

Analysis Of The Influence Of Service Quality, Business Facilities And Consumer Satisfaction In Increasing Consumer Loyalty At Pt. Trikarya Era Sukses Medan

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Abstract. *In the era of globalization, intense competition drives companies to expand their markets, particularly in Indonesia's rapidly growing tourism sector. Batam, as a Free Trade Zone and a potential tourist destination, has experienced a significant increase in international tourists, fostering the growth of the hospitality industry. PT. Trikarya Era Sukses Medan established the Ibis Style Hotel Batam, offering facilities comparable to four-star hotels to attract consumers amid tight competition. This study analyzes the influence of service quality, business facilities, and consumer satisfaction on customer loyalty at the hotel. The population in this study consists of all guests staying at Ibis Style Hotel Batam, totaling 3,689 individuals. Accidental sampling is the technique used for sample collection, and the sample size is 110 individuals. The data collection method employs questionnaires. The study results indicate that: (1) Service quality significantly affects customer loyalty, (2) Business facilities significantly affect customer loyalty, (3) Consumer satisfaction significantly affects customer loyalty, (4) Service quality, business facilities, and consumer satisfaction collectively and significantly affect customer loyalty.*

Keywords : *Business Facilities, Consumer Satisfaction, Service Quality, Consumer Loyalty.*

INTRODUCTION

In the current era of globalization, competition between companies is increasingly fierce, encouraging each company to compete to expand the market. Economic development, especially in the service sector in Indonesia, is also taking place rapidly. One of Indonesia's mainstay service sectors is the tourism industry, which promises rapid economic growth. The tourism industry opens up many job opportunities, increases people's income and standard of living, and activates related industries such as handicrafts, souvenirs, accommodation and transportation. Hotels are the main facilities that play an important role in the development of the tourism industry because they provide accommodation and services for tourists.

Seeing good opportunities in the tourism sector, many companies are interested in investing in the lodging services sector by establishing various types of hotels, ranging from luxury ones to simple accommodations. As a result, competition between hotels is getting

tougher to attract consumers. As a form of service, hotel services are intangible and do not result in ownership of anything, however, service quality is the main key in attracting and retaining consumers. Batam is an island in the Riau Islands area, located to the west of Bintan Island and south of Singapore. As an archipelago, Batam certainly has a variety of natural beauty that can be enjoyed by anyone who visits Batam. As a Free Trade Area and Free Port, Batam can become a tourist destination.

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As a three-star hotel, Ibis Styles is committed to providing facilities equivalent to a four-star hotel. This commitment is necessary considering the many competitors who have long been established in Batam. In the face of intense competition, hotels in Batam must also pay attention to changes in the function of hotels which are no longer just a place to stay overnight for consumers on business or tourist trips. Now, hotels are often used for weddings, company meetings, new product launches, and even as a staycation facility for the upper middle class. Hotel entrepreneurs are expected to be responsive and responsive to these changes.

Ibis Style always tries to provide the best service. Such a situation will of course have an impact on the world of hospitality in the city of Batam. If this develops well, this competition will have a positive influence on the economy of the city of Batam. The hotel industry is very important considering that the need for hotels for tourists and business people who are doing business in the city of Batam is very high. Apart from good service quality, facilities also play a role in attracting consumers. Facilities are means that make it easier for consumers to carry out an activity. Consumers today are consumers who are critical in spending money. They consider many factors to choose a product or service, including

hospitality services. Facilities are one of the considerations for consumers in making choices. At the same price level, the more complete the facilities provided by the hotel, the more satisfied the customer will be and he will continue to choose the hotel as a priority choice based on the perception he has of the available facilities. According to Tjiptono in the journal (Sofyan et al., 2013), perceptions formed from customer interactions with facilities have an important influence on their assessment of service quality.

With the development of the crisis level in choosing a better hotel, service users will become more critical and smarter in comparing the services of one hotel with other hotels and think long term in using hotel services. Consumer satisfaction creates consumer loyalty, satisfied guests will recommend the services they receive to their acquaintances so that it is a free promotion for the hotel. In fact, these consumers will not hesitate to cooperate with the party.

