

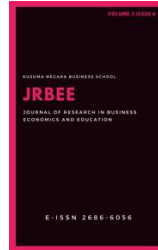


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<https://e-journal.stie-kusumanegara.ac.id/index.php/jrbee>

International Journal of Research in Business Economics and Education (E-ISSN 2686-6056)



Date : 15 June 2022.

Title : The Effect of Promotion, Quality of Service and Price on Customer Satisfaction PT. Pancur

Gading Wisata

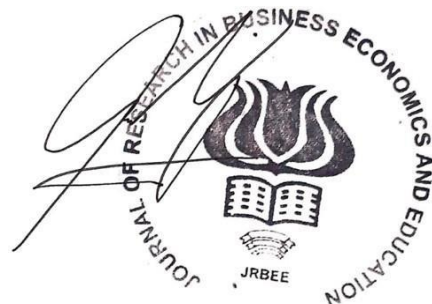
To : Nurmaidah Ginting, Wike Erista Barus, Ihsan Pehulisa S. Surbakti, Artha Bonauli, Masmur Erikson Samosir

Prima University of Indonesia

Thank you for your interest in publishing in International Journal of Research in Business Economics and Education. I am pleased to confirm that your paper "The Effect of Promotion, Quality of Service and Price on Customer Satisfaction PT. Pancur Gading Wisata" has been **ACCEPTED** for publication in our journal. Your paper has been scheduled for publication in Vol 4, No 4, 2022 (August Edition).

With kind regards,

Jakarta, 15 June 2022.



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PENGARUH PROMOSI, KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN PELANGGAN PT PANCUR GADING WISATA

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ABSTRAK

Tujuan penelitian ini dibuat untuk menganalisis, mencari tahu pengaruh promosi harga serta mutu pelayanan terhadap kepuasan pelanggan di PT. Pancur Gading Wisata. Pengumpulan data dengan *simple random sampling* dengan teknik *slovin* hingga mendapatkan sebanyak 93 orang yang menjadi responden dalam riset ini. Regresi linear berganda merupakan metode yang di pakai dalam penelitian ini ditambah dengan aplikasi pengolahan data. Hasil penelitian membuktikan promosi pengaruh signifikan dan positif pada kepuasan konsumen PT. Pancur Gading Wisata. Kualitas layanan berefek positif dan signifikan pada kepuasan pelanggan konsumen pada PT. Pancur Gading Wisata. Harga berefek baik dan bertambah kepuasan konsumen PT. Pancur Gading Wisata. Promosi, kualitas layanan dan harga berdampak secara baik dan signifikan terhadap kepuasan konsumen PT. Pancur Gading Wisata. Koefisien *Adjusted R Square* yaitu 92,7% yang membuktikan variabel rasa bahagia pelanggan dapat dipahami oleh variabel promosi, kualitas layanan dan harga. Lalu, sisanya 7,3% merupakan variabel lain yang tidak dapat dijelaskan menurut riset ini.

Kata Kunci : Promosi, kualitas layanan, harga dan Kepuasan Pelanggan

ABSTRACT

“This research was aimed to analyze and to figure out the effect of the promotion, service quality and price on customer satisfaction at PT. Pancur Gading Wisata. The data were collected by random sampling with Slovin technique to get as many as 93 respondents or sample in this research. The methods of this research was used multiple linear regression assisted by processing applications. The result showed that the promotion had positive and significant impact on customer's satisfaction at PT. Pancur Gading Wisata. Service quality has positive and significant impact on customer's satisfaction at PT. Pancur Gading Wisata. Price has a positive and significant impact on customer's satisfaction. Simultaneously, it showed that promotion, service quality and price have positive and significant impact on customer's satisfaction at PT. Pancur Gading Wisata. The adjusted R square coefficient was 92.7%. It showed that variation of the customer's satisfaction variable can be explained by the promotion, quality and price variables. While the rest of 7.3 % influenced by the other independent variables that cannot be explained in this research”.

Keywords: Promotion, Service, Quality, Price and Customer Satisfaction