

## **ABSTRACT**

Analysis used in this research as factor analysis that analysis which can be used to trace some factor from a number indicator or variable determining customer satisfaction until make a positif word of mouth. The aims of the research are to investigate and analysis the influence of produk quality, service quality, kompetitif price, of suctomer satisfaction.

Population of this research is customer of Speedy in Semarang, which use speedy after 3 month. Sample of 107 respondents are taken with purposive sampling technique. Data are collected with questionnaires. Data are analyzed using Structural Equation Modeling under AMOS program

Result and theoretical implication of this research is: this research supports previous researches postulating that product quality, service quality, kompetiti price influences customer satisfaction to them positively. In managerial terms, this research contributes improve customers satisfaction make to positif word of mouth

Keywords: product quality, service quality, kompetitif price, customer satisfaction, positif word of mouth.