

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menguji dan menganalisis pengaruh kualitas pelayanan, harga dan *social media marketing* terhadap kepuasan pelanggan jasa *event organizer Family Production* (FPro) di Pulau Flores Nusa Tenggara Timur.

Populasi pada penelitian ini adalah para pengguna jasa *event organizer Family Production* (Fpro) di Pulau Flores Nusa Tenggara Timur pada bulan Juni 2022 – Oktober 2022 yang berjumlah 106 pengguna. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah menggunakan total sampling, dimana semua anggota populasi dijadikan sampel. Metode penelitian ini menggunakan regresi linear berganda dengan menggunakan aplikasi SPSS20.

Hasil penelitian menunjukkan, bahwa kualitas pelayanan dan harga berpengaruh signifikan terhadap kepuasan pelanggan jasa *event organizer Family Production* (Fpro). Sedangkan *social media marketing* berpengaruh tetapi tidak signifikan terhadap kepuasan pelanggan pengguna jasa *event organizer Family Production* (Fpro)

Kata Kunci: Kualitas Pelayanan, Harga, Social Media Marketing, Kepuasan Pelanggan



## ABSTRACT

*This research aimed to find out, examine, and analyze the effect of service quality, price, and social media marketing on the customers' satisfaction with Event Organizer Family Production (FPro) in East Nusa Tenggara.*

*The research population was customers of Event Organizer Family Production (FPro) in East Nusa Tenggara from June 2022 - October 2022, consisting of 106 people. Furthermore, the data collection technique used Total Sampling, which all the population members used as samples. Moreover, the data collection technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 20 application.*

*The research result showed that service quality had a significant effect on the customers' satisfaction with Event Organizer Family Production (FPro). Similarly, the price had a significant effect on the customers' satisfaction with Event Organizer Family Production (FPro). On the other hand, social media marketing had an insignificant effect on the customers' satisfaction with Event Organizer Family Production (FPro).*

**Keywords:** Service Quality, Price, Social Media Marketing, Customers' Satisfaction

I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 6/4/23

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