

ABSTRACT

This study aims to analyze whether there is a partial and simultaneous influence between product quality, service quality, and price on customer satisfaction at the Harris Hotel and Residences Riverview Kuta. The number of samples used was 75 people using purposive sampling. Data collection using a questionnaire. The data analysis technique uses multiple linear regressions. The results of the analysis state that, partially, product quality (X_1) has a positive and significant effect on customer satisfaction (Y) at Harris Hotel and Residences Riverview Kuta. This can be seen from the regression coefficient, which was found to have a positive value of 0.300. Partially, service quality (X_2) has a positive and significant effect on customer satisfaction (Y) at Harris Hotel and Residences Riverview Kuta. This can be seen from the regression coefficient, which was found to have a positive value of 0.424. Partially, price (X_3) has a positive and significant effect on customer satisfaction (Y) at Harris Hotel and Residences Riverview Kuta. This can be seen from the regression coefficient, which was found to have a positive value of 0.359. Simultaneously, product quality (X_1), service quality (X_2), and price (X_3) have a positive and significant effect on customer satisfaction (Y) at Harris Hotel and Residences Riverview Kuta. This is evidenced by the multiple regression analysis: $Y = 3.935 + 0.300 (X_1) + 0.424 (X_2) + 0.359 (X_3)$. Multiple determination analysis, product quality, service quality, and price contributed 74.7% to customer satisfaction (Y) Harris Hotel and Residences Riverview Kuta.

Keywords: product quality, service quality, price, customer satisfaction.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis apakah ada pengaruh secara parsial dan simultan antara kualitas produk, kualitas layanan, dan harga terhadap kepuasan pelanggan di Harris Hotel and Residences Riverview Kuta. Jumlah sampel yang digunakan sebanyak 75 orang menggunakan purposive sampling. Pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan regresi linear berganda. Hasil analisis menyatakan secara parsial kualitas produk (X_1) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) di Harris Hotel and Residences Riverview Kuta. Hal ini dapat dilihat dari koefisien regresi b_1X_1 yang ditemukan bernilai positif sebesar 0,300. Secara parsial kualitas layanan (X_2) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) di Harris Hotel and Residences Riverview Kuta. Hal ini dapat dilihat dari koefisien regresi b_2X_2 yang ditemukan bernilai positif sebesar 0,424. Secara parsial harga (X_3) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) di Harris Hotel and Residences Riverview Kuta. Hal ini dapat dilihat dari koefisien regresi b_3X_3 yang ditemukan bernilai positif sebesar 0,359. Secara simultan kualitas produk (X_1), kualitas layanan (X_2) dan harga (X_3) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (Y) Harris Hotel and Residences Riverview Kuta. Hal ini dibuktikan dengan analisis regresi berganda $Y = 3,935 + 0,300 (X_1) + 0,424 (X_2) + 0,359 (X_3)$. Analisis determinasi berganda, kualitas produk, kualitas layanan, dan harga memberikan kontribusi sebesar 74,7% terhadap kepuasan pelanggan Harris Hotel and Residences Riverview Kuta.

Kata kunci : kualitas produk, kualitas layanan, harga, kepuasan pelanggan.