In previous research conducted by Jainal Azali Nadeak & Ahmad Yudhira (2023) with the title "Analysis of the Effect of Facilities and Customer Satisfaction on Customer Loyalty Staying at Mikie Holiday Resort and Berastagi Hotel" stated that facilities and customer satisfaction simultaneously influence customer loyalty (Nadeak & Yudhira, 2023), then research by Vincent Stanley & Helena Sidharta (2023) with the title "The Influence of Service Quality and Facilities on Customer Loyalty of West Surabaya Boarding Houses" where it was concluded that the quality of service and facilities had a significant effect on customer loyalty (Stanley & Sidharta, 2023).

THEORETICAL STUDY

Service quality

Suwithi in the book (Anwar, 2014), Service quality is the quality of service provided to customers, both internal and external customers, based on standard service procedures. Lewis and Booms in the journal (Sumarsid & Partyanti, 2022), Service quality is simply a measure of how well the level of service provided meets customer expectations. This means that service quality is determined by the ability of a particular company or institution to meet needs in accordance with what is expected or desired based on the needs of customers or visitors. In other words, the main factors that influence service quality are the services expected by customers or visitors and the public's perception of these services. The value of service quality depends on the ability of the company and its staff to consistently meet customer expectations.

Service Quality is the totality of the characteristics of goods and services that show their ability to satisfy customer needs, both obvious and hidden. For companies operating in the service sector, providing quality service to customers is an absolute thing that must be done if the company wants to achieve success (Kotler & Keller, 2014).

Business Facilities

Business facilities are anything that can facilitate and expedite the implementation of a business and are the infrastructure needed to carry out or expedite an activity. Facilities are everything, both objects and services, that accompany the services provided by a company, whether a service company, trade or industrial company (Mardiyani & Murwatiningsih, 2015).

Consumer Satisfaction

Satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance (results) against their expectations. If performance fails to meet expectations, customers will be dissatisfied, if performance meets expectations, customers will be satisfied, if performance exceeds expectations, customers will be very satisfied and happy (Kotler & Keller, 2014).

Customer satisfaction is the value received by customers (customer delivered value), namely the difference between total customer value (total customer value) and total customer costs (total customer costs), where total customer value is a collection of benefits that customers are expected to obtain from certain products or services. And total customer cost is a collection of sacrifices that customers estimate will occur through evaluating, acquiring and using the product or service (Budi, 2013).

Consumer satisfaction or dissatisfaction is the consumer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after its use (Lupioyadi, 2014).

Consumer Loyalty

Consumer loyalty is a customer's response or attitude in the form of a commitment to attachment and loyalty to a brand, shop, manufacturer, service or other entity over a certain period of time which is characterized by consistent repeated purchases or use in situations where there are many choices of products or services that can meet their needs. and customers have the ability to get it (Huda et al., 2015).

Loyalty is a customer's deep, enduring commitment to re-subscribe or re-purchase selected products or services consistently in the future, even though changing circumstances and marketing efforts have the potential to cause behavior change. Loyal consumers will

generally purchase or use the brand even though they are faced with many alternative competing product brands that offer superior product characteristics from various angles.

RESEARCH METHODS

The type of data used in this research is primary data. This data was obtained from a questionnaire distributed to respondents. The type of research used is descriptive quantitative research. The research population was all guests staying at Ibis Style Hotem Batam, totaling 3,689 guests. The sampling technique used in this research is Accidental Sampling, namely the technique of determining the sample by chance, namely any customer who stays overnight by chance meets the researcher and can be used as a sample. The number of samples used in this research was determined using the Slovin formula and a sample of 110 guests was obtained. Hypothesis testing is carried out using the dependent variable, namely consumer loyalty and independent variables, namely consumer loyalty, business facilities and consumer satisfaction.

