

ABSTRACT

This study aims to determine whether : 1) service quality affects word of mouth directly, 2) service quality influence the satisfaction of members, 3) member satisfaction affects word of mouth, 4) the satisfaction of the members of the mediate service quality on word of mouth indirectly.

This type of research in the stretcher is to use the research method is descriptive and quantitative. The sampling technique using probability sampling, is a sampling technique that gives equal opportunity to all members of the population to be sample. Data obtained by distributing questionnaires to 100 respondents selected into the sample from a total of 135 members of the cooperative Maniri Artha Makmur branch in Sidoarjo. Data analysis using path

analysis (a method of gabungan between the multiple regression model and the method of mediation).

The result showed : 1) service quality affects word of mouth directly, 2) service quality influence the satisfaction of members, 3) member satisfaction affects word of mouth, 4) member satisfaction does not mediate the service quality on wor of mouth indirectly.

Keywords: service quality, member satisfaction, word of mouth (WOM)