

THE INFLUENCE OF QUALITY OF SERVICE AND FACILITIES ON CUSTOMER SATISFACTION AT HOTEL GRAND INNA MEDAN



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Abstract

The purpose of this study was to analyze how the influence of service quality and facilities on customer satisfaction at the Grand Inna Hotel. The analytical methods used in this research are validity and reliability, multiple linear regression test results, coefficient of determination (R^2), simultaneous test (f test), and partial test (t -test). The sample in this study was 112 people, while the application used to process research data was SPSS 22. The results of the study found that t count $>$ t table was $0.211 < 1.981$ and the significant value was $0.833 <$ from alpha 0.05. This means that the quality of service does not have a positive and significant effect on customer satisfaction at the Grand Inna Hotel. The results showed that t arithmetic $>$ t table was $2.382 > 1.981$ and the significant value was $0.019 <$ from alpha 0.05. This means that the facilities have a positive and significant effect on customer satisfaction at the Grand Inna Hotel. It is proven by the results of the F (simultaneous) test, the calculated F value is $26.655 >$ the F table value is 2.69 and the significant value is $0.000 <$ from the alpha value of 0.05. The results showed that the variables of Service Quality and Facilities on Consumer Satisfaction had a positive and significant effect simultaneously and partially on Customer Satisfaction at Grand Inna Hotel Medan.

Keywords: Service Quality, Facilities, Customer Satisfaction

INTRODUCTION

The hospitality industry is an industry that provides accommodation and lodging services (e.g. food) in hotels. In addition, the hospitality industry also provides facilities and amenities for organizing events in hotels such as meetings, seminars, and parties. The hospitality industry has also developed to offer services to people who are traveling. Service quality and facilities are very important factors in increasing customer satisfaction. Good service quality and facilities can provide a positive experience for consumers who stay, increase customer loyalty, and improve the company's image. Research on service quality and customer satisfaction can help hospitality businesses evaluate their success in providing quality services to consumers. This research can help companies identify factors that affect customer satisfaction and how to manage facilities to meet consumer expectations and needs.

With the existence of good service quality in the industry, service quality is an important aspect for companies regarding consumer views to determine the effectiveness of service quality to meet consumer needs (Erlinda, 2020). In addition, facilities are aspects that are deliberately provided by the company for use by consumers to increase satisfaction to the maximum (Iskandarsyah, 2017). Consumers who are satisfied with the company's performance will have a high sense of trust in the company. So that these consumers will not leave the company, and will even help the company in the aspect of promotion to their friends and relatives. Supporting factors for the tourism industry can be seen from the number of travel agencies that bring in local and foreign tourists to enjoy tourism in Medan City. This is also related to the emergence of hotels in the city of Medan whose services are increasingly competing with each other, offering the best service to domestic and foreign tourists. The role of hotels in satisfying accommodation consumers is very important for tourists.

It can be said that if consumers are not satisfied with the good service of Grand Inna Hotel, the quality of service of Grand Inna Hotel is still not effective. This is clearly visible from the beginning of 2023, such as B. Poor service makes consumers dissatisfied when ordering rooms or room service. So, if you don't just focus on service quality, the facilities offered by Grand Inna Medan Hotel are sufficient. This can be seen since the beginning of

2023 with consumer complaints such as the hotel corridor smells musty, the room floor is dusty, the pillow smells musty and dirty, the curtains are full of dust, and the room is less fragrant.