RESULT AND DISCUSSION

Table 1. Validity Test Results

Research variable		r_{hitung}	Information
Kualitas Pelayanan (X1)	P1	0,884	Valid
	P2	0,869	Valid
	P3	0,903	Valid
	P4	0,907	Valid
	P5	0,904	Valid
	P6	0,915	Valid
	P7	0,911	Valid
	P8	0,919	Valid
Fasilitas Usaha (X2)	P1	0,816	Valid
	P2	0,896	Valid
	P3	0,890	Valid
	P4	0,897	Valid
	P5	0,937	Valid
	P6	0,923	Valid
Kepuasan Konsumen (X3)	P1	0,895	Valid
	P2	0,901	Valid
	P3	0,937	Valid
	P4	0,953	Valid
	P5	0,943	Valid
	P6	0,910	Valid
Loyalitas Konsumen (Y)	P1	0,940	Valid
	P2	0,956	Valid
	P3	0,951	Valid
	P4	0,955	Valid
	P5	0,952	Valid
	P6	0,961	Valid

Source: Data processed by researchers, 2024

Based on table 1, each statement item on the variables of service quality, business facilities, consumer satisfaction and consumer loyalty is declared valid as a result of data processing. Because each statement has a value of $r_{count} > r_{table}$ (0.185), it can be concluded that each item in the variable statement of service quality, business facilities, consumer satisfaction and consumer loyalty is valid.

Table 2. Reliability Test Results

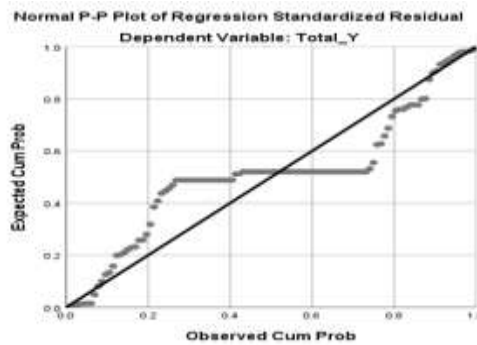
Variable	Cronbach'Alpha	Results
Kualitas Pelayanan	0.968	Reliabel
Fasilitas Usaha	0.949	Reliabel
Kepuasan Konsumen	0.964	Reliabel
Loyalitas Konsumen	0.979	Reliabel

Source: Data processed by researchers, 2024.

The reliability test results in table 2 for all variables using Cronbach's Alpha show that the Cronbach's Alpha value is greater than 0.600. So it can be concluded that all reliability test results for each research variable are reliable.

Normality test

Figure 1. Normal P-P Plot of Consumer Loyalty



Source: Data processed by researchers, 2024

In the picture above, it can be seen that the data is spread out and the histogram graph shows a normal distribution pattern with no deviation to the left or right and is bell-shaped, so the regression is considered to meet the normality assumption.

Multicollinearity Test

Table 3. Multicollinearity Test Results

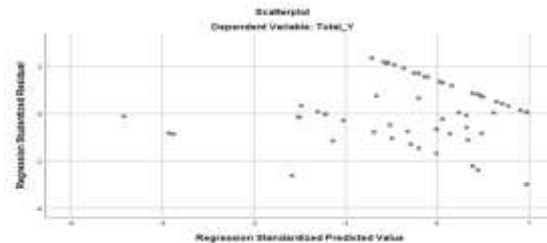
Variabel	VIF	Tolerance	Hasil
Kualitas Pelayanan	2,687	0,327	Bebas Multikolinearitas
Fasilitas Usaha	2,257	0,443	Bebas Multikolinearitas
Kepuasan Konsumen	2,245	0,445	Bebas Multikolinearitas

Source: Data processed by researchers, 2024

From table 3 it can be seen that the VIF of each variable is less than 10 and the Tolerance of each variable is less than 0.1 so it can be concluded that multicollinearity does not occur.

