



## Acceptance Letter

Dear Author(S): Jese Tingkos Tampubolon, Ricky Rafii Ritonga, Herlina Pasaribu, Eki Ro Putra Br Limbong

Paper ID:	J-Mantik-622022004
Paper Title:	Pengaruh Lokasi, Harga, dan Pelayanan Kerja Terhadap Kepuasan konsumen pada PT Rudang Hotel Berastagi

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# **Pengaruh Lokasi, Harga, dan Pelayanan Kerja Terhadap Kepuasan konsumen pada PT Rudang Hotel Berastagi**

Jese Tingkos Tampubolon<sup>1)</sup>,Ricky Rafii Ritonga<sup>2)</sup>,Herlina Pasaribu<sup>3)</sup>,Eki Ro Putra Br Limbong<sup>4)</sup>

Program Studi Manajemen

Fakultas Ekonomi

Universitas PrimaIndonesia

## **ABSTRAK**

Lokasi penelitian dilakukan di PT Rudang Hotel Berastagi, Merupakan perusahaan yang bergerak dalam bidang jasa akomodasi hotel. Pada saat penelitian dilakukan perusahaan sedang mengalami penurunan kepuasan konsumen ditunjukkan dengan menurunnya pengunjung. Adapun fenomena permasalahan dalam lokasi mengenai banyaknya akomodasi yang menawarkan jasa serupa sehingga pilihan konsumen dalam memilih semakin banyak. Permasalahan dalam harga mengenai konsumen mengeluh bahwa harga tidak sesuai dengan fasilitasnya seperti kamar delux namun fasilitasnya sama dengan harga kamar standar. Permasalahan dalam pelayanan kerja, kurangnya keramahan resepsionis dalam melayani konsumen. Pembatasan teori akan dibatasi melalui manajemen pemasaran lokasi, harga, pelayanan kerja, dan kepuasan konsumen. Penelitian ini menggunakan simple random sampling dengan rumus slovin. Dengan populasi 2304 konsumen dan 30 orang untuk melakukan pengujian validitas dan sampel sejumlah 100 konsumen. Penelitian kuantitatif dipilih sebagai metode penelitian. Analisa yang digunakan berupa metode analisa berganda, pengujian determinasi dan pengujian simultan F hitung ( $5.891 > 3.09$ ) dan pengujian parsial lokasi ( $0.662 < 1.984$ ), harga ( $3.599 > 1.984$ ), dan pelayanan kerja ( $2.731 > 1.984$ ). Hasil penelitian menunjukkan lokasi tidak mempengaruhi kepuasan konsumen, tetapi harga dan pelayanan kerja menunjukkan secara positif dan signifikan mempengaruhi kepuasan konsumen dengan ratio 12.9%

Kata Kunci : Lokasi, Harga, pelayanan kerja, dan kepuasan konsumen.

## **ABSTRACT**

The research location was conducted at PT Rudang Hotel Berastagi, a company engaged in hotel accommodation services. At the time the research was conducted the company experienced a decrease in consumer satisfaction as indicated by a decrease in visitors. The phenomenon of location problems regarding the number of accommodations that offer similar services so that the choice of consumers in choosing is increasing. Regarding the price, consumers complain that the price does not match the facilities such as a delux room but the facilities are the same as the standard room price. Problems in service work, less friendly receptionist in serving consumers. Theoretical limitations will be limited through the management of marketing locations, prices, job services, and customer satisfaction. This study uses simple random sampling with the Slovin formula. With a population of 2304 consumers and 30 people for validity testing and a sample of 100 consumers. Quantitative research was chosen as the research method. The analysis used in the form of multiple analysis methods, determination testing and simultaneous testing of F count ( $5.891 > 3.09$ ) and partial testing of location ( $0.662 < 1.984$ ), price ( $3.599 > 1.984$ ), and job services ( $2.731 > 1.984$ ). The results showed that location had no effect on customer satisfaction, but price and work service showed a positive and significant effect on customer satisfaction with a ratio of 12.9%.

**Keywords: Location, price, work service, and customer satisfaction**