

## **ABSTRACT**

*This study aims to analyze the effect of the gold quality and service quality on WOM (Word of Mouth) by using customer satisfaction as an intervening variable in Pusaka Mas Gold Shop, Sukorejo, Kendal. The quality of gold is consideration for consumers in making purchases at Pusaka Mas Gold Shop.*

*Respondents in this study were consumers who carried out transactions at Pusaka Mas Gold Shop. Data was collected through a questionnaire method that was filled independently by 155 respondents selected by non-probability sampling method where respondents had made purchases or transactions at the shop. The analytical method used in this study is the analysis of Structural Equation Modeling (SEM) which is run by the AMOS program.*

*The results of hypothesis testing with SEM indicate that: 1. The gold quality has a positive effect on consumer satisfaction, 2. Service quality has a positive effect on customer satisfaction, 3. Consumer satisfaction has a positive and significant effect on WOM 4. Service quality has a positive effect on WOM of Pusaka Mas Gold Shop.*

*Keywords: Product Quality, Service Quality, Consumer Satisfaction, Word Of Mouth (WOM)*