The Effect of Service Quality, Price and Promotion on Customer Satisfaction in PegiPegi.com

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Abstract

The purpose of this study was to determine the quality of service, price, and promotion of customer satisfaction at Pegipegi.com in making hotel room bookings in Makassar City. Data obtained by distributing questionnaires to Pegipegi.com customers who have made hotel bookings in Makassar. This study used 506 respondents using purposive sampling. The results showed that price and promotion significantly affected customer satisfaction, but service quality had no significant impact. This study concludes that responses to guest complaints can affect the relationship between service quality and guest satisfaction.

Keywords: E-Commerce, Hotels, Pegipegi.com, Makassar City

Introduction

Developments in the business environment have encouraged the hotel industry to the Information Technology (IT) intensive environment [1]. The rapid growth of globalization allows everything online, which requires us to make transactions online and online buying and selling transactions (e-commerce) in any business, including the hotel. The hotel must attract as many guests as possible through Direct Selling, Sales Call, Offline Travel agents, and the latest using an online travel agent.

The growth in the value of electronic trading (e-commerce) in Indonesia reaches 78 percent, the highest in the world. Indonesia is the most significant ten countries of e-commerce growth with a growth of 78% and is ranked first in the world. [2]. Consumer satisfaction significantly impacts the company [3]. For companies engaged in services, customer satisfaction is the primary orientation of the company. The study defines satisfaction as the level of a person's feelings after comparing perceived performance (or outcome) versus expectations [4]. The quality of online services in companies engaged in e-commerce is essential in determining a company's success. Another study defines service in an electronic environment (e-service) as "the delivery as service using new media such as the web." This definition means the delivery of services using new media, namely the website [5].

Price is the amount of money billed for a product and service or the value that customers exchange to obtain benefits from owning or using a product or service [6]. Promotion is a significant activity in marketing a product or service to be attractive to buy the product; promotional activities must be beautiful to understand the information conveyed by the public who reads. According to previous research, promotion is a means by which companies try to inform, persuade, and remind consumers either directly or indirectly about the products and brands they sell [7]. The primary purpose of this paper is how to know the effect of service quality, price, and promotion on customer satisfaction of pegipegi.com on booking hotel rooms in Makassar".

Research method and Procedure

Research Subjects

This study aimed to determine the impact of service quality, price, and promotion on the satisfaction of guests who book hotels using online company services pegipegi.com in Makassar. Pegipegi.com customers place a hotel room booking in Indonesia, Makassar City, as respondents as the subject. Data collected from January 15, 2021, to March 20, 2021.

Research Subjects and Sampling Method

This study conducted a questionnaire survey of consumers pegipegi.com who booked hotels. The research places are hotels in Makassar. The population is the whole of the research object that can be in the form of humans, animals, plants, air, symptoms, values, events, attitudes, and others so that these objects can be a research data source [8]. The population in this study are Pegipegi.com customers who place a hotel room booking in Makassar. The technique used in this study was purposive sampling. According to [9], "sample determination techniques with certain considerations." The sample of this study is part of Pegipegi.com consumer in Makassar. The criteria for respondents taken as samples are as follows Respondents who have used the Pegipegi.com application and respondents who have ordered rooms and transactions through PegiPegi.com. A total of 506 pegipegi.com customers have responded to the questionnaires that have been distributed. The questionnaire consists of 56 items and includes statements of rejection. This study uses a Likert scale to measure respondents' responses. We set "1" as Strongly Agree to "5" as Strongly Agree. The author has three types of independent variables as follows: Service Quality (X1), Price (X2), and promotion (X3).

In contrast, the dependent variable consists of Customer satisfaction (Y). However, the experimental results use multiple regression analysis considering that all traditional

assumptions must be met, including the normality test, homoscedasticity, autocorrelation, parameter significance (t-test), and goodness of fit (F-test). Fig. 1 represents the theoretical framework of this study.

