

ABSTRACT

The purpose of research want to know the effect of quality of service, facilities, and price to customer satisfaction at travel Iqro Semarang. The population in this study are the customers who use the services of travel Iqro at least twice in the past three months. Sampling in this study using non-probability sampling technique, and the type of purposive sampling method. The analysis used in this study include test validity, test reliabilitas, classical assumption test, multiple linear regression analysis, and hypothesis testing including t test, F test, and the coefficient of determination (R²).

Results of multiple regression analysis is, $Y = 0,295 X_1 + 0,351 X_2 + 0,398 X_3$. It means that all independent variables, the quality of service, facilities and price have a positive influence on the dependent variable, consumer satisfaction. The independent variable is the most influential of the dependent variable is the variable price (0.398), followed by a variable facility (0.351), and the last is the variable quality of service (0,295). And the coefficient of determination (adjusted R²) is 0,773. This means that 77,3% customer satisfaction is affected by variable prices, facilities and quality of service. While the remaining 22,7% is influenced by other variables that are not addressed in this study.

Keywords : customer satisfaction, service quality, facilities, price