

THE INFLUENCE OF FACILITIES AND SERVICE QUALITY ON CUSTOMER SATISFACTION (CASE STUDY AT VASAKA THE REIZ CONDO APARTMENT) MEDAN

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ABSTRACT

This research discusses customer satisfaction. It's based on short interviews conducted with visitors to Vasaka The Reiz Condo. This research shows an indication of visitor dissatisfaction with the facilities and quality of services provided. The problem is based on short interview observations aimed at visitors. There is visitor dissatisfaction with the facilities and quality of services provided. The long distance to the shopping center and the non-implementation of smart home system innovations are indicated as deficiencies. This study focuses on knowing whether there is an influence between facilities (X1) and service quality (X2) on customer satisfaction (Y). This study used a quantitative descriptive method with multiple linear regression models as the data analysis model. Questionnaires were distributed to 49 visitors who were then processed using the SPSS program. Testing the hypothesis in this study using the R2 test, t-test, and f-test. The results of this study indicate that there is a simultaneous influence between facilities and service quality on customer satisfaction. Based on the partial test, it was also found that there was a positive effect between facilities and customer satisfaction, but on service quality, there was no effect on customer satisfaction as indicated by the resulting negative count. Moreover, the magnitude of the influence between facilities and service quality on customer satisfaction is 33%.

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1. INTRODUCTION

The development of the accommodation industry in North Sumatra Province today has shown a significant increase. This can be seen from the data provided by the Central Bureau of Statistics which states that North Sumatra has the highest number of accommodations on the island of Sumatra with 1,421 types of accommodations [1]. These accommodations are further divided into several classifications such as hotels, apartments, inns, motels, and others [2]. The increase in the number of accommodations in the province of North Sumatra can already explain why the tourism/hospitality industry in North Sumatra is increasing rapidly.

An increase in the number of these accommodations should also be balanced with an increase in quality or quality that leads to standardization. Tangible and intangible sectors in accommodation such as customer service, facilities, location selection, and others are the main points in the development of accommodation. Apartments and other accommodations as one of the supporters of tourism activities in North Sumatra Province have reached a total of 1,267 businesses [3]. This indicates that the Sumatra region-specific tourism development center is in North Sumatra Province. Medan, which is one of the centers of business and tourism activities in North Sumatra, also plays a role in the development of the hotel industry or the growth of local accommodations. The construction of accommodations other than hotels is also increasingly happening in the city of Medan.

Apartments are one of the accommodation options for people when visiting the city of Medan. Offering a comfortable stay with spacious accommodation sizes and a variety of long stays is an added value for apartments to support tourism activities. Customer satisfaction in general means the customer's response to the discrepancy between the previous importance level and the actual performance felt after usage [4]. Customer satisfaction is one of the keys to the success of a business, this is due to the idea that by satisfying consumers, organizations can increase their profit levels and gain a wider market share. [5].

One of the important factors that influence the satisfaction of customers that is the facility [6]. Facilities are physical embodiments and atmospheres that are formed into the exterior and interior which are deliberately built to provide comfort and a sense of security for anyone who enjoys them. In a facility, there are several important things that must be considered, namely: function, ease of access, completeness of facilities, tidiness, and cleanliness [7]. Research results previously state that facilities are influential significantly to satisfaction of customers [8] [9].

The factors that influence customer satisfaction are perceived service quality, product quality, price, value/image, service stage, and service moment [10]. Research results previously state that quality servant in a manner lives influential and significant to the satisfaction of customers [11]. Next ability to understand the customer to complain naturally will reduce complaints [12]. Very important for the manager service to keep going and do satisfaction measurements _ for the customer [13].

