

The Influence of Service Quality, Location and Facilities on Customer Satisfaction at Habibs Beauty Botania Batam

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ABSTRACT

This research assesses the impact of service quality, facilities, and location on customer satisfaction at Habibs Beauty Botania Batam. In this study, a quantitative method. Based on the sample in this study, there were 96 respondents. The service quality variable has no effect on customer satisfaction with a tcount value (-0.266) < t table (1.661), the location variable affects customer satisfaction with a tcount (4.011) > t table (1.661). The facility variable has no effect on customer satisfaction with a tcount value (1.619) < t table (1.661), and the variables of service quality, location, and facilities have a simultaneous and significant effect by showing the results of the calculation of Fcount (6,161) > Ftable (2,704)

INTRODUCTION

Business competition in Indonesia is intensifying due to the increasing intensity and number of competitors. The focus on customer satisfaction is key to success in facing the growing competition challenges. Entrepreneurs need to pay more attention to customer needs and strive to maximize customer satisfaction to compete effectively in this competitive business environment. One of them is a business in the field of beauty salons. The development of the economy, knowledge and technology in today's modern era, various kinds of beauty treatments come out on the market in the form of services or beauty products such as facials, eyelash, nailart, creambath and many others.

Everyone wants to have a handsome or beautiful face, especially women always want to look beautiful every day to always feel more confident. By doing all the beauty treatments, the shortcomings on his face will be disguised by doing the treatment. Therefore, beauty treatments are now a necessity for every woman to make her look more beautiful and perfect, starting from head to toe.

This study is focused on customer satisfaction, assessing the influence of location, service quality, and facilities. The aim is to understand the extent to which these aspects affect customer choices at the salon. This will have an impact on customer satisfaction. Based on the research background that has been stated. The research objectives are as follows:

1. To determine the effect of service quality on customer satisfaction at Habibs Beauty Botania Salon Batam.
2. To determine the effect of location on customer satisfaction at Habibs Beauty Botania salon Batam.
3. To determine the effect of facilities on customer satisfaction at Habibs Beauty Botania salon Batam.
4. To determine whether location, facilities, & service quality simultaneously affect customer satisfaction at Habibs Beauty Botania salon Batam.

LITERATURE REVIEW

Service Quality

According to Tjiptono (2011), service quality is a dynamic situation closely related to services, products, processes, human resources, and the environment, aiming to meet or even surpass the expected service quality standards. This concept goes beyond fulfilling expectations; it involves efforts to exceed those standards. The significance of service quality lies in meeting customer needs and desires, emphasizing the accuracy of delivery to maintain a balance of expectations.

Location

According to Tjiptono (2016), the definition of location encompasses all marketing activities to facilitate the distribution of goods and services from producers to consumers. This includes the selection of distribution strategies, physical locations, and other marketing tactics to enhance the flow of products or services towards customers. Today's consumers are wise in seeing and choosing the location of their purchase destination.

Facilities

According to Tjiptono (2014: 317), facilities refer to the physical resources that must be in place before a service can be offered to consumers. Facilities encompass the physical elements or means that are crucial for the provision of services. In the context of service businesses, particular attention needs to be given to the condition of facilities, interior and exterior design, and cleanliness. This is especially crucial as these aspects directly impact the consumer experience.

Customer Satisfaction

Customer satisfaction, according to Kotler & Keller (2012), refers to an individual's assessment of disappointment or pleasure experienced after comparing the results or performance of a product with the desired expectations. Customer satisfaction occurs when what is provided by a service company can meet the desires of consumers. Customer satisfaction is a subjective assessment of how well a product or service's performance or actual results align with consumers' expectations. If consumers' wishes are not what they want, consumers will be dissatisfied.

Conceptual Framework

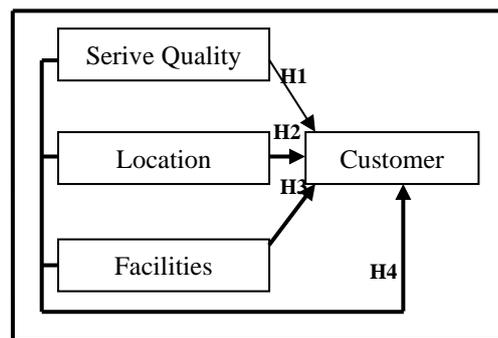


Figure 1. Research Model

Hypothesis

1. Service Quality (X1) Has a Significant Effect on Customer Satisfaction (Y). Research conducted by Indra Firdiyansyah (2017) shows that service quality significantly affects customer satisfaction.
2. Location (X2) significantly affects customer satisfaction (Y). According to research conducted by Indra Firdiyansyah (2017), location significantly affects customer satisfaction.
3. Facilities (X3) Significantly Affect Customer Satisfaction (Y). According to research conducted by Dimas Dwi Kurniawan & Euis Soliha (2022), it shows that facilities have a significant effect on customer satisfaction.
4. Service Quality, Facilities, and Location Significantly Affect Customer Satisfaction. According to research by Dimas Kurniawan & Euis Soliha (2022), location, service quality, & facilities significantly affect customer satisfaction.

