

ABSTRAK

Laporan penelitian ini berjudul “pengaruh kualitas pelayanan dan harga terhadap kepuasan konsumen Sari Ater *Hot Spring Hotel & Resort*” dilatar belakangi oleh objek wisata yang semakin berkembang akibatnya market share suatu objek wisata sering kali fluktuatif bahkan cenderung menurun seperti yang terjadi pada Sari Ater *Hot Spring Hotel & Resort*.

Hasil penelitian menunjukkan bahwa kualitas pelayanan dan harga terhadap mempengaruhi kepuasan konsumen. baik secara parsial maupun simultan. Besarnya pengaruh kualitas pelayanan dan harga terhadap kepuasan konsumen secara simultan 94,5%.

Kata Kunci : kualitas pelayanan, harga, dan kepuasan konsumen

ABSTRACT

This research report entitled "the influence of service quality and price to customer satisfaction Sari Ater Hot Spring Hotel & Resort" background by the tourism object that is growing as a result market share of a tourist attraction is often fluctuate even tended to decline as it happened at Sari Ater Hot Spring Hotel & Resort.

The results of research show that the quality of service and price to influence consumer satisfaction. Either partially or simultaneously. The magnitude of the influence of service quality and price to customer satisfaction simultaneously 94.5%.

Keywords: service quality, price, and customer satisfaction