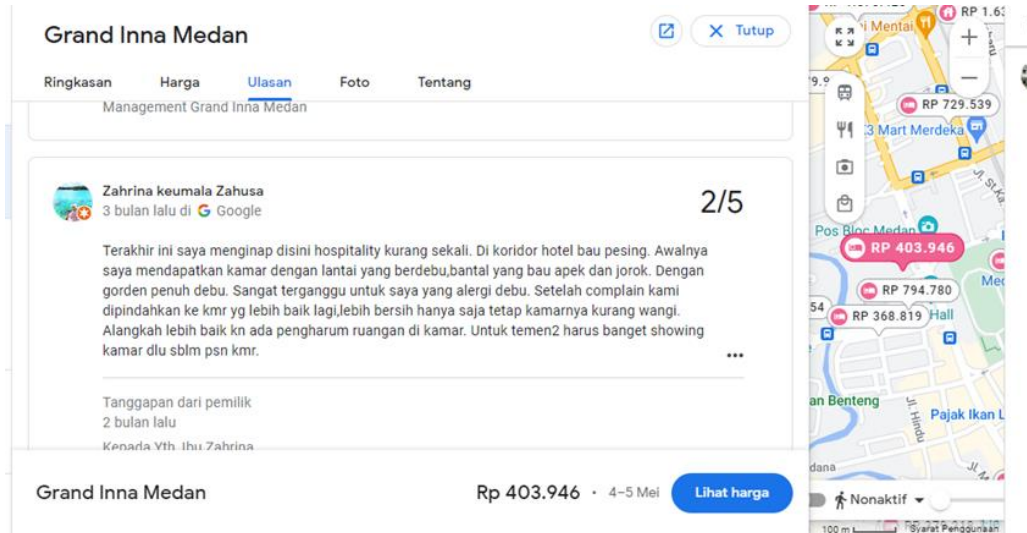


Figure 1.

Grand Inna Medan Hotel Customer Reviews on Google Website

Source: OTA Customer's review on Google Website

This is due to the lack of accuracy in providing services provided by the hotel to its customers, so that consumers who stay at Grand Inna Medan Hotel feel dissatisfied and uncomfortable with the services provided and submit their complaints in the Grand Inna Medan Hotel Google web site review column. So, this one thing affects people who are looking for hotels for accommodation, reading various complaints in the Google Grand Inna Medan Hotel web site review column. As a service company, you must pay attention to what can satisfy consumers while staying at the Grand Inna Medan Hotel.

REVIEW OF LITERATURE

Previous Research

The Effect of Service Quality and Facilities on Customer Satisfaction Travellers Hotel Jakarta. The results of the research conducted show that there is a partial or simultaneous influence between facilities and service quality on customer satisfaction at Travellers Hotel Jakarta (Nur, 2021).

The Effect of Service Quality and Hotel Facilities on Customer Satisfaction at Sari Ater Hot Springs Resort Ciater. The results of this study can be concluded that Service Quality and Facilities simultaneously on customer satisfaction decisions are significant (Dedy, 2022).

The Effect of Service Quality and Hotel Facilities on Customer Satisfaction at Hans Inn Hotel in Batam City. The results of this study indicate that service quality and facilities simultaneously affect customer satisfaction at Hans Inn Batam (Kurniati, 2020).

The Effect of Service Quality and Facilities on Consumer Satisfaction OYO Smart Hotel Tlogomas. The results of the study state that service quality affects customer satisfaction and facilities also have a dominant effect on customer satisfaction (Milla, 2020).

The Effect of Service Quality and Facilities on Customer Satisfaction Kaliban Hotel. The results show that the variables of service quality (X1) and facilities (X2) together have a positive and significant influence on customer satisfaction (Y) (Erna, 2017).

The Effect of Service Quality and Facilities on Customer Satisfaction at OS Hotel Batam. These results can be concluded that the quality of service and facilities simultaneously has a positive and significant effect on customer satisfaction (H3 accepted) (Dea, 2018).

Service Quality

Service quality is the level of service excellence expected by consumers to meet their needs (Suhartanto, 2017). Service quality is a variety of activities or businesses carried out by companies to meet the needs of consumers how many services (Erlinda, 2020). Service quality is the best measure taken by the company to satisfy consumer tastes (Septian, 2020). Service quality is a dynamic condition related to service products, people, processes, and the environment that can meet and or exceed consumer expectations (Goesth, 2019). Service quality is a form of consumer assessment of the level of service received with the expected level of service if the service received or felt is as expected, the service quality is perceived as good and satisfying. Satisfaction that has been formed can encourage consumers to make repeat purchases and hopefully will become loyal customers

(Kotler, 2019). Service quality is the overall characteristics and characteristics of a good or service that have an impact on its ability to satisfy stated or implied needs. The quality of service provided by the company to meet consumer expectations (Abdullah, 2019).

