# Impact of Facilities and Service Quality on Guest Satisfaction

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**Abstract:-** **The aim of this research is to determine the influence of facilities and service quality on customer satisfaction at G-Rima Homestay. The data collection method in this research is by distributing questionnaires to respondents. This research is quantitative descriptive in nature using multiple linear regression testing tools. Based on the results of the t test, it shows that facilities have a significant effect on Customer Satisfaction and Service Quality has a significant effect on Customer Satisfaction. The determination test results were 16.2% affected by other variablinfluenced by different factors not analyzed in this review. es not analyzed in this review. So that future researchers are expected to be able to use or add other variables that were not used in this research.**

*Keywords:- Facilities, Service Quality, Customer Satisfaction.*

## I. INTRODUCTION

In the current era of globalization, business competition in the hotel services industry has become very sharp. We can see this in Labuan Bajo where in recent years many new hotels have been established with different types and classes, ranging from low class hotels to five star hotels. Labuan Bajo also has classy homestays whose facilities are no less than luxury class hotels. One of them is G-rima Homestay which is in Labuan Bajo. G-Rima Homestay is one of the accommodations around the Labuan Bajo tourist area. G-Rima Homestay has facilities that provide customer satisfaction such as Complimentary wireless internet, free stopping, free breakfast, air terminal transport administration, bar laundry service, restaurant, room service, air-conditioned rooms, luggage storage, children's playground, car rental , bicycle rental.

Facilities also play a role in increasing customer satisfaction. Facilities are means that make it easier for consumers to carry out their activities. Nowadays, consumers are very critical and very careful in spending money, they consider many things to choose a product or service, including

accommodation services. Facilities are one of the considerations for consumers in making choices. The more complete the facilities provided by a company, the more satisfied the customer will be and he will choose that company again. Apart from facilities, good service quality is also a factor in increasing customer satisfaction.

Quality of service is the best guarantee of customer loyalty, the strongest defense in the face of foreign competition and the only way to sustainable growth and income. Good service quality is one way to create a sense of comfort for consumers so that they feel the expected satisfaction. Good service quality is something that service sellers need to have to support consumer comfort. Therefore, companies must think about how important good service is. Good service quality is a very important aspect in maintaining business and winning competition.

Having good facilities and quality service in a company will create satisfaction for consumers. If consumers are truly satisfied, they will visit again and recommend others to stay at the same place. Apart from that, the thing that companies need to pay attention to to achieve consumer satisfaction is to pay attention to service quality.

In terms of facilities, G-Rima Homestay has a variety of facilities, both in-room facilities and facilities to support guest needs such as: complimentary wireless internet, free stopping, free breakfast, air terminal transport administration, bar laundry service, restaurant, room service, luggage storage, playground. children, car rental, bicycle rental and so on. Meanwhile, in terms of service quality, G-Rima Homestay has good service quality, if customers feel satisfied and comfortable. If the customer is satisfied with the service provided, the customer will visit again and recommend to other people to stay at the same place and this will have a positive impact on the homestay. Above, the author is interested in conducting research with the title 'The Influence of Facilities and Service Quality on Customer Satisfaction at G-Rima Homestay.

## II. LITERATUR REVIEW

### A. Previous Reseach

The following is some previous research that discusses facilities and service quality on customer satisfaction.

