

THE EFFECT OF SERVICE QUALITY, FACILITIES AND LOCATION ON THE DECISION TO STAY AT MADANI HOTEL

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ARTICLE INFO

Keywords :

Quality Of Service;
Facilities;
Location;
Stay Decisions

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ABSTRACT

The purpose of the study was to determine the effect of service quality, facilities, and location on the decision to stay at Hotel Madani Medan, the sample size for the study was 125 respondents. To process the research results using validity, reliability, multiple linear regression test results, coefficient of determination (R²), simultaneous test (f test), and parsial test (t test). The result of service quality (X1) is known to be calculated at $4,892 > t_{table} 1,979$ and a significant value of $0,000 < \alpha 0,05$, meaning that service quality (X1) has a positive and significant effect on the decision to stay (Y). The result of the facility (X2) is known to be calculated at $5,522 > t_{table} 1,979$ and a significant value of $0,000 < \alpha 0,05$, meaning that the facility (X2) has a positive and significant effect on the decision to stay (Y). Location result (X3) is known to be calculated at $-2,145 > t_{table} 1,979$ and a significant value of $0,034 < \alpha 0,05$, that location (X3) has a positive and significant effect on the decision to stay (Y). Proven by the results of the F test (simultaneous) $F_{calculate} \text{ value } 64,929 > F_{table} \text{ value } 2,68$ and significant value $0,000 < \alpha 0,05$. The results showed that the variables of Service Quality (X1), Facilities (X2) and Location (X3) had a positive and significant effect simultaneously and partially on the decision to stay (Y) at Hotel Madani Medan.

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1. INTRODUCTION

The several hotels in the city of Medan can encourage the management of Madani Hotel Medan to continue to improve the quality of service, facilities, and location of the hotel so that guests can choose Madani Hotel for a place to stay that is in accordance with the expectations of guests while in a comfortable and safe place. Madani Hotel Medan is the first four-star Muslim Hotel in the city of Medan that has a shari'ah management concept and middle eastern nuances with views of the Al-Mashun Grand Mosque. The late Alm. Mr. H. Masri Nur and his wife Hj. Murni established Madani Hotel Medan on June 24, 2009 a hotel with a new concept. Vice President Mr. Yusuf Kalla inaugurated Madani Hotel Medan.

Hotel management can attract consumers to maintain it by providing the best service so that guests are satisfied with the services provided. Hotel employees are anticipated to react immediately about the various changes experienced by Medan hotels. The ability of hotel employees to attract guests and keep them coming back by offering the highest level of customer satisfaction is one of the many aspects that may have a good impact on the hospitality business. To meet guest expectations, service quality is focused on meeting needs and desires as well as delivering on time according to guest expectations. Focusing on requests and needs as well as punctuality to meet customer expectations is one way to provide quality service to guests. Quality of Service To ensure that customers are happy with the goods or services they get or feel, quality of service refers to the specifications of products or services that are designed according to what customers want (Dr. Salim Al Idrus, M.M., 2019).

Guest needs should come first, followed by their positive view of a good experience. The phrase "the guest is the king to serve" is one that we often hear. Quality of service aims to encourage consumers to buy back the products we offer. In addition to good service quality, facilities are also very important to pay attention to. Location refers to the range of company activities where products produced or sold are accessible and available, in this case it refers to how products and services are delivered to consumers and where they are strategically located. The location of the business is chosen strategically to allow it to maximize profits (Silaban, 2021). Most visitors to Madani hotels come from outside the area, either for vacation, business, or just a short stopover before continuing the trip. Hotel Madani's strategic location makes it easy for travelers, and business travelers can make it easy for them quickly to travel. The proximity

of Madani Hotel to several tourist attractions or public places in the city of Medan such as Al-Masun Grand Mosque, Maimun Palace and other attractions is an added value for Madani Hotel. Madani Hotel is located in a very strategic city because it is in the middle of Medan and has a good visitor rate. So from the description above, the author takes the title "The effect of service quality, facilities and location on on the decision to stay at Hotel Madani Medan". With consideration to see the relationship or relationship between the independent variable and the dependent variable.