Based on the experts' understanding of service quality above, it can be concluded that service quality is the level of performance assessment carried out by service providers in relation to consumer expectations or desires.

Service Quality Indicators

To improve service quality, the company should provide sanctions so that the company knows what customers want. Service Quality Indicators (Tjipto, 2019) are:

- a. Reliability.
- b. Responsiveness.
- c. Assurance.
- d. Empathy
- e. Physical Evidence (Tangible).

Factors Affecting Service Quality

There are several main factors that influence service quality, namely Expected Service & Perceived Service (Priansa, 2017). If the service received is more pleasant than expectations, it will cause satisfaction. Conversely, if the service received is less than expectations, it can be said that the service quality is poor. Service quality has a very close relationship with customer satisfaction. Quality provides an impetus for consumers to establish a strong relationship with the company to thoroughly understand the expectations of consumers.

Definition of Facilities

Facilities are elements to minimize consumer movement regarding businesses in the service sector (Kusuma, 2018). Facilities are various forms of facilities provided by service providers, as a form of meeting consumer needs with the aim of providing maximum satisfaction to consumers (Iskandarsyah, 2017).

Based on the above understanding, it can be concluded that the definition of facilities is a means provided by service providers to consumers who are looking for

comfort, with the aim that consumers feel comfortable during the service implementation process.

Facility Indicators

To measure the facilities of a hotel there are 6 indicators, namely:

- a. Spatial planning.
- b. Room design.
- c. Equipment or furniture.
- d. Lighting.
- e. Color.

Factors Affecting Facilities

There are two factors that affect facilities (Nuridin, 2018), namely;

1. Completeness, the availability of facilities in a service will be able to support and facilitate consumer activities.
2. Practicability of facilities, facilities in a service vary. Some are modern and some are manual, modern facilities will be more able to help consumers facilitate their activities because they are more practical and faster.

Definition of Consumer Satisfaction

Customer satisfaction is the final result of a service provider that comes from fulfilling the wishes or not of the consumer through performance and other aspects provided by the service provider. Satisfaction is a level of feeling which states the results of the comparison of the performance of the service product received with what is expected (Lupiyoadi, 2013). Customer satisfaction is the final result owned by the service provider which comes from fulfilling the wishes or not of the consumer through performance and other aspects provided by the service provider (Ajizah, 2018). Consumer satisfaction is the level of feeling experienced by consumers after comparing performance with the expectations desired by consumers (Khairani, 2019).

From the above understanding, it can be concluded that customer satisfaction is the level of results possessed by service providers in accordance with whether or not consumer expectations of the services provided by service providers are met.

Consumer Satisfaction Indicators

To measure the level of customer satisfaction, there are 3 indicators, namely:

- a. Desire to make a repurchase.
- b. Willingness to recommend.
- c. Expectation conformity.

Factors Affecting Consumer Satisfaction

Companies need to consider five main factors to determine the level of customer satisfaction (Nuridin, 2018), namely as follows;

- a. Product Quality, when the products and services obtained by consumers meet the requirements of what is expected, the consumer will be satisfied. Customers who reason always need high quality products that they do to get products. Thus, good product quality will create added customer value.
- b. Service quality, if consumers get quality service or expected results and they will be satisfied.
- c. Emotional, consumers will be proud when they have a product or use a service that has a high social value so that they also feel confident about it.
- d. Price, similar products, but available at affordable prices will get added value from consumers.
- e. Cost, consumers are more likely to be satisfied with a product or service if they have to pay additional costs.

RESEARCH METHOD

Place and Time of Research

The research was conducted at the Grand Inna Medan Hotel which is located on Jl. Balai Kota No.2, Kesawan, Kec. Medan Bar., Medan City, North Sumatra 20111. The object of this research is "The Effect of Service Quality and Facilities on Customer Satisfaction at Grand Inna Medan Hotel".

