Pengaruh Strategi *Cost Leadership* dan *Service Quality* terhadap Kepuasan Pelanggan pada Bisnis Jasa Travel (Studi Kasus Do-Fun Travel)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah variabel *cost leadership & service quality* secara parsial (individu) maupun simultan (bersamaan) berpengaruh terhadap kepuasan pelanggan Do-Fun travel dan menganalisis variabel yang paling dominan dalam mempengaruhi kepuasan pelanggan Do-Fun travel. Populasi dalam penelitian ini adalah pelanggan Do-Fun travel. Sampel yang diambil sebanyak 49 responden dengan menggunakan teknik *Purposive Sampling* yaitu teknik penentuan sampel berdasarkan kriteria-kriteria tertentu yaitu pelanggan Do-fun travel khusus perjalanan luar negeri. Berdasarkan hasil penelitian, diperoleh persamaan regresi sebagai berikut: $Y = 1{,}168 + 0{,}725X_1 + 0{,}147X_2$. Berdasarkan analisis data statistik, Instrumen penelitian ini bersifat valid dan instrumen bersifat reliabel. Pada pengujian asumsi klasik, model regresi bebas multikolonieritas, tidak terjadi heteroskedastisitas, dan berdistribusi normal. Urutan secara individu dari masing-masing variabel yang paling berpengaruh adalah variabel *cost leadership* dengan koefisien regresi sebesar 0,725 dan variabel *service quality* dengan koefisien regresi terendah sebesar 0,147. Do-fun travel perlu mempertahankan elemen-elemen yang sudah dinilai baik oleh pelanggan serta perlu memperbaiki hal-hal yang masih kurang.

Kata-kata kunci: *cost leadership, service quality*, dan kepuasan pelanggan.

The Effect of Cost Leadership Strategy and Service Quality on Customer Satisfaction in the Business Travel Services (Case Study Do-Fun Travel)

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ABSTRACT

This study aims to determine whether the variable cost leadership and service quality partially (individual) or simultaneously (concurrently) influence on customer satisfaction of Do-Fun travel and analyze the most dominant variable in influencing customer satisfaction of Do-Fun travel. Population in this research is the customer of Do-fun travel. Samples are taken as many as 49 respondents using purposive sampling technique. It is sampling technique based on certain criteria, namely Do-Fun travel specific customer which took overseas trips. Based on the research results, obtained by regression equation as follows:

$Y = 1.168 + 0,725X1 + 0,147X2$. Based on statistical data analysis, instrument this study are valid and are reliable instrument. In the classic assumption test, regression free multicollinearity model, does not occur heteroscedasticity, and normal distribution. The sequence individually from each of the most influential variable is the variable cost leadership with a regression coefficient of 0.725 and a variable service quality with the lowest regression coefficient of 0.147. Do-fun travel needs to retain the elements that have been assessed by customers as well as the need to fix the things that are lacking.

Key words: cost leadership, service quality, and customer satisfaction.