2. LITERATURE REVIEW

Service Quality Theory

Quality service is all activities carried out to meet the needs and desires of others. Service to guests is very important for hotels because without good service guests will not want to buy the products. Service quality is defined with the meaning "Service quality is a focus in business because it can affect customers happiness" (Andi Riyanto, 2018). Service quality is a consumer's assessment of the level of service received compared to the expected level of service, if the service is received or felt as expected, then the quality of service is considered good and satisfactory for consumers who have obtained satisfaction are more likely to make repeat purchases and remain loyal customers (Zikri & Harahap, 2019). The following indicators of service quality (Safitri, 2019) are:

1. Tangible
2. Reliability
3. Responsiveness
4. Assurance
5. Emphaty

Facility Theory

Facilities have the understanding that "Facilities are support and support in physical form provided by service providers to accelerate and facilitate a business or activity for the convenience of consumers." (Dwi Zulstra et al., 2023). "Facilities are anything that is physically used, occupied, and enjoyed by consumers that is created to increase the value and aesthetic appeal of the product or service it supports" (Saputra, 2018). "Facilities are physical forms that provide function and value in a product and service that can facilitate businesses that meets all needs and fulfills customer desires" (Sanjaya & Syaifullah, 2020).

Facilities play an important role in the service industry, as it is important to consider current facilities, namely their condition, interior and exterior design, and cleanliness, especially those are directly related to customer feelings (Yesi Triyuliarlita Amelia & Koko Safitri, 2021). There are several indicators of facilities (Alana & Putro, 2020), there are:

1. Spatial consideration/planning. Combining texture, proportion, and color can help to evoke a response .
2. Use of space. Includes planning the placement of furniture in the room, air circulation, and other architectural and interior design elements. Furniture and equipment.
3. This furniture serves as a tool that can bring comfort, as a decorative accent, or as a supporting structure.
4. Color and lighting. Lighting and color can be used to increase productivity, provide a calm and relaxing atmosphere, and reduce accident rates.
5. The use of visuals to convey messages. Visual appeal, positioning, physical form, color, lighting, and choice of display of a symbol or sign used for a specific purposes are important factors.

Location Theory

Location is one of the most important geographical concepts because it can describe the position of a place and object, which can affect how well the objectives are to determine the achievement of the company in operating or where the company carries out activities to produce goods and services that pay attention to economic aspects (Santia et al., 2022). The location of the product and service provider is also an important consideration for customers. One of the reasons why the location of product and service providers is important for customers is because the location of service providers is close to where the customer lives or works (Izzuddin & Muhsin, 2020). Companies must choose a strategic location when placing the company in an area, because location is one of the most important determining factors in consumer behavior to choose a location that is close to crowds and community activities (Azzahra et al., 2021). Choosing the right location is a very important choice, location can have a good impact on business success in the future because the choice of location has long-term and long-lasting effects. Based on some

of the definitions above, it can be said that location selection is an important decision that must be made by business owners to attract consumer attention when the place is chosen to run a business. Customers can access it more easily and security is guaranteed in a strategic location. Customers will be satisfied because they can find the location quickly if the location is strategic because many customers will make purchases there. The location has indicators (Silaban, 2021) as follows:

1. Access, which is a place that is easy to pass or reach by public transportation.
2. Visibility, location is clearly visible or looks easy to reach highways that has a location.
3. Spacious parking, the environment around the location is safe and comfortable, suitable for two and four-wheeled vehicles.
4. Expansion, meaning that there is still enough parking space available to expand the business in the future.

