

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan kualitas pelayanan terhadap kepuasan konsumen (survei pada tamu Hotel Bilique) secara simultan dan parsial. Metode penelitian yang digunakan ada metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 85 responden. Pengujian instrument penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara harga dan kualitas pelayanan terhadap kepuasan konsumen secara simultan sebesar 58,2% dan sisanya 41,8% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh harga terhadap kepuasan konsumen sebesar 41,4% dan pengaruh kualitas pelayanan terhadap kepuasan konsumen sebesar 16,6% sehingga dapat disimpulkan bahwa harga memberikan pengaruh paling besar terhadap kepuasan konsumen.

Kata Kunci : Harga, Kualitas Pelayanan dan Kepuasan Konsumen

ABSTRAK

This study aims to determine the effect of price and service quality on customer satisfaction (survey of Hotel Bilique guests) simultaneously or partially. The research method used is descriptive and verification method with a total sample of 85 respondents. Testing of research instruments using validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant influence between price and service quality on customer satisfaction. The magnitude of the effect of price and service quality on customer satisfaction simultaneously is 58,2% and the remaining 41,8% is influenced by other variables not examined. Partially the magnitude of the effect of price on customer satisfaction is 41,4% and the influence of service quality on customer satisfaction is 16,6%, so that is can be concluded that price has the most influence on customer satisfaction.

Keywords : Price, Service Quality and Customer Satisfaction