

ANALYSIS OF THE EFFECT OF PRICE AND FACILITIES ON CONSUMER SATISFACTION AT THE MALIQUE'S KOST

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ABSTRACT

This study aims to analyze the influence of price and facilities on consumer satisfaction at The Malique's Kost in Bengkalis Regency. This research employed a quantitative method with an associative research approach. The population consisted of all 110 residents of The Malique's Kost, who were also selected as the research respondents using the accidental sampling technique. Data were collected through the distribution of questionnaires to the respondents, while data analysis was conducted using multiple linear regression analysis with the assistance of IBM SPSS Statistics software. The results indicate that the price variable has a positive and significant partial effect on consumer satisfaction. Likewise, the facilities variable also has a positive and significant partial effect on consumer satisfaction. Simultaneously, price and facilities have a positive and significant effect on consumer satisfaction at The Malique's Kost. The Adjusted R Square value of 0.718 indicates that price and facilities explain 71.8% of the variation in consumer satisfaction, while the remaining 28.2% is influenced by other variables not examined in this study. The findings of this research are expected to provide valuable input for the management of The Malique's Kost in determining appropriate pricing strategies, improving the quality of facilities, and maintaining consumer satisfaction to enhance the competitiveness of the boarding house business.

Keywords: *Price, Facilities, Tenant Satisfaction, The Malique's Kost.*