

# ANALYSIS OF PRICE, PROMOTION, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT FLY REMI TRAVEL BATAM

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## Abstract

This study aims to analyze the influence of price, promotion, and service quality on customer satisfaction at Fly Remi Travel Batam. The competitive travel industry demands companies to offer not only competitive prices but also effective promotional strategies and superior service quality. Data were collected through questionnaires from 153 Fly Remi Travel customer respondents who used travel packages to Singapore. Multiple linear regression analysis shows that price, promotion, and service quality partially and simultaneously have a positive and significant effect on customer satisfaction. These results indicate that the suitability of price to facilities, clarity and attractiveness of promotions, and friendliness and professionalism of staff are key factors in shaping customer satisfaction. The practical implication of this study is the need for Fly Remi Travel to continue to manage these three aspects in an integrated manner to increase customer loyalty and recommendations.

**Keywords:** Price, Promotion, Service Quality, Customer Satisfaction, Fly Remi Travel Batam.

## 1. Introduction

### 1.1 Background

The travel and tourism industry is experiencing rapid growth in line with increasing mobility and the demand for quality recreation. In the digital age, consumers have widespread access to information about travel services, making them more selective in choosing providers. This requires companies to offer services that are not only competitively priced but also have appropriate promotional strategies and superior service quality to increase customer satisfaction and loyalty.

In theory, several factors such as price, promotion, and service quality significantly influence consumer decisions and satisfaction. Price is the value of a good or service in rupiah or the exchange rate in a country, and is one of the main factors influencing consumer purchasing decisions. Promotion is a form of marketing communication that aims to disseminate information, influence, and remind the target market about the company and its products so that they are willing to accept, purchase, and be loyal to the products offered. Meanwhile, service quality is a form of activity carried out by the company to meet consumer expectations, which can be interpreted as ease and speed, the relationship

with the ability and friendliness demonstrated through attitudes and characteristics in providing services to ensure customer satisfaction.

Besides price, promotion is also a crucial factor in attracting interest and building customer satisfaction in the travel services industry. An effective promotional strategy can increase consumer awareness, strengthen a company's image, and ultimately improve customer satisfaction with the service provided.

Consumer satisfaction can also be interpreted as a person's level of satisfaction after comparing the performance and results they feel with what they expect, therefore satisfaction or dissatisfaction is the result of the interaction of comparing expectations with experience after using the services or services provided, and is also an important element in improving marketing performance in a company, the satisfaction felt can increase the intensity of buyers from these consumers.

Fly Remi Travel Batam, a tourism company, faces the challenge of remaining relevant and competitive amidst intense competition. The company offers a variety of travel packages, including a one-day trip to Singapore, a flagship package that is highly sought after by consumers. However, a high number of bookings does not necessarily reflect optimal customer satisfaction. Price, promotion, and service quality are strategic elements that determine a travel company's success in winning over customers.

However, based on field data from Fly Remi Travel Batam, several issues have not been fully addressed. For example, some customers feel that package prices are still relatively high compared to competitors, social media promotions have not effectively reached the market, and complaints about service aspects such as punctuality and comfort are common. This indicates that despite high demand, customer satisfaction levels are not necessarily uniform.

This research specifically focuses on travel packages to Singapore, as internal data and field observations indicate that these packages are the most popular compared to other destinations. However, a high number of bookings does not necessarily indicate that all consumers are satisfied. Because this service is so widely used, it is important to analyze in more depth whether the prices are in line with expectations, whether the promotions are effective, and whether the quality of service truly meets consumer expectations. In other words, a high number of bookings does not necessarily reflect optimal satisfaction.

The following is consumer data per month for the period January to December 2024 who used package services to Singapore.

