

ABSTRAK

PENGARUH KUALITAS LAYANAN, PERSEPSI HARGA DAN CITRA PERUSAHAAN TERHADAP KEPUASAN PELANGGAN (Studi Pada Pelanggan Hotel Balemong Ungaran)

Oleh:
Yosi Yolan Yunita
Nim: 16.05.51.0148

Penelitian ini bertujuan untuk menganalisis serta menguji pengaruh kualitas layanan, persepsi harga dan citra perusahaan terhadap kepuasan pelanggan. Adapun lokasi penelitian adalah di Hotel Balemong Ungaran. Teknik pengambilan sampel menggunakan *purposive sampling* adalah teknik penentuan sampel dengan pertimbangan tertentu atau seleksi khusus, terhadap 100 responden yaitu responden yang pernah menginap di Hotel Balemong Ungaran minimal 2 kali.

Metode pengumpulan data yang digunakan melalui penyebaran kuesioner dengan pengukuran menggunakan skala *likert* lima alternatif jawaban. Uji yang dilakukan yaitu uji instrumen, analisis regresi berganda, uji model penelitian, dan uji hipotesis dengan bantuan program SPSS versi 23 *for windows*. Hasil penelitian menunjukkan bahwa variabel kualitas layanan tidak berpengaruh signifikan terhadap kepuasan pelanggan, Persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, Citra perusahaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata kunci: Kualitas Layanan, Persepsi Harga, Citra Perusahaan, Kepuasan Pelanggan

ABSTRACT

EFFECT OF SERVICE QUALITY, PRICE PERCEPTION AND COMPANY IMAGE ON CUSTOMER SATISFACTION *(Studies on Customers of Hotel Balemong Ungaran)*

By:
Yosi Yolan Yunita
Nim: 16.05.51.0148

This study aims to analyze and examine the effect of service quality, price perception and company image on customer satisfaction. The research location is at Hotel Balemong Ungaran. The sampling technique using purposive sampling is a technique of determining the sample with certain considerations or special selection, towards 100 respondents, namely respondents who have stayed at the Hotel Balemong Ungaran at least 2 times.

The data collection method used was through distributing questionnaires with measurements using a Likert scale of five alternative answers. The tests performed were instrument test, multiple regression analysis, research model test, and hypothesis test with the help of SPSS version 23 for windows. The results showed that the variable service quality has no significant effect on customer satisfaction. Perception of price has a positive and significant effect on customer satisfaction. Company image has a positive and significant effect on customer satisfaction.

Keywords: *Service Quality, Price Perception, Company Image, Customer Satisfaction*