Types and Sources of Data

The data used in this study are primary and secondary data. Primary data obtained from interviews and discussions with supervisors and employees as well as the results of researcher surveys with supervisors and assistants. Secondary data is obtained from company profiles and from reading books, theories and literature related to the problem under study.

Data Collection Method

The data collection methods used in this study are as follows:

- a. Interview, namely holding questions and answers with superiors and employees who have the authority to provide information related to the research.
- b. Questionnaire, is a data collection technique that is carried out by giving a set of questions to respondents to answer in order to obtain the information needed.
- c. Documentation Study, namely collecting data and information from books, scientific writings, the internet and other literature that has relevance to research.

Population and Sample

Population is not only generated from the number of objects and subjects, but includes all the properties and characteristics of the subject or object. A person can be made a population based on various characteristics such as speech style, discipline, hobbies, livelihood and leadership. This study involved 156 guests staying at the Grand Inna Medan Hotel in early 2023 using a random sampling sample.

The sample is the number and characteristics of the ability of the identified population to participate in the study, so the sample must be able to provide a true and fair picture of the population. Random sampling is used as a sampling method because the number of hotel guests is so large that it is difficult to identify hotel guests one by one.

Then the sample for this study was calculated using the Slovin formula as follows:

$$n = \frac{N}{1 + (N \cdot a^2)} \text{ (Rumus Slovin)}$$

Description:

n = Number of samples

N = Total population 156

α^2 = The allowance for inaccuracy caused by taking the wrong sample that can be tolerated 5%

1 = Constant

Based on this research, the number of respondents at the beginning of 2023 at Grand Inna Hotel Medan is 156 guests, the tolerance of inaccuracy is 5%. The results of the trial method calculation are given by the following Slovin formula:

$$n = \frac{N}{1 + (N \cdot \alpha^2)}$$
$$n = \frac{156}{1 + 156 \cdot (5\%)^2}$$
$$n = \frac{156}{1 + 156 \cdot (0.05)^2}$$
$$n = \frac{156}{1 + 156 \cdot (0.0025)}$$
$$n = \frac{156}{1 + 0,39}$$
$$n = \frac{156}{1,39}$$
$$n = 112,23$$

Based on the above calculations, a sample of 112.23 people was obtained, rounded up to the nearest 112 people, so that the sample of this study was 112 respondents.

Data Analysis Method

This research questionnaire was answered by 112 consumers, quantitative analysis methods were used in this research. The data analysis method was carried out using SPSS 22. Likert scale is used as a measurement scale. To process the results of this study using validity and reliability tests, multiple linear regression test results, coefficient of determination (R²), simultaneous test (f-test) and partial test (t-test).

Validity and Reliability Test

The validity test is a test step carried out on the contents of an instrument, with the aim of measuring the accuracy of the instrument used in a study (Sugiyono, 2017). It is said

to be valid if the value of $r_{count} > r_{table}$ and is said to be invalid if the value of $r_{count} < r_{table}$.

Reliability test is the process of measuring the constancy (consistency) of the instrument (Sugiyono, 2017). It is said to be reliable if the Cronbach alfa value is > 0.6 and is said to be unreliable if the Cronbach alfa value is < 0.6 .

Operational Definition

Based on the formulation of the problem, the variables in this study can be identified as follows:

- a. Free Variables (Independent Variables) are variables that affect the dependent variable, which consists of Service Quality (X1) and Facilities (X2).
- b. The dependent variable (Dependent Variable) is the variable that is influenced by the independent variable, namely Customer Satisfaction (Y).

