

## INTISARI

Penelitian ini bertujuan untuk menguji adanya pengaruh secara signifikan atau tidak signifikan *Confidence Benefits* terhadap *Functional Quality*, *Confidence Benefits* terhadap *Technical Quality*, *Confidence Benefits* terhadap *Relationship Quality*, *Special Treatment Benefits* terhadap *Functional Quality*, *Special Treatment Benefits* terhadap *Technical Quality*, *Special Treatment Benefits* terhadap *Relationship Quality*, *Social Benefits* terhadap *Functional Quality*, *Social Benefits* terhadap *Technical Quality*, *Social Benefits* terhadap *Relationship Quality*, *Functional Quality* terhadap *Word of Mouth*, *Technical Quality* terhadap *Word of Mouth*, *Relationship Quality* terhadap *Word Of Mouth* pada AUTO2000 di Surabaya.

Penelitian ini menggunakan *Structural Equation Modeling (SEM)* LISREL yaitu sekumpulan teknik-teknik statistikal yang memungkinkan pengujian sebuah rangkaian hubungan relatif murni “rumit” secara simultan yang terdiri dari *Measurement Model* dan *Structural Model*. Dengan *Measurement Model* akan dilihat kevalidan data yang telah dibuat sedangkan *Structural Model* akan dilihat besarnya pengaruh dari tiap-tiap variabel yang diteliti dan kelayakan model yang digunakan dalam penelitian ini. Jumlah sampel dalam penelitian ini adalah 150 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *Confidence Benefits* terhadap *Functional Quality*, *Confidence Benefits* terhadap *Technical Quality*, *Confidence Benefits* terhadap *Relationship Quality*, *Special Treatment Benefits* terhadap *Functional Quality*, *Special Treatment Benefits* terhadap *Technical Quality*, *Social Benefits* terhadap *Functional Quality* pada AUTO2000 di Surabaya. Sedangkan pengaruh *Special Treatment Benefits* terhadap *Relationship Quality*, *Social Benefits* terhadap *Technical Quality*, *Social Benefits* terhadap *Relationship Quality*, *Functional Quality* terhadap *Word of Mouth*, *Technical Quality* terhadap *Word of Mouth*, *Relationship Quality* terhadap *Word Of Mouth* ditolak.

Kata kunci : *confidence benefits, special treatment benefits, social benefits, functional quality, technical quality, relationship quality, word of mouth.*

## ABSTRACT

This study aims to examine the influence of significant or insignificant *Confidence Benefits of Functional Quality, Confidence Benefits of Technical Quality, Confidence Benefits of Relationship Quality, Special Treatment Benefits of Functional Quality, Special Treatment Benefits of Technical Quality, Special Treatment Benefits of Relationship Quality, Social Benefits of Functional Quality, Technical Quality of Social Benefits, Social Benefits of Relationship Quality, Functional Quality of Word of Mouth, Technical Quality of Word of Mouth, Relationship Quality on Word Of Mouth* on AUTO2000 in Surabaya.

This study uses Structural Equation Modeling (SEM) is a set of LISREL statistical techniques that allow testing of a series of relatively pure relationship "complex" consisting of simultaneous Measurement Model and Structural Model. With Measurement Models will be seen validity of the data that have been made while the Structural Models will be seen the degree of influence of each variable under study and the feasibility of the model used in this study. The number of samples in this study were 150 respondents.

The results of this study demonstrate the influence of the *Confidence Benefits of Functional Quality, Confidence Benefits of Technical Quality, Confidence Benefits of Relationship Quality, Special Treatment Benefits of Functional Quality, Special Treatment Benefits of Technical Quality, Functional Quality of Social Benefits on AUTO2000 in Surabaya. While the influence of Special Treatment Benefits of Relationship Quality, Technical Quality of Social Benefits, Social Benefits of Relationship Quality, Functional Quality of Word of Mouth, Technical Quality of Word of Mouth, Relationship Quality on Word Of Mouth* rejected.

*Key words: confidence benefits, special treatment benefits, social benefits, functional quality, technical quality, relationship quality, word of mouth.*