

The Effect of Facilities and Service Quality on Inpatient Satisfaction at Ngimbang Hospital, Lamongan Regency

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Article Info	ABSTRACT
Keywords: facilities; quality; price; consumer satisfaction; cafe	This study aims to analyze the influence of facilities, quality, and price on consumer satisfaction at Welijo Cafe and Freshmarket. The study used a quantitative approach with the consumer population of Welijo Cafe and Freshmarket over the past three months as many as 3,093 consumers. The sample was determined using the Slovin formula with an error rate of 10%, so that 97 respondents were obtained. The sampling technique uses simple random sampling. Primary data were collected through a Likert scale questionnaire and analyzed using SPSS version 25 through validity, reliability, classical assumptions, multiple linear regression, t-test, F-test, and coefficient of determination. The results of the study showed that facilities had a positive and significant effect on consumer satisfaction with a t-value of 3.054 and a significance of 0.003. Quality had a positive and significant effect with a t-value of 3.846 and a significance of 0.000. Price also has a positive and significant effect with a t-value of 2.603 and a significance of 0.011. Simultaneously, facilities, quality, and price had a significant effect on consumer satisfaction with an F value of 68.342 and a significance of 0.000. The R Square value of 0.688 indicates that the three independent variables explain 68.8% of the variation in consumer satisfaction. Quality variables are the most dominant factor in influencing consumer satisfaction.
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INTRODUCTION

The culinary business is a business sector that continues to grow because food and beverages are the basic needs of the community. Changes in lifestyles, technological developments, and increased consumption activities outside the home have made culinary businesses more competitive. In this situation, consumer satisfaction is an important measure for business sustainability because satisfied consumers tend to make repeat purchases, provide recommendations, and build long-term relationships with the company (Tjiptono in Susanti, 2020; Umar in Indrasari, 2019).

Consumer satisfaction is not only determined by the product, but also by supporting factors such as facilities, quality, and price. Facilities are an important part because consumers interact directly with the physical environment of the business, such as

cleanliness, completeness, ease of access, and other supporting elements. Product quality also determines the consumption experience, especially in the food and beverage business which relies heavily on taste, portion, aroma, texture, temperature, color, and appearance. In addition, price is the main consideration because consumers will judge whether the price paid is commensurate with the benefits, quality, and experience gained (Indrasari, 2019).

According to Luluk Nur Azizah, purchasing decisions are the result of consumer evaluation of various alternatives influenced by price, location, lifestyle, and perception of the value received from a product or service.

Welijo Cafe and Freshmarket is a culinary business in Lamongan which was established on December 23, 2020. This business not only offers café menus such as various penyet, fried rice, and fried noodles, but also presents a freshmarket that sells MSME products, snacks, ready-to-eat chili sauce, and hydroponic vegetables. Despite having an appeal and obtaining a fairly good consumer rating, there are still complaints related to parking facilities, the feasibility of prayer room facilities, the consistency of food taste, and the quality of drinks. This phenomenon shows that consumer satisfaction needs to be analyzed more deeply.

Based on this background, this study focuses on the influence of facilities, quality, and price on consumer satisfaction of Welijo Cafe and Freshmarket. This research is important because the results can provide practical input for culinary business managers in increasing consumer satisfaction and strengthening business competitiveness.

Literature Review

Consumer Satisfaction

Consumer satisfaction is the level of consumer feelings after comparing the performance of the product or service received with the expectations they have. If the value received meets or exceeds expectations, consumers will feel satisfied and have the opportunity to become customers in the long term (Umar in Indrasari, 2019). Consumer satisfaction indicators in this study include the suitability of expectations, interest in returning visits, willingness to recommend, and suitability of the prices offered (Tjiptono in Indrasari, 2019).

Facilities

Facilities are physical resources that are available before services are provided to consumers. Facilities can be in the form of place conditions, completeness, interior and exterior design, and cleanliness that are directly related to the consumer experience (Kotler, 2019; Munawir, 2018). In this study, facilities were measured through the cleanliness of the facilities, the completeness of the facilities, the ease of facilities, and supporting elements (Tjiptono in Priandini, 2022). Adequate facilities can improve consumer comfort so that it contributes to satisfaction.

Quality

Quality is the totality of features and characteristics of a product or service that is able to meet consumer needs. In the culinary business, the quality of food products has a direct influence on the consumption experience. Good quality can create value and increase satisfaction as consumers judge products based on taste, portion, texture, aroma, color,

temperature, and appearance (Kotler and Keller in Rokhimah, 2022; Pantelidis et al. in Nurazizah, 2022).