The Decision to Stay Theory

(Kristanto & Wahyuni, 2019). "Purchasing decisions are consumer behaviors that regulates how individuals, groups, and organizations choose, obtain, and use goods or services to satisfy the needs and desires of consumers themselves" (Ernawati, 2021). "Decision is an important personal action to get and feel the goods offered" (Jusuf et al., 2019). "On the decision to stay is an action that involves choosing a hotel or inn to serve as a temporary place" (Syahputra & Herman, 2020). Consumers make decisions about what products to buy based on factors such as finance, economy, technology, politics, culture, products, price, location, and promotion, these factors shape consumer attitudes in processing information and making decisions about what to buy (Annishia & Prastiyo, 2019). Purchasing decisions are consumer decisions that identify an item according to predetermined criteria, such as what goods to buy, whether to buy or not, when to buy, where to buy, how to pay for it, and weigh several options before making a choice (Manggala et al., 2022). It can be said that purchasing decisions are one of the behaviors that underlie how people choose, buy, and experience the product or service to satisfy or use their needs and wants, this is one of the consumers' decisions to make a purchase. Indicators of on the decision to stay (Jusuf et al., 2019) are as follows:

1. Introduction to Problems: Consumers realize a problem or need that need to be addressed.
2. Information search: Customers who are looking for information about different options for the goods or services they need.
3. Alternatives are evaluated, From the various options available, customers will choose the one that best suits their needs and offers the most value.
4. The consumers make a decision about one alternative and then makes a purchase.

Conceptual Framework

Based on the theory described above, the effect of each of these variables can be described in a paradigm model as shown in the figure below:

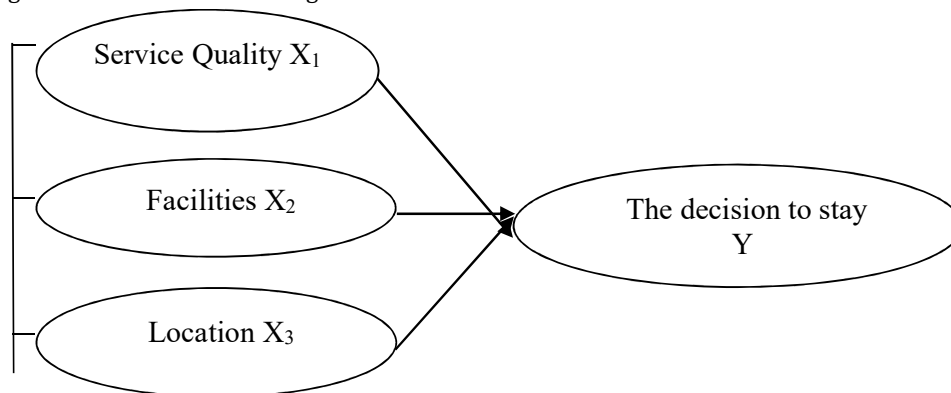


Figure 1 . Conceptual Framework

Hypothesis

Based on the formulation of the problem and the theoretical study above, the researcher raises a hypothesis, namely:

H1 : Service Quality has a positive and significant effect on the decision to stay at Madani Hotel Medan.

H2 : Facility has a positive and significant effect on the decision to stay at Madani Hotel Medan.

H3 : Location has a positive and significant effect on the decision to stay at Madani Hotel Medan.

3. METHODS

This research was conducted by field research methods by means of research that takes a number of samples from the population using questionnaires as the main data collection tool. While the approach used is a quantitative approach.

Population has the understanding that "All objects that are the subject of research, both in the form of humans, regions, places, institutions, social bodies, and the like to be researched, assessed, measured, and evaluated before conclusions" (Adhi Kusumastuti et al., 2020). The population was taken from data on the number of guests staying in March-April 2023, which is 835 guests staying at Madani Hotel. The number of respondents for the sample was taken through accidental sampling techniques or sampling by chance, that is anyone who coincidentally meets the researcher can be used as a sample of 125 respondents.

The data analysis technique used in this research is simple linear regression analysis, using the SPSS program. In this study, data analysis was carried out with the aim of testing hypothesis in order to draw conclusions.

