

ABSTRACT

The aim of this research is to investigate the influence of benefit had felt, and risk had felt toward positive memory to increase customer satisfaction. Using these variables, the usage of these variables are able to solve the arising problem within English First..

Sample used in this research were 100 customers of English First. The analysis technique using Structural Equation Modelling (SEM) software to analyze the data.

The analysis results shows that influence of benefit had felt, and risk had felt, have influence in positive memory to increase customer satisfaction. The effect of benefit had felt on positive memory are positive significant; The effect risk had felt on positive memory are positive significant; and The effect positive memory on customer satisfaction are positive significant.

Key words : Benefit had felt, risk had felt, positive memory, and customer satisfaction.