

ABSTRACT

Tourism is a travel activity that seeks temporary pleasure through various means such as culture, food and drink, natural beauty, animals, and so on. So that people will continue to look for various places and ways to travel so that their satisfaction is fulfilled. The Gundaling Peak tourist attraction is one of the attractions in Karo district. To increase tourist visits, customer satisfaction must be considered and improved, the factors that can affect customer satisfaction are promotion and service quality. This study aims to see the magnitude of the effect of promotion and service quality on customer satisfaction who visit the Puncak Gundaling tourist attraction.

The research method used is descriptive quantitative research method and the sampling technique is non-probability sampling with a total of 100 respondents. Data collection techniques are questionnaires and literature study.

The conclusion of this study is that promotion and service quality affect visitor satisfaction with a percentage of 65.77% and the remaining 34.23 is influenced by other variables not examined in this study. These results show that partially and simultaneously the Promotion and Service Quality variables have a positive effect on customer satisfaction at the Puncak Gundaling tourist attraction.

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