

## **ABSTRAK**

### **PENGARUH *E-SERVICE QUALITY*, PROMOSI, DAN HARGA TERHADAP KEPUASAN KONSUMEN (Studi Pada Konsumen Golden Tulip Springhill Hotel Bandar Lampung)**

**Oleh**

**DIAN ISLAMİYATI OCTARIANA**

Penelitian ini bertujuan untuk mengetahui besarnya pengaruh *e-service quality*, promosi, dan harga terhadap kepuasan konsumen Hotel Golden Tulip Springhill Bandar Lampung. Penelitian ini merupakan jenis penelitian menggunakan *explanatory research* dengan pendekatan kuantitatif. Teknik pengambilan sampling yaitu menggunakan teknik *accidental sampling* dengan menggunakan metode *nonprobability sampling* dengan sampel sebanyak 100 responden pengunjung hotel Golden Tulip Springhill. Data diperoleh dari kuesioner dan analisis data pada penelitian ini menggunakan analisis regresi linear berganda dengan bantuan SPSS 26. Penelitian ini menunjukkan bahwa secara parsial variabel *e-service quality*, promosi, dan harga berpengaruh signifikan terhadap kepuasan konsumen dan secara simultan variabel *e-service quality*, promosi, dan harga berpengaruh positif dan signifikan sebesar 66,7% terhadap kepuasan konsumen Hotel Golden Tulip Springhill Bandar Lampung.

**Kata Kunci: *E-Service Quality*, Promosi, Harga, Kepuasan Konsumenn**

## **ABSTRAK**

### ***THE EFFECT OF E-SERVICE QUALITY, PROMOTION, AND PRICE ON CONSUMER SATISFACTION***

***(Study on Consumers Golden Tulip Springhill Hotel Bandar Lampung)***

***By***

***DIAN ISLAMİYATI OCTARIANA***

*This research was aimed to determine the influence of e-service quality, promotion, and price on customer satisfaction at the Golden Tulip Springhill Hotel Bandar Lampung. This research is a type of research using explanatory research with a quantitative approach. The sampling technique is using accidental sampling technique using non-probability sampling method with a sample of 100 respondents to the Golden Tulip Springhill hotel visitors. Data were obtained from questionnaires and data analysis in this study used multiple linear regression analysis with the help of SPSS 26. This study showed that partially the e-service quality, promotion, and price variables had a significant effect on customer satisfaction and simultaneously the e-service quality variable, promotions, and prices have a positive and significant effect of 66.7% on customer satisfaction at the Golden Tulip Springhill Hotel Bandar Lampung.*

***Keywords: E-Service Quality, Promotion, Price, Consumer Satisfaction***