Conceptual Framework

The conceptual framework is a synthesis that reflects the relationship between the variables studied and is a guide to solving research problems and formulating research hypotheses in the form of a flowchart equipped with qualitative explanations (Sugiyono, 2017). The framework in this study can be seen in the figure below:

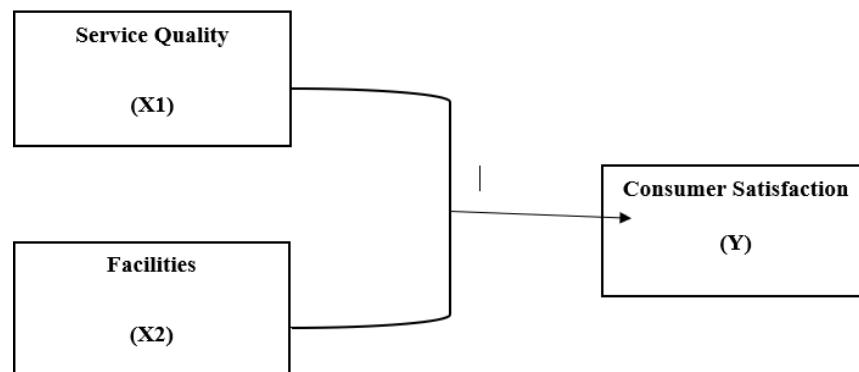


Figure 2.
Conceptual Framework

Hypothesis

The hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of questions (Nuridin, 2018).

H1 : There is a significant effect between service quality and customer satisfaction at the Grand Inna Medan hotel.

H2 : There is a significant influence between facilities on customer satisfaction at the Grand Inna Medan hotel.

H3 : There is a significant influence between service quality and facilities on customer satisfaction at the Grand Inna Medan hotel.

Hypothesis Testing

1. Coefficient of Determination (R^2): To measure how much the model's ability to explain the dependent variable. The greater the coefficient of determination (close to one, it can be said that the influence of the independent variables of service quality (X1) and facilities (X2) is large on the dependent variable (Y).
2. Simultaneous Test (F Test): This test aims to see the effect of service quality and facilities simultaneously on customer satisfaction, testing is carried out at a confidence level of 95% or an error rate of $\alpha = 0.01$ (10%), with criteria:
 - a. If $F_{count} \leq F_{table}$, then H_0 is accepted, H_1 is rejected, meaning that simultaneously this research has no effect;
 - b. If $F_{count} > F_{table}$, then H_0 is rejected, H_1 is accepted, meaning that simultaneously this study has an effect.
3. Partial Test (t Test): Partial tests are conducted to see the effect of service quality and facilities on customer satisfaction, with testing criteria:
 - a. If $t_{count} \leq t_{table}$ then H_0 is accepted, H_1 is rejected, meaning that partially this research has no effect;
 - b. If $t_{count} > t_{table}$ then H_0 is rejected, H_1 is accepted, meaning that partially this research has an effect.

RESULTS AND DISCUSSION

Research Results

Data obtained from the results of questionnaires given to guests staying at the Grand Inna Medan hotel.

Characteristics of Respondents

Respondent characteristics are the identity of respondents who are research samples. The research sample was 112 people who had filled out questionnaires based on age, gender, and work.

The following presents data on the characteristics of respondents:

Table 1.
Characteristics of Respondents by Age

No	Age	Amount
1	< 20 years	11
2	20-30 years	26
3	30-40 years	32
4	> 50 years	43
Total		112

From data 1, it can be seen that the majority of customer respondents at Grand Inna Medan Hotel are aged < 20 years, 20-30 years, 3-40 years, and > 50 years. Because at that age is the age most like to stay at the Grand Inna Medan Hotel.

Table 2.
Characteristics of Respondents Based on Gender

No	Gender	Amount
1	Male	54
2	Female	58
Total		112

From table 2, it is known that the number of female respondents is far more than male respondents because many of those staying at the Grand Inna Hotel are women rather than men.

Table 3.
Characteristics of Respondents Based on Occupation

No	Last Education Number	Amount
1	Student	13
2	Public Employee	26
3	Private	21
4	Entrepreneur	52
Total		112

From table 3 shows that respondents with a worker background, especially for entrepreneurs, are more than respondents with other worker backgrounds, because those who stay at the Grand Inna Hotel are visited by many entrepreneurs.

Validity and Reliability Test Results

Validity test is used to see the validity of the instrument used in the study. The instrument is said to be valid if $r_{count} > r_{table}$.

