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# Factors That Affect Service Quality, Price, and Facilities on Consumer Satisfaction (Case Study on Excellent Group Lamongan Tourism Buses)

**Ali Makhmud[1], Muhamad Imam Syairozi[2], Abid Muhtarom[3]**
Master of Management Study Program, Postgraduate, Lamongan Islamic University
Email: alimakhmud@unisla.ac.id, imamsyairozi@unisla.ac.id, abid@unisla.ac.id

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**ABSTRACT**
PT. Excellent Four Brothers Group is a company that provides Tourism Bus rental services in Lamongan Regency. This study aims to determine the factors that affect service quality, price, and facilities on consumer satisfaction on Excellent Group Lamongan tourism buses. The technique used is probolity sampling, which is a simple random number of 100 respondents using the slovin formula, the method in this study uses a quantitative method. The data used in this study are primary data and secondary data obtained from the results of filling out questionnaires and data from the management of PT. Excellent Four Brothers. The test tools used were validity test, reliability test, classical assumption test, multiple linear regression, determination coefficient, t-test and F test. From the results of data processing, a calculated value for service quality (X1) was obtained of 3.920 > 1.984 with a significant value of 0.000 < 0.05, price (X2) of 3.128 > 1.984 with a significant value of 0.002 < 0.05, and facility (X3) of 3.309 > 1.984 with a significant value of 0.001 < 0.05, which means that the quality of service, price, and facilities have a partial effect on consumer satisfaction. From the F test, a Fcal value of 13.777 > Ftable 2.70 with a significant level of 0.000 < 0.05, which means that the quality of service, price, and facilities simultaneously affect consumer satisfaction. Meanwhile, the result of multiple linear regression was obtained with the equation Y = 5.270 + 0.202X1 + 0.142X2 + 0.215X3 + e



**Corresponding Author:**
Ali Makhmud
Master of Management Study Program, Postgraduate, Lamongan Islamic University
alimakhmud@unisla.ac.id

## INTRODUCTION

Transportation is an inseparable part and is always needed by humans. Transportation is used to make it easier for humans to carry out daily activities. How big is the role of transportation for human life so that the business in the field of transportation services is increasing from time to time. Transportation has an important role in tourism, namely as a means used by tourists to reach a tourist destination. In the current conditions, of all the means of transportation available, buses are considered the most practical to use in a tour group.

PT. Excellent Four Brothers Group has 11 bus fleets consisting of 8 large buses and 3 mini buses using a German manufacturer bus, Marcedes Benz, and a Japanese manufacturer, Hino.

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Different things were felt by PO Excellent Group tourism bus users who felt that the price set and the quality of service as well as some of the bus facilities provided were below their expectations, so that a sense of dissatisfaction emerged. This is an interesting issue to research. Based on the above problems, the research was carried out with the title "FACTORS THAT AFFECT SERVICE QUALITY, PRICE, AND FACILITIES ON CONSUMER SATISFACTION (CASE STUDY ON EXCELLENT GROUP TOURISM BUS LAMONGAN)".

## METHODS

The method used in this study is a quantitative method, this research was conducted from November 2023 to January 2024. The object of this study is PT. Excellent Four Brothers Group located in Lamongan Regency. The population in this study is 10,800 Excellent Group tourism bus consumers from November 2023 to January 2024. The data collection methods used in this study were observation, interviews and questionnaires. The technique used in this study is *probolity sampling*, which is *a simple random* number of 100 respondents using *the slovin* formula,

## RESULTS AND DISCUSSION

### Validity Test

**Table 1.** Validity Test Results

| No | Variabel | Item | r-count | r-table | Remarks |
|---|---|---|---|---|---|
| 1 | Quality of Service (X1) | X1.1 | 0,642 | 0,256 | Valid |
| | | X1.2 | 0,745 | 0,256 | Valid |
| | | X1.3 | 0,563 | 0,256 | Valid |
| | | X1.4 | 0,780 | 0,256 | Valid |
| 2 | Price (X2) | X2.1 | 0,884 | 0,256 | Valid |
| | | X2.2 | 0,858 | 0,256 | Valid |
| | | X2.3 | 0,905 | 0,256 | Valid |
| | | X2.4 | 0,801 | 0,256 | Valid |
| 3 | Facilities (X3) | X3.1 | 0,755 | 0,256 | Valid |
| | | X3.2 | 0,793 | 0,256 | Valid |
| | | X3.3 | 0,770 | 0,256 | Valid |
| 4 | Consumer Satisfaction (Y) | Y1.1 | 0,748 | 0,256 | Valid |
| | | Y1.2 | 0,777 | 0,256 | Valid |
| | | Y1.3 | 0,723 | 0,256 | Valid |

Source : Data processed from SPSS 24.0

From table 1 above, it shows that the calculated value > the table, all variables can be said to be valid so that a reliability test can be carried out.

