

ABSTRACT

Business on travel agent nowadays is proliferating in Indonesia particularly in Semarang. In order to be able to survive, compete with others and win, a travel agent should be able to formulate the proper strategy of marketing. As such, a company must be able to find out what is needed or expected by consumers. Many factors influence consumer satisfaction.

The purpose of this research is to know the influence of the quality of service, perception of price, and ability to communicate of consumer satisfaction in using a product of service. The respondents involved in this research are those that have ever used the service of *Oryza Tour*. Data collection is done using questionnaires.

Results of multiple regression analysis is, $Y = 0,310X_1 + 0,221X_2 + 0,414X_3$. The independent variable is the most influential of the dependent variable is the variable ability to communicate (0,414), variable service quality (0,310) and the last is a variable perception of price (0,221). T test results proved that all independent variables (the quality of service, perception of price and ability to communicate) have a positive influence on the dependent variable, consumer satisfaction. And the determination coefficient (adjusted R^2) is 0,752. This means 75,2% of the judgment consumer satisfaction is affected by the variable quality of service, perception of price, and ability to communicate. And 24,8% are affected by other variables.

Keywords: quality of service, perception of price, ability to communicate, and consumer satisfaction.

