

The Effect of Service Quality, Price, and Facilities on Consumer Satisfaction of Excellent Group Lamongan Tourism Bus

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Article Info	ABSTRACT
Keywords: service quality, price, facilities, consumer satisfaction, tourism bus	This study aims to analyze the effect of service quality, price, and facilities on consumer satisfaction with Excellent Group Lamongan tourism buses. This research applied a quantitative approach. The population consisted of 10,800 consumers of Excellent Group Lamongan tourism buses during November 2023 to April 2024. The sample included 100 respondents determined using the Slovin formula and simple random sampling. Primary data were collected through a Likert-scale questionnaire, supported by secondary data from the management of PT. Excellent Empat Saudara Group. The data were analyzed using IBM SPSS version 24 through validity testing, reliability testing, classical assumption testing, multiple linear regression, coefficient of determination, t-test, and F-test. The results indicate that service quality has a positive and significant effect on consumer satisfaction ($t = 3.920$; $\text{sig.} = 0.000$), price has a positive and significant effect ($t = 3.128$; $\text{sig.} = 0.002$), and facilities have a positive and significant effect ($t = 3.309$; $\text{sig.} = 0.001$). Simultaneously, the three variables significantly affect consumer satisfaction ($F = 13.777$; $\text{sig.} = 0.000$). The R Square value of 0.301 indicates that 30.1% of the variation in consumer satisfaction can be explained by service quality, price, and facilities. Service quality is the most dominant factor based on the highest standardized beta value.
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INTRODUCTION

Transportation is an important part of community activities, including tourism activities. In the context of group travel, tourism buses are one of the transportation options that are considered practical because they are able to transport many passengers with flexible routes and schedules. This condition makes the competition in the tourism transportation service business even tighter, so companies need to maintain consumer satisfaction in order to be able to retain customers and encourage rebookings.

Consumer satisfaction with transportation services is greatly influenced by the compatibility between customer expectations and the experience received while using the service. In the tourism bus business, consumers not only judge the fleet as a means of transportation, but also judge the speed of service, the courtesy of the crew, the

appropriateness of the price, and the facilities available during the trip. Good service quality makes consumers feel cared for, suitable prices provide a reasonable perception of value, while adequate facilities increase comfort during the trip.

According to Luluk Nur Azizah, price is a number of values that must be spent by consumers to benefit from a product or service. Prices that are considered in accordance with the quality and benefits received will increase consumer satisfaction with the services used.

PT. Excellent Four Brothers Group is a tourism bus rental service provider in Lamongan Regency. The company has an 11 bus fleet consisting of 8 large buses and 3 minibuses. The rental rates offered vary based on the travel destination, for example Bali tours of IDR 7,500,000 for large buses and IDR 5,500,000 for minibuses, Jogja tours of IDR 6,300,000 for large buses and IDR 4,400,000 for minibuses, and Malang tours of IDR 4,500,000 for large buses and IDR 2,200,000 for minibuses. Sales data shows a decrease in the number of rentals from 70 buses in December 2023 to 50 buses in January 2024.

The phenomenon of declining sales was accompanied by a number of consumer complaints, including several drivers and cabin crews who were considered not fast in serving customers, rental prices that were still considered expensive by some consumers, and the facilities of several buses that were not the same as other fleets. The complaint shows the need to evaluate factors that affect consumer satisfaction, especially service quality, price, and facilities.

Based on this background, this study aims to determine the influence of service quality, prices, and facilities partially or simultaneously on consumer satisfaction of the Lamongan Excellent Group Tourism Bus, as well as identify the most dominant variables affecting consumer satisfaction.

Literature Review and Problem Statement

Quality of Service

Service quality is a consumer's assessment of the level of service received compared to the expected service. Services that meet or exceed expectations will be perceived as good and satisfactory. In this study, service quality is measured through the dimensions of tangible, reliability, responsiveness, and empathy as used in customer service studies. In tourism bus services, these indicators are reflected in the cleanliness of the fleet, the accuracy of service, the speed of the crew in helping customers, and the company's attention to consumer needs.

Pricing

Price is the amount of money that consumers pay to benefit from a product or service. In tourism transportation services, price is not only understood as a nominal payment, but also as a perception of fairness between the costs incurred and the quality of the fleet, facilities, and travel experience obtained. Price indicators include price affordability, price compatibility with quality, price competitiveness, and price compatibility with benefits.