Table 1  
Consumer Data for one period 2024

No	Bulan	Jenis Layanan	Jumlah Orang	Tujuan Perjalanan
1	Januari	One Day Trip Singapore	15	Singapore
2	Februari	One Day Trip Singapore	17	Singapore
3	Maret	One Day Trip Singapore	20	Singapore
4	April	One Day Trip Singapore	29	Singapore
5	Mei	One Day Trip Singapore	26	Singapore
6	Juni	One Day Trip Singapore	26	Singapore
7	Juli	One Day Trip Singapore	24	Singapore
8	Agustus	One Day Trip Singapore	23	Singapore
9	September	One Day Trip Singapore	20	Singapore
10	Oktober	One Day Trip Singapore	18	Singapore
11	November	One Day Trip Singapore	16	Singapore
12	Desember	One Day Trip Singapore	14	Singapore

Source: Fly Remi Travel (2025)

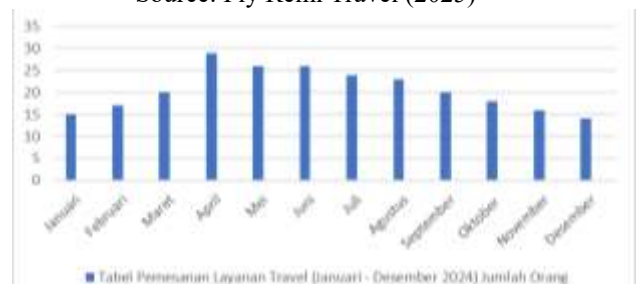


Figure 1: Order Graph

Source: Fly Remi Travel (2025)

Based on field data from Fly Remi Travel Batam, several issues have not been fully addressed. For example, some customers feel that package prices are still relatively high compared to competitors, social media promotions have not effectively reached the market, and complaints about service aspects such as punctuality and comfort are

common. This indicates that despite high demand, customer satisfaction levels are not necessarily uniform.

### **1.2 Problem Formulation**

Although various studies have explored service quality within the scope of customer satisfaction at Fly Remi Travel Batam, this gap remains limited. This gap highlights the need to evaluate the influence of customer satisfaction at Fly Remi Travel Batam.

Therefore, the research questions formulated in this study are as follows: First, Does price affect consumer satisfaction at Fly Remi Travel Batam? Second, Does promotion affect consumer satisfaction at Fly Remi Travel Batam? Third, Does service quality affect consumer satisfaction at Fly Remi Travel Batam? Fourth, Do price, promotion and service quality simultaneously affect consumer satisfaction at Fly Remi Travel Batam?

## **2. Theoretical Study and Hypothesis Development**

### **2.1 Theoretical review**

#### **A. Price**

Price is the amount of money charged for a product or service. Price is the only element of the marketing mix that generates revenue; the other elements only incur costs. Therefore, price plays a strategic role in determining consumer perceptions of the value of a product or service. In modern marketing practice, pricing is determined not only by production costs but also by market conditions, purchasing power, competitor strategies, and consumer perceptions of value.

#### **B. Promotion**

Promotion is a key element of the marketing mix used by companies to communicate with their target market. Promotion aims to inform, influence, and remind consumers about a product or service, thereby encouraging them to make a purchase or act in accordance with the company's intentions. In other words, promotion plays a crucial role in building brand awareness and building emotional connections with consumers.

#### **C. Quality of Service**

Service quality is the overall characteristics and attributes of a service that are capable of meeting customer needs and expectations. Service quality is a differentiating factor that determines the success of a business, especially in the service industry. Quality service not only increases customer satisfaction but also creates loyalty and positive word-of-mouth recommendations..

#### **D. Customer Satisfaction**

Consumer satisfaction is the level of satisfaction a person feels after comparing a product's perceived performance to their expectations. If performance falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; and if it exceeds expectations, the consumer is highly satisfied. Satisfaction is the result of the consumer experience and is key to creating long-term loyalty.

### **2.2 Literature Review**

This research refers to several relevant literature studies, including:

- Umuyu et al. (2024) found that price, promotion, and service quality have a positive and significant effect on consumer satisfaction.
- Arie & Kurniawan (2024) showed that service quality, price, and promotion have a positive and significant effect both partially and simultaneously on customer satisfaction.
- Marlina et al. (2023) found that price, promotion, and service quality had a positive and significant impact on consumer satisfaction among Grab users.

