

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan ridho laundry baik secara parsial maupun simultan dengan pendekatan deskriptif dan kuantitatif. Jumlah sampel adalah sebanyak 147 responden menggunakan teknik *accidental sampling*. Selanjutnya data dianalisis dengan analisis Regresi Linear Berganda. Hasil analisis data penelitian, diperoleh kesimpulan sebagai berikut: (1) Kualitas Pelayanan Ridho Laundry sudah baik. (2) Harga yang diberikan oleh Ridho Laundry sudah sangat baik. (3) Kepuasan Pelanggan pada Ridho Laundry sudah baik. (4) Terdapat pengaruh parsial kualitas pelayanan terhadap kepuasan pelanggan. (5) Terdapat pengaruh parsial harga terhadap kepuasan pelanggan. (6) Terdapat pengaruh secara simultan kualitas pelayanan dan harga terhadap kepuasan pelanggan.

Kata kunci: *kualitas pelayanan, harga, kepuasan pelanggan*



ABSTRACT

This study aims to explain the effect of service quality and price on ridho laundry customer satisfaction either partially or simultaneously with descriptive and quantitative approaches. The number of samples is 147 respondents using accidental sampling technique. Furthermore, the data were analyzed by Multiple Linear Regression analysis. The results of the analysis of research data, the following conclusions were obtained: (1) The quality of Ridho Laundry's services was good. (2) The price given by Ridho Laundry is very good. (3) Customer satisfaction at Ridho Laundry is good. (4) There is a partial effect of service quality on customer satisfaction. (5) There is a partial effect of price on customer satisfaction. (6) There is a simultaneous effect of service quality and price on customer satisfaction.

Keywords : service quality, price, customer satisfaction

