

ABSTRACT

This research aims to know the influence of simultaneous and partial service quality, location and price against the interest in purchasing anniversary through customer satisfaction, case study on PT Din Travel. So it can be known how the quality of service, location and price against interest buy rework through improved customer satisfaction. The technique used is the number of explanatory reseach sempel 96 respondents. The methods used in this research is to test the instruments validity and reliability test, test of normality, multiple linear regression test, test of classical assumptions i.e. multikolonieritas and test heterokedastisitas test test t (i.e. hypothesis test partial), the F-test (test simultaneously) and kofisien determination. The results of this study suggest that (1) the quality of service had a significant positive influence towards customer satisfaction and interest in PT Din Travel, (2) location has a significant positive influence towards customer satisfaction and interest in PT Din Travel(3) the price has a significant positive influence towards customer satisfaction and interest in PT Din Travel.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh secara simultan dan parsial kualitas pelayanan, lokasi dan harga terhadap minat beli ulang melalui kepuasan pelanggan, studi kasus pada PT Din Travel. Sehingga dapat diketahui bagaimana kualitas pelayanan, lokasi dan harga terhadap minat beli ulang melalui peningkatan kepuasan pelanggan. Teknik yang digunakan adalah *explanatory reseach* yaitu dengan jumlah sampel 96 responden.

Metode yang digunakan dalam penelitian ini adalah uji instrumen yaitu uji validitas dan realibilitas, uji normalitas, uji regresi linier berganda, uji asumsi klasik yaitu uji multikolonieritas dan uji heterokedastisitas dan uji hipotesis yaitu uji t (uji parsial), uji F (uji simultan) dan koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa (1) kualitas pelayanan memiliki pengaruh positif signifikan terhadap minat beli dan kepuasan pelanggan di PT Din Travel, (2) lokasi memiliki pengaruh positif signifikan terhadap minat beli dan kepuasan pelanggan di PT Din Travel (3) Harga memiliki pengaruh positif signifikan terhadap minat beli dan kepuasan pelanggan di PT Din Travel.