



PENGARUH KUALITAS PELAYANAN, HARGA DAN LOKASI TERHADAP KEPUASAN KONSUMEN PADA HOTEL ILOS BANDUNG

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh: (1) kualitas pelayanan, harga dan lokasi terhadap kepuasan konsumen, (2) kualitas pelayanan terhadap kepuasan konsumen, (3) harga terhadap kepuasan konsumen, (4) lokasi terhadap kepuasan pelanggan. Desain penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif kausal. Dalam penelitian ini yang menjadi subjek penelitian adalah konsumen yang berkunjung pada Hotel Ilos Bandung dan objek penelitian adalah kualitas pelayanan, harga, lokasi serta kepuasan konsumen. Populasi yang diambil dalam penelitian ini adalah seluruh konsumen yang berkunjung pada Hotel Ilos Bandung berjumlah 35 orang. Data dikumpulkan dengan wawancara, pencatatan dokumen dan metode kuesioner, serta dianalisis dengan analisis regresi berganda. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan, harga dan lokasi berpengaruh signifikan terhadap kepuasan konsumen, (2) kualitas pelayanan berpengaruh signifikan terhadap kepuasan konsumen, (3) harga berpengaruh signifikan terhadap kepuasan konsumen, (4) lokasi berpengaruh signifikan terhadap kepuasan konsumen.

Kata Kunci : Kualitas Pelayanan, Harga, Lokasi, Kepuasan Konsumen.

Abstract

This study aims to examine the effect of: (1) service quality, price and location on consumer satisfaction, (2) service quality on consumer satisfaction, (3) price on consumer satisfaction, (4) location on consumer satisfaction. The research design used in this research is causal quantitative research. In this study, the research subjects were consumer who visited Hotel Ilos Bandung and the objects of research were service quality, price, location and consumer satisfaction. The population taken in this study were all consumer who visited the Ilos Bandung Hotel which amounts to 35 people. Data were collected by interviews, document recording and questionnaire methods, then analyzed by multiple regression analysis. The results showed that: (1) service quality, price and location had a significant effect on consumer satisfaction, (2) service quality had a significant effect on consumer satisfaction, (3) price had a significant effect on consumer satisfaction, (4) location had a significant effect on consumer satisfaction.

Keywords: Service Quality, Price, Location, Consumer Satisfaction.

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