

THESIS

**THE ROLE OF CUSTOMER SATISFACTION AND PURCHASING VALUE IN  
CAUSAL RELATIONSHIP OF SERVICE QUALITY WITH WORD OF MOUTH OF**

***Margo Murah Baru* FURNITURE SHOP**

**As Partial Fulfillment of Requirements to Gain the Degree of Sarjana Ekonomi (S1)**

**In International Program**

**Faculty of Economics Atma Jaya Yogyakarta University**



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**Be accepted in partial fulfillment of the Requirements  
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**Advisor**

  
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**May 17<sup>th</sup> 2010**



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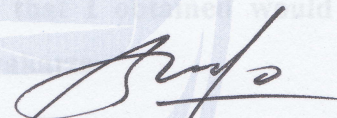
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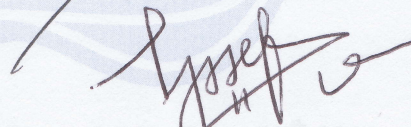


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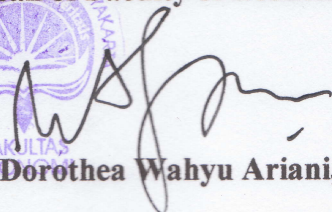
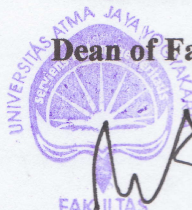
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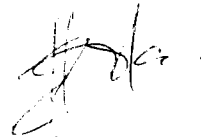
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is verily my own study and research. The statements, ideas, bibliographies and notes which are noted by others are written stated in the form of notation and preferences. If in the future, I were proved that I had imitated some parts or the whole of the thesis, then I will be willing to remove the Degree of Sarjana Ekonomi (S1) certificate of graduation from University of Atma Jaya Yogyakarta thus Sarjana Ekonomi (S1) and certificate of graduation that I obtained would be nullified and returned to University of Atma Jaya Yogyakarta

**Yogyakarta, May 17<sup>th</sup> 2010**



**Fransiska Kumalasari**

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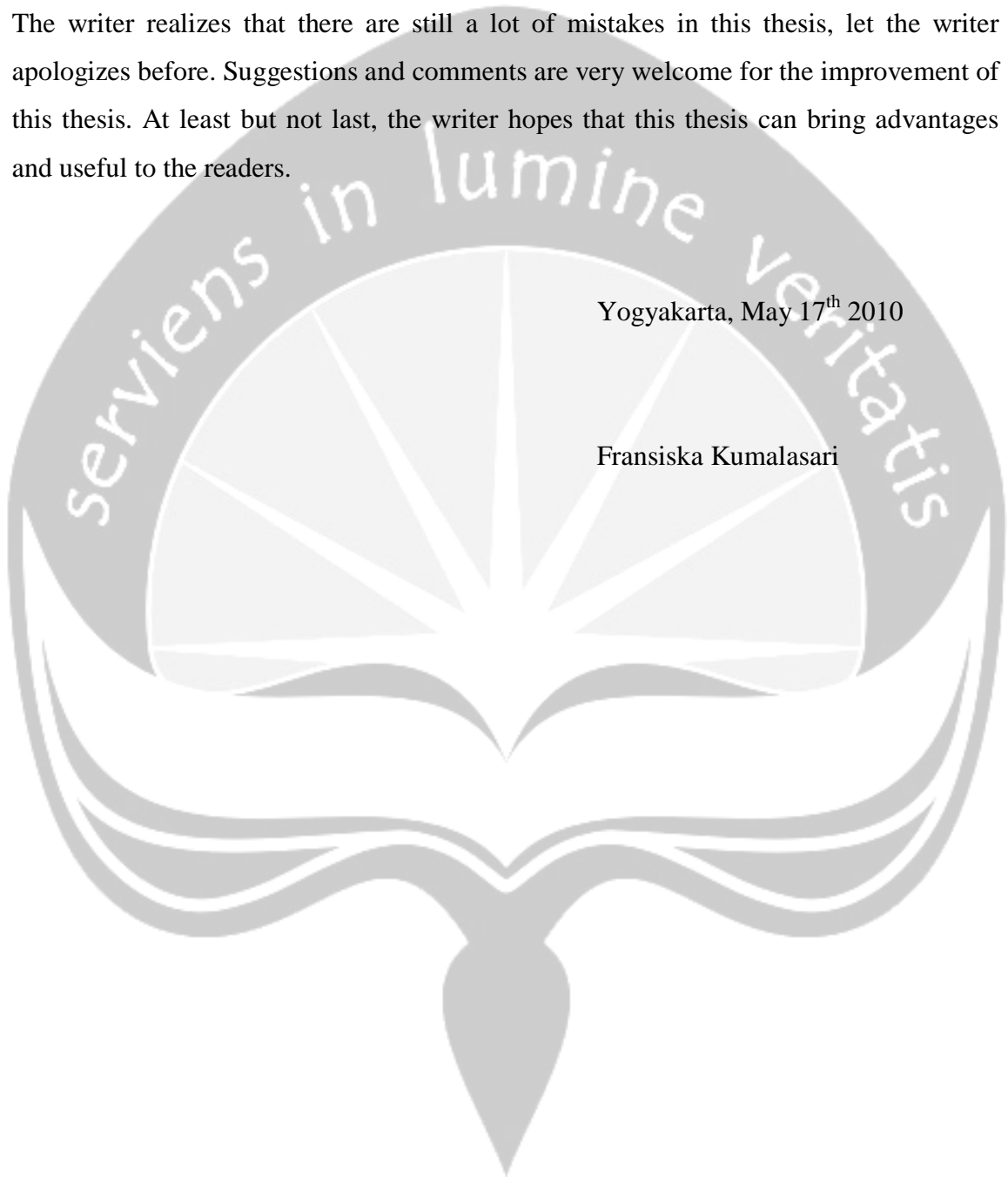