### Reliability Test

**Table 2.** Reliability Test Results

| Item | Cronback Alpah | Alpah | Remarks |
|---|---|---|---|
| Quality of Service (X1) | 0,617 | 0,60 | Reliabel |

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| Item | Cronback Alpah | Alpah | Remarks |
|---|---|---|---|
| Price (X2) | 0,885 | 0,60 | Reliabel |
| Facilities (X3) | 0,660 | 0,60 | Reliabel |
| Consumer Satisfaction (Y) | 0,608 | 0,60 | Reliabel |

Source : Data processed from SPSS 24.

From table 2 above, it shows that each variable has an *Alpah cronback* value of > 0.60. Thus, it can be concluded that each variable is declared reliable.

**Multiple Linear Regression Test**

**Table 3.** Multiple Linear Regression Test Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Say. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | LIVE |
| 1 | (Constant) | 5.270 | 1.368 | | 3.851 | .000 | | |
| | Quality of Service | .202 | .052 | .341 | 3.920 | .000 | .964 | 1.037 |
| | Pricing | .142 | .046 | .270 | 3.128 | .002 | .978 | 1.022 |
| | Facilities | .215 | .065 | .288 | 3.309 | .001 | .963 | 1.039 |

Source : Data processed from SPSS 24.0

Based on table 3 above, multiple linear regression equations can be obtained as follows:

**Y = 5.270 + 0.202X1 + 0.142X2 + 0.215X3 + e**

From the regression model formed, the relationship between each *Independent* variable (Service Quality, Price, and Facilities) and the *Dependent* variable (Consumer Satisfaction) can be explained as follows:

1. a = 5.270 is a constant value that is marked positive which states that the independent variable (Quality of Service, Price, and Facilities) is worth 0, then the result of the bound variable (Consumer Satisfaction) is 5.270.
2. b1 = 0.202, meaning that if the service quality variable increases by 1 unit, consumer satisfaction will increase by 0.202 assuming other variables are considered constant (a, X2 and X3 = 0).
3. b2 = 0.142, meaning that if the price variable increases by 1 unit, then consumer satisfaction will increase by 0.142 assuming the other variables are considered constant (a, X1 and X3 = 0).
4. b3 = 0.215, meaning that if the price variable increases by 1 unit, consumer satisfaction will increase by 0.215 assuming the other variables are considered constant (a, X1 and X2 = 0).

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**Determination Test (R2)**

**Table 4.** Result Coefficient of Determination (R2)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .549a | .301 | .279 | .988 | 1.893 |

Source : Data processed from SPSS 24.0

From table 4.4.5 above, it can be seen that the value of the determination coefficient *R* is 0.549 which means that the variables of Service Quality (X1), Price (X2), and Facilities (X3) have a fairly high role in the Consumer Satisfaction variable (Y). And the *value of R Square* is 0.301 which shows that the influence of the variables of Service Quality (X1), Price (X2), and Facilities (X3) on the Consumer Satisfaction variable (Y) is 0.301 or 30.1%. While the remaining 0.699 or 69.9% of the figure can be concluded that the effect of the relationship between the variables of Service Quality (X1), Facilities (X2), and Facilities (X3) on the variables of Consumer Satisfaction (Y) is low. It may be explained by other factors outside the research model used in this study such as: product quality, location, brand image, atmosphere, safety assurance.

