

## ABSTRACT

### *The Influence of Service Quality and Price on Customer Satisfaction at Hotel Savero Depok*

*Herryawan Santoso 1) Dr. Yohanes Totok Suyoto, S.S., M.Si. CPMA. 2)*

*1) Management Student, Universitas Pembangunan Jaya*

*2) Lecturer, Management Study Program, Universitas Pembangunan Jaya*

*This study aims to examine the influence of service quality and price on customer satisfaction at Hotel Savero Depok. Some researchers have found gaps in the relationship between service quality and price on customer satisfaction. In this research, a quantitative research method is employed, with the research object being the individuals who have stayed at Hotel Savero Depok. The population size is unknown, and the researcher utilizes purposive sampling as the sampling method, with a sample size of 120 respondents. Data is collected through questionnaires, and the data analysis technique used in this research is SPSS Version 2.6. The results of this study indicate that service quality has a positive and significant influence on customer satisfaction, and price also has a positive and significant influence on customer satisfaction at Hotel Savero Depok.*

*Keywords: Savero Hotel, Service Quality, Price, Customer Satisfaction*