The research hypotheses as below:

H_1: Service quality influences customer satisfaction at pegipegi.com on hotel room bookings in Makassar.
Companies that can provide good service to their customers or customers have the most incredible opportunity to continue to be visited by their customers. Customer satisfaction will encourage consumers to buy and re-consume the product/service [9]. The study shows a healthy and positive relationship between service quality and satisfaction [10].

H_2: Price influence on customer satisfaction at pegipegi.com on hotel room bookings in Makassar.
Customers often use prices as a value indicator if the price is associated with the benefits of goods/services. Values can be defined as the ratio between benefits felt at a price. If the benefits that are felt increase at a certain price level, the value is increases [11].

H_3: Promotion influence on customer satisfaction at pegipegi.com on hotel room bookings in Makassar.
Customers who do not know a product will minimize or eliminate the possibility of becoming loyal and loyal customers [12]. If customers feel satisfied will also tend to provide an excellent reference to the product to others.

H_4: There is a positive influence on service quality, price, and promotion on Pegipegi.com Customer Satisfaction on Hotel Room Reservations in Makassar.
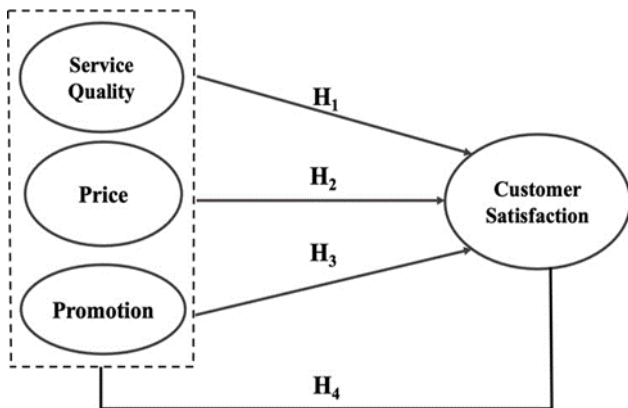

Fig. 1 Research Theoretical Framework

Data Analysis and Statistical Processing
This study conducted a pretest on subjects who had booked a hotel in Makassar using the pegipegi.com application to check the meaning and words in the questionnaire description. The authors randomly assigned 57 pretest questionnaires to determine the validity of the questionnaire. After constructing the data, we practiced descriptive statistics using the SPSS statistical program for macOS Big Sur version 11.2.3. With the exploratory factor analysis, this study examines the correlation between service quality, price, and promotion on guest sensitivity at pegipegi.com. Through reliability analysis, it checks the reliability and consistency of the internal scale. Finally, regression analysis explores the effect of explanatory variables on the dependent variable.

Result

General Result
Result of demographic Table I shows that for the Characteristics of Respondents by Gender, as many as 328 male respondents (64.8%) and 178 female respondents (35.2%). Data on the characteristics of respondents according to age through the table above shows 153 (30.2%) respondents are less than 21 years old, 127 respondents are 21-25 years old (25.1%), 170 (33.6%) Respondents are 26-31 Years and 56 (11.1%) Respondents 32-38 years. The majority of respondents are between 26-31 years old (33.6%), where this age is a productive age where consumers need an online travel agency to support their daily needs and work. Characteristics of Respondents according to professional data in the table above shows that there are 177 respondents (35.0%) as students, 172 respondents (34.0%) who work as employees, 112 respondents (22.1%) who own businesses, and 45 Respondents (8.9%) who have other activities and jobs. The majority of respondents are students. Many students from Makassar are studying in the city of Makassar, so they need an online travel agent to return to their hometowns while on vacation. Data on the characteristics of respondents based on income from the table above shows that 88 respondents (17.4%) with income <1,000,000, 249 respondents (49.2) who received Rp. 1,000,000 - Rp. 3,000,000, 39 respondents (7.7%) with an income of Rp. 3,000,000 - Rp. 4,000,000 and respondents with an income> Rp. 4,000,000 as many as 130 respondents (25.7%). The majority of respondents received Rp. 1,000,000 - Rp. 3,000,000, namely 130 respondents (49.2%). The 197 respondents (38.9%) purchased 1 Times, 151 respondents (29.8%) 2 Times, 41 respondents (8,1%) 3 times, and 195 respondents (23.1%) > 3 times. Respondent characteristic data based on frequency from the table above shows 52 respondents (10.3%) to make purchases at pegipegi.com < Rp. 500,000, 231 respondents (45.7%) make purchases at pegipegi.com Rp. 500,000 - Rp. 1,000,000, 89 respondents (17.6%) to make purchases on pegipegi.com Rp. 1,000,000 - Rp. 2,000,000 and 134 respondents (26.5%) to make purchases on pegipegi.com> Rp. 2,000,000.

