

## ABSTRAK

Kualitas Pelayanan dalam Jasa Travel sangatlah penting. Tersedianya pelayanan yang baik, tempat transit yang nyaman, Sopir yang professional menentukan kepuasan konsumen yang akan menggunakan Jasa Travel. Kualitas pelayanan adalah totalitas fitur dan karakteristik produk atau jasa yang bergantung pada kemampuannya untuk memuaskan kebutuhan.

Tujuan penelitian untuk mengetahui tanggapan konsumen mengenai harga dan kualitas pelayanan, mengetahui pengaruh harga terhadap kepuasan pelanggan, mengetahui pengaruh kualitas pelayanan terhadap kepuasan konsumen dan untuk mengetahui pengaruh Apakah harga dan kualitas pelayanan berpengaruh terhadap kepuasan konsumen. Metode penelitian yang digunakan yaitu metode deskriptif verifikatif dengan teknik pengumpulan data melalui penyebaran kuesioner.

Hasil penelitian menunjukkan bahwa tanggapan konsumen mengenai harga dinilai cukup, dan masih terdapat penilaian yang tinggi seperti Grand Star Holiday memberikan potongan harga bagi member dan penilaian yang rendah yaitu Harga yang ditawarkan Grand Star Holiday sesuai dengan fasilitas yang diberikan. Sedangkan kualitas pelayanan dinilai sudah baik pada Grand Star Holiday Bandung. Harga berpengaruh terhadap kepuasan pelanggan Grand Star Holiday Bandung berdasarkan hasil uji hipotesis yang menunjukkan  $H_0$  ditolak dan  $H_a$  diterima. Kualitas pelayanan berpengaruh terhadap kepuasan konsumen di Grand Star Holiday Bandung berdasarkan hasil uji hipotesis yang menunjukkan  $H_0$  ditolak dan  $H_a$  diterima. Harga dan kualitas pelayanan berpengaruh terhadap kepuasan konsumen berdasarkan hasil uji hipotesis secara simultan yang menunjukkan  $H_0$  ditolak dan  $H_a$  diterima.

Kata kunci: harga dan kualitas pelayanan, kepuasan pelanggan

## **ABSTRACT**

*Quality of Service in Travel Services is very important. The availability of good service, a convenient transit place, a professional driver determines the satisfaction of consumers who will use Travel Services. Service quality is the totality of features and characteristics of products or services that depend on their ability to satisfy needs.*

*The purpose of this study was to determine the consumer's response regarding the price and quality of service, determine the effect of prices on customer satisfaction, determine the effect of service quality on customer satisfaction and to determine the effect of whether the price and quality of service affect customer satisfaction. The research method used is descriptive verification method with data collection techniques through questionnaires.*

*The results showed that consumers' responses on prices were considered sufficient, and there were still high ratings such as Grand Star Holiday giving members discounts and low ratings, namely the price offered by Grand Star Holiday in accordance with the facilities provided. While the quality of service is considered good at the Grand Star Holiday Bandung. Prices affect customer satisfaction Grand Star Holiday Bandung based on the results of hypothesis testing that shows  $H_0$  is rejected and  $H_a$  is accepted. Service quality has an effect on customer satisfaction at Grand Star Holiday Bandung based on the results of hypothesis testing which shows that  $H_0$  is rejected and  $H_a$  is accepted. Price and quality of service affect customer satisfaction based on the results of simultaneous hypothesis testing which shows  $H_0$  is rejected and  $H_a$  is accepted.*

*Keywords: price and service quality, customer satisfaction*