

**PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP  
KEPUASAN PELANGGAN PADA *SEA BREEZE BAR AND  
RESTAURANT* DI LOVINA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji (1) pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan, (2) pengaruh kualitas pelayanan terhadap kepuasan pelanggan, (3) pengaruh harga terhadap kepuasan pelanggan. Teknik penentuan sampel menggunakan *purposive sampling* sehingga diperoleh sampel sebanyak 70 responden. Desain penelitian ini adalah kuantitatif kausal. Data dikumpulkan dengan kuesioner, dan dianalisis dengan analisis regresi linear berganda. Hasil penelitian ini adalah (1) kualitas pelayanan dan harga berpengaruh signifikan terhadap kepuasan pelanggan sebesar 79,0% (2) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan sebesar 39,8% dan (3) harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan sebesar 36,3%.

**Kata-kata kunci** : harga, kepuasan pelanggan, kualitas pelayanan.

**ABSTRACT**

The research aimed at examining (1) the impact of service quality and price toward customer satisfaction, (2) the impact service quality toward customer satisfaction, (3) the influence of price toward customer satisfaction. The sample of customer were 70 respondent by applying *purposive sampling* technique. The subject of research were *Sea Breeze and Bar Restaurant* in Lovina customer, meanwhile objects of research were service quality, price and customer satisfaction. The method in this research use questionnaire. Design of study was casual quantitative and the data wore analyzed with multiple linear regression. The result of the research shows (1) the impact of service quality and price significantly influence customer satisfaction decision around 79,0% (2) service quality influence positive and significantly toward customer satisfaction decision around 39,8% (3) price influence positive and significantly toward customer satisfaction decision around 36,3%.

**Keywords**: price, customer satisfaction, service quality.