TABLE I.
DEMOGRAPHIC ANALYSIS OF RESPONDENTS

Demographic of Respondents	Frequency	Percentage %
Gender		
Male	328	64.8%
Female	178	35.2%
Age		
<21	153	30.2%
21-25	127	25.1%
26-31	170	33.6%
32-38	56	11.1%
Profession	177	35.0%
College Student	172	34.0%
Employees	112	22.1%
Entrepreneur	45	8.9%
Others		
Monthly Income		
<IDR 1,000,000	88	17.4%
IDR 1,000,000-3,000,000	249	49.2%
IDR 3,000,000-4,000,000	39	7.7%
>IDR 4,000,000	130	25.7%
Times		
1 Times	197	38.9%
2 Times	151	29.8%
3 Times	41	8.1%
>3 Times	195	23.1%

Reliability and Validity

According to the research framework, the item service quality questionnaire on customer satisfaction was measured by the theory of [13]. The researcher chose sixteen questions to measure service quality, but the writer finally filtered and only used eleven valid questions and reliability. Five invalid questions were removed from the questions, namely questions number two, four, five, eight, and sixteen. After confirmatory factor analysis, the accumulated to 76.45%, and the resulting Cronbach α coefficient of the eleven factors was 0.70, indicating good reliability and validity associated with this study (Table II).

According to the research framework, the item price questionnaire on customer satisfaction was measured by the theory of [14]. The researcher chooses twelve questions to measure price, but the writer finally filters and only uses eleven valid questions and reliability. One item of invalid question is removed from the question, namely question number four. After confirmatory factor analysis, accumulated to 70.90%, and the resulting Cronbach α coefficient of the eleven factors was 0.81, indicating good reliability and validity associated with this study (Table III).

TABLE II.
VALIDITY AND RELIABILITY ANALYSIS OF SERVICE QUALITY

Items	Extracted Factor				
	DW	REL	RES	TRU	PER
SQ 1	.73				
SQ 2	.73				
SQ 3		.95			
SQ 4		.95			
SQ 5			.87		
SQ 6			.87		
SQ 7				.96	
SQ 8				.91	
SQ 9				.86	
SQ 10					.88
SQ 11					.88
Eigenvalue	1.05	1.81	1.53	2.49	1.53
Variance Explained %	09.54	16.45	13.90	22.64	13.90
CVE %			76.45		
Cronbach α	.09	.89	.69	.88	.70
Overall Cronbach α			.70		

SQ: service quality DW: design website; REL: reliability; RES: responsiveness; TRU: trust; PER: personalization; CVE: cumulative variance explained.

TABLE III.
VALIDITY AND RELIABILITY ANALYSIS OF PRICE

Item	Extracted Factor			
	AP	PSWPQ	CP	PSEB
PR1	.89			
PR 2	.88			
PR 3	.71			
PR 4		.92		
PR 5		.92		
PR 6			.77	
PR 7			.72	
PR 8			.95	
PR 9				.69
PR 10				.87
PR 11				.86
Eigenvalue	2.00	1.87	1.95	1.98
Variance Explained %	18.18	17.00	17.72	18.00
CVE %		70.90		
Cronbach α	.74	.83	.73	.72
Overall Cronbach α		.81		

PR: price; AP: affordability price; PSWPQ: price's suitability with product quality; CP: competitiveness price; PSEB: price's suitability with benefits; CVE: cumulative variance explained.