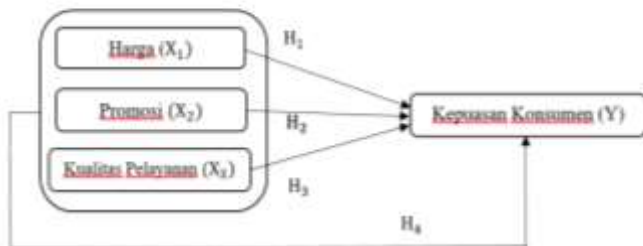
### **2.3 Hypothesis Development**

In this study, the hypothesis was developed into two forms, namely a partial hypothesis which tests the influence of each variable separately on consumer satisfaction, and a simultaneous hypothesis which tests the influence of all three variables together on

consumer satisfaction.

- **H1:**Price has a positive and significant effect on consumer satisfaction at Fly Remi Travel Batam.
- **H2:**Promotion has a positive and significant effect on consumer satisfaction at Fly Remi Travel Batam.
- **H3:**Service quality has a positive and significant effect on consumer satisfaction at Fly Remi Travel Batam.
- **H4:**There is a positive and significant simultaneous influence between price, promotion, and service quality on consumer satisfaction at Fly Remi Travel Batam.

## 2.4 Framework of Thinking



**Figure 2: Thinking Framework**

Source: Data processed by researchers (2025)

## 3 Research methods

### 3.1 Operational Variables and Measurement

This study uses three independent variables and one dependent variable.

- **Price (X1):** Measured through indicators of price suitability with service, price affordability, and comparison with competitors.
- **Promotion (X2):** Measured through indicators of clarity of promotional information, attractiveness of promotional content, and effectiveness of promotion on decisions.
- **Service Quality (X3):** Measured through indicators of friendliness and service attitude, comfort and safety of facilities, and accuracy and reliability of service.
- **Consumer Satisfaction (Y):** Measured through indicators of satisfaction with services, desire to reuse services, and the suitability of expectations and reality.

Measurement using a Likert scale of 1-4 (Strongly Disagree, Disagree, Agree, Strongly Agree).

### 3.2 Data Types and Sources

The data used comprises primary and secondary data. Primary data was obtained through questionnaires distributed to respondents. Secondary data was obtained from Fly Remi Travel sales data and related literature.

### 3.3 Time, Location, and Research Object

This research was conducted over six months (January 2025 to June 2025) in Batam City, Riau Islands Province. The subjects were consumers who had previously or were currently using Fly Remi Travel's travel services, specifically travel packages to Singapore.

### 3.4 Data collection technique

Data collection techniques are carried out through:

- Questionnaire: Delivered in person and online (Google Form).
- Observation: Collecting and reviewing secondary data such as information on the number of consumers, company profile, type of service, price

### 3.5 Sample Size Determination Technique

This study used a purposive sampling technique, with the criteria being respondents who had used Fly Remi Travel services from January 2024 to June 2025 and had received information regarding prices, promotions, or services. The Slovin formula was used because the study population was known, namely 248 people.

$$n = \frac{N}{1+N(e^2)}$$

Information

$n$  = Number of samples

$N$  = Population 248

$e$  = Error tolerance level (5% or 0.05)

Based on this formula, the calculation of the number of samples is:

$$n = \frac{248}{1 + 248 (0.05)^2}$$

$$n = \frac{248}{1 + 248 (0,0025)}$$

$$n = \frac{248}{1 + 0,62} = \frac{248}{1,62} \approx 153,09$$

### 3.6 Data Analysis Techniques

Data processing using SPSS for Windows version 26.

Analysis techniques include:

- Validity and Reliability Test: To measure the validity and consistency of the questionnaire.
- Classical Assumption Test: Includes normality test (Kolmogorov-Smirnov), multicollinearity test (VIF and Tolerance), and heterocodasticity test (scatterplot).
- Multiple Linear Regression Analysis: To predict changes in the dependent variable. Equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where Y = Consumer Satisfaction, X1 = Price, X2 = Promotion, X3 = Service Quality, a = Constant, b1, b2, b3 = Regression coefficient, e and = Error.

- **Correlation Coefficient Test and Determination Coefficient Test (R<sup>2</sup>):** To determine the extent of the linear relationship and the model's ability to explain variations in the dependent variable.
- **Hypothesis Testing:**
  1. Simultaneous Test (F Test): To determine the influence of all independent variables simultaneously on the dependent variable.
  2. Partial Test (T Test): To test the influence of each independent variable partially on the dependent variable.