Tabel 1 Prior Studies

| No | Name and Year | Research Methods | Research Result |
|---|---|---|---|
| 1 | Resky Utami 2020 | Quantitative dan Qualitative | In this research, based on the t test carried out, it shows that the variable Service Quality (X1) has a positive and to some extent tremendous impact on Customer Fulfillment (Y), Offices (X2) has a somewhat certain and huge impact on Shopper Fulfillment (Y) and Loc ation (X3). to some degree positive and tremendous impact on Buyer Fulfillment (Y). |
| 2 | Wahyudi2018 | Quantitative | The research results show that the adjusted R Square value in the banking company regression model is 0.670. This shows that the influence of the independent variable, namely the quality of hotel services and facilities, on the dependent variable interest in revisiting (Y), which can be explained by this equation, is 67%. Apart from that, it can be seen that the R Square value is 0.670. If the R Square value is close to 1, the independent variable has a stronger influence on the dependent variable. |
| 3 | Meva Pratiwi 2018 | Quantitative | The research results show that all independent variables: service quality, facilities and price on consumer satisfaction have a significant value of $0.00 < 0.05$ or can be seen from the value (ANNOVA) tcount $70.128 > $ ttable 2.87. This means that the quality of 104 services, facilities and prices have a significant effect on consumer satisfaction. |
| 4 | Putry Risky Suhartini BR. Tarigan 2018 | Quantitative | Based on the results of the F test, the calculated F value is $97.149 > 3.12$ with sig $0.000\ 0 < \square 0.05$, indicating that Ho is rejected and Ha is accepted, meaning that the quality of service and facilities simultaneously has a positive and significant effect on the consumer satisfaction variable. .The R Square value obtained is 0.722. |
| 5 | Wulandari 2015 | Quantitative | From the results of the regression coefficients obtained shows that the empathy variable ($X2 = 0.508$) is a factor the biggest influence on customer service satisfaction, then reliability ($X4 = 0.431$) , assurance ($X5 = 0.268$) while tangible ($X1 = -0.410$) and responsiveness ($X3 = -0.212$) are the lowest factors affect customer satisfaction. |

### B. Theoritical Studies

Theoretical studies are a series of definitions of concepts and perspectives on something that are neatly arranged. The study of theory is an important thing in research. Because, this will become the basis or basis of a research.

➢ *Facility*

Facilities are facilities provided as a reference in determining the choice to live or rent in a particular place. Facilities are the provision of physical equipment that can make it easier for customers to carry out an activity so that all their needs can be met during their stay.

As per Tjiptono (2014) in (Alana and Putro 2020) offices are actual assets that should exist before a help is proposed to shoppers. Offices are quite possibly of the main thing in a help business, therefore the facilities that need to be considered, namely the condition of the facilities, interior and exterior design and cleanliness must be considered, especially with regard to what customers feel. Impression obtained from customer interactions with service facilities can influence the quality of the service in the eyes of consumers. The relationship between facilities and consumer satisfaction

According to Tjiptono (2016) in Utami (2020), service quality can be realized through fulfilling customer needs and desires and the accuracy of delivery to match customer expectations. In the event that the subsequent evaluation is a positive appraisal, the nature of this help will affect consumer satisfaction during their stay. Based on this idea, it can be said that facilities have a positive influence on consumer satisfaction.

➢ *As for the Facilities Indicators, According to Tjiptono (2008) in Tarigan (2018) there are Five Facilities Indicators Namely:*

- Partial consideration or planning.
- Room designer.
- Equipment and furniture.
- Lighting and color.
- Supporting elements.

➢ *Service Quality*

Service quality is a forms of activity carried out by a company in order to meet consumer expectations. Service in this case is defined as a service provided by the service owner in the form of convenience, speed, relationship, ability and

friendliness shown through attitudes and traits in providing services to customer satisfaction.

Kotler and Keller (2007) in (Wahyudi 2018) state that service quality must start from customer needs and end in customer perception, where customer perception of service quality is a comprehensive assessment of the superiority of a service. This means that good service quality is not based on the perception of the service provider or company but based on the perception of the customer. In this case, it is the consumer or party who uses and enjoys the company's services, so they are the ones who should determine the quality of the service itself. Customer perception of service quality is the overall value of excellence or service.

The quality of service received by consumers is defined by Valerie Zeithmal (2009) in (Tarigan 2018) as the difference between their expectations and their perceptions, where if the service received matches or exceeds what was expected then the quality of service is perceived as good and satisfying, and vice versa if the service received lower than expected then the quality of service is perceived as poor.

