In the face of competition from other companies then optimize salesperson (marketer) is one way that can be taken by the company. Salesperson (marketer) as a role directly related to the customer will determine also the customer's decision to purchase goods/services. Therefore, customer satisfaction with the salesperson (marketer) are very beneficial for the company as it will also have a major impact on the purchasing decisions of customers. As a company in property, then developer Housing "X" is also necessary to improve customer satisfaction, then products can be sold in accordance with the targets expected. In the study (Liu and Leach, 2001) produce that several variables that affect the satisfaction of competence, communication and trust. While the study (Foster and Cadogan, 2000) explains that satisfaction will have an impact of recommendations. In the resulting satisfaction variable coefficient of determination (R²) is 0.608966, which means a variability of endogenous variables which can be explained by the exogenous variables is good enough. While the resulting recommendations variable coefficient of determination (R²) is 0.685652, which means variability of endogenous variables which can be explained by the exogenous variables is very well.

Kata kunci: SEM PLS, Bootstraps, Satisfaction, Recommendations
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