## 4 Research Results and Discussion

### 4.1 Data Description

#### 4.1.1 Respondent Description

##### 1. Number of Respondents by Gender

Table 2

Respondent Gender

Age	Frequency	Percentage (%)
Man	69	45%
Woman	84	55%

Source: Data processed by researchers (2025)

From Table 2The results showed that of the 153 respondents, the majority were female, 84 (55%), while 69 (45%) were male. This indicates that Fly Remi Travel Batam's users are predominantly female. This situation can be a consideration for the company to adjust its promotional and service strategies to be more responsive to the needs of the female consumer segment, who statistically use more travel packages to Singapore.

##### 2. Number of Respondents Based on Age

Table 3

Respondent Age

Age	Frequency	Percentage (%)
17-25	36	24%
26-35	46	30%
36-45	63	41%
46-55	8	5%

Source: Data processed by researchers (2025)

Based on Table 3, the respondents who most frequently use Fly Remi Travel Batam services are in the 36–45 age range, amounting to 63 people (41%). Next, the 26–35 age group has 46 people (30%), followed by 17–25 years old with 36 people (24%), and finally, 46–55 years old with 8 people (5%). This data indicates that the majority of consumers are productive adults who are economically stable and have sufficient purchasing power to use overseas travel services.

### 3. Many Respondents Based on Last Education

Table 4

Respondent's Last Education

Last education	Frequency	Percentage (%)
High School/Vocational School	26	17%
Bachelor (S1)/D4	115	75%
Bachelor's Degree (S2)	12	8%

Source: Data processed by researchers (2025)

Based on Table 4, the majority of respondents were Bachelor's (S1)/Diploma 4 graduates, amounting to 115 people (75%). Respondents with a high school/vocational high school education numbered 26 people (17%), and those with a Bachelor's (S2) degree were 12 people (8%). This finding indicates that the majority of Fly Remi Travel consumers have a higher level of education, reflecting that they are more selective, critical, and tend to have high expectations for the quality of service provided.

### 4. Number of Respondents Based on Domicile

Table 5

Respondent Domicile

Semester	Frequency	Percentage (%)
Batam	129	84%
Outside Batam	24	16%

Source: Data processed by researchers (2025)

Table 5 shows that the majority of respondents (129 people, or 84%) reside in Batam, while 24 respondents (16%) come from outside Batam. This indicates that Fly Remi Travel's primary market is still focused on local consumers in Batam. However, the presence of consumers from outside Batam also provides an opportunity for the company to expand its promotions, attracting consumers from other areas around the Riau Islands or even other regions in Indonesia.

#### 4.1.2 Description of Research Variables

This study involved 153 respondents who provided answers

by completing a questionnaire using Google Forms. All collected data was then analyzed using SPSS to obtain the average (mean) value for each statement.

### A. Price Variable

Table 6

Distribution of Price Variables

Variables	Indicator	Answer Score										Mean		
		STS		TS		N		S		SS				
		1		2		3		4		5				
		F	%	F	%	F	%	F	%	F	%			
Price(X1)	x1.1	0	0%	0	0%	7	5%	5	3%	7	9%	9	5%	4.54
	x1.2	0	0%	2	1%	8	5%	5	3%	9	8%	4	5%	4.47
	x1.3	0	0%	3	2%	5	1%	0	5%	8	5%	5	3%	4.20
	x1.4	0	0%	1	1%	1	7%	7	5%	2	6%	2	4%	4.32
	x1.5	4	3%	9	1%	2	3%	4	3%	5	5%	2	8%	3.54
	x1.6	0	0%	2	1%	0	2%	3	5%	8	4%	4	2%	4.16
	x1.7	0	0%	5	3%	1	1%	2	5%	9	9%	3	5%	4.07
	x1.8	0	0%	4	3%	1	7%	1	5%	8	2%	5	8%	4.25
	x1.9	1	1%	0	7%	2	1%	8	4%	7	9%	4	6%	3.93
Mean Variable											4.17			

Source: Data processed by researchers (2025)

The Price variable had an average score of 4.166, which is categorized as Good. This indicates that respondents were generally satisfied with the pricing aspects offered by service providers. Meanwhile, the indicator with the lowest score was "Prices have been adjusted to the community's economic conditions" (x1.5) with a score of 3.54, indicating a perception that price adjustments to economic conditions have not been fully felt by some respondents.

