

ABSTRACT

Customer satisfaction is a response from consumers regarding the performance that has been delivered in accordance with customer expectations. Several factors that influence consumer satisfaction include brand image, service quality, and price in relation to consumer satisfaction. This research aims to determine the influence of brand image, service quality, and price on customer satisfaction at the Grand Kuta Hotel and Residence. The research approach used is a quantitative one. The research population is 8,147. Accidental sampling is the sampling technique used in this study, with a sample size of 100 respondents. Multiple linear regression analysis is the data analysis technique used. The study's results indicate this brand image has a positive and significant partial effect on consumer satisfaction at the Grand Kuta Hotel and Residence. This can be demonstrated by regression results with a coefficient of 0.179 and a partial significance test (t-test), where the calculated t-value is 2.114 and the significance value is 0.037. Service quality has a positive and significant partial effect on customer satisfaction. This is supported by regression results with a coefficient of 0.231 and a partial significance test (t-test), where the calculated t-value is 3.157 and the significance value is 0.002. Price has a positive and significant partial effect on customer satisfaction at Grand Kuta Hotel and Residence. This is supported by regression results with a coefficient of 0.210 and a partial significance test (t-test), in which the calculated t-value is 2.837 and the significance value is 0.006. Brand image, service quality, and price have a simultaneous effect on customer satisfaction at Grand Kuta Hotel and Residence. This is confirmed by the simultaneous significance test (F-test), with a calculated F-value of 58.896 and a significance value of 0.001. As for the suggestions that can be made, it is advisable for Grand Kuta Hotel and Residence to enhance the company's brand image by consistently providing excellent facilities and services to consumers. Grand Kuta Hotel and Residence should also improve service quality by consistently delivering the best service to every guest at the hotel. It is recommended that Grand Kuta Hotel and Residence always offer fair prices to consumers in accordance with what they receive.

Keywords: consumer satisfaction, brand image, service quality, price

ABSTRAK

Kepuasan konsumen merupakan suatu tanggapan dari konsumen atas kinerja yang telah diberikan sesuai dengan harapan pelanggan. Beberapa faktor yang mempengaruhi kepuasan konsumen diantaranya *brand image*, *service quality*, dan harga terhadap kepuasan konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh pengaruh *brand image*, *service quality*, dan harga terhadap kepuasan konsumen pada Grand Kuta Hotel And Residence. Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif. Populasi penelitian sebanyak 8.147. Teknik penentuan sampel pada penelitian ini adalah *accidental sampling* dengan jumlah sampel sebanyak 100 orang responden. Teknik analisis data yang digunakan adalah teknik analisis regresi linear bergand. Hasil penelitian menunjukkan. *Brand image* berpengaruh positif dan signifikan secara parsial terhadap kepuasan konsumen pada Grand Kuta Hotel and Residence. Hal ini dapat dibuktikan melalui hasil regresi dengan koefisien sebesar 0,179 dan uji signifikan parsial (uji t-test) dimana diperoleh nilai $t_{hitung} = 2,114$ dan nilai signifikansi = 0,037. *Service quality* berpengaruh positif dan signifikan secara parsial terhadap kepuasan konsumen pada Grand Kuta Hotel and Residence. Hal ini dapat dibuktikan melalui hasil regresi dengan koefisien sebesar 0,231 dan uji signifikan parsial (uji t-test) dimana diperoleh nilai $t_{hitung} = 3,157$ dan nilai signifikansi = 0,002. Harga berpengaruh positif dan signifikan secara parsial terhadap kepuasan konsumen pada Grand Kuta Hotel and Residence. Hal ini dapat dibuktikan melalui hasil regresi dengan koefisien sebesar 0,210 dan uji signifikan parsial (uji t-test) dimana diperoleh nilai $t_{hitung} = 2,837$ dan nilai signifikansi = 0,006. *Brand image*, *service quality*, dan harga berpengaruh secara simultan terhadap kepuasan konsumen pada Grand Kuta Hotel and Residence. Hal ini dapat dibuktikan melalui hasil uji signifikan simultan (uji F-test) dimana diperoleh nilai $F_{hitung} = 58,896$ dan nilai signifikansi = 0,001. Adapun saran yang dapat diberikan sebaiknya pihak Grand Kuta Hotel and Residence meningkatkan brand image perusahaan dengan cara selalu memberikan fasilitas dan pelayanan prima terhadap konsumen. sebaiknya Grand Kuta Hotel and Residence lebih meningkatkan service quality dengan cara selalu konsisten memberikan pelayanan yang terbaik kepada setiap konsumen yang berada di hotel. Sebaiknya pihak Grand Kuta Hotel and Residence selalu memberikan harga yang baik kepada konsumen sesuai dengan apa yang mereka dapatkan

Kata Kunci : Kepuasan Konsumen, *Brand Image*, *Service Quality*, Harga