

**PENGARUH KUALITAS PELAYANAN DAN *PRICE DISCOUNT* TERHADAP KEPUASAN PELANGGAN PADA REDDOORZ NEAR MIKIE HOLIDAY**

**ABSTRAK**

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis bagaimana pengaruh Kualitas Pelayanan dan *price discount* terhadap kepuasan pelanggan pada Reddoorz Near Mikie Holiday. Penelitian ini merupakan penelitian dengan deskriptif kuantitatif dengan teknik analisis data yang digunakan yaitu regresi linier berganda dan uji hipotesis (uji t dan uji f). Penelitian ini dilaksanakan di Reddoorz Near Mikie Holliday, Jl. Jamin Ginting, Sempajaya, Kecamatan Berastagi, Kabupaten Karo, Sumatera Utara dilaksanakan pada bulan Desember 2020 sampai dengan bulan Mei 2021. Populasi dalam penelitian ini adalah seluruh pelanggan yang berkunjung ke Reddoorz Near Mikie Holiday pada bulan Desember 2020 yang berjumlah 200 orang dengan jumlah sampel 67 orang menggunakan rumus slovin. Metode pengumpulan data menggunakan angket dan dokumentasi. Hasil analisis regresi linier berganda diperoleh  $Y=27,367+0,377X_1-0,013X_2+e$ . Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Kualitas Pelayanan dan *Price Discount* terhadap Kepuasan Pelanggan. Hal tersebut dapat dibuktikan dengan uji simultan. Hasil uji F secara simultan diketahui bahwa *price discount* dan kualitas pelayanan memiliki pengaruh yang signifikan terhadap kepuasan pelanggan dimana nilai  $F_{hitung} > F_{tabel}$  ( $7,173 > 3,14$ ). Dengan demikian, *Price Discount* dan Kualitas Pelayanan secara bersama-sama berpengaruh signifikan terhadap Kepuasan Pelanggan di Reddoorz Near Mikie Holiday. Variabel bebas (*Price Discount* dan Kualitas Pelayanan) mampu menjelaskan variabel terikat (Kepuasan Pelanggan) sebesar 18,3% dan sisanya 81,7% variabel Kepuasan Pelanggan dijelaskan oleh variabel lain diluar penelitian.

**Kata kunci :** Kualitas Pelayanan, Kepuasan Pelanggan, *Price Discount*

**THE EFFECT OF QUALITY OF SERVICE QUALITY AND PRICE  
DISCOUNT ON CUSTOMER SATISFACTION ON  
REDDOORZ NEAR MIKIE HOLIDAY**

**ABSTRACT**

*The purpose of this study was to determine and analyze how the influence of service quality and price discount on customer satisfaction at Reddoorz Near Mikie Holiday. This research is a quantitative descriptive study with data analysis techniques used, namely multiple linear regression and hypothesis testing (t test and f test). This research was conducted at Reddoorz Near Mikie Holliday, Jl. Jamin Ginting, Sempajaya, Berastagi District, Karo Regency, North Sumatra was carried out from December 2020 to May 2021. The population in this study were all customers who visited Reddoorz Near Mikie Holiday in December 2020, totaling 200 people with a sample of 67 people use slovin's formula. Methods of data collection using questionnaires and documentation. The results of multiple linear regression analysis obtained  $Y=27,367+0,377X1-0,013X2+e$ . The results showed that there was a positive and significant effect between Service Quality and Price Discount on Customer Satisfaction. This can be proven by simultaneous test. The results of the F test simultaneously show that price discount and service quality have a significant effect on customer satisfaction where the value of  $F_{count} > F_{table}$  ( $7.173 > 3.14$ ). Thus, Price Discount and Service Quality together have a significant effect on Customer Satisfaction at Reddoorz Near Mikie Holiday. The independent variables (Price Discount and Service Quality) were able to explain the dependent variable (Customer Satisfaction) of 18.3% and the remaining 81.7% of the Customer Satisfaction variables were explained by other variables outside the study.*

**Keywords: Service Quality, Customer Satisfaction, Price Discount**