## B. Promotion Variables

Table 7

Distribution of Promotion Variables

Variables	Indicator	Answer Score										Mean	
		STS		TS		N		S		SS			
		1		2		3		4		5			
		F	%	F	%	F	%	F	%	F	%		
Promotion(X2)	x2.1	0	0%	1	1%	2	6%	6	4%	6	9%	3	4.22
	x2.2	0	0%	1	1%	2	5%	6	1%	6	3%	4	4.27
	x2.3	0	0%	0	0%	1	7%	6	2%	7	0%	5	4.43
	x2.4	0	0%	1	1%	2	4%	6	2%	6	2%	4	4.27
	x2.5	0	0%	4	4%	3	5%	7	7%	3	4%	4	3.92
	x2.6	1	1%	2	2%	3	3%	7	6%	4	8%	8	3.99
	x2.7	0	0%	1	1%	8	6%	4	7%	7	2%	4	4.37
	x2.8	0	0%	1	1%	2	6%	7	9%	5	5%	3	4.18
	x2.9	2	2%	7	7%	3	4%	6	3%	3	5%	5	3.82
	Mean Variable											4.16	

Source: Data processed by researchers (2025)

The Promotion variable has an average score of 4.16. The indicator with the highest score is the statement "Promotional information is easily accessible through social media or digital platforms" (x2.3, score 4.43), which indicates that digital promotion strategies are very effective in reaching consumers. Conversely, the indicator with the lowest score is "Promotions provide special offers that are attractive to consumers" (x2.9, score 3.82), which indicates that promotional programs in the form of discounts, bonuses, or special offers are still not felt to be beneficial by some respondents.

## C. Service Quality Variables

Table 8

Distribution of Service Quality Variables

Variables	Indicator	Answer Score										Mean	
		STS		TS		N		S		SS			
		1		2		3		4		5			
		F	%	F	%	F	%	F	%	F	%		
Service Quality (X3)	x3.1	1	1%	0	0%	1	1%	3	2%	1	6%	7	4.54
	x3.2	0	0%	2	2%	1	8%	4	3%	0	6%	9	4.48
	x3.3	0	0%	1	1%	1	7%	4	2%	9	6%	3	4.54
	x3.4	0	0%	2	2%	1	7%	4	3%	1	5%	9	4.48
	x3.5	0	0%	1	1%	1	7%	3	2%	5	6%	7	4.59
	x3.6	1	1%	2	2%	3	3%	3	2%	5	6%	9	4.59
	x3.7	0	0%	2	2%	1	7%	3	2%	5	6%	6	4.56
	x3.8	0	0%	3	3%	1	2%	3	2%	5	9%	9	4.40
	x3.9	0	0%	3	3%	6	6%	3	2%	5	9%	9	4.48
	Mean Variable											4.52	

Source: Data processed by researchers (2025)

The Service Quality variable has an average score of 4.52, which is categorized as Very Good. The indicator with the highest score is the statement "Employees are friendly and polite in providing service" (x3.5 and x3.6, score 4.59), which confirms that the friendly attitude of officers is the aspect most appreciated by consumers. Meanwhile, the indicator with the lowest score is "The service process is carried out quickly and efficiently" (x3.8, score 4.40). Although included in the very good category, this value is relatively lower than the other indicators, which indicates that there is still room for improvement in the speed of the service process to get closer to consumer expectations.

#### D. Consumer Satisfaction Variables

Table 9

Distribution of Consumer Satisfaction Variables

Variables	Indicator	Answer Score										Mean		
		STS		TS		N		S		SS				
		1		2		3		4		5				
		F	%	F	%	F	%	F	%	F	%			
Consumer Satisfaction (Y)	y1	0	0%	2	1%	1	8%	2	6%	7	4%	7	4%	4.33
	y2	0	0%	3	2%	2	1%	4	7%	6	5%	8	3%	4.20
	y3	0	0%	2	1%	2	2%	4	6%	5	6%	9	3%	4.22
	y4	0	0%	2	1%	2	3%	5	7%	7	5%	7	3%	4.19
	y5	0	0%	5	3%	3	1%	0	7%	0	4%	7	2%	4.00
	y6	0	0%	2	1%	3	3%	2	7%	6	4%	0	3%	4.05
	y7	0	0%	2	1%	1	8%	3	7%	2	5%	9	3%	4.27
	y8	0	0%	2	1%	1	9%	2	7%	9	5%	7	3%	4.22
	y9	0	0%	3	2%	1	1%	1	7%	0	5%	7	3%	4.22
Mean Variable											4.19			