According to the research framework, the questionnaire promotion item on customer was measured by the theory of [15]. The researcher chose sixteen questions to measure promotion. After confirmatory factor analysis, the variance accumulated to be 64.75%, and the resulting Cronbach α coefficient of the fifteen factors was 0.87, indicating good reliability and validity associated with this study (Table IV).

TABLE IV.
VALIDITY AND RELIABILITY ANALYSIS OF PROMOTION

Item	Extracted Factor				
	AD	SP	PS	PU	DM
PM 1	.83				
PM 2	.93				
PM 3	.68				
PM 4		.78			
PM 5		.54			
PM 6		.77			
PM 7		.84			
PM 8			.50		
PM 9			.81		
PM 10			.74		
PM 11				.59	
PM 12				.65	
PM 13				.71	
PM 14					.62
PM 15					.88
PM 16					.64
Eigenvalue	2.02	2.21	2.05	1.94	2.14
Variance Explained %	12.62	13.81	12.81	12.12	13.37
CVE %			64.75		
Cronbach α	.75	.72	.76	.72	.80
Overall Cronbach α			.87		

PM: promotion; AD: advertising; SP: sales promotion; PS: personal selling, PU: publicity; DM: direct marketing; CVE: cumulative variance explained.

According to the research framework, the questionnaire customer satisfaction item was measured by the theory of [16]. The researcher chose twelve questions to measure customer satisfaction. After confirmatory factor analysis, the variance accumulated to be 61.91%, and the resulting Cronbach α coefficient of the twelve factors was 0.89, indicating good reliability and validity associated with this study (Table V).

TABLE IV.
VALIDITY AND RELIABILITY ANALYSIS OF CUSTOMER SATISFACTION

Item	Extracted Factor			
	REP	WOM	MPDAC	BI
CS 1	.67			
CS 2	.93			
CS 3	.92			
CS 4		.90		
CS 5		.85		
CS 6		.78		
CS 7			.76	
CS 8			.88	
CS 9			.87	
CS 10				.75
CS 11				.91
CS 12				.81
Eigenvalue	2.17	2.15	2.11	2.04
Variance Explained %	18.08	17.92	17.58	17.00
CVE %		61.91		
Cronbach α	.81	.79	.78	.76
Overall Cronbach α		.89		

CS: Customer satisfaction; REP: Re-purchase; WOM: Word of mouth; Making purchasing decisions at the same company: MPDAC; BI: Brand image.

Descriptive Analysis of Questionnaire

Service quality has five indicators: 1. Website design consists of SQ1 and SQ 3, where the mean value is 3.79 with SD value 0.84. 2. Reliability consists of SQ 6 and SQ 7, where the mean value is 4.34 with SD value 0.71. 3. Responsiveness consists of SQ 9 and SQ 10, where the mean value is 4.06 with SD value 0.67. 4. Trust consists of SQ 11, SQ12, SQ13 where the mean value is 4.53 with the last value SD 0.60. 5. Personalization consists of SQ 14 and SQ 15 where the mean value is 4.43 with SD value 0.51. The average value of service quality indicators is 4.26, with an SD value of 0.36.

Price has four indicators: 1. Affordability price consists of PR 1, PR 2, PR 3, where the mean value is 4.09 with SD value 0.54. 2. Prices' Suitability with product quality consists of PR 5, PR 6 where the mean value is 4.40 with SD value 0.63. 3. Competitiveness price consists of PR 7, PR 8, PR 9, where the mean value is 4.32 with SD value 0.54. 4. price's suitability with benefits consists of PR 10, PR 11, PR 12, where the mean value is 4.04 with an SD value of .49. The average value of the total Price has is 4.20 with an SD value of 0.38, which shows the distribution of the Price value is even.

TABLE VI.
DESCRIPTIVE ANALYSIS OF SERVICE QUALITY

Item / factors	Mean	SD
SQ 1	3.78	.84
SQ 3	3.81	.85
SQ 6	4.34	.73
SQ 7	4.34	.77
SQ 9	4.32	.73
SQ 10	3.80	.81
SQ 11	4.62	.52
SQ 12	4.51	.71
SQ 13	4.46	.74
SQ 14	4.42	.59
SQ 15	4.44	57
DW	3.79	.61
REL	4.34	.71
RES	4.06	.67
TRU	4.53	.60
PER	4.43	.51
Total SQ	4.26	.36

SQ: service quality; DW: design website; REL: reliability; RES: responsiveness; TRU: trust; PER: personalization.

