

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Pelayanan, Harga dan *Relationship Marketing* Terhadap Kepuasan Pelanggan PT. Hasanah Jaya Sejahtera Tour and Travel” yang ditulis oleh Yanuar Bagus Prananta NIM. 126407203039 Program Studi Priwisata Syariah Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, pembimbing bapak Dr. Deny Yudiantoro, S.AP., M.M.,

Penelitian ini berfokus pada PT Hasanah Jaya Sejahtera, sebuah perusahaan yang bergerak di bidang jasa tour and travel. Di tengah persaingan industri pariwisata yang semakin ketat, perusahaan perlu memahami faktor-faktor yang dapat memengaruhi kepuasan pelanggan. Kualitas pelayanan, harga, dan *relationship marketing* dianggap sebagai elemen penting yang dapat menentukan tingkat kepuasan pelanggan. Kualitas pelayanan yang baik akan membentuk pengalaman positif bagi pelanggan, sementara harga yang kompetitif dapat menarik lebih banyak pelanggan. Selain itu, *relationship marketing* berperan penting dalam membangun hubungan jangka panjang antara perusahaan dan pelanggan. Dengan memahami pengaruh ketiga variabel ini, PT Hasanah Jaya Sejahtera diharapkan dapat meningkatkan kepuasan pelanggan.

Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif asosiatif. Dalam penelitian ini penulis menganalisis pengaruh kualitas pelayanan, harga dan *relationship marketing* terhadap kepuasan pelanggan PT. Hasanah Jaya Sejahtera Tour and Travel dengan sampel sebanyak 100 responden.

Berdasarkan hasil penelitian yang dilakukan, dapat disimpulkan bahwa kualitas pelayanan, harga dan *relationship marketing* secara bersama-sama berpengaruh signifikan terhadap kepuasan pelanggan PT. Hasanah Jaya Sejahtera Tour and Travel.

Kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan PT. Hasanah Jaya Sejahtera Tour and Travel. Harga berpengaruh signifikan terhadap kepuasan pelanggan PT. Hasanah Jaya Sejahtera Tour and Travel. *Relationship marketing* berpengaruh signifikan terhadap kepuasan pelanggan PT. Hasanah Jaya Sejahtera Tour and Travel.

Kata Kunci: Harga, Kepuasan Pelanggan, Kualitas Pelayanan, *Relationship Marketing*

ABSTRACT

Thesis with the title "The Influence of Service Quality, Price and Relationship Marketing on Customer Satisfaction at PT. Hasanah Jaya Sejahtera Tour and Travel" written by Yanuar Bagus Prananta NIM. 126407203039 Sharia Tourism Study Program, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung, supervisor Dr. Deny Yudiantoro, S.AP., M.M.,

This research focuses on PT Hasanah Jaya Sejahtera, a company operating in the field of tour and travel services. In the midst of increasingly fierce competition in the tourism industry, companies need to understand the factors that can influence customer satisfaction. Service quality, price and relationship marketing are considered important elements that can determine the level of customer satisfaction. Good service quality will create a positive experience for customers, while competitive prices can attract more customers. Apart from that, relationship marketing plays an important role in building long-term relationships between companies and customers. By understanding the influence of these three variables, PT Hasanah Jaya Sejahtera is expected to increase customer satisfaction. The method used in this research is an associative quantitative approach. In this research the author analyzes the influence of service quality, price and relationship marketing on PT customer satisfaction. Hasanah Jaya Sejahtera Tour and Travel with a sample of 100 respondents.

Based on the results of the research conducted, it can be concluded that service quality, price and relationship marketing together have a significant effect on customer satisfaction at PT. Hasanah Jaya Sejahtera Tour and Travel. Service quality has a significant effect on PT customer satisfaction. Hasanah Jaya Sejahtera Tour and Travel. Price has a significant effect on PT

customer satisfaction. Hasanah Jaya Sejahtera Tour and Travel. Relationship marketing has a significant effect on PT customer satisfaction. Hasanah Jaya Sejahtera Tour and Travel.

Keywords: *Service Quality, Price, Relationship Marketing, Customer Satisfaction*