Source: Data processed by researchers (2025)

The Consumer Satisfaction variable has an average score of 4.19, which is categorized as Good. The indicator with the highest score is the statement "I feel satisfied with the overall service provided" (y1, score 4.33), which confirms that customers generally have a positive impression of their experience using the service. Conversely, the indicator with the lowest score is "I would recommend this service to others" (y5, score 4.00), which indicates that although consumers feel quite satisfied, their enthusiasm for recommending the service is still relatively low.

#### 4.1.3 Validity and Reliability Test

##### 1. Validity Test

Variables	Item	Mark
Price	X1.1	.558**
	X1.2	.506**
	X1.3	.552**
	X1.4	.571**
	X1.5	.633**
	X1.6	.601**
	X1.7	.640**
	X1.8	.588**
	X1.9	.653**
Promotion	X2.1	.577**
	X2.2	.695**
	X2.3	.675**
	X2.4	.748**
	X2.5	.650**
	X2.6	.648**
	X2.7	.622**
	X2.8	.724**
	X2.9	.635**
Quality of Service	X3.1	.637**
	X3.2	.770**
	X3.3	.624**
	X3.4	.699**
	X3.5	.666**
	X3.6	.706**
	X3.7	.742**
	X3.8	.697**
	X3.9	.768**
Customer Satisfaction	Y1	.812**
	Y2	.869**
	Y3	.861**
	Y4	.801**
	Y5	.754**
	Y6	.810**
	Y7	.845**
	Y8	.823**
	Y9	.877**

Figure 3. Validity Test Results

Source: Data processed using SPSS (2025)

Based on the results of the Pearson correlation test using SPSS, all indicator items from each construct of Price (X1), Promotion (X2), Service Quality (X3), and Consumer Satisfaction (Y) have a correlation value to the total score of each construct above the value of r table 0.138 and significant at the 5% level (Sig. < 0.05). This indicates that each item has a strong and significant relationship with the construct it represents. The highest correlation value even exceeds 0.8 in some indicators, which indicates high validity.

## 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.926	36

**Figure 4. Results of the Reliability Test**

Source: Data processed using SPSS (2025)

Based on the results of the reliability test using SPSS, a Cronbach's Alpha value of 0.926 was obtained for all 36 items representing the variables of price, promotion, service quality, and customer satisfaction. This value is well above the minimum threshold of 0.7, indicating that the instrument used has a very high level of internal consistency. According to Ghozali (2021), a Cronbach's Alpha value above 0.9 is categorized as very good reliability.

### 4.1.4 Prerequisite Analysis Test

#### 1. Normality Test

The normality test used is the Kolmogorov-Smirnov test. If the Asymp. Sig. value is less than 0.05, the distribution is not normal. If the Asymp. Sig. value is greater than or equal to 0.05, the distribution is normal.

Table 10

Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		153
Normal	Mean	.0000000

Parameters,a,b	Standard Deviation	3.88404076
Most Extreme Differences	Absolute	.031
	Positive	.028
	Negative	-.031
Test Statistics		.031
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed using SPSS (2025)

Table 10 shows that the Asymp. Sig. value is 0.200, the Asymp. Sig. result of the variable is more than 0.05, so it can be concluded that the data for all variables are normally distributed.

#### 2. Multicollinearity Test

To test for multicollinearity between independent variables, researchers used the VIF (Variance Inflation Factor) test. The criterion is that if the VIF value is less than 10, multicollinearity is absent. If the VIF value is greater than 10, multicollinearity is present.

