

ABSTRACT

The purpose of this research is to test the influences of advantage of service reliability toward customer satisfaction to increase words of mouth positive. Using these variables, the usage of these variables are able to solve the arising problem within Banaran 9 Coffee and Tea Semarang.

The samples size of this research is 100 customers Banaran 9 Coffee and Tea Semarang. Using the Statistical Package Social Science (SPSS). The results show that the advantage of service reliability on customer satisfaction to increase words of mouth positive.

The effect of advantage of service reliability on customer satisfaction are 0,404; The effect customer satisfaction on words of mouth positive are 0,244; and The effect of advantage of service reliability on words of mouth positive are 0,436.

Keywords: advantage of service reliability, customer satisfaction, and words of mouth positive.