**T test**

**Table 5. Test Results t**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Say. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | LIVE |
| 1 | (Constant) | 5.270 | 1.368 | | 3.851 | .000 | | |
| | Quality of Service | .202 | .052 | .341 | 3.920 | .000 | .964 | 1.037 |
| | Pricing | .142 | .046 | .270 | 3.128 | .002 | .978 | 1.022 |
| | Facilities | .215 | .065 | .288 | 3.309 | .001 | .963 | 1.039 |

Source : Data processed from SPSS 24.0

In this study, the significance level of α = 5% was used, so, 0.05 : 2 = 0.025 and used df = n – k - 1 with n = 100, k = 3, so df = 96 was obtained from the calculation of 100 – 3 – 1 so that the ttable value of 1.984 was obtained. Based on table 5 above, the following results were obtained:

a. The Effect of Service Quality (X1) on Consumer Satisfaction (Y) The Service Quality variable obtained a value of t calculated > t table, namely 3,920 > 1,984 with a significant value of 0.000 < 0.5, then H0 was rejected and H1 was accepted, meaning that partially the variable of Service Quality (X1) had a positive and significant effect on

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the variable of Consumer Satisfaction (Y) on the Excellent Group Lamongan tourism bus.

b. The Effect of Price (X2) on Consumer Satisfaction (Y) The Price variable obtained a value of t calculated > t of the table, namely 3.128 > 1.984 with a significant value of 0.002 < 0.5, then H0 was rejected and H1 was accepted, meaning that partially the Price variable (X2) had a positive and significant effect on the variable Consumer Satisfaction (Y) on the Excellent Group Lamongan tourism bus.

c. The Effect of Facilities (X3) on Consumer Satisfaction (Y) Facility Variables obtained a value of t calculated > t table which is 3.309 > 1.984 with a significant value of 0.001 < 0.5, then H0 is rejected and H1 is accepted, meaning that partially the Facility variable (X3) has a positive and significant effect on the Consumer Satisfaction (Y) variable on the Lamongan Excellent Group tourism bus.

**Test F**

**Table 6.** F Test Results

| Model | | Sum of Squares | df | Mean Square | F | Say. |
|---|---|---|---|---|---|---|
| 1 | Regression | 40.316 | 3 | 13.439 | 13.777 | .000b |
| | Residual | 93.644 | 96 | .975 | | |
| | Total | 133.960 | 99 | | | |

Source : Data processed from SPSS 24.0

The results of the calculation F table with a sample of 100 respondents with α = 5%:

F tabel = α ; df (n-k-1)
= 0,05 ; 100-3-1
= 0,05 ; 96
F table = 2.70

From table 6 above, F is calculated as 13.777 with a significant level of 0.000 while F in table is 2.70. Because F calculates > F table, H0 is rejected and H1 is accepted, showing that simultaneously the variables of Service Quality (X1), Price (X2), and Facilities (X3) have a positive and significant effect on the Consumer Satisfaction variable (Y) on the Excellent Group Lamongan tourism bus.

## CONCLUSION

Based on the results of the research after being processed using the analysis tools used, the following conclusions were obtained:

a. Service Quality has a partial effect on Consumer Satisfaction. It can be proven through the results of the study using the t-test (Partial), from the t-test above it shows that the result of tcount is greater than ttable (3.920 > 1.984), showing that H0 is rejected and H1 is accepted.

b. Price has a partial effect on Consumer Satisfaction. It can be proven through the results of the study using the t-test (Partial), from the t-test above shows that the result of

tcount is greater than ttable (3.128 > 1.984), showing that H0 is rejected and H1 is accepted.

c. Facilities have a partial effect on Consumer Satisfaction. It can be proven through the results of the study using the t-test (Partial), from the t-test above shows that the result of tcalculation is greater than ttable (3.309 > 1.984), showing that H0 is rejected and H1 is accepted.
d. Service Quality, Price, and Facilities have a simultaneous effect on Consumer Satisfaction. It can be proven through the results of the study using the F test (simultaneous), namely Fcal > Ftabel (13.777 > 2.70). So it can be concluded that there is an influence of Service Quality, Price, and Facilities simultaneously on Consumer Satisfaction so that H4 is accepted.
e. The Service Quality Variable (X1) has a dominant effect on consumer satisfaction at the Excellent Group Lamongan Tourism Bus. It can be proven through the results of multiple linear regression analysis seen from *the Standardized Coefficients* Beta which shows that the quality of service > price and facilities (0.341 > 0.270, 0.288). So that the H5 hypothesis which states that the Service Quality variable is proven to be more dominant.

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