➢ *The Service Quality Indicators Identified by Parasuraman, Zeithaml and Berry (1988) Tjiptono (2008) in Tarigani (2018) Namely:*

- Tangible
- Reliability
- Responsiveness
- Assurance
- Empathy

➢ *Customer Satisfaction*
Customer satisfaction has different meanings. Satisfaction cannot always be measured by money, but rather by fulfilling feelings about what someone needs.

According to Tjiptono (2012) in Utami (2020), consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are in accordance with what is expected and are well met.

➢ *As for the Customer Satisfaction Indicators, According Hawkins and Lonney Quoted in Tjiptono in (Pratiwi 2018) Namely:*

- Matching expectations
- Interested in visiting again
- Willingness to recommend

C. *Framework of Thought*
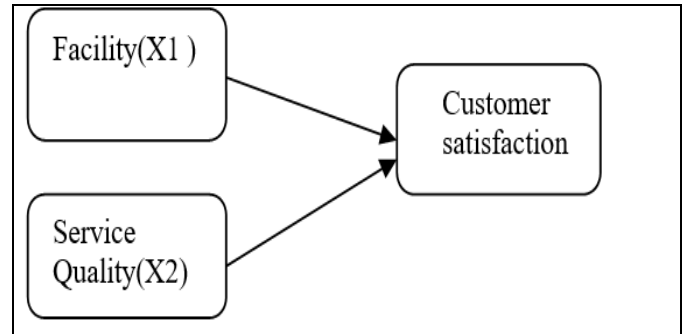Below is a picture related to the frame of mind in this research



Fig 1 Thinking Framework

D. *Oprational Definition*

➢ *Facilities (X1)*
Facilities are facilities provided as a reference in determining the choice to live or rent in a particular place.

- *Spatial Contemplations/Arranging*
Angles like balance, extent, surface, variety, and so forth are thought of, consolidated, and created to incite scholarly and close to home reactions from the watcher.

- *Room Arranging*
This component incorporates inside and structural plan, for example, the situation of furniture and gear in the room, dissemination stream plan, etc.Fixtures and Furnishings.

- *Fixtures and Furnishings*
Equipment has various functions, including as a place to store small valuables, as a display item, as a sign of welcome to customers, and as something that shows the status of the owner or user.

- *Lighting*
A few things that should be thought about while planning lighting are the variety, type and nature of exercises did in the room, and the ideal air.

- *Color*
Varieties can move sentiments and feelings. Variety can be utilized to increment proficiency in a room, make a casual impression, lessen mishaps.

- *Messages Conveyed Graphically*
Significant and interrelated viewpoints in this component are visual appearance, position, choice of actual structure, determination of varieties, and determination of the state of the image or sign for a specific reason.

> *Service Quality (X2)*

Service quality is a forms of activities carried out by a company in order to meet consumer expectations. Service in this case is defined as the service provided by the service owner in the form of convenience, speed, relationship, ability and friendliness shown through attitudes and traits in providing services to customer satisfaction.

- *Physical Evidence (Tangible),*

Includes the physical appearance of the hotel, the architectural appearance of the building from the outside, parking area, cleanliness of rooms, entertainment facilities, neat appearance of employees, attractive uniforms, interior design of various hotel rooms.

- *Empathy (Empathy),*

Includes ease of communication and understanding service needs through employee personal attention to service users, attention from the hotel, the ability to fulfill and capture what service users want and need and what their specific needs are.

- *Reability*

Namely the ability to provide promised services promptly, accurately and satisfactorily, being sympathetic and able to calm service users whenever problems arise.

- *Responsiveness (Responsiveness)*

Namely regarding the alertness and speed of employee response, willingness to help in all matters, such as ensuring service.

- *Guarantee (Assurance)*

namely guaranteeing a feeling of security and friendliness of service that comes from extensive employee knowledge, trusted employees, polite and friendly.

> *Customer Satisfaction (Y)*

Customer satisfaction has different meanings. Satisfaction cannot always be measured by money, but rather by fulfilling feelings about what someone needs.

- *Matching Expectations*

Namely the conformity between the product sold and the price offered in accordance with what customers expect.

- *Interested in Visiting again*

Good facilities and service quality can increase customers' interest in returning to visit.

