

ABSTRAK**PENGARUH HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA BIRO PERJALANAN WISATA NIMAS TOUR YOGYAKARTA**

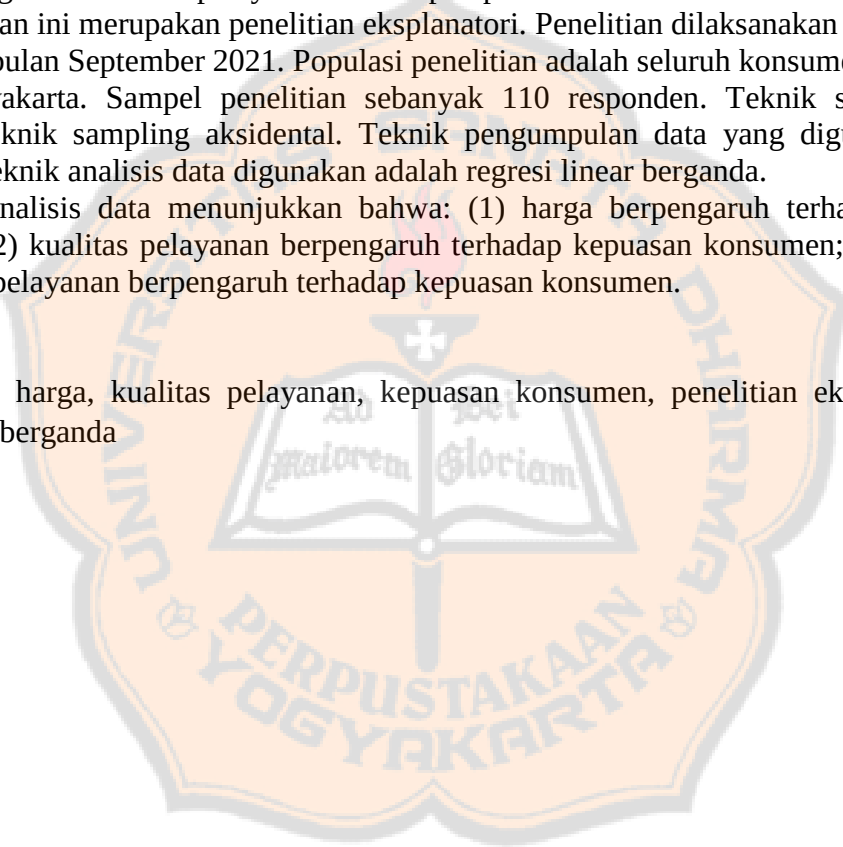
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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh harga terhadap kepuasan konsumen; 2) pengaruh kualitas pelayanan terhadap kepuasan konsumen; dan (3) pengaruh harga dan kualitas pelayanan terhadap kepuasan konsumen.

Penelitian ini merupakan penelitian eksplanatori. Penelitian dilaksanakan di Nimas Tour Travel pada bulan September 2021. Populasi penelitian adalah seluruh konsumen Nimas Tour Travel Yogyakarta. Sampel penelitian sebanyak 110 responden. Teknik sampling yang digunakan teknik sampling aksidental. Teknik pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data digunakan adalah regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) harga berpengaruh terhadap kepuasan konsumen; (2) kualitas pelayanan berpengaruh terhadap kepuasan konsumen; dan (3) harga dan kualitas pelayanan berpengaruh terhadap kepuasan konsumen.

Kata kunci: harga, kualitas pelayanan, kepuasan konsumen, penelitian eksplanatori dan regresi linier berganda



ABSTRACT

THE EFFECT OF PRICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF THE YOGYAKARTA NIMAS TOUR TRAVEL

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This study aims to examine and analyze: (1) the effect of price on customer satisfaction; (2) the effect of service quality on customer satisfaction; and (3) the effect of price and service quality on customer satisfaction.

This research is an explanatory study. This research was conducted at Nimas Tour Travel in September 2021. The research population were Nimas Tour and Travel customers. The research sampling technique was accidental sampling technique. The research sample covered 110 respondents. The data collection method was a questionnaire. The data analysis technique was multiple linear analysis.

The results of data analysis showed that: (1) price had effect on customer satisfaction; (2) service quality had effect on customer satisfaction; and (3) price and service quality had effect on customer satisfaction.

Keywords: *price, service quality, customer satisfaction, explanatory study, and multiple linear regression.*