TABLE VII.
DESCRIPTIVE ANALYSIS OF PRICE

Item / factors	Mean	SD
PR 1	3.89	.75
PR 2	4.19	.47
PR 3	4.18	.74
PR 5	4.41	.66
PR 6	4.39	.72
PR 7	4.25	.74
PR 8	4.32	.68
PR 9	4.40	.57
PR 10	3.90	.66
PR 11	4.02	.68
PR 12	4.21	.49
AP	4.09	.54
PSWPQ	4.40	.63
CP	4.32	.54
PSEB	4.04	.49
Total PR	4.20	.38

PR: Price; AP: affordability price; PSWPQ: price's suitability with product quality; CP: competitiveness price; PSEB: price's suitability with benefits.

The promotion has five indicators: 1. Advertising consists of PM 1, PM 2, PR 3, where the mean value is 4.02 with an SD value 0.49. 2. Sales Promotion consists of PM 4, PM 5, PR 6, PM 7, where the mean value is 4.02 with SD value 0.47. 3. Personal selling consists of PM 8, PM 9, PM 10, where the mean value is 4.03 with SD value 0.54. 4. Publicity consists of PM 11, PM 12, PM 13, where the mean value is 3.97 with an SD value of 0.53. 5. Direct marketing consists of PM 14, PM 15, and PM 16, where the value is SD 0.50. The average value of promotion has is 4.20, with an SD value of 0.37.

Customer Service has four indicators: 1. Re-purchase consists of CS 1, CS 2, CS 3, where the mean value is 4.10 with SD .57. 2. Word of mouth consists of CS 4, CS 5, CS 6, where the mean value is .53. 3. Making purchasing decisions at the same company consists of CS 7, CS 8, CS 9, where the mean value is .55. 4. Brand image consists of CS 10, CS 11, CS 12, where the mean value is 0.57. The average value of customer service is 3.95, with an SD value of 0.44.

Multiple regression analysis

Based on the calculation results, the correlation coefficient between service quality and customer satisfaction is 0.293. If included in the correlation value table, the correlation coefficient will fall in the range of 0.20 - 0.39. Thus, the closeness of the variable service quality and customer satisfaction is Low Correlation, a definite but small relationship. Then the correlation coefficient between price and customer satisfaction is 0.583. When included in the correlation value table, the correlation coefficient will fall to 0.40 - 0.69. Thus, the level of closeness of the variable price and customer satisfaction is a Moderate correlation; substantial relationship. Then the last one is the correlation coefficient between promotion and customer satisfaction, amounting to 0.643. When included in the correlation value table, the correlation coefficient will fall to 0.40 - 0.69. Thus, the level of closeness of the variable service quality and customer satisfaction is a Moderate correlation; substantial relationship.

TABLE VIII.
DESCRIPTIVE ANALYSIS OF PROMOTION

Item / factors	Mean	SD
PM 1	4.12	.58
PM 2	4.06	.63
PM 3	3.89	.59
PM 4	3.93	.62
PM 5	3.84	.67
PM 6	4.12	.65
PM 7	4.21	.63
PM 8	3.88	.66
PM 9	4.10	.68
PM 10	4.11	.63
PM 11	4.09	.69
PM 12	3.99	.58
PM 13	3.83	.71
PM 14	3.79	.59
PM 15	3.93	.66
PM 16	4.18	.59
AD	4.02	.49
SP	4.02	.47
PS	4.03	.54
PU	3.97	.53
DM	3.93	.50
Total PM	4.00	.37

PM: Promotion AD: advertising; SP: sales promotion; PS: personal selling, PU: publicity; DM: direct marketing

