

ABSTRACT

Motorcycle industries experiencing rapid growth, Yamaha and Honda compete closely. In purpose to win competition is to increase customer value with the result that can establish Positive Words of Mouth (WoM). This raises the question “what reputation, attractiveness advertising and community effect increase customer value and customer value to establish Words of Mouth (WoM). As in the theory and various journals and also whether there is PT. Yamaha motor kencana Indonesia is a problem that want to be inspected in this research.

Model studies indicate the existence of 4 (four) hypothetical. Sampling technique in this research carried out by accidental sampling method. The number of respondents as the sample is determined in this research is 108 Yamaha’s motorcycle user. Technical analysis is used to analyze and interpret the data in this research is the engineering structural equation model (SEM) of the software and AMOS 16. In the process of analysis of research carried out on data obtained from 108 respondents. Results of date analysis will be Causality explain the relationship between variables that are developed in this research model. The normalitas standardized residual covariance $< 1,96$. While the value determinant of covariance matrix 98,250.

Eksogen measurement model and endogen was tasted by using analysis confirmatory. Measurement model is further analyzed with structural equation model (SEM) to test the model kausalitas relationship between the variables that effect and be affected by reputations, attractiveness advertising, community effect, customer value and positive wom meet the goodness of fit chi square = 154,579; probability = 0,055; GFI= 0,866; AGFI= 821; CFI= 981; TLI= 977; RMSEA= 0,044; CMIN/DF= 1,208. Based on the results of data analysis can be concluded that the model can be accepted.

Keywords: reputation, attractiveness advertising, community effect, customer value and Positive Words of Mouth (WoM)