Multiple linear regression analysis is the study of the dependence of the dependent variable (bound) with one or more independent variables (independent/explanatory variables). The form of multiple regression in this study discusses multiple regression with 2 independent variables:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

The partial test (t-test) is used to test how far the effect of the independent variable used in this study individually in explaining the dependent variable partially (Ghozali, 2014). The simultaneous test (Test F) is basically to show whether the independent variable included in the model has the same independent effect on the dependent variable. And the Determination test, according to (Sujarweni, 2015) The Partial Determination Coefficient is a coefficient to determine the amount of contribution given by each independent variable to the dependent variable separately (partial).

4. RESULT AND DISCUSSION

Validity Test

Table 1 : Validity Test

Variables	Instrument	Validity Value		Conclusion
		r _{count}	r _{table}	
Service Quality (X1)	X1.1	0,799	0,1757	Valid
	X1.2	0,827	0,1757	Valid
	X1.3	0,845	0,1757	Valid
	X1.4	0,783	0,1757	Valid
Facilities (X2)	X2.1	0,734	0,1757	Valid
	X2.2	0,925	0,1757	Valid
	X2.3	0,924	0,1757	Valid
	X2.4	0,894	0,1757	Valid
Location (X3)	X3.1	0,870	0,1757	Valid
	X3.2	0,946	0,1757	Valid
	X3.3	0,946	0,1757	Valid
	X3.4	0,894	0,1757	Valid
The decision to stay (Y)	Y1.1	0,824	0,1757	Valid
	Y1.2	0,834	0,1757	Valid
	Y1.3	0,947	0,1757	Valid
	Y1.4	0,922	0,1757	Valid

From table 1. The results of the validity test using SPSS when considered each instrument variable of service quality (X1), facility (X2), location (X3) and on the decision to stay (Y) have r_{table} of 0.1757 thus it can be concluded that overall the instrument statements of the four variables are all valid.

Reliability Test

Table 2 : Reliability Test

No	Variables	Cronbach's Alpha Value	Conclusion
1	Service Quality (X1)	0,819	Reliabel

2	Facilities (X2)	0,834	Reliabel
3	Location (X3)	0,844	Reliabel
4	The decision to stay (Y)	0,843	Reliabel

Based on the table of statistical reliability test results above, it shows that the Cronbach's alpha value of all variables is > 0.6, thus it can be concluded that overall the instrument statements of the four variables are all reliable.

Multiple Regression Test

Table 3 : Multiple Regression Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.922	1.111		3.532	.001
	X1.1	.391	.080	.389	4.892	.000
	X2.1	.642	.116	.687	5.522	.000
	X3.1	-.226	.106	-.258	-2.145	.034

a. Dependent Variable: The decision to stay (Y)

Based on the results of the multiple linear regression test above, the multiple linear regression equation is obtained as follows: $Y = 3,922 + 0,391X_1 + 0,642X_2 + 0,-226X_3$

Partial Test (T-test)

Table 4. T-test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.922	1.111		3.532	.001
	X1	.391	.080	.389	4.892	.000
	X2	.642	.116	.687	5.522	.000
	X3	-.226	.106	-.258	-2.145	.034

a. Dependent Variable: Y

Based on the table above, it can be seen that:

1. The t_{count} value for the service quality variable (X1) is $4.892 > t_{table}$ is 1.979 and the significant value is $0.000 < \alpha$ 0.05 then H_0 is rejected, H_1 is accepted, thus partially the service quality variable (X1) has a positive and very significant effect on the decision to stay (Y).
2. The t_{count} value for the facility variable (X2) is $5.522 > t_{table}$ is 1.979 and the significant value is $0.000 < \alpha$ 0.05 then H_0 is rejected, H_1 is accepted, thus partially the facility variable (X2) has a positive and very significant effect on the decision to stay (Y).
3. The t_{count} value for the location variable (X3) is $-2.145 > t_{table}$ is 1.979 and the significant value is $0.034 < \alpha$ 0.05 then H_0 is rejected, H_1 is accepted, thus partially the location variable (X3) has a positive and very significant effect on the decision to stay (Y).