TABLE IX.
DESCRIPTIVE ANALYSIS OF CUSTOMER SATISFACTION

Item / factors	Mean	SD
CS 1	4.12	.63
CS 2	4.15	.68
CS 3	4.03	.71
CS 4	4.09	.60
CS 5	4.01	.56
CS 6	3.74	.75
CS 7	4.00	.64
CS 8	3.85	.73
CS 9	3.91	.60
CS 10	3.61	.74
CS 11	3.99	.67
CS 12	3.95	.66
REP	4.10	.57
WOM	3.94	.53
MPDAC	3.91	.55
BI	3.85	.57
Total CS	3.95	.44

CS: Customer satisfaction; REP: Re-purchase; WOM: Word of mouth; Making purchasing decisions at the same company: MPDAC; BI: Brand image.

TABLE X.
CORRELATED ANALYSIS BETWEEN SERVICE QUALITY, PRICE, CUSTOMER SATISFACTION AND CUSTOMER SATISFACTION

	SQ	PR	PM	CS
Service Quality	-			
Price	.480*	-		
Promotion	.400	.637*	-	
Customer Satisfaction	.293	.583	.643*	-

From the results of the regression analysis above, the multiple regression equation is as follows:

$$Y = 0.453 - 0.049\,X1 + 0.353\,X2 + 0.556\,X3 + e$$

Based on these results, it shows that the value of Service Quality ($X1$) on guest satisfaction (Y) is -0.049, and the importance of price ($X2$) on guest satisfaction (Y) is 0.353. The value of promotion ($X3$) on guest satisfaction (Y) of 0.556 explained that the regression equation obtained is as follows: in the service quality variable has the opposite direction, increasing service quality decreases service quality of guest satisfaction. Customers do not directly experience the services provided to customers. After all, services are only offered online with the help of the system and slow complaint handling given by the company to customers, which impacts customer satisfaction. Whereas in Price and Promotion variables, if Price and Promotion are reasonable, it will increase guest satisfaction.

TABLE XI.
REGRESSION ANALYSIS OF THE EFFECTS OF SERVICE QUALITY, PRICE, CUSTOMER SATISFACTION ON CUSTOMER SATISFACTION

Model	UC		SC	t	Sig.	CS	
	B	SE	Beta			T	VIF
(constant)	.453	.200		2.263	.024		
SQ	-.049	.046	-.040	-1.059	.290	.754*	1.326
PR	.353	.051	.308	6.891	.000	.534*	1.874
PM	.556	.051	.462	10.814	.000	.583*	1.717

SQ: Service Quality; PR: Price; PM: Promotion; UC: Unstandardized Coefficients; SC: Standardized coefficient; SE: Std. Error CS: Collinearity Statistics; T: Tolerance. *p<.05

Variable X1 (Service Quality) obtained t count - 1.059 with a significant level of 0.290 using a limit of 0.05; the significance value is greater than the 5% level, meaning that Ho is accepted and Ha is rejected. Thus, the first hypothesis of this study is not proven. It means that there is no significant effect of service quality (X1) on Guest Satisfaction (Y). Variable X2 (Price) obtained t count 6,891 with a significant level of 0.000 by using a limit of 0.05; the significance value is smaller than the 5% level, which means that Ho is rejected and Ha is accepted. Thus, the second hypothesis of this study is proven. It means a significant effect of Price (X2) on Guest Satisfaction (Y). Variable X3 (Promotion), it is obtained t count 10.814 with a significant level of 0.000 using a limit of 0.05. The significance value is smaller than the 5% level, which means that Ho is rejected and Ha is accepted. Thus, the third hypothesis of this study is proven, which means that there is a significant effect of Promotion (X3) on Guest Satisfaction (Y).

Multiple regression analysis using the F test (Fisher) aims to determine the effect of all variables, including service quality, price, and promotion, on customer satisfaction of pegipegi.com customers who are booking hotels in Makassar. Suppose the significance value is less than 0.05 (sig <0.05), the regression model is statistically significant from the test results obtained the calculated F value of 145.560 with a significance of 0,000. Because the significance value is smaller than 0.05 (0.000 <0.05), it can be concluded that the hypothesis which states, "There is an effect of service quality, price and promotion together on customer satisfaction of pegipegi.com customers who are booking hotels in Makassar.