- *Willingness to recommend*

Conformity to customer expectations regarding facilities and service quality can make customers willing to recommend our products to their friends and family.

## III. RESEARCH METHODS

This research was conducted at G-Rima Homestay JL, Trans Flores, Golobilas village, Komodo district, East Nusa Tenggara Indonesia. This study was conducted to test whether facilities and service quality affect customer satisfaction at G-Rima Homestay. The method used in this research is quantitative method with data collection techniques using questionnaires distributed to tourists visiting the location. The population in this study were G-Rima homestay consumers who used homestay services and facilities. The sample used in this study were all members of the population. To process the data from this research, multiple linear regression analysis was used.

## IV. RESULTS AND DISCUSSION

*A. Research Result*

The research results used to determine the influence of facilities and service quality on customer satisfaction at G-Rima Homestay are as follows:

> *General Description of Respondent Profile*

Based on the characteristics of visitors who visit G-Rima Homestay, it is presented in the table below.

Table 2 Respondent Profile

| Criteria | Percentage |
|---|---|
| 1. By gender | |
| Man | 36% |
| Women | 64% |
| Total | 100% |
| 2. By age | |
| Generation Z (16-26 year) | 85% |
| Millenial generation(27-42 year) | 9% |
| Generation X (43-58 year) | 6% |
| Total | 100% |
| 3. Based on Country | |
| Foreign Citizens | 5% |
| Indonesian Citizen | 95% |
| Total | 100% |
| 4. Job Based | |
| Student/Students | 9% |
| Private employees | 13% |

| | |
|---|---|
| Government employees | 15% |
| Entrepreneur/Entrepreneur | 49% |
| Honorary | 9% |
| Doesn't work | 5% |
| Total | 100% |
| 5. Based on Income | |
| Less than 187.500 USD | 56% |
| More than 187.500 USD | 44% |
| Total | 100% |
| 6. Based on Number of Visits | |
| 1 times | 51% |
| 2 times | 25% |
| More than 2 times | 24% |
| Total | 100% |
| 7. Based on information | |
| Online Travel Agent | 26% |
| Friend | 50% |
| Family | 13% |
| Etc | 11% |
| Total | 100% |

➤ *Data Quality Test Results*

• *Data Validity Test*

The following are the results of validity testing on the service quality variable (X1). The next results can be seen in the following table:

Table 3 Facility Validity Test Results (X1)

| No Items | $r_{count}$ | $r_{table}$ | Sig. | Criteria |
|---|---|---|---|---|
| 1 | 0, 840 | 0,1966 | 0,000 | Valid |
| 2 | 0,683 | 0,1966 | 0,000 | Valid |
| 3 | 0,795 | 0,1966 | 0,000 | Valid |
| 4 | 0,515 | 0,1966 | 0,000 | Valid |
| 5 | 0,762 | 0.1966 | 0,000 | Valid |

In view of table above, it tends to be seen that the 5 inquiries used to shape the Office variable (X1) can be generally proclaimed substantial in light of the fact that r_hit ≥ r_tab and the Sig esteem. (2-followed) ≤ 0.05 and the Pearson Relationship is positive, and that implies that all inquiries regarding Offices are substantial for recovering information so all things can be remembered for the following test.

Table 4 Service Quality Validity Test Results (X2)

| No Items | $r_{count}$ | $r_{table}$ | Sig. | Criteria |
|---|---|---|---|---|
| 1 | 0,767 | 0.1966 | 0,000 | Valid |
| 2 | 0,751 | 0.1966 | 0, 000 | Valid |
| 3 | 0,722 | 0.1966 | 0, 000 | Valid |
| 4 | 0,793 | 0.1966 | 0, 000 | Valid |
| 5 | 0,799 | 0.1966 | 0, 000 | Valid |

In light of table above, it very well may be seen that the 5 inquiries used to frame the Assistance Quality variable (X2) can be in every way proclaimed substantial in light of the fact that r_hit ≥ r_tab and the Sig esteem. (2-followed) ≤0.05 and the Pearson Connection is positive, and that implies that all inquiries regarding Administration Quality are legitimate for gathering information so all things can be remembered for the following test.

