

ABSTRACT

This study aimed to examine the influence of core service quality and peripheral service quality on referencing intention through trust variable. The issue discussed in this research was how core and peripheral service quality can influence trust to raise worth of mouth. This research model consists of four constructs, fifteen indicators, and five hypotheses. Total sample for testing hypotheses is 117 respondents of Klinik Al Fatah's patients. . The data obtained are then analyzed by using Structural Equation Modeling on AMOS 21.0 application.

SEM analysis results meet the criteria of Goodness of Fit Index; χ^2 (chi square) 91,3, probability 0,100(≥ 0.05), RMSEA 0,043 (≤ 0.08), GFI 0,905 (≥ 0.90), AGFI 0,868 (≥ 0.90), TLI 0,987 (≥ 0.95), CFI 0,989 (≥ 0.95), so the research model can be used.

The empirical findings in this study showed that core service quality influences trust and referencing intention directly also indirectly. Peripheral service quality influences on trust but it doesn't influence referencing intention.

Keywords: core service quality, peripheral service quality, trust, referencing intention, words of mouth