

ABSTRACT

***THE INFLUENCE OF THE QUALITY OF SERVICES, PRICES AND
SHARIA RULES ON THE CUSTOMERS SATISFACTION OF SRIKANDI
SHARIA HOTEL TASIKMALAYA CITY***

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This research aims to find out the influence of service quality, prices and Sharia rules on the satisfaction of Srikandi Syariah Hotel users in Tasikmalaya City. The research method used is a descriptive approach to questionnaires with multiple linear regression analysis models is quantitative methods. The data used in this study is primary data. The results of his research showed that: a) customer satisfaction variables are categorized as very satisfied, service quality variables are categorized as satisfied, sharia rules are categorized very well, and price variables are categorized accordingly, b) service quality variables have a positive and significant effect on customer satisfaction. Price variables and sharia rules have a positive but insignificant effect on customer satisfaction of Srikandi Syariah Hotel in Tasikmalaya, and c) variabel quality of service, price variables, and sharia rule variables together affect the customer satisfaction variables of Srikandh Hotel Srikandi Tasikmalaya.

Keywords: *quality of service, price, sharia rules and customers satisfaction*

ABSTRAK
PENGARUH KUALITAS LAYANAN, HARGA DAN ATURAN SYARIAH
TERHADAP KEPUASAN PENGGUNA HOTEL SYARIAH SRIKANDI
KOTA TASIKMALAYA

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, harga dan aturan Syariah terhadap kepuasan pengguna Hotel Syariah Srikandi Kota Tasikmalaya. Metode penelitian yang digunakan adalah pendekatan deskriptif kuesioner dengan model analisis regresi linear berganda yaitu metode kuantitatif. Data yang digunakan dalam penelitian ini yaitu data primer. Hasil penelitiannya menunjukkan bahwa: a) variabel kualitas layanan dan aturan syariah dikategorikan baik, variabel kualitas layanan dikategorikan puas, dan variabel harga dikategorikan sesuai, b) variabel kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Variabel harga dan aturan syariah berpengaruh positif namun tidak signifikan terhadap kepuasan pelanggan Hotel Syariah Srikandi Kota Tasikmalaya dan c) variabel kualitas layanan, variabel harga, dan variabel aturan syariah secara bersama-sama berpengaruh terhadap variabel kepuasan pelanggan Hotel Syariah Srikandi Kota Tasikmalaya.

Kata Kunci: kualitas layanan, harga, aturan Syariah dan kepuasan pengguna