Table 4.
Validity of Service Quality Variable Instruments (X1) and Facilities (X2)

Variable	Instrument	Validity Value		Conclusion
		Rcount	Rtable	
Service Quality (X1)	X1.1	0,789	0,186	Valid
	X1.2	0,712		Valid
	X1.3	0,809		Valid
	X1.4	0,840		Valid
	X1.5	0,713		Valid
Facilities (X2)	X2.1	0,742		Valid
	X2.2	0,851		Valid
	X2.3	0,866		Valid
	X2.4	0,884		Valid
	X2.5	0,864		Valid
	X2.6	0,776		Valid

From table 4, it can be seen that the test results of each instrument of the customer satisfaction variable (Y) have an rtable value of 0.186, thus it can be concluded that the overall statement instrument of the customer satisfaction variable used is valid.

Reliability test is carried out to ensure that the instrument used is a reliable, consistent and stable instrument if used repeatedly at different times. The instrument is said to be reliable, the calculated Cronbach's alpha value > Cronbach's alpha tolerance (0.6).

Table 5
Results of Research Instrument Reliability

No	Variabel	Cronbach's Alpha Value	Conclusion
1	Service Quality (X1)	0,787	Reliable
2	Facilities (X2)	0,805	Reliable
3	Consumer Satisfaction (Y)	0,809	Reliable

Table 5 shows that the Cronbach's alpha value of all variables is greater than 0.6, so it can be concluded that this research questionnaire is said to be reliable.

Table 6
Multiple Linear Regression Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardize d Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.057	1.789		5.621	.000
JumlahX1.1	.037	.174	.047	.211	.833
JumlahX2.1	.433	.182	.529	2.382	.019

a. Dependent Variable: AMOUNTY1.1

Based on the test results above, the multiple linear regression equation is obtained as follows:

$$Y = 10,057 + 0,037 + 0,433$$

In the multiple linear regression model, the constant value of service quality is 10.057, meaning that if the independent variable (X1, X2, and X3) is 0, then the dependent variable. (Y) the value is 10.057. The regression coefficient of each independent variable is

positive, meaning that the quality of service and facilities at Grand Inna Hotel can be influenced by customer satisfaction.

Hypothesis Testing

Coefficient of Determination (R²)

The coefficient of determination aims to measure how much the ability of the independent variable is in explaining the dependent variable.

Table 7
Test Results of the Coefficient of Determination (R²)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.573 ^a	.328	.316	1.63789

- Predictors: (Constant), AMOUNTX2.1, AMOUNTX1.1
- Dependent Variable Consumer Satisfaction (Y)

The coefficient of determination obtained is 0.328 or 32.8%, indicating that the variables of service quality and facilities are able to explain the variations that occur in customer satisfaction at Grand Inna Medan Hotel.

Simultaneous Test (F Test)

Simultaneous Test (F test) was conducted to see the effect of service quality and facilities simultaneously on customer satisfaction. This test is carried out at a confidence level of 95% or level $\alpha = 0.05$ (5%) with the following criteria:

1. If $F_{count} \leq F_{table}$, then H₀ is accepted, H₁ is rejected, meaning that simultaneously this research has no effect.
2. If $F_{count} > F_{table}$, then H₀ is rejected, H₁ is accepted, meaning that simultaneously this study has an effect.

Table 8
Simultaneous Test Results (F Test)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	143.016	2	71.508	26.655	.000 ^b
Residual	292.413	109	2.683		
Total	435.429	111			

a. Dependent Variable: AMOUNT1.1

b. Predictors: (Constant), AMOUNTX2.1, AMOUNTX1.1

Based on this table, it can be seen that the Fcount value is $26.655 > F_{table}$ value of 2.69 and a significant value of $0.000 <$ from the alpha value of 0.05. Then the decision taken H_0 is rejected H_1 is accepted. With the acceptance of H_1 , it shows that the independent variables consisting of service quality (X1) and facilities (X2) are able to explain the diversity of the dependent variable (Y), thus the variables of service quality and facilities simultaneously have a positive and significant effect on customer satisfaction at the Grand Inna Medan Hotel.

