

ABSTRAK

Tujuan utama penelitian ini adalah untuk mengetahui bagaimana kualitas layanan, harga, dan lokasi memengaruhi kebahagiaan pelanggan Hidden Place Medan. Analisis kuantitatif ini melibatkan 100 klien Hidden Place Medan sebagai sampel. Metode pengumpulan data meliputi survei, wawancara langsung, dan observasi cermat. Analisis meliputi regresi linier berganda, uji reliabilitas dan validitas, uji asumsi klasik, uji t, uji F, dan koefisien determinasi, semuanya dilakukan menggunakan SPSS versi 24. Menurut temuan, kepuasan pelanggan dipengaruhi secara positif oleh kualitas layanan dan biaya, tetapi lokasi tidak memainkan peran utama. Ketiga faktor harga, lokasi, dan kualitas layanan memiliki dampak substansial terhadap kebahagiaan pelanggan Hidden Place Medan secara keseluruhan. Dengan nilai Adjusted R Squared sebesar 0,254, penelitian ini menemukan bahwa lokasi, harga, dan kualitas layanan menjelaskan 25,4% dari kepuasan pelanggan. Bagian yang tersisa dipengaruhi oleh karakteristik yang tidak dipertimbangkan dalam analisis.

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

ABSTRACT

Finding out how service quality, price, and location affect Hidden Place Medan customers' happiness was the main goal of this study. This quantitative analysis included 100 clients of Hidden Place Medan as a sample. Methods for gathering data included surveys, in-person interviews, and careful observation. Analyzes included multiple linear regression, reliability and validity tests, classical assumption tests, t-tests, F-tests, and coefficients of determination, all conducted in SPSS version 24. According to the findings, customer satisfaction was positively affected by service quality and cost, but location did not play a major role. All three factors price, location, and service quality had a substantial impact on Hidden Place Medan customers' overall happiness. With an Adjusted R Squared value of 0.254, the study found that location, price, and service quality explained 25.4% of customer satisfaction. The remaining portion was impacted by characteristics that were not considered in the analysis.

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