Pricing

Price is the nominal value that consumers exchange to obtain goods or services. Price is not only understood as the amount of money paid, but also as the perception of value compared to the benefits and quality obtained (Amirullah, 2021). The price indicators in this study include price affordability, price conformity with product quality, price competitiveness, and price conformity with benefits (Kotler in Indrasari, 2019).

Hypothesis Development

Previous research has shown that facilities, quality, and price have a relationship with consumer satisfaction. Research by Suhardi et al. (2022), Prasetyo and Maharani (2021), and Susanti (2020) found that facilities, service or product quality, and price affect customer satisfaction. Based on the foundation of theory and previous research, the research hypothesis is formulated as follows:

- a. H1: Facilities, quality, and price have a partial effect on consumer satisfaction at Welijo Cafe and Freshmarket.
- b. H2: Facilities, quality, and prices simultaneously affect consumer satisfaction at Welijo Cafe and Freshmarket.
- c. H3: Quality is the most dominant variable contributing to consumer satisfaction at Welijo Cafe and Freshmarket.

METHOD

This study uses a quantitative approach. The quantitative approach was chosen because the research aims to test the relationships between variables through numerical data and hypothesis testing. The object of the study is Welijo Cafe and Freshmarket, while the subject of the study is consumers who have made purchases or visited the place.

The study population was consumers of Welijo Cafe and Freshmarket for the last three months, namely September, October, and November 2023, with a total of 3,093 consumers. The sample was determined using the Slovin formula with an error rate of 10% so that 96.86 was obtained and rounded to 97 respondents. The sampling technique used is probability sampling with a simple random sampling method. Primary data was obtained through the distribution of online and offline questionnaires, interviews, and observations. The research instrument used a five-point Likert scale, from 1 = strongly disagree to 5 = strongly agree.

The independent variables in this study were facilities (X1), quality (X2), and price (X3), while the bound variables were consumer satisfaction (Y). Data were analyzed using SPSS version 25 through validity, reliability, normality, multicollinearity, heteroscedasticity, autocorrelation, determination coefficient, multiple linear regression, t-test, and F test. The regression model used in this study is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Variable	Indicator
Facilities (X1)	Cleanliness of facilities; the completeness of the facilities; facility

Variable	Indicator
Quality (X2)	facilities; supporting elements. Portions; taste; food texture; aroma; color; food temperature; appearance.
Price (X3)	Price affordability; price conformity with product quality; price competitiveness; price matching with benefits.
Consumer Satisfaction (Y)	Expectation conformity; interest in returning visits; willingness to recommend; prices offered.

RESULTS AND DISCUSSION

Respondent Profile

The number of respondents in this study was 97 people. The majority of respondents were women as many as 80 people or 82%, while men as many as 17 people or 18%. Based on age, respondents were dominated by the age group of 21-30 years old as many as 72 people or 74%. Based on work, the majority of respondents are students or college students as many as 80 people or 82%.

Characteristics	Categories	Frequency	Percentage
Gender	Male	17	18%
Gender	Women	80	82%
Age	< 20 years old	22	23%
Age	21-30 years old	72	74%
Age	> 31 years old	3	3%
Jobs	Student/Student	80	82%
Jobs	Housewives	3	3%
Jobs	PNS	0	0%
Jobs	Employees	14	15%

Classical Instrument Tests and Assumptions

The results of the validity test show that all statement items in the variables of facilities, quality, price, and consumer satisfaction have a calculated r value greater than r table 0.168 so that all items are declared valid. The results of the reliability test also showed that all variables had a Cronbach's Alpha value greater than 0.60, namely facilities of 0.779, quality of 0.860, price of 0.866, and consumer satisfaction of 0.854. Thus, the research instrument is declared reliable.

Classical assumption testing shows that the residual is normally distributed with a Kolmogorov-Smirnov significance value of 0.100. The tolerance value of all variables is greater than 0.10 and the VIF value is less than 10 so that multicollinearity does not occur. The scatterplot shows a random scattering point around the Y-axis so that there are no symptoms of heteroscedasticity. The Durbin-Watson value of 1.702 indicates that there are no serious problems with the regression model used.

