

ABSTRACT

The background of this study because of the decrease in the index of word of mouth on smartphone Samsung in 2014, it shows the decline in the quality of the Samsung so that people no longer talk about Samsung. The purpose of this study is to test the effect of product design, quality assurance, and a variety of application features to customer satisfaction as an intervening variable and its influence directly or indirectly to the formation of positive word of mouth on the smartphone Samsung brand.

200 respondents in the city of Semarang were taken as sample by using purposive sampling technique. Analysis using SPSS 18.0 which includes test validity and reliability testing and using AMOS 18.0 which includes test outliers, normality test, and the goodness of fit criteria.

The results showed the goodness of fit criteria in the study by Chi Square = 107 809; Significance probability = 0.156; RMSEA = 0.027; TLI = 0.989; CFI = 0.991; GFI and AGFI = 0.939 = 0.912, demonstrating research conducted is a good fit. Causality between variables that affect product design shows a positive effect on customer satisfaction and positive effect on positive word of mouth, quality assurance positive effect on customer satisfaction and positive effect on positive word of mouth, wide application features positive effect on customer satisfaction and a positive effect to positive word of mouth, and customer satisfaction has positive influence on positive word of mouth.

Keywords: *Product Design, Quality Assurance, Variety Features Applications, customer satisfaction, and positive word of mouth*