Heteroscedasticity Test

Figure 2. Dependent Variable Y



Source: Data processed by researchers, 2024

From these results it can be seen that the distribution of the residuals is irregular, this can be seen in the plot which is scattered and does not form a particular pattern or the points are spread randomly and are spread both above and below zero on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis Test

The multiple linear regression equation obtained is as follows :

$$Y = 0,695 + 0,176 X_1 + 0,521 X_2 + 0,217 X_3 + e$$

From the equation above, it can be seen that the constant value (a) is 0.695, stating that if the value of the independent variables, namely service quality, facilities and consumer satisfaction, is 0, then consumer loyalty remains at 695.

Uji t

Table 4. t test results

Variabel	t hitung	Sig	Hasil
Kualitas Pelayanan	2,359	0,020	Signifikan
Fasilitas Usaha	5,383	0,000	Signifikan
Kepuasan Konsumen	2,394	0,018	Signifikan

Source: Data processed by researchers, 2024

From table 4 it is known that the Service Quality variable has a significance value of 0.020 < 0.05. So H1 is accepted, it can be concluded that the Service Quality variable has a significant influence on Consumer Loyalty. The Business Facilities variable has a significance value of 0.000 < 0.05. So H2 is accepted, it can be concluded that the Business Facilities variable has a significant influence on Consumer Loyalty. The Consumer Satisfaction variable has a significance value of 0.018 < 0.05. So H3 is accepted, it can be

concluded that the Consumer Satisfaction variable has a significant influence on Consumer Loyalty.

F Test

Table 5. F Test Results

	Design	df	F	Sig
1	Regression	3	65.377	.000 ^b
	Residual	106		
	Total	109		
a. Dependent Variable : Consumer Loyalty				
b. Predictors : Consumer Satisfaction, Business Facilities, Service Quality				

Source: Data processed by researchers, 2024

From table 5 it is known that the F value of 65.377 is greater than F table (2.69) or sig 0.000 <0.05 indicates that the independent variables in the form of service quality (X1), facilities (X2) and consumer satisfaction (X3) simultaneously have a significant influence on consumer loyalty (Y). This section contains the data collection process, time range and location of the research, and the results of data analysis (which can be supported by illustrations in the form of tables or pictures, not raw data, and not in the form of a print screen of the analysis results), a review of the relationship between the results and basic concepts, and/or hypothesis testing results (if any), as well as conformity or conflict with previous research results, along with their respective interpretations. This section can also contain the implications of research results, both theoretically and applied. Every figure and table used must be referenced and provided with an explanation in the text, as well as given a numbering and reference source. Below are examples of procedures for writing subtitles, sub-headings, sub-subheadings, and so on.

CONCLUSION AND SUGGESTION

Based on the results of this research, the researchers made the following conclusions:

- 1) Partially, service quality has a significant influence on consumer loyalty at the Ibis Style Hotel Batam.
- 2) Partially, business facilities have a significant influence on consumer loyalty at the Ibis Style Hotel Batam.
- 3) Partially, consumer satisfaction has a significant influence on consumer loyalty at the Ibis Style Hotel Batam.
- 4) Simultaneously service quality, business facilities and consumer satisfaction have a significant influence on consumer loyalty at the Ibis Style Hotel Batam.

Based on the results of this research, the researcher makes suggestions as follows: 1) Hotel Ibis Style Batam can pay more attention to the quality of service provided to consumers by regularly monitoring employees and improving service quality by ensuring that service

quality standards such as friendliness and knowledge are met. and responsiveness in line with consumer expectations in order to improve service quality which has an impact on consumer loyalty. 2) Ibis Style Batam Hotel can pay more attention to the business facilities provided by ensuring that all facilities are in good condition, clean and ready for use by consumers. Hotel management can carry out regular evaluations of existing facilities, such as rooms, restaurants, swimming pools, fitness centers and other public areas, and carry out repairs or updates if needed. With business facilities that can continue to meet consumer needs, this will increase consumer loyalty. 3) Hotel management can conduct regular consumer satisfaction surveys to evaluate and adjust their strategies based on changing consumer needs and preferences. With this implementation, it is hoped that the Ibis Style Batam Hotel will not only increase consumer satisfaction but also maintain this level of satisfaction in the long term, which will contribute to consumer loyalty and the sustainability of the hotel business.

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