

ABSTRACT

This research problem originated from the differences in the results of research (research gaps) which states that service quality significantly influences the communication Words of Mouth (WOM), while other studies claim is not significant. This problem is combined with the problem of the phenomenon of modern markets, particularly retailing minimarket in which in the future will face major challenges in the form of negative issues in the community about the development and the work system of modern minimarket, therefore the formulated problem will be solved through this research is “how to manage the service quality in a modern market retail business minimarket so as to encourage the creation of positive WOM in customers and society at large. “

The problem Solving begins by formulating and developing a research model based on theoretical studies of the previous research results. This model has six variables (Relationship Effort, Quality of Service Attributes Core, Retail Reputation, Customer Delight, Customer Confidence and Positive Words of Mouth) and six hypotheses that will be estimated to solve the problem of the research. The respondents of this study are 120 people who had ever shopped at least three times in Alfamart or Indomaret minimarket in Semarang. Based on the experiments with the technique of Structural Equation Model (SEM) using AMOS software 16, it gained modified full model in accordance with the empirical data that can be used as a basis for problem solving research, became it fulfill most of the criteria for goodness of fit such as follows Chi-square 173.895 on 148 df; probability = 0.072; RMSEA = 0.038; GFI = 0.876; AGFI = 0.824; Cmin / DF = 1.175, TLI = .971 and CFI = .977. Thus it can be said that the model is fit for use.

The conclusion of this study indicates that the process to bring forth the positive words of mouth in a mini retail business in the modern market is by improving service quality of the core attributes that can lead to happy / excited feeling to customers (increasing Customer Delight). Quality of additional services in this study is limited on Relationship Effort which has positive effect on Customer Delight but not enough to encourage to create Customer Delight, so that otherwise is not significant to the creation of positive words of mouth.

Keywords: Relationship Effort, Quality of Service Attributes Core, Retail Reputation, Customer Delight, Customer Confidence and Positive Words of Mouth.