

## RINGKASAN

Penelitian ini berjudul **Pengaruh Kualitas Pelayanan, Persepsi Harga Dan Promosi Terhadap Kepuasan Konsumen (Pada Sentral Futsal Stadium Kecamatan Rajapolah Tasikmalaya)**. Tujuan penelitian ini yaitu untuk menganalisis pengaruh kualitas pelayanan yang diukur menggunakan lima dimensi yaitu tangibel, reliability, responsiveness, assurance, dan emphaty, serta untuk menganalisis pengaruh persepsi harga dan promosi terhadap kepuasan konsumen Sentral Futsal Stadium Kecamatan Rajapolah Tasikmalaya.

Populasi dalam penelitian ini adalah konsumen Sentral Futsal Stadium. Penentuan ukuran sampel menggunakan metode interval taksiran, Metode pengambilan sampel menggunakan metode teknik *purpossive sampling*. Alat analisis menggunakan regresi berganda.

Hasil penelitian menunjukkan bahwa *tangible, reliability, responsiveness, assurance, emphaty*, persepsi harga, dan promosi berpengaruh positif terhadap kepuasan konsumen Sentral Futsal Stadium.

Implikasi penelitian ini yaitu Berdasarkan hasil penelitian *tangible, reliability, responsiveness, assurance, emphaty*, persepsi harga, dan promosi mempunyai pengaruh yang positif terhadap kepuasan konsumen. Hal ini harus menjadi perhatian pemilik Sentral Futsal Stadium Tasikmalaya untuk terus meningkatkan pelayanan terbaik bagi para konsumen yang menyewa lapangan. Beberapa saran dari responden kebanyakan tentang perbaikan fasilitas futsal seperti penggantian jaring-jaring yang robek, sehingga bola tidak keluar dari lapangan. Banyak juga responden yang memberikan saran untuk menambah fasilitas lapangan baru yang tidak hanya terbuat dari rumput sintetis, tetapi menyediakan lapangan yang terbuat dari karet, sehingga konsumen mempunyai pilihan dan bisa lebih nyaman dalam bermain futsal.

Kata kunci : kualitas pelayanan, persepsi harga, promosi, kepuasan konsumen.

## SUMMARY

*The title of this research is Influence of Service Quality, Price's Perception And Promotion toward Consumer Satisfaction (At Central Futsal Stadium District Rajapolah Tasikmalaya). The purpose of this study is to analyze the influence of service quality measured using five dimensions of tangible, reliability, responsiveness, assurance, and empathy, and to analyze the influence of price's perceptions and promotion toward customer satisfaction Central Futsal Stadium District Rajapolah Tasikmalaya.*

*The population in this study is Central Futsal Stadium's consumer. Determination of sample size using interval estimation method, Sampling method using purposive sampling technique method. Analysis tool use multiple regression.*

*The results showed that tangible, reliability, responsiveness, assurance, empathy, price perception, and promotion have a positive effect on customer satisfaction of Central Futsal Stadium.*

*The implication of this research is Based on the study result that tangible, reliability, responsiveness, assurance, empathy, price's perception, and promotion have positive influence to customer satisfaction. This should be the attention of the owner of Sentral Futsal Stadium Tasikmalaya to continue to improve the best service for consumers who rent the field. Some suggestions from most respondents about the improvement of futsal facilities such as replacement of torn nets, so the ball does not come out of the field. Many respondents also advise to add new field facilities that are not only made from artificial turf, but provide a field made of rubber, so that consumers have a choice and can be more comfortable in playing futsal.*

**Keywords:** *service quality, price perception, promotion, customer satisfaction.*