Testing	Key Results	Remarks
Validity	The whole r count > r table 0.168	Valid

Testing	Key Results	Remarks
Facility Reliability	Cronbach's Alpha = 0.779	Reliable
Quality Reliability	Cronbach's Alpha = 0.860	Reliable
Price Reliability	Cronbach's Alpha = 0.866	Reliable
Reliability of Consumer Satisfaction	Cronbach's Alpha = 0.854	Reliable
Normality	Sig. Kolmogorov-Smirnov = 0.100	Normal
Multicollinearity	Tolerance > 0.10 and VIF < 10	Multicollinearity does not occur
Heteroscedasticity	Scatterplot points spread randomly	Heteroscedasticity does not occur

Multiple Linear Regression Analysis

The results of multiple linear regression analysis produce the following equations:

$$Y = 1.408 + 0.277X_1 + 0.263X_2 + 0.192X_3$$

The equation shows that the regression coefficient of facilities, quality, and price has positive values. This means that improving facilities, quality, and prices that are increasingly in line with consumer perception will increase consumer satisfaction. An R value of 0.829 indicates a strong relationship between the independent variable and the bound variable. The R Square value of 0.688 means that 68.8% of the variation in consumer satisfaction can be explained by facilities, quality, and price, while the remaining 31.2% is influenced by other variables outside the research model.

Variable	Coefficient B	Beta	t count	Sig.	Remarks
Constant	1,408	-	1,257	0,212	-
Facilities (X1)	0,277	0,248	3,054	0,003	Significant
Quality (X2)	0,263	0,445	3,846	0,000	Significant
Price (X3)	0,192	0,243	2,603	0,011	Significant

Simultaneous Tests

The results of the F test showed an F value of 68.342 with a significance value of 0.000. The value is greater than F table 2.70 and the significance is less than 0.05, so that facilities, quality, and price simultaneously have a significant effect on consumer satisfaction at Welijo Cafe and Freshmarket.

Models	Sum of Squares	df	Mean Square	F	Sig.
Regression	283,491	3	94,497	68,342	0,000
Residual	128,592	93	1,383	-	-
Total	412,082	96	-	-	-

Discussion

The results of the t-test show that facilities have a positive and significant effect on consumer satisfaction. These findings indicate that cleanliness, completeness, ease of use of facilities, and supporting elements at Welijo Cafe and Freshmarket are part of the consumer experience. Convenient facilities make it easier for consumers to enjoy services and increase the chances of satisfaction.

Quality has a positive and significant effect on consumer satisfaction and is the most dominant variable. The quality t-value of 3.846 and the beta value of 0.445 are the highest

compared to facilities and prices. This shows that aspects of portion, taste, texture, aroma, color, temperature, and appearance of food are the main considerations of consumers in assessing satisfaction. In the culinary business, the consistency of product quality needs to be maintained because consumers come not only to enjoy the place, but especially to get a food and drink experience that meets expectations.

Price also has a positive and significant effect on consumer satisfaction. This means that consumers value prices that are affordable, quality-appropriate, competitive, and comparable to benefits as an important part of satisfaction. The right price can strengthen the perception of consumer value, especially in café businesses that compete with many other culinary options.

Simultaneously, facilities, quality, and price have been proven to affect consumer satisfaction. These findings suggest that consumer satisfaction is the result of a combination of physical experience, product quality, and perception of price value. Therefore, the managers of Welijo Cafe and Freshmarket need to combine a strategy to improve facilities, product quality control, and appropriate price policies so that consumer satisfaction can continue to increase.

CONCLUSION

Based on the results of the research, it can be concluded that facilities have a positive and significant effect on consumer satisfaction at Welijo Cafe and Freshmarket. Quality also has a positive and significant effect on consumer satisfaction, and is the most dominant variable because it has the highest t-value and beta compared to other variables. Price has a positive and significant effect on consumer satisfaction. Simultaneously, facilities, quality, and price had a significant effect on consumer satisfaction with an F value of 68.342 and a significance of 0.000. An R Square value of 0.688 indicates that facilities, quality, and price are able to explain 68.8% of the variation in consumer satisfaction.

The practical implication of this study is that Welijo Cafe and Freshmarket need to maintain and improve the quality of products, especially in terms of taste, portion, texture, aroma, temperature, color, and appearance. Managers also need to improve facilities that are still consumer complaints, such as parking areas and the feasibility of supporting facilities. In addition, the pricing strategy can be strengthened through package offers or discounts on certain purchases so that consumers feel they get more value. The next research is suggested to add other variables such as service quality, promotion, location, brand image, place atmosphere, or consumer loyalty so that the research model becomes more comprehensive.

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