ABSTRACT

THE EFFECT ON CUSTOMER SATISFACTION AND TRUST WORD OF MOUTH POSITIVE BEHAVIOR ORIFLAME PRODUCTS
(Studies On The Student Faculty Of Social Science And Political Science University Lampung)

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This study aims to analyze the influence of variables of customer satisfaction and customer confidence towards positive word of mouth behavior Oriflame products. This type of research used in this research is explanatory. The sampling technique used in this study using purposive sampling. This study used a sample of 100 consumers who never use Oriflame skincare products. Test results showed that partially, to variable customer satisfaction (X_1) significantly influence the behavior of word of mouth positive, and customer trust variables (X_2) significantly influence the behavior of positive word of mouth. Simultaneously, customer satisfaction and customer trust have a significant effect on the behavior of positive word of mouth Oriflame products.

Keywords: Customer Satisfaction, Customer Confidence, and Positive Word Of Mouth.