Table 11

Multicollinearity Test Results

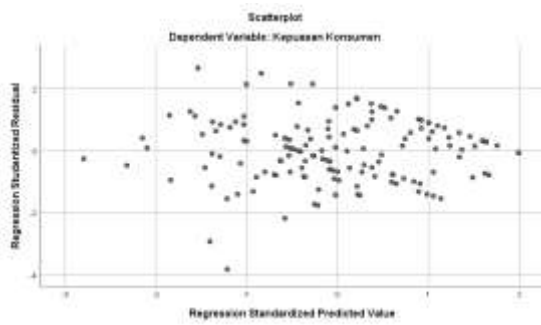
Variable Name	Tolerance	VIF	Information
Price	0.623	1,604	No Multicollinearity Occurs
Promotion	0.599	1,669	
Quality of Service	0.930	1,076	

Source: Data processed using SPSS (2025)

Table 11 shows that the VIF value found is less than 10, so it can be concluded that there is no multicollinearity between the price, promotion and service quality variables.

#### 3. Heterochodasticity Test

To find out whether or not there is a heteroscedasticity problem, the method of detection is to look at the scatterplot graph between the SRESID values.



**Figure 4: Heterodasticity Test Scaterplot**

Source: Data processed using SPSS (2025)

Figure 4 shows that the points are spread randomly and do not form a particular pattern, so it can be concluded that heteroscedasticity does not occur.

#### 4. Hypothesis Testing

The data analysis used to test the hypothesis in this study is multiple linear regression analysis using a consumer satisfaction model.

Table 12

Summary of Hypothesis Analysis Results

Variables	Coefficient Regression (B)	T	Sig.	Information
Price	0.312	3,022	0.003	Significant
Promotion	0.568	6,177	0.000	Significant
Quality of Service	0.226	3.107	0.002	Significant
Constant	-4,500			
R <sup>2</sup>	0.492			
F count	48,066			
Sig.	0,000			

Source: Data processed using SPSS (2025)

The discussion of the analysis of the results of the hypothesis testing in Table 12 is presented as follows.

#### A. Multiple Linear Regression Line Equation

From the results of the regression analysis in Table 11, the multiple regression equation can be seen as follows:

$$Y = -4,500 + 0.312X_1 + 0.568X_2 + 0.226X_3$$

#### B. Coefficient of Determination (R<sup>2</sup>)

The results of the multiple linear regression test in Table 12

show that the coefficient of determination (R<sup>2</sup>) is 0.492 or 49.2%. Therefore, it can be said that 49.2% of consumer satisfaction is influenced by price, promotion, and service quality, while the remaining 51.8% is influenced by other variables not examined in this study, such as company image, consumer trust, previous travel experience, the influence of digital reviews (word of mouth), and the variety of products and additional facilities offered.

#### 5. Simultaneous Test (F Test)

This test is used to determine whether the independent variables consisting of price, promotion, and service quality together have a significant effect on the dependent variable, namely customer satisfaction. Based on the test conducted in Table 12, the calculated F value was found to be 48.066 with a significance value of 0.000. Because the significance value is less than 0.05, it means that price, promotion, and service quality simultaneously have a significant effect on customer satisfaction. Thus, the fourth hypothesis is accepted.

#### 6. Partial Test (t-Test)

The t-test is a test to demonstrate the individual influence of independent variables in a model on the dependent variable. It is intended to determine the extent to which a single independent variable explains the dependent variable.

##### A. The Influence of Price on Consumer Satisfaction.

Based on the partial calculation results of the influence of price on consumer satisfaction, in Table 11 the calculated t is obtained as follows: 3,022 with a significance level of 0.003. Since the significance value is less than 0.05, it can be concluded that the price variable has a significant and positive influence on consumer satisfaction. It can be concluded that the better the price given, the higher the consumer satisfaction. Thus, the first hypothesis stating "Price has a significant and positive influence on consumer satisfaction" is accepted.

## **B. The Influence of Promotion on Consumer Satisfaction**

Based on the partial calculation results of the influence of promotion on consumer satisfaction, the calculated t value is 6,177 with a significance level of 0.000. Since the significance value is less than 0.05, it can be concluded that the Promotion variable has a significant and positive influence on consumer satisfaction. Therefore, the second hypothesis, which states "Promotion has a significant and positive influence on consumer satisfaction," is accepted.

