

ABSTRACT

This research was conducted with the aim to see the influence of Customer Satisfaction on Brand Equity and Word of Mouth in AHASS workshop. The added variables are Service Quality and Perceived Price as Moderating Variables that affect Customer Satisfaction.

The sample of this research is the customers of AHASS Workshop in Semarang city of West. Analysis of Structural Equation Model (SEM) data using AMOSS and SPSS software programs. The result of the analysis shows that Customer Satisfaction has positive effect on Brand Equity and Word of Mouth. Service Quality positively affects Customer Satisfaction moderated by Perceived Price as Quasi Moderator.

The most dominant variable is Customer Satisfaction. If consumers are satisfied with the services provided, then consumers will be able to market word of mouth about AHASS workshops. In addition, satisfied customers will not move to another workshop. Customer Satisfaction is affected by Service Quality and Perceived Price. Good service and price in accordance with the service will make the customer satisfied to servicing his vehicle in AHASS workshop.

Key Word : *Service Quality, Customer Satisfaction, Brand Equity, Word of Mouth, Perceived Price*