Table 5 Customer Satisfaction Validity Test Results (Y)

| No Items | $r_{count}$ | $r_{table}$ | Sig. | Criteria |
|---|---|---|---|---|
| 1 | 0, 804 | 0.1966 | 0,000 | Valid |
| 2 | 0, 784 | 0.1966 | 0, 000 | Valid |
| 3 | 0, 773 | 0.1966 | 0, 000 | Valid |
| 4 | 0, 821 | 0.1966 | 0, 000 | Valid |

| 5 | 0, 799 | 0.1966 | 0, 000 | Valid |
| 6 | 0, 799 | 0.1966 | 0, 000 | Valid |

In light of table above, it very well may be seen that the 5 inquiries used to frame the Assistance Quality variable (X2) can be in every way proclaimed substantial in light of the fact that r_hit ≥ r_tab and the Sig esteem. (2-followed) ≤ 0.05 and the Pearson Connection is positive, and that implies that all inquiries regarding Administration Quality are legitimate for gathering information so all things can be remembered for the following test.

- *Reliability Test Results*
  The following results of reliability testing can be seen in the following table

Table 6 Reliability Test Results

| No | Variable | Mark | Information |
|----|----------|------|-------------|
| 1 | Fasilities (X1) | 0,839 | Reliabel |
| 2 | Sevice Quality (X2) | 0,831 | Reliabel |
| 3 | Customer Satisfaction (Y) | 0.881 | Reliabel |

Based on the table above, it can be seen that the results of the research instrument reliability test for the variables Facilities (X1), Quality of Service (X2), and Customer Satisfaction (Y) show that all items are greater than the Cronbach alpha coefficient, namely ≥ 0.60, so it can be concluded that 6 items Research instruments that measure Customer Satisfaction (Y) can be used in hypotheses.

➤ *Classic Assumption Test Results*
  The Classical Assumption test results are divided into three parts, namely:

- *Normality Test*
  Following are the results of the data normality test.

Table 7 Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 100 |
| Normal Parameters[a] | Mean | .0000000 |
| | Std. Deviation | 1.22182067 |
| Most Extreme Differences | Absolute | .105 |
| | Positive | .079 |
| | Negative | -.105 |
| Kolmogorov-Smirnov Z | | 1.052 |
| Asymp. Sig. (2-followed) | | .218 |

Based on the table above, it can be seen that the significance value is 0.218 and the significance figure is > 0.05. From these results it is known that the Normality test in this study has a normal distribution.

- *Multicollinearity Test Results*
  Following are the results of multicollonearity test results.

Table 8 Multicollinearity Test Results

| Coefficients[a] | | | | | | | |
|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | Sig. | Collinearity Statistics |
| | B | Std. Error | | Beta | t | | Tolerance | VIF |
| | (Constant) | 1.866 | 1.104 | | 1.689 | .094 | | |
| 1 | Fasilities | .326 | .074 | .282 | 4.405 | .000 | .406 | 2.460 |
| | Sevice Quality | .802 | .076 | .680 | 10.607 | .000 | .406 | 2.460 |

In light of the table above, it tends to be seen that there is no multicollinearity between the autonomous factors in the relapse model. This is shown by the Tolerance and VIF values. Where the Tolerance value produced by the Facility (X1) is 0.406 > 0.10, and Service Quality (X2) is 0.406 > 0.10. Judging from the VIF produced by the facility (X1) it is 2.460 < 10.00, and the Service Quality (X2) is 2.460 < 10.00. After carrying out the classical Assumption Test, it has fulfilled the requirements of each of these tests.

