

## ABSTRAK

Tujuan penelitian ini yaitu untuk mengetahui pengaruh secara parsial antara variabel pengaruh harga, citra perusahaan, kualitas pelayanan, terhadap kepuasan pelanggan PT. Ayu Indah Group Tours And Travel, Penelitian ini merupakan penelitian kuantitatif. Data yang diteliti adalah data primer yang diperoleh langsung dari hasil kuesioner dengan sampel sebanyak 97 responden pada pelanggan PT. Ayu Indah Tours And Travel. Analisis data menggunakan SPSS 22 for windows dengan menguji analisis regresi linier berganda, koefisiensi determinasi, dan uji hipotesis.

Hasil penelitian menunjukkan bahwa variabel (1) harga berpengaruh positif dan signifikan terhadap Kepuasan pelanggan. (2) citra perusahaan tidak berpengaruh positif dan signifikan terhadap Kepuasan pelanggan. (3) kualitas pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Hasil penelitian ini diperoleh persamaan regresi  $Y = 0,524 + 0,089 X_1 + 0,071 X_2 + 0,775 X_3 + e$ . Hasil regresi berganda ini menunjukkan nilai Adjusted R-square sebesar 0,770 yang menunjukkan bahwa pengaruh harga, citra perusahaan, kualitas pelayanan terhadap kepuasan pelanggan sebesar 77% sedangkan sisanya 23% dipengaruhi oleh variabel lain diluar variabel penelitian.

**Kata–Kata Kunci : Harga, citra perusahaan, kepuasan pelanggan dan Kepuasan Pelanggan**

## ABSTRACT

*The purpose of this study is to determine the effect partially between the variables of price influence, company image, service quality, on customer satisfaction PT. Ayu Indah Tours and Travel Group, this research is quantitative research. The data studied are primary data obtained directly from the results of the questionnaire with a sample of 97 respondents to customers of PT. Ayu Indah Tours And Travel. Data analysis using SPSS 22 for windows by testing multiple linear regression analysis, coefficient of determination, and hypothesis testing.*

*The results of the study show that the variable (1) price has a positive and significant effect on customer satisfaction. (2) company image does not have a positive and significant effect on customer satisfaction. (3) customer quality has a positive and significant effect on Customer Satisfaction. The results of this study obtained a regression equation  $Y = 0.524 + 0.089 X_1 + 0.071 X_2 + 0.775 X_3 + e$ . The results of this multiple regression show the Adjusted R-square value of 0.770 which indicates that the effect of price, company image, service quality on customer satisfaction is 77% while the remaining 23% is influenced by other variables outside the research variable.*

**Keywords: Price, company image, customer satisfaction and customer satisfaction**