

ABSTRACT

(VIKA OKTAVIA / 2100861201163 / 2025 / THE EFFECT OF SERVICE QUALITY, PRICE AND LOCATION ON GUEST SATISFACTION AT WILTOP HOTEL JAMBI / LECTURER I Hj. SUSILAWATI, SE, MSi / LECTURER II PUPU SOPINI, SE, MM.)

Service quality, price and location play a very important role in guest satisfaction. Therefore, the purpose of this study is to describe the quality of service, price, location and guest satisfaction at Wiltop Hotel Jambi and to analyze the effect of descriptions of service quality, price and location on guest satisfaction at Wiltop Hotel Jambi simultaneously and partially.

The research method in this study is descriptive and quantitative. The distribution of questionnaires with the number of samples in this study were all rooms sold at Wiltop Hotel Jambi in 2024, which was 29,871 rooms or people, using the Slovin formula, the number of samples was 100 people. Data analysis using SPSS Ver 23 and using a multiple linear regression model with the calculation results $Y = a + b1.X1 + b2X2 + e$.

Multiple linear regression model with the results $Y = 1.927 + 0.386X1 + 0.439X2 + 0.452X3 + e$. The regression coefficient of Service Quality (X1) is 0.386, the regression coefficient of Price (X2) is 0.439 and the regression coefficient of Location (X3) is 0.452.

The coefficient of determination = R square (R²) of 0.879, this figure states that the variables of Service Quality (X1), Price (X2) and Location (X3) are able to explain the variable of Consumer Satisfaction (Y) of 87.9% and the remaining 12.1% is explained by other factors not included in this research model such as Social Factors, Personal Factors, Emotional, Promotion, etc.

Service Quality (X1), Price (X2) and Location (X3) simultaneously have a significant effect on the variable of Consumer Satisfaction (Y). Service Quality (X1), Price (X2) and Location (X3) partially have a positive and significant effect on Consumer Satisfaction (Y).

Keywords: *Service Quality, Price, Location, Consumer Satisfaction*