ABSTRACT

This study aimed to analyze the influence of satisfaction, quality and experiential marketing for social site Facebook . This study, uses three independent variables, satisfaction, quality and experiential marketing and the dependent variable is word of mouth.variables that using in this study are expected to know about how the process is happening and what factors that create word of mouth on Facebook site. This sample, are owners of Facebook account in Diponegoro university faculty of economics students, divided by study program that is a regular one, the regular two, and the D3 programs. Sample taken with a non probability sampling technique. data analysis method used is quantitative analysis, the reliability and validity tests, the classical aberration test, t test dan F test, determination coefficient and multiple linear regression analysis. Based on data analysis, indicate that variable quality has a positive and the biggest influence on word of mouth Facebook and the experiential marketing also has a positive influence on word of mouth Facebook and the Satisfaction variable has the least positive influence on word of mouth of Facebook.

Key words: satisfaction, quality, experiential marketing, and word of mouth.