ABSTRACT

Hotel Zodiac is a company engaged in the field of services, hotel services, whose operations provide rooms for domestic and foreign tourists. The high rate of growth continues to increase the number of hotels that make the hospitality industry is growing very rapidly, until today there are many industrial companies compete to be the best hospitality for market share leading to a very tight competition. The hospitality industry is a service industry that combine products and services. The main objective of this study was to determine the effect of the Service Quality and Price Satisfaction. Data collection techniques used were observation, interviews, questionnaires, literature studies, journals. The results showed prices had a considerable influence on the rise and fall of satisfaction, while service quality has an influence that is not too large to fluctuations in visitor satisfaction.

Keywords: Quality Service, Price, Visitor Satisfaction