## **C. The Influence of Service Quality on Consumer Satisfaction**

Based on the partial calculation results of the influence of service quality on consumer satisfaction, the calculated t value is 3.107 with a significance level of 0.002. Since the significance value is less than 0.05, it can be concluded that the service quality variable has a positive and significant influence on consumer satisfaction. Thus, the third hypothesis, which states "Service quality has a significant and positive influence on consumer satisfaction," is accepted.

## **Conceptual Discussion**

The research results show that promotion is the most dominant variable influencing customer satisfaction. This finding supports the service marketing mix theory (Kotler & Keller), which emphasizes that promotion is a crucial instrument in building customer perceptions and satisfaction. Appropriate and effective promotion can increase consumer interest and loyalty in using one-day trip services.

These results align with research by Almira & Octavia (2023), which found that promotions significantly influence customer satisfaction in culinary MSMEs. However, they differ from research by Septianarditya & Nasir (2022), which found service quality to be the dominant variable among Indihome customers. This difference suggests that industry context significantly determines which variables play a greater role; in travel services, digital promotions are more influential than service quality.

Furthermore, this study corroborates the findings of Tumuyu et al. (2024) and Arie & Kurniawan (2024), who emphasized that price, promotion, and service quality significantly influence customer satisfaction. Thus, this study adds empirical evidence to the importance of combining these factors in influencing customer experience.

The novelty of this research lies in its focus on Fly Remi Travel Batam's one-day trip service to Singapore. This differs from previous research, which focused more on the hospitality, online transportation, and telecommunications sectors. Therefore, this study provides a new contribution to the literature on service marketing in the local tourism sector.

Practically, the results of this study imply the need for Fly Remi Travel to prioritize creative, interactive, and relevant digital promotional strategies for its target market. Although promotions have proven to be the most dominant strategy, the company still needs to maintain competitive pricing and high service quality to maintain sustainable customer satisfaction.

## **5. Conclusion and Suggestions**

### **5.1 Conclusion**

Based on the research results and discussion, it can be concluded that:

1. Price, promotion, and service quality simultaneously have a positive and significant effect on consumer satisfaction at Fly Remi Travel Batam.
2. Partially, all three variables have a positive and significant effect on consumer satisfaction. Of these three variables, Promotion is the most dominant variable influencing consumer satisfaction with a beta coefficient value of 0.568.
3. The coefficient of determination ( $R^2$ ) value of 0.492 shows that 49.2% of the variation in consumer satisfaction can be explained by price, promotion, and service quality, while the remaining 50.8% is influenced by other external factors, such as company image,

consumer trust, previous travel experience, digital reviews (word of mouth), and the variety of products and additional facilities offered.

4. The novelty of this research lies in its focus on the Singapore one-day trip service of Fly Remi Travel Batam, which differs from previous research in other sectors such as hospitality, online transportation, and telecommunications. This provides a new empirical contribution to the literature on service marketing in the local travel sector.

## 5.2. Suggestions

Based on the conclusions above, some suggestions that can be given are:

1. Fly Remi Travel's adaptive and segmented pricing strategy is recommended to adopt a more flexible pricing strategy, tailored to market conditions, holiday seasons, and consumer purchasing power. Tiered pricing (economy, regular, and premium packages) can reach a wider segment while providing options tailored to consumer needs.
2. Experience-based promotional innovation: Promotions should not only emphasize pricing and amenities, but also prioritize the consumer's emotional experience, for example through travel video content, customer testimonials, or collaborations with local influencers. Loyalty rewards programs and exclusive seasonal promotions can also increase customer retention.
3. Strengthening technology-based service quality, given that service quality is a dominant factor, requires Fly Remi Travel to integrate technology into its services, such as a more convenient online booking system, a mobile app for trip tracking, and 24/7 chat-based customer support. Furthermore, regular staff training on service excellence is essential to maintain consistent friendliness and professionalism.
4. Improving a company's operational efficiency requires improving its travel management system, particularly regarding punctuality of departures and speed of

administrative processes. This is crucial for ensuring customers are not only emotionally satisfied but also functionally satisfied, as services run smoothly and effectively.

5. Considering that 50.8% of satisfaction is still influenced by external factors, Fly Remi Travel should focus on brand image, new destination innovation, and travel safety. These factors can strengthen the company's competitiveness and improve overall satisfaction.

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