The Vasaka The Reiz Condo Apartment is a choice of apartments that offer several facilities in a strategic location in the center of Medan. Based on observations and short interviews with several guests and residents at the Vasaka The Reiz Condo Apartment, there was a discrepancy between the expectations of apartment guests and the facilities provided. Guests tend to expect easy and close access to shopping centers and supermarkets. While these facilities cannot be found in apartment buildings, residents or guests must travel a distance of approximately 700 M to the nearest shopping center. Guests and residents must take the trip with four-wheeled vehicles and face traffic jams in downtown Medan. In addition, the Vasaka The Reiz Condo condominium model apartment also does not have *the smart-home facilities* that are generally used in apartments in its class. *The smart home* is one of the technological innovations that can be applied in the house to make it easier for residents to live in it. This is in contrast to the motto of the Vasaka The Reiz Condo apartment, which is to provide accommodation that supports *work, life, and play balance* which in general describes the convenience of residents or guests living a comfortable life. In addition, the customer service offered by the management is also considered to be lacking, the slow handling of complaints through the *call center* is considered not good. The limited number of employees handling visitor complaints in the lobby area is also an obstacle that is quite detrimental to customers.

2. METHODS

Study this uses method descriptive quantitative with multiple linear regression used as a form of analysis models hypothesis. The primary data collection technique used in the study is a deployment questionnaire/questionnaire. The questionnaire spread to the 49 samples taken using an accidental sampling technique from a total of 100 populations. Besides that, secondary data in a study this taken through observation field and study literature for enriching study this in form theory. Obtained data from the deployment questionnaire valid test is carried out accordingly with opinion [14] i.e. " conditions ". validity valid instrument if the value r_{count} is bigger than the critical r value (table). Then reliability test was carried out on the instrument with a reject measure " variable called reliable when Cronbach Alpha value > 0.6 " with a mark significance of 5% [15]. For the rest, data from instrument Partial, simultaneous, and coefficient tests were carried out determination for look for influence and size influence from each variable. The writer set the hypothesis on research as follows:

H 0:Facilities and Quality Service influential to Satisfaction Customer

H 1:Facilities influential to Satisfaction of customer

3. RESULT AND DISCUSSION

Validity and Reliability Test

The validity test in this study was conducted on 30 respondents in the Podomoro City condominium. The results shown from the validity test on each research instrument are valid. The mean value of the r_{count} is greater than 0.367 (r_{table}). Therefore the research instrument is declared valid and can be used on the research object. The results of the reliability test also show reliable numbers. The average value of *Cronbach Alpha* has a value of more than 0.6. Thus the questionnaire statement instrument is acceptable and trustworthy.

Multiple Linear Regression Test Results

The use of multiple linear regression tests in this study is intended to find out the influence of facilities and service quality on customer satisfaction of Vasaka The Reiz Condo. The test results are illustrated in the following table:

Table 1 Multiple Linear Regression Test Results

| Coefficients ^a | | | | | | |
|---------------------------|------------------|-----------------------------|------------|--------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
| | | B | Std. Error | Coefficients | | |
| 1 | (Constant) | 5.734 | 1.850 | | 3.100 | . |
| | Fasilitas | .582 | .125 | .584 | 4.653 | . |
| | Kualitas Layanan | -.034 | .114 | -.037 | -.295 | . |

a. Dependent Variable: Kepuasan Pelanggan

Based on the table above it can be seen the results of the multiple linear regression equation models, consisting of:

$$Y = 5.734 + 0.584X_1 - 0.037X_2$$

In the multiple linear regression model above, the constant value of customer satisfaction is around 5.734, which means that if the value of the independent variable is 0, then the dependent variable has a value of around 5.734. The regression coefficient on the Facility variable has a positive value which means that Customer Satisfaction is influenced by this variable. Conversely, the Service Quality variable has a negative value, which means that customer satisfaction is not affected by this variable.

Hypothesis test

Coefficient of Determination (R²)

After testing the respondent's data, the results of the coefficient of determination test were obtained as follows:

Table 2 Test Results for the Coefficient of Determination (R²)

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .575 ^a | .330 | .301 | 1.911 |

a. Predictors: (Constant), Kualitas Layanan, Fasilitas

In the table above it can be seen that the value of the coefficient of determination (R²) obtained is around 0.330 or 33.0%. This illustrates that the variable customer satisfaction can be explained by variations in the facilities & service quality variables at Vasaka The Reiz Condo, while the remainder of the figure above is around 67% explained by other variables not included in the study such as price, marketing, occupancy rates, and others.

