

## ABSTRACT

This research aims to examine structural model that describe relationship among image, perceived quality and value as antecedent of customer satisfaction. The research respondents were customer of Clean Water Company of PT ATB from household group. Sample method intake has been conducted using simple random sampling. This research used data collected from 248 responder becoming customer of household group at Clean Water Company of PT Adhya Tirta Batam in Batam.

The model of analysis used to examine hypothesis was structural equation modeling. Result of the model with few criterions that showed unfavorable result had been modified based on theory and modification indices. Modification result was acceptable, and result of this research could support the model that describes relationship among image, value and perceived quality and customer satisfaction .

Result of examination of causal relationship among image, perceived quality and value customer satisfaction at Clean Water Company of PT ATB indicated that image positively and significantly affected to value and perceived quality. Image didn't significantly affect to customer satisfaction. Perceived quality didn't significantly affect to value. Value didn't have significant effect to customer satisfaction than value and image. The existence of mediation of perceived quality and image made the effect of image to customer satisfaction couldn't be enlarged and the effect of image with mediation of quality and value couldn't exceed direct effect of perceived quality to customer satisfaction.

**Keywords : Structural equation modeling, customer satisfaction , image , perceived quality and value.**