

**SERVICE QUALITY, CUSTOMER SATISFACTION, CUSTOMER LOYALTY  
AND WORD OF MOUTH AT PT. VILLA MITRA SEHATI BADUNG**

*by*

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**ABSTRACT**

*The purpose of this study were 1) to determine and analyze the effect of the Increasing competition and customers are more selective and knowledgeable require service providers to constantly improve the quality of service. In order to improve the quality of care, it must first be known whether the service provided to customers had been in accordance with customer expectations or not.*

*The problem in this study are: The main problem as an institution that services many of its competitors is the service provided consumer expectations if it is appropriate or not?, While the purpose of this research is to improve service quality, customer satisfaction customer loyalty in order to create word of mouth is positive. From the analysis of the data using a SEM analysis showed that the relationship between the variables affect each other positively and significantly.*

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**Keywords: Quality of Service, Customer Satisfaction, Customer Loyalty and Word Of Mouth**

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