

ANALISIS PENGARUH KUALITAS PELAYANAN, HARGA, DAN PROMOSI TERHADAP KEPUASAN PELANGGAN PT. GARUDA INDONESIA

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This research is a descriptive research, aimed to explain the relationship between the variables studied. The research is categorized as cross sectional and was conducted on May 2018 to collect the data needed. Researcher conducted the research to Garuda customer which was located in Indonesia. Primary data was collected by the researchers themselves from the object of research through questionnaires, which was given to Garuda's customers. Moreover, secondary data was collected relatively easy, but with its advantages and disadvantages. Researcher obtained secondary data from the company's profile, journals, books, internet and other related reading materials. In this research, the variables were used and classified into independent variables and dependant variables. Independent variables were futher calssified into service quality (x1), price (x2) and promotion (x3), and dependent variable was customer satisfaction (y) It was found that variables of service quality, price and promotion have contribution or ability to explain the variance of the purchase decision by 48,3%. While the rest of 51,7% explained by other variable not studied here.

Keywords: Kepuasan Pelanggan, Kualitas Pelayanan, Harga, Garuda Indonesia