Simultaneous (F-test)

Table 5. F-test

Model		ANOVA ^a			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	192.431	3	64.144	64.929	.000 ^b
	Residual	119.537	121	.988		
	Total	311.968	124			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Based on the table, it can be seen that the F_{count} value is $64.929 >$ the F_{table} value is 2.68 and the significant value is $0.000 <$ from the alpha value of 0.05 , after the decision taken H_0 is rejected H_1 is accepted. With the acceptance of H_1 shows that the independent variables consisting of service quality (X1), facilities (X2), and location (X3) are able to explain the dependent variable (Y). Thus, the variables of service quality (X1), facilities (X2), and location (X3) simultaneously have a positive and significant effect on the decision to stay (Y) in Madani hotel.

Determination Test (R^2)

Table 6. Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.617	.607	.99393

a. Predictors: (Constant), X3.1, X2.1, X1.1
 b. Dependent Variable The decision to stay (Y)

The Coefficient of Determination (R^2) obtained is 0.617 or 61.7% this value shows that the variables of service quality (X1), facilities (X2), and location (X3) affect on the decision to stay (Y) at Madani hotel.

Discussion

The results of the first hypothesis test showed that the variables of service quality (X1), facilities (X2), and location (X3) were able to explain the variables that occurred in on the decision to stay (Y) at Madani hotel, as evidenced by the coefficient of determination (R^2) obtained is 0.617 or 61.7% . The results of the second hypothesis test showed that the variables of service quality (X1), facilities (X2), and location (X3) simultaneously had a positive and very significant effect on the decision to stay (Y) at Madani hotel, as evidenced by the F_{count} value of $64.929 >$ the F_{table} value of 2.68 and a significant value of $0.000 <$ from the alpha value of 0.05 . The results of the study are in accordance with the results conducted by (Laras Prastianty Ramli et al., 2022) with the title of The Effect of Service Quality, Facilities, and Location on Guest Stay Decisions at Batam Hotel Travelodge, the results of his research show that simultaneously the quality of service, facilities, and location have a positive and significant effect on the decision to stay, with a significance level of $0.000 < 0.05$. The results of testing the third hypothesis show that the variables of service quality (X1), facilities (X2), and location (X3) have a positive and significant effect on the decision to stay (Y). The results of this study are in accordance with research (Silaban et al., 2018) entitled the effect of service quality, facilities, and location on the decision to stay at the Harris Waterfront hotel, the results of the research show that the quality of service, facilities and location together have a relevant positive effect on the decision to stay.

5. CONCLUSION

The value of the Coefficient of Determination (R^2) in this study obtained is 0.617 or 61.7% shows that the variables of service quality (X1), facilities (X2), and location (X3) are able to explain the variations that occur in on the decision to stay (Y) at Madani hotel. Simultaneously the F_{count} value is $64.929 >$ the F_{table} value is 2.68 and the significant value is $0.000 <$ from the alpha value of 0.05 , the decision taken H_0 rejected H_1 is accepted. With the acceptance of H_1 shows that independent variables consisting of service quality (X1), facilities (X2), and location (X3) are able to explain the diversity of dependent variable The decision to stay (Y), thus the variables of service quality (X1), facilities (X2), and location (X3) simultaneously have a positive and significant effect on the decision to stay (Y) at Madani hotel. Partially the Service Quality Variable (X1) $t_{count} 4.892 > t_{table} 1.979$ and a significant value of $0.000 <$ from alpha 0.05 then H_0 is rejected, H_1 is accepted, thus partially the service quality variable (X1) has a positive and very significant effect on the decision to stay (Y). For Facility Variable (X2) $5.522 > t_{table} 1.979$ and a significant value of $0.000 <$ of alpha 0.05 then H_0 is rejected, H_1 is accepted, thus partially facility variable (X2) positive and very significant effect on the decision to stay (Y). And for the Location Variable (X3) $-2.145 > t_{table} 1.979$ and a significant value of $0.034 <$ of alpha 0.05 then H_0 is rejected, H_1 is accepted, thus partially the location variable (X3) has a positive and significant effect on the decision to stay (Y).

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