Simultaneous Test (Test F)

Simultaneous Testing (F) was carried out to determine the effect of facilities and service quality on customer satisfaction simultaneously. Testing was carried out at an error rate (σ) 0.05 (5%), with the following criteria:

This study does not show any effect if the value of $F_{count} \leq F_{table}$, then H_0 is accepted and H_1 is rejected; This research is declared influential if the value of $F_{count} > F_{table}$, then H_0 is rejected and H_1 is accepted.

Table 3 Simultaneous Test Results (Test F)

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 82.862 | 2 | 41.431 | 11.350 | .000 ^b |
| | Residual | 167.913 | 46 | 3.650 | | |
| | Total | 250.776 | 48 | | | |

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Layanan, Fasilitas

Based on the ANOVA table above, it was found that the calculated F value was 11.350 > the F table value of around 2.81, so it can be concluded that there was a simultaneous and positive influence on the customer satisfaction variable of Vasaka the Reiz Condo.

Partial Test (t-test)

The use of the partial test (t test) is intended to determine the effect of the variable facilities and service quality on customer satisfaction partially which is determined through the following criteria:

The hypothesis is accepted if the value of t count > t table is generated, then there is an influence of the independent variable (X) on the dependent variable (Y)

The hypothesis is rejected if the resulting value is from t count < t table, so there is no effect of the independent variable (X) on the dependent variable (Y)

Table 4 Partial Test Results (t test)

| Model | Coefficients ^a | | | | | |
|-------|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5,734 | 1,850 | | 3,100 | |
| | Fasilitas | ,582 | ,125 | ,584 | 4,653 | |
| | Kualitas Layanan | -,034 | ,114 | -,037 | -,295 | |

a. Dependent Variable: Kepuasan Pelanggan

calculated t value generated for the Facility variable is 4.653 > t table value of 2.012, therefore hypothetically H1 is accepted, so it can be seen that partially the facility variable has a positive effect on the customer satisfaction variable. The resulting t value for the service quality variable is -0.295 < t table value of 2.012, therefore hypothetically H₀ is accepted. Thus, it is stated that the service quality variable has not been able to give a partial and positive influence on the customer satisfaction variable.

Influencer _ Facilities and Quality Service To Satisfaction Customer

The results of the data analysis show that facilities and quality service are influential and significant to the satisfaction of customers. Based on the results of testing the first hypothesis, it is shown that the variations that occur in the customer satisfaction variable Vasaka The Reiz Condo can be explained by the facilities and service quality variables. This is proven through the results of testing the coefficient of determination (R²) which shows a value of 0.330 or 33%, while the remaining 67% is a variable that is not included in this study such as price, marketing, occupancy rate, and other variables. Based on the results of the second hypothesis testing, it is shown that customer satisfaction at Vasaka The Reiz Condo is simultaneously influenced by the facilities and service quality variables. The influence is positive and significant. This is evidenced by the results of the F count test of 11,350 > from the F table value of 2.810 and a smaller significance value of 0.000 < an alpha value of 0.05. The test results are in line with the results study previously stated _ that facilities and quality service are influential and significant to satisfaction of customers [16] [17] [18].

Influence Facility To Satisfaction

Based on the results data processing shows that the facility is influential and significant to the satisfaction of consumers at Vasaka The Reiz Condo Apartment. Research results this in line with the results study previously stated _ that facility is influential positive and significant to the satisfaction of customers [19] [6] [20]. this _ shows that When facilities the better, then will impact to satisfaction of the customer.

Influence Quality Service To Satisfaction

Based on the results data processing shows that quality service is not influential to the satisfaction of consumers at Vasaka The Reiz Condo Apartment. Research results in this are not in line with the results study previously stated _ that quality service is influential and significant to the satisfaction of customers.

4. CONCLUSION

Facilities and service quality have a positive, simultaneous and significant effect on customer satisfaction of Vasaka The Reiz Condo with an f table value of 11.350 > 2.810 f count.

Facilities have a positive, partial, and significant effect on customer satisfaction at Vasaka The Reiz Condo as evidenced by the t table value of 4.653 > t count of 2.012. On the other hand, service quality does not affect customer satisfaction. Vasaka The Reiz Condo is partially proven by the t - count -0.295 < 2.012 t-table.

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