- *Heteroscedasticity Test*
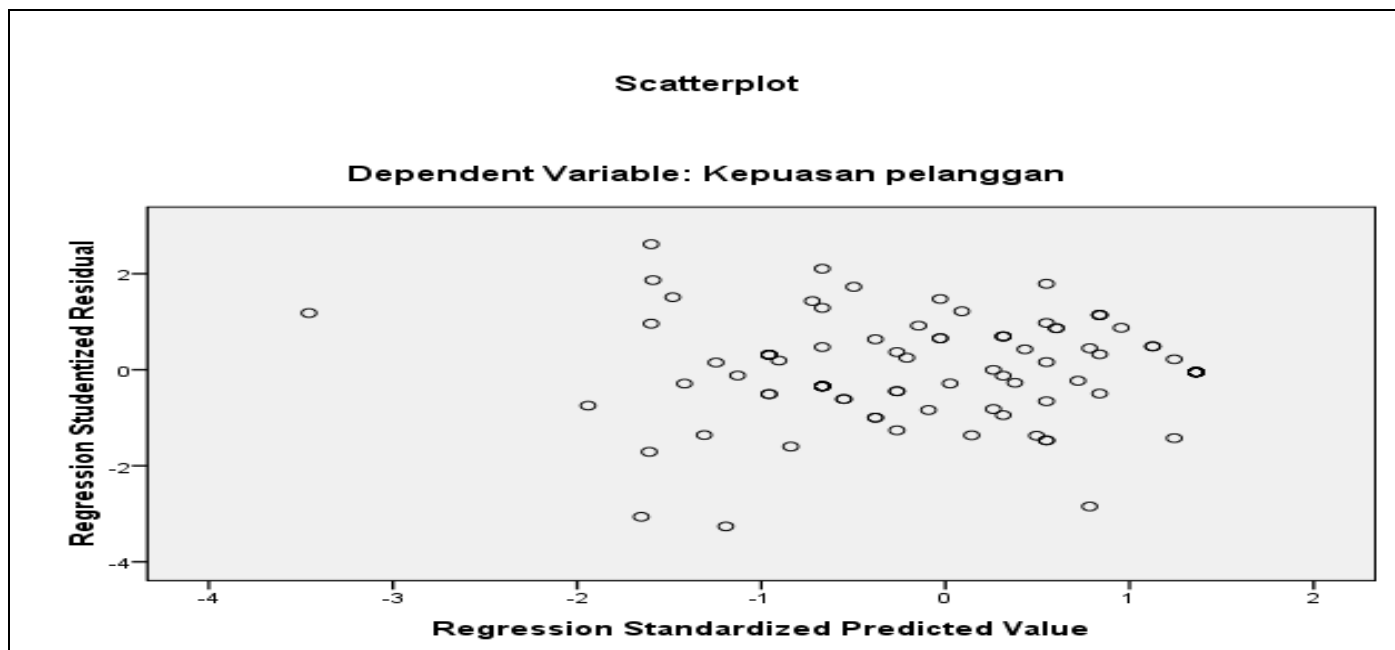  The results of Heteroscedasticity analysis are obtained as follows:



Fig 2 Heteroscedasticity Test Results

The image above shows that the dots are spread randomly. The dots spread above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity problem.

➤ *Determination Test Results*
  Test Results Following are the aftereffects of the determination test results.

Table 9 Determination Experimental Outcomes

| Model Summary<sup>b</sup> | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Blunder of the Gauge |
| 1 | .915ᵃ | .838 | .835 | 1.23435 |

In view of The Result Results From SPSS In The Table Over, The Correlation Between The Facilities (X1) And Service Quality (X2) Variables On The Customer Satisfaction Variable Is 0.915, Meaning There Is A Strong Relationship Between Facilities (X1) And Service Quality (X2) On Customer Satisfaction (Y) . Based On The Results Of Testing The Coefficient Of Determination In The Table Above, It Shows That The R Square Value Is 0.838, Which Means That The Results State That The Facility Variable (X1), The Service Quality Variable (X2) Are Able To Explain That The Customer Satisfaction Variable (Y) Is 83.8% While The Remaining 16 .2% Is Influenced By Other Variables Not Examined In This Study.

