

**PENGARUH KEPUASAN PELAYANAN DAN PERSEPSI HARGA
TERHADAP KEPUASAN PELANGGAN DI RESTORAN KIMTENG
PEKANBARU**

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ABSTRAK

Penelitian ini bertujuan untuk menguji kualitas pelayanan dan persepsi harga yang dipersepsikan terhadap kepuasan pelanggan restoran Kimteng Pekanbaru. Teori yang digunakan dalam penelitian ini yaitu teori kualitas pelayanan dan persepsi harga yang dipersepsikan punya hubungan dengan kepuasan pelanggan. Penelitian ini mengambil sampel sebanyak 100 responden yang sudah pernah berkunjung ke restoran Kimteng Pekanbaru. Hasil penelitian dengan analisis regresi linear berganda menunjukkan bahwa kedua variabel yaitu kualitas pelayanan dan persepsi harga yang dipersepsikan berpengaruh positif dan signifikan terhadap kepuasan pelanggan restoran Kimteng Pekanbaru.

Kata kunci: kualitas pelayanan, persepsi harga, kepuasan pelanggan, restoran, pekanbaru.

The Influence of Services Quality and Percieved of Price to Customer Satisfaction in Kimteng Pekanbaru Restaurant

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ABSTRACT

This research aims to test the services quality and perceived of price to customer satisfaction in Kimteng Pekanbaru Restaurant. The theory used in this research is the theory of services quality and perceived of prices that linked to customer satisfaction. This study took a sample of 100 respondents who had visited Kimteng Pekanbaru Restaurant. Results of research by multiple linear regression analysis showed that the two variables, namely services quality and perceived of prices that perceived have a positive and significant impact on customer satisfaction of Kimteng Pekanbaru Restaurant.

Keywords : services quality, perceived of price, customer satisfaction, restaurant, pekanbaru.