ABSTRACT

English course is one of the education course which people need. LPK Kurnia Excellent Course vision and mission to educated their student who has the ability in English. Customer satisfaction and *word of mouth* are primary objective in a modern organizations. The important level of a public sector, mainly as a provider of the service, drives the managers to address the quality and customer satisfaction as priority. It raises the question "How Service Quality, Coorporate Reputation affect companies to establish Customer Satisfaction and to increase the word of mouth " that exist especially in LPK Kurnia Excellent Course Demak.

The model indicate the existence of 3 (three) hypothesisses these hypothesises are "the quality of service has a positive influence to the customer satisfaction", "corporate reputation has a positive influence to the customer satisfaction", and "customer's satisfaction has a positive effect to the *word of mouth*".

The sampling technique used in this research is purposive sampling method. Sample used in this research are student course who has been join the course until four month minimum or one level. The number of respondents is 105 student of LPK Kurnia Excellent Course Demak. Analitical technique used to analyze and interpret the data at this research is the Structural Equation Model (SEM) with Amos 16 software. The proposed model can be accepted after the assumptions fulfilled, which is multivariate normality critical ratio < 2.58 and standardized Residual Covariance < 2.58. While the value Determinant of Covariance Matrix is 1,289.

Exogen and endogen measurement model have tested using of confirmatory analysis. Then the measurement model is analyzed by Structural Equation Model (SEM) to examine the causality relations among the variables that affect and be affected by service quality, hospital image, customer satisfaction and *word of mouth* meet the Goodness of Fit chi square = 83,513; probability = 0,188; GFI = 0,901; AGFI = 0,858; TLI = 0,981; CFI = 0,985; CMIN/DF = 1,144; RMSEA = 0,037. Based on the results of data analysis, it can be concluded that the model can be accepted.

Keywords*: Service Quality, Coorporate Reputation, Customer Satisfaction ,and word of mouth*