Facilities

Facilities are physical means that companies provide to improve consumer convenience. In the tourism bus service, facilities can be in the form of interior conditions,

travel equipment, air conditioning, audio, entertainment, pillows, blankets, and interior design that supports comfort. Good facilities can reinforce the positive experience of consumers during the trip and increase satisfaction with the service.

Consumer Satisfaction

Consumer satisfaction is a customer's response after comparing expectations with the performance of the services received. Consumers will be satisfied if the service received meets or exceeds expectations, and vice versa will be dissatisfied if the service is below expectations. In this study, consumer satisfaction is measured through performance, price, and expectations.

Hypothesis Development

Based on the foundation of theory and previous research, this study proposes the hypothesis that the quality of services, prices, and facilities have a positive effect on consumer satisfaction both partially and simultaneously. In addition, this study also examined the most dominant variables in influencing consumer satisfaction of the Lamongan Excellent Group Tourism Bus.

METHOD

This study uses a quantitative descriptive approach. The quantitative approach is used because research data is in the form of numbers and is analyzed using statistics to test the hypothesis that has been formulated. The location of the research is PT. Excellent Four Brothers Group which is located at Jalan Raya Mantup No. 30, Sidomukti Village, Lamongan District, Lamongan Regency. The research was carried out from November 2023 to April 2024. The research population was consumers of the Lamongan Excellent Group Tourism Bus for approximately six months, which was 10,800 consumers. The sample was determined using the Slovin formula with an error rate of 10%, so that 99.08 was obtained and rounded to 100 respondents. The sampling technique uses probability sampling using the simple random sampling method.

The data used consists of primary data and secondary data. Primary data was obtained through a questionnaire given to Excellent Group Lamongan tourism bus consumers. Secondary data is obtained from the company's documentation and management data. The research instrument used a five-level Likert scale, ranging from strongly disagree to strongly agree.

Table 1. Operationalization of research variables

Variabel	Indicator	Scale
Quality of Service (X1)	Physical evidence, reliability, responsiveness, empathy	Likert
Price (X2)	Price affordability, price matching with quality, price competitiveness, price matching with benefits	Likert
Facilities (X3)	Condition of facilities, equipment, interior design	Likert
Consumer Satisfaction (Y)	Performance, price, expectations	Likert

Data analysis was conducted using IBM SPSS version 24. The analysis stages include validity test, reliability test with Cronbach Alpha, classical assumption test consisting of normality, multicollinearity, and heteroscedasticity test, then continued with multiple linear regression analysis, determination coefficient, t-test, and F test. and X3 as a facility.

RESULTS AND DISCUSSION

Respondent Overview

The respondents to the study were 100 consumers of the Lamongan Excellent Group Tourism Bus. Based on gender, the majority of respondents were men as many as 77 people or 77%, while women as many as 23 people or 23%. Based on age, respondents aged 17-24 years amounted to 55 people or 55%, while 25-35 years old amounted to 45 people or 45%. In terms of education, respondents were dominated by high school graduates as much as 76%. Based on occupation, the most respondents were self-employed at 47%, followed by other categories at 31%, students or students at 17%, and civil servants at 5%. Based on salary, the majority of respondents are in the range of IDR 3,000,000 to IDR 5,000,000 at 59%.

Table 2. Summary of respondent characteristics

Features	Category Dominance	Quantity	Percentage
Gender	Male	77	77%
Age	17-24 years old	55	55%
Final education	High School	76	76%
Jobs	Self-employed	47	47%
Salary	IDR 3,000,000-IDR 5,000,000	59	59%

Classical Instrument Tests and Assumptions

The results of the validity test showed that all statement items in the variables of service quality, price, facilities, and customer satisfaction had a calculated r value greater than the r of the table of 0.256, so that all items were declared valid. The results of the reliability test also showed that all variables had a Cronbach Alpha value above 0.60, namely service quality of 0.617, price of 0.885, facilities of 0.660, and customer satisfaction of 0.608. Thus, the research instrument is declared reliable.

The results of the Kolmogorov-Smirnov normality test showed an Asymp value. Sig. is 0.137 or greater than 0.05, so that the data is declared to be normally distributed. The multicollinearity test showed a tolerance value of all variables above 0.10 and a VIF value below 10, namely service quality of 1.037, price of 1.022, and facility of 1.039. Thus, the regression model does not experience multicollinearity. The heteroscedasticity test through the scatterplot showed that there was no specific pattern so that the model was declared free of heteroscedasticity symptoms.