Partial T Test (T Test)

Partial test (t test) aims to see the effect of service quality and facilities on customer satisfaction with the following criteria:

1. If $t_{count} \leq t_{table}$, then H_0 is accepted, H_1 is rejected, meaning that simultaneously this research has no effect.
2. If $t_{count} > t_{table}$, then H_0 is rejected, H_1 is accepted, meaning that partially this research has an effect.

Table 9
Partial Test Results (T Test)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.057	1.789		5.621	.000
AmountX1.1	.037	.174	.047	.211	.833
AmountX2.1	.433	.182	.529	2.382	.019

a. Dependent Variable: AMOUNTY1.1

Based on the table, it can be seen that:

- a. The tcount value for the service quality variable is $0.211 \leq t$ table 1.981 and a significant value of $0.833 <$ from alpha 0.05, then H0 is accepted, H1 is rejected, thus partially the service quality variable has no effect and is significant to customer satisfaction.
- b. The tcount value for the facility variable is $2.382 >$ t table 1.981 and a significant value of $0.019 <$ from alpha 0.05, then H0 is rejected, H1 is accepted, thus partially the facility variable has a positive and very significant effect on customer satisfaction.

The results of testing the first hypothesis show that the variables of service quality and facilities are able to explain the variables that occur in customer satisfaction at Grand Inna Hotel, this is evidenced by the coefficient of determination (R²) obtained of 0.328 or 32.8%. The results of testing the second hypothesis show that the variables of service quality and facilities simultaneously have a positive and very significant effect on customer satisfaction at Grand Inna Hotel, this is evidenced by the Fcount value of $26.655 >$ Ftable value of 2.69 and a significant value of $0.000 <$ from the alpha value of 0.05. The results of the study concluded that service quality and facilities have a positive effect on customer satisfaction. In this section, a discussion will be presented regarding the results of the

analysis that has been carried out. It can be seen that all independent variables are significant to the dependent variable.

The facility variable has a positive effect and has the most dominant influence on customer satisfaction. Based on the respondent's data from the three indicators of the question being asked, it can be seen that the respondents more dominantly responded strongly agree 62%. So, the impact on this research greatly affects the hotel. Because facilities have a great benefit to the level of customer satisfaction, with complete facilities, consumers will be satisfied. If the facilities are not suitable, it will reduce customer satisfaction. Customer satisfaction is the most important thing, because if the customer is satisfied with the service or product, the position of the product or service will be good. One of them is the service of good Grand Inna Hotel employees to visitors with facilities that consumers want. With this, the facility greatly affects customer satisfaction, because with complete facilities consumers are more interested in visiting the Grand Inna Medan Hotel.

CONCLUSION

In this study, the coefficient of determination (R^2) obtained is 0.328 or 32.8%, indicating that the variables of service quality and facilities are able to explain the variations that occur in customer satisfaction at Grand Inna Medan Hotel.

- a. Simultaneously the F_{count} value is $26.655 > F_{table}$ value of 2.69 and a significant value of $0.000 <$ from the alpha value of 0.05. Then the decision taken H_0 is rejected H_1 is accepted. With the acceptance of H_1 , it shows that the independent variables consisting of service quality (X_1) and facilities (X_2) are able to explain the diversity of the dependent variable (Y), thus the variables of service quality and facilities

simultaneously have a positive and significant effect on customer satisfaction at the Grand Inna Medan Hotel.

- b. Partially, the tcount value for the service quality variable is $0.211 \leq t$ table 1.981 and a significant value of $0.833 <$ from alpha 0.05, then H0 is accepted, H1 is rejected, thus partially the service quality variable has no effect and is significant to customer satisfaction. While the tcount value for the facility variable is $2.382 >$ t table 1.981 and a significant value of $0.019 <$ from alpha 0.05, H0 is rejected, H1 is accepted, thus partially the facility variable has a positive and very significant effect on customer satisfaction. The conclusion answers the research objectives or studies based on a more comprehensive understanding of the results and discussion of the research.

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