

ABSTRACT

As the COVID-19 pandemic threaten the world every day, there are several ways that can be done to maintain body health to help prevent the disease from infecting our body. Implementing a healthy eating pattern, keep the body hydrated, enough sleep, and the most important is doing sport regularly (halodoc, 2021). To be able to practice or exercise, a sport hall is a necessity to facilitate what is needed. Redball Billiard provide what pool players demanded. A place to practice, perform, compete, as well as providing pool tables, cues, and other equipment to support the game. Redball Billiard was founded by 3 people, one of the best billiard athletes of Indonesia, Jimmy Jusman and company.

To find out whether there is an impact of price and place towards customer satisfaction of Redball Cikarang, the object of this research is Redball Cikarang's customers. The research methodology that is used in this research is quantitative method. The quantitative approaches, such as interviews, gain a deeper understanding of customer insights and experiences that may affected to customer satisfaction that may help to refine future research. The data sampling that will be used in this research is the non-probability technique with using accidental sampling technique. In this research, non-probability sampling applied accidental sampling from 15 pool tables in Redball Cikarang, which the form involves taking population sample that selected randomly or close at hand (Each table are limited to 25-26 respondents).

The result shows that there are two significant factors that impacted to customer satisfaction in Redball Cikarang, those are price and place that have a significant positive impact on customer satisfaction.

Keywords: Price, Place, Customer Satisfaction, Redball Cikarang.