

## **ABSTRACT**

*Tourism is a trip carried out by someone in a certain period of time from one place to another, the purpose is for recreation, entertainment or for an interest so that their desires can be fulfilled.*

*Indonesia has thousands of destination places (tourism), both those that are already popular, and still in the development stage. In addition, tourism is one of the icons in Indonesia, because it gives a positive impact on the economic sector both in expanding business opportunities and employment opportunities, as well as increasing income per capita and increasing the country's foreign exchange.*

*With so many business opportunities that exist today, the level of competition between industries is getting tougher in marketing their products. One of them is Park Hud-Hud Tourism, to be able to increase visitor satisfaction the company must be more attractive in promoting and the company must be better able to provide services to increase visitor satisfaction, there are various ways that can be done to provide satisfaction to visitors.*

*One of the factors that can affect visitor satisfaction is the promotion and quality of service. Companies that have a good promotion and quality of service will improve the satisfaction of visitors in a company.*

*The purpose of this research is to know the influence of promotion and service quality to visitor satisfaction. This type of research is quantitative and uses methods of descriptive analysis. The scale used in this research is the Likert scale using data testing techniques of validity and reliability test with a sample of 32 respondents. Sampling is done by non-probability sampling method. The data analysis techniques used are multiple linear regression analyses.*

*The conclusion of this research is the promotion and quality of service affects the visitor satisfaction with a percentage of 71.06% and the remaining 28.94% influenced by other variables not examined in this study. These results can be interpreted with the better promotion and quality of service that will be better also to improve visitor satisfaction.*

**Keywords:** *Promotion, Service Quality, Visitor Satisfaction*