➤ *Simultaneous Test Results (F)*
  Simultaneous test results can be seen in the table below

Table 10 Simultaneous Test Results (F)

| ANOVA<sup>b</sup> | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 764.368 | 2 | 382.184 | 250.839 | .000ᵃ |
| | Residual | 147.792 | 97 | 1.524 | | |
| | Total | 912.160 | 99 | | | |

Considering the table above, it will in general be seen that the results of the F test were coordinated and gotten a basic worth of 0.000 and a value of 0.000 < 0.05, so Ho was dismissed and Ha was acknowledged so it tends to be presumed that the free factors, specifically offices and administration quality, have a critical impact together. the equivalent for the reliant variable, to be specific consumer loyalty.

➢ *Incomplete Experimental Outcomes (T)*

Following are the aftereffects of the halfway experimental outcomes.

Table 11 Partial Test Results (T)

| | | Coefficients[a] | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | Model | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.866 | 1.104 | | 1.689 | .094 |
| | Fasility | .326 | .074 | .282 | 4.405 | .000 |
| | Service Quality | .802 | ,076 | ,680 | 10.607 | ,000 |

Based on the table above, it can be seen that the calculation criteria for comparing significant probability numbers use the following conditions:

- By comparing the significant value of variable X1 of $0.000 < 0.05$, Ho is rejected and Ha is accepted. Thus the independent variables (facilities and service quality) have a significant influence on the dependent variable (customer satisfaction).
- By comparing the significant value of variable X2 of $0.000 < 0.05$, Ho is rejected and Ha is accepted. Thus the independent variables (facilities and service quality) have a significant influence on the dependent variable (customer satisfaction)

➢ *Multiple Linear Regression Analysis*

Based on the results of the multiple linear analysis above, the coefficient for the independent variable X1 = 0.326; X2= 0.802 and the constant is 1.866 so the regression equation model obtained is:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 1.866 + 0.326 X_1 + 0.802 X_2 + e$$

- Constant (a) = 1.866, this intends that if the Facilities and Service Quality variables are considered constant with the Customer Satisfaction variable at G-Rima Homestay.
- Coefficient b1 (X1) = 0.326, meaning that the facility variable has a positive influence. By experiencing an increase of 1 unit, it will cause customer satisfaction to increase by 0.326 at G-Rima Homestay.
- Coefficient b2 (X2) = 0.802, implying that the Service Quality variable has a positive influence. By experiencing an increase of 1 unit, it will cause customer satisfaction to increase by 0.802 at G-Rima Homestay.

B. *Discussion*

➢ *Effect of Facilities (X1) on Customer Satisfaction (Y) atG-Rima Homestay.*

The research results show that the facility variable (X1) has a significant effect on the Customer Satisfaction variable (Y). This means that better and improved facilities can increase customer satisfaction. This research supports research conducted by Pratiwi (2018) where this research shows that facilities have a positive and significant effect on consumer satisfaction at the Lebar Daun Panjang accommodation

Facilities are considered the most important way to build and maintain relationships with customers in the long term.

➢ *Influence of Service Quality (X2) on Customer Satisfaction (Y) at G-Rima Homestay.*

The research results show that the variable Service Quality (X2) has a significant effect on the Customer Satisfaction variable (Y). This means that improving and increasing the quality of service can increase customer satisfaction. This research supports research conducted by Pratiwi (2018) where this research shows that service quality has a positive and significant effect on consumer satisfaction at the Lebar Daun Panjang accommodation.

## V. CONCLUSION RECOMMENDATION

A. *Conclusion*

➢ *The conclusions from the results of the research entitled "Facilities and Service Quality on G-Rima Homestay Customer Satisfaction" who come back to stay are as follows:*

Research results show that facility has a significance level of 0.000 which is smaller than 0.05. This means that facilities have a significant effect on customer satisfaction.

➢ *The examination results show that help quality has a critical degree of 0.000, which is more modest than 0.05. This implies that Help Quality fundamentally affects Consumer loyalty.Suggestion*

Based on the results of the determination test, 16.2% was influenced by other variables not examined in this research. So that future researchers are expected to be able to use or add other variables that were not used in this research.

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