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The writer realizes that there are still a lot of mistakes in this thesis, let the writer apologizes before. Suggestions and comments are very welcome for the improvement of this thesis. At least but not last, the writer hopes that this thesis can bring advantages and useful to the readers.

Yogyakarta, May 17<sup>th</sup> 2010

Fransiska Kumalasari



Motto:

**“...I behold the handmaid of the Lord; be it unto me  
according to Thy word...”**

**(Luke 1:38)**

DEDICATED TO:

*Antoníus Soedíbyo*

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*Alexander Trí Putra Utama*

*Bonaventura Kurníawan Kusuma Jatí*

*Bonífasiús Nugraha Jatí Kusuma*

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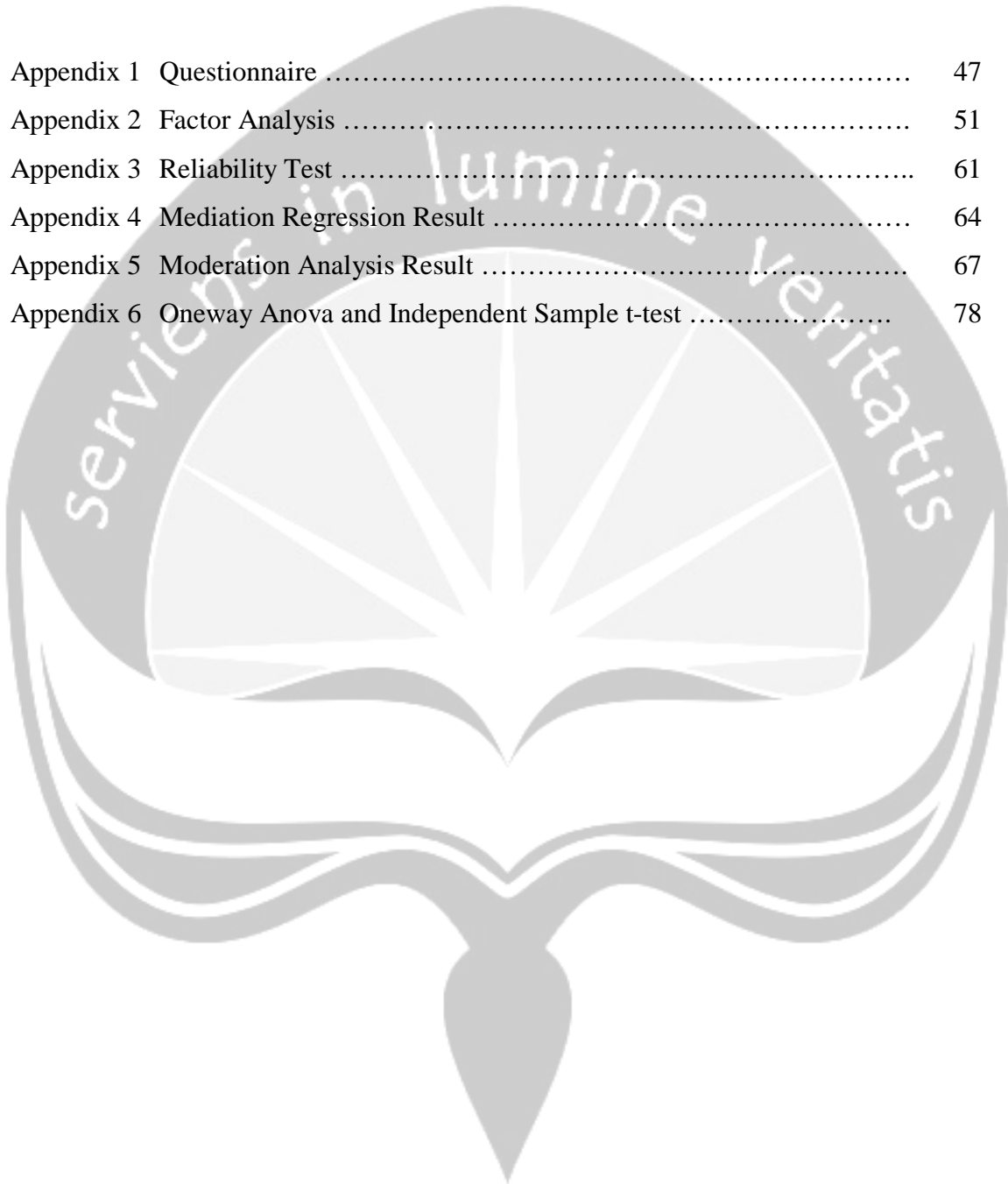
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**Abstract**

The objective of this study was to examine: (1) the mediation role of Customer Satisfaction in the relationship between Service Quality with word of mouth communication. (2) the moderation role of purchasing value in the relationship between Service Quality, Customer Satisfaction and word-of-mouth communication. Research Methodology used in this research is: (1) literature studies, (2) using questionnaire to customer of *Margo Murah Baru* to collect primary data. Analysis tools used in this research: (1) validity analysis which shows accuracy and accurately of an instrument in executes measurement, (2) reliability analysis which defined by repeatedly measuring the construct of variable of interest, (3) mediates regression analysis, to shows a causal sequence among three variables X to M to Y, (4) moderation regression analysis to shows if the effect of X on Y variable depends on the level of a third variable or not.

There are some conclusions in this research: (1) Causal relationship of Service Quality and Word of mouth communication is fully mediated by Customer Satisfaction of *Margo Murah Baru*. (2) Purchasing Value does not support the causal relationship between service quality to word of mouth, service quality to customer satisfaction either between customer satisfaction to word of mouth. (3) Men are giving judgment on variables and its dimensions observed better than women. (4) Customer who bought furniture more than 4 million rupiahs feel *Margo Murah Baru* is more reliable for them, compare to those who bought furniture less than 1 million rupiahs in the store. (5) Customer who lived more than 5 kilometers from store feel *Margo Murah Baru* employee's empathy is better than customer who lived less than 5 kilometers from store.

**Keywords:** furniture shop, mediated regression, moderated regression, causal relationship