ABSTRACT

The manager of SDI Hidayatullah needs to establish parent's trust (customer trust) toward the school because the parent can not directly feels the service that given by the school, only the pupils that can feels it directly. From this reason, the school's manager needs to understand the variables that can increase customer trust with the result that can establish Positive Words of Mouth (WoM). This raises the question "How to establish WoM through customer trust".

This research model indicate the existence of 4 (four) hypothetical. Customer value has a positive influence on customer trust (hypothetical 1); school reputation has positive influence on customer trust (hypothetical 2); service quality has a positive influence on customer trust (hypothetical 3); customer trust has positive influence on Words of Mouth (hypothetical 4).

Sampling technique in this research carried out by accidental sampling method, where the sample selected accidentally. The questionnaire gave to the parent who accidentally meets in the location (SDI Hidayatullah). Number of respondents in this research is 105 customers of SDI Hidayatullah. Technical analysis is used to analyze and interpret the data in this research is the engineering Structural Equation Model (SEM) of the software Amos 16. The proposed model can be accepted after the assumptions have been met and that is normality Standardized Residual Covariance under $\pm 2,58$. While the value Determinant of Covariance Matrix 0,273.

Eksogen measurement model and endogen tested using confirmatory analysis. Measurement model is further analyzed with Structural Equation Model (SEM) used to test the model of causality relationship between the variables that affect and be affected by customer value, school reputation, service quality, customer trust and WoM meet the Goodness of Fit chi square = 210289 ; probability = 0,074; GFI = 0,849; AGFI = 0,809; CFI = 0,978; TLI = 0,974; RMSEA = 0,039; CMIN / DF = 1,155. Based on these results, concluded that the model can be accepted

Keywords: customer value, school reputation, service quality, customer trust and Positive Words of Mouth (WoM)