The coefficient of determination is a measuring tool to measure the influence of the independent variable on the dependent variable. The determination coefficient ranges from number 0 to 1; the coefficient of determination is close to number 1, the greater the influence of the independent variable on the dependent variable. The results of the Adjusted $R2$ test in this study obtained a value of 0.465. This shows that customer satisfaction is influenced by the variables of service quality, price, and promotion by 46.5%. In comparison, the remaining 53.5% is influenced by other factors not included in this study.

Discussion and Conclusion

This study aimed to analyze the relationship between service quality, price, and promotion on customer satisfaction who booked hotel rooms in Makassar. Makassar is one of the cities that is developing in the world of hospitality. There are many hotels in Makassar, starting from 1-star hotels to 5-star hotels. As a good hotel developer, e-commerce companies are needed to help develop hospitality in Makassar. Various kinds of hotels in Makassar with the services and facilities provided are expected to be able to provide satisfaction to guests who stay with the help of an e-commerce company that helps with hotel reservations in Makassar for significant results for the contribution of research in the world of hospitality and E-commerce in Indonesia. Indonesia, especially in Makassar. Following research procedures, from data collection to data analysis, analysis results prove that the relationship between service quality and customer satisfaction is not significant. Meanwhile, the variable price and promotion have a substantial effect on customer satisfaction, so that the hypothesis has been proven that the results of previous studies can be compared theoretically with the results of this study [6,17-25].

In terms of service quality, there is no significant effect on customer satisfaction. Meanwhile, the importance of service quality can increase company development and improve customer satisfaction who have expectations that must be met [26]. Customer satisfaction is directly related to customer needs. The extent to which these needs are met determines enjoyment in the case of conformity or disappointment from mismatch [27]. In practice, besides service quality, there are price and promotion variables that can significantly influence tourist satisfaction. Promotion variables that can significantly influence tourist satisfaction. Customer satisfaction does not focus on service quality but instead focuses on price and promotion according to the research results on price and promotion variables, significantly affecting customer satisfaction. Therefore, the pegipegi.com company that provides a platform for customers to reserve hotel rooms in Makassar must pay close attention to the quality service provided to customers. The goal is to analyze customer satisfaction based on service quality, price, and promotion. So that through Service quality, other variables or predictors, namely Price and Promotion, can be filled with better customer satisfaction in the future.

After customers booked hotels through pegipegi.com, they agree that the service quality provided by pegipegi.com is still not good and makes customers from pegipegi.com. The latter make room bookings feel unsatisfied in terms of providing this service due to the service offered by pegipegi.com online is proven by the results obtained in this study which states the insignificance of the service quality factor in this study. Then

the results obtained are also accepted in this study which says that there is a negative effect on service quality on guest satisfaction of pegipegi.com who make room bookings in Makassar. The negative impact obtained from the results of this study is because the higher the level of service quality, the higher the price that will give to the customer, and the high price can affect guest satisfaction. The results obtained in this study show that the price variable shows positive results, which means that the price sufficiently affects guest satisfaction. Then from the results of this study, it was found that promotion is one of the factors that significantly influence the satisfaction of this guest because pegipegi.com is engaged in an online company where promotion is a factor that plays an essential role in introducing this company to customers. The conclusion in this study is that Service quality, price, and promotion together affect guest satisfaction.

Recommendation

This research was limited by time and human resources. The sample in this study is also limited to pegipegi.com customers who book hotels in Makassar, and it would be better if the sample taken includes pegipegi.com consumers in Makassar and other cities so that the research results can be generalized in a broader scope. The results of this study may not apply to other E-commerce companies because the attributes of each E-commerce company are different. This research suggests that researchers can follow up to expand the scope of this research to present it accurately. The questionnaire used in this study was modified from a series of questionnaires conducted by other researchers. Then this study examines the effect of service quality, price, and promotion only. Other factors can affect consumer satisfaction, such as competition, costs, and quality of products/services.

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