

ABSTRACT

The purpose of this research is to test the influences of Service attribute advantage and reference customer satisfaction to increase word of mouth marketing performance. Using these variables, the usage of these variables are able to solve the arising problem within Hungry Buzz Diner.

The samples size of this research is 126 customers Hungry Buzz Diner. Using the Structural Equation Modeling (SEM). The results show that the Service attribute advantage and reference customer satisfaction to increase word of mouth marketing performance.

The effect of service attribute advantage on reference customer satisfaction are 0,64; The effect service attribute advantage on word of mouth marketing performance are 0,39; and The effect reference customer satisfaction on word of mouth marketing performance are 0,41.

Keywords: Service attribute advantage, reference customer satisfaction, and word of mouth marketing performance