Multiple Linear Regression Analysis

The result of multiple linear regression yields the equation $Y = 5.270 + 0.202X_1 + 0.142X_2 + 0.215X_3 + e$. The equation shows that all regression coefficients have a positive

value. This means that improving service quality, increasingly suitable prices, and better facilities tend to increase consumer satisfaction.

Table 3. Multiple linear regression results and partial tests

Variabel	B	Beta	t count	Say.	Remarks
Konstanta	5,270	-	3,851	0,000	-
Quality of Service (X1)	0,202	0,341	3,920	0,000	Signifikan
Price (X2)	0,142	0,270	3,128	0,002	Signifikan
Facilities (X3)	0,215	0,288	3,309	0,001	Signifikan

The value of the determination coefficient or R Square of 0.301 shows that the quality of service, price, and facilities are able to explain the variation in consumer satisfaction of 30.1%, while the remaining 69.9% is explained by other variables that were not studied in this study. An R value of 0.549 indicates a sufficient relationship between independent variables and consumer satisfaction.

Table 4. Summary of coefficients of simultaneous determination and tests

Testing	Value	Remarks
R	0,549	Enough contact
R Square	0,301	Kontribusi 30,1%
Adjusted R Square	0,279	Corrected models
F count	13,777	Greater than F table 2.70
Sig. F	0,000	Signifikan

The Effect of Service Quality on Consumer Satisfaction

The results of the t-test show that service quality has a positive and significant effect on consumer satisfaction. The calculated t value of 3.920 is greater than the t of the table 1.984 with a significance of $0.000 < 0.05$. These findings show that the better the quality of service provided by the driver, cabin crew, and management, the higher the consumer satisfaction. In the context of the Lamongan Excellent Group Tourism Bus, the quality of service can be improved through the accuracy of response, crew friendliness, speed of handling consumer needs, and consistency of service during the trip.

The Effect of Price on Consumer Satisfaction

Price has been proven to have a positive and significant effect on consumer satisfaction with a t-value of 3.128 and a significance of 0.002. This result means that consumers' perception of price fairness has an important role in creating satisfaction. Rental prices that are considered to be in accordance with the quality of the fleet, facilities, and travel benefits will encourage consumers to feel satisfied. Therefore, companies need to maintain price transparency, provide explanations about the components of the facilities obtained, and adjust prices to the purpose and type of fleet.

The Influence of Facilities on Consumer Satisfaction

Facilities also have a positive and significant effect on consumer satisfaction with a t-value of 3.309 and a significance of 0.001. This shows that the condition of the facilities on the bus such as air conditioning, curtains, television, karaoke, pillows, blankets, and interior

design contribute to consumer comfort. The difference in facilities between fleets that is still felt by some consumers needs attention, because the consistency of facilities is one of the bases for evaluating the travel experience.

Simultaneous Influence and Dominant Variables

The results of the F test showed that the quality of service, price, and facilities simultaneously had a significant effect on consumer satisfaction with F calculated $13.777 > F$ table 2.70 and significance $0.000 < 0.05$. These results confirm that consumer satisfaction in tourism bus services is not only shaped by one factor, but by a combination of good service, appropriate prices, and adequate facilities. Based on the standardized beta value, service quality is the most dominant variable with a beta value of 0.341, followed by facilities of 0.288 and price of 0.270. This means that the company's main improvement priority is to maintain consistency in service quality, especially on the speed and friendliness of the crew in serving customers.

CONCLUSION

Based on the results of the study, the quality of service has a positive and significant effect on consumer satisfaction of Excellent Group Lamongan Tourism Buses. This is indicated by a calculated t-value of 3.920 with a significance of 0.000. Price also has a positive and significant effect on consumer satisfaction with a t-value of 3.128 and a significance of 0.002. Facilities have a positive and significant effect on consumer satisfaction with a t-value of 3.309 and a significance of 0.001.

Simultaneously, the quality of service, price, and facilities had a significant effect on consumer satisfaction with an F value of 13.777 and a significance of 0.000. The R Square value of 0.301 indicates that 30.1% of consumer satisfaction can be explained by these three variables, while 69.9% is influenced by other factors outside the research model. The variable of service quality is the most dominant factor in influencing consumer satisfaction. The implications of this study show that the Lamongan Excellent Group Tourism Bus needs to prioritize improving service quality through driver and cabin crew training, increasing the speed of response to complaints, and standardizing services. Companies also need to maintain price fairness according to the facilities received by consumers and distribute facilities equally between fleets so that the consumer experience is more consistent.

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