this research is to determine the effect of product quality, service quality, and customer value on customer satisfaction and its impact on positive word of mouth on the customer of Telkom Speedy in Semarang. The population in this research are Telkom Speedy customers who live in the city of Semarang. The sample in this study amounted to 100 respondents using purposive sampling method. The analytical tool used a multiple linear regression analysis were first tested with the validity and reliability.

*From the results of regression analysis can be known that the variable quality of the product (X1), quality of service (X2) and customer value (X3) together affect significantly on customer satisfaction (Y1) with the results of multiple linear analysis, is: **Y1 = 0.328X1 + 0.423X2 + 0.592X3**. With a customer value (X3) is the variable most positive effect on customer satisfaction followed by service quality and product quality.. Third variable was influential amounting to 61 % to customer satisfaction the remaining 39 % can be influenced by other variables. As well as consumer satisfaction variables (Y1) positive effect on positive word of mouth (Y2) with the results of multiple linear analysis, namely: **Y2 = 0.733Y1.** This variable effect of 53.3% of the positive word of mouth, while the remaining 46.7% can be influenced by other variables.*

Keywords : Product quality, service quality, customer value, consumer satisfaction, positive word of mouth.