

**PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP TINGKAT  
KEPUASAN PENGUNJUNG DI EKOWISATA SUNGAI MUDAL KULON**

**PROGO**

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**INTISARI**

Kepuasan pengunjung merupakan indikator penting dalam pengelolaan destinasi wisata, termasuk di Sungai Mudal, yang dipengaruhi oleh berbagai faktor seperti kualitas pelayanan dan harga. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan harga terhadap kepuasan pengunjung. Pendekatan kuantitatif digunakan dengan desain eksplanatori. Data dikumpulkan melalui kuesioner sebanyak 27 item skala Likert yang diisi oleh 100 responden, dan dianalisis menggunakan regresi linear berganda. Hasil analisis menunjukkan bahwa kualitas pelayanan ( $\beta = 0,387$ ;  $p < 0,001$ ) dan harga ( $\beta = 0,508$ ;  $p < 0,001$ ) berpengaruh signifikan terhadap kepuasan pengunjung. Harga memiliki pengaruh yang lebih besar dibandingkan kualitas pelayanan. Temuan ini menegaskan bahwa strategi peningkatan mutu pelayanan dan penetapan harga yang sesuai merupakan faktor penting dalam meningkatkan kepuasan pengunjung di destinasi wisata Sungai Mudal.

**Kata Kunci:** Kualitas Pelayanan, Harga, Kepuasan Pengunjung, Sungai Mudal

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***THE INFLUENCE OF SERVICE QUALITY AND PRICE ON VISITOR  
SATISFACTION AT THE SUNGAI MUDAL ECOTOURISM SITE, KULON***

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***ABSTRACT***

*Visitor satisfaction is one of the crucial indicators in the management of tourism destinations, including the Sungai Mudal ecotourism area. This satisfaction is influenced by various factors, such as service quality and price. This study aims to examine the extent to which service quality and price affect visitor satisfaction within the context of ecotourism. A quantitative approach with an explanatory research design was employed. Data were collected through a questionnaire consisting of 27 Likert-scale items, completed by 100 respondents. The data were analyzed using multiple linear regression. The analysis results indicate that service quality ( $\beta = 0.387$ ;  $p < 0.001$ ) and price ( $\beta = 0.508$ ;  $p < 0.001$ ) have a significant effect on visitor satisfaction. Among these variables, price has a more dominant influence than service quality. These findings emphasize that improving service quality and implementing appropriate pricing strategies are key to enhancing visitor satisfaction in ecotourism destinations such as Sungai Mudal.*

***Keywords:*** Service Quality, Price, Visitor Satisfaction, Sungai Mudal

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