

ABSTRACT

In this modern era, tourism has become a part of the necessities of life where people have started doing tourism activities for the fulfillment of desires and as entertainment. Therefore, people continue to look for tourist locations to fulfill their desires and are expected to achieve satisfaction while traveling. Paraland Majalengka Tourism is one of the tourist sites in Majalengka district. To continue to grow satisfaction with visiting customers, it is necessary to have good service quality and adequate promotional activities. This study aims to identify the magnitude of the effect of promotion and service quality on customers who visit Paraland Majalengka tourism.

The research method used is a quantitative method with descriptive analysis and the sampling technique is non-probability sampling with a total of 100 respondents. Data collection techniques are questionnaires and literature study. The results of the descriptive analysis state that the Promotion of Service Quality and Customer Satisfaction of Paraland Majalengka Tourism is in the good category and the results of the hypothesis test show that partially and simultaneously the Promotion and Service Quality variables have a positive effect on customer satisfaction at Paraland Majalengka tourism objects.

Keywords: *Promotion, Service Quality, Customer Satisfaction, Tourism*