METHODOLOGY

Simple random sampling is a method of sample selection in which samples are randomly chosen from the population without considering strata within the population. This approach is appropriate when population members are considered homogeneous, meaning there are no significant differences between groups within the population (Sugiyono, 2019: 129-131). The research was conducted on all customers who visited Habibs Beauty Botania Batam. This instrument test aims to determine whether the statements made can measure the respondent's condition and whether the data used is the actual data. The validity test is carried out to show an instrument's validity or stability level. This validity is the validity that will check the match between the test items that can be made with the indicators, material, or learning objectives that have been set (Susetyo, 2011: 89). Multiple Regression Analysis is used to examine the extent to which independent variables such as location, service quality, and facilities influence customer satisfaction. The results of the analysis provide coefficients for each independent variable, obtained by predicting the value of the dependent variable through an equation (Wibowo, Agung Edy, 2013: 99). Multiple regression analysis helps understand the contribution of each variable to the variation in the dependent variable, offering insights into the strength and direction of relationships among variables. The coefficient of determination analysis is useful for measuring the extent of the ability (coefficient of determination between 0 and 1), the model that explains changes in the dependent variable (Imam Ghozali 2011: 97).

RESEARCH RESULT

Respondents in this study have several characteristics, such as occupation, age, education, status, and income.

- Service Quality

Table 1. Item Validity Test Results

Item	Correlation	R- Value Tabel	Description
Service Quality X1.1	0,453	0,1986	Valid
Service Quality X1.2	0,510		Valid
Service Quality X1.3	0,604		Valid
Service Quality X1.4	0,600		Valid
Service Quality X1.5	0,611		Valid

Source: Primary Data, Processed by SPSS20, By 2022

- Location

Table 2. Item Validity Test Results

Item	Correlation	R- Value Tabel	Description
Location X2.1	0,528	0,1986	Valid
Location X2.2	0,412		Valid
Location X2.3	0,291		Valid
Location X2.4	0,462		Valid
Location X2.5	0,662		Valid

Source: Primary Data, Processed by SPSS20, By 2022

- Facilities

Table 3. Item Validity Test Results

Item	Correlation	R- Value Tabel	Description
Facilities X3.1	0,641	0,1986	Valid
Facilities X3.2	0,649		Valid
Facilities X3.3	0,497		Valid
Facilities X3.4	0,407		Valid
Facilities X3.5	0,517		Valid
Facilities X3.6	0,425		Valid

Source: Primary Data, Processed by SPSS20, By 2022

- Customer Satisfaction

Table 4. Item Validity Test Results

Item	Correlation	R- Value Tabel	Description
Customer Satisfaction Y.1	0,550	0,1986	Valid
Customer Satisfaction Y.2	0,559		Valid
Customer Satisfaction Y.3	0,567		Valid
Customer Satisfaction Y.4	0,437		Valid
Customer Satisfaction Y.5	0,432		Valid

Source: Primary Data, Processed by SPSS20, By 2022

Judging from all the tables above, the correlation value of all question items from the variables of service quality, location, facilities, & customer

satisfaction is greater than the R-value of 0.1986. All variables can be said to be valid, which means that all questions are in accordance with all variables.

Hypothesis Testing

Table 5. Multiple Regression

Variables		Unstandardized		Unstandardized	Sig
		Coefficients			
		BB	SStd. Error	Coefficients	
1	Constant	111,334	22,988		
	Service Quality	--0,024	00,092	-0,028	0,791
	Location	00,388	00,097	0,392	0,000
	Facilities	00,107	00,006	0,166	0,109

Source: Primary Data, Processed by SPSS20, By 2022

The regression equation can be formulated as follows:

$$Y = 11.334 - 0.024 + 0.388 + 0.107 + e$$

The above equation can be summarized as follows:

1. The value of Y will automatically change by 11.334 if other variables are constant.
2. The value of Y will decrease by -0.024 for each unit increase in X1, with other variables remaining constant.
3. The value of Y will increase by 0.388 for each unit increase in X2, with other variables constant.
4. The value of Y will increase by 0.107 for each unit increase in X3, with other variables remaining constant.

Table 6. T-test

Variables	T	Sig	Description
Service Quality	-0,266	0,791	Not Partially Affected
Location	4,011	0,000	Partially Affected
Facilities	1,619	0,109	Not Partially Affected

Source: Primary Data, Processed by SPSS20, By 2022

Based on Table 6, it can be concluded as follows:

1. Service quality variable $t_{count} (-0.266) < t_{tabel} (1.661)$, it can be said that there is no influence between service quality on customer satisfaction. The probability value for variable X1 is 0.791, greater than 0.05. This means that variable X1 does not significantly influence variable Y, and the hypothesis stating a significant influence is rejected. This finding aligns with previous research by

Abdul Basith, Srikandi Kumadji, and Kadarisman Hidayat (2014), indicating that service quality does not significantly influence customer satisfaction.

2. The location variable $t_{count} (4.011) > t_{tabel} (1.661)$, it can be said that there is an influence between location on customer satisfaction. The probability value is 0.000, which is smaller than 0.05. Variable X2 significantly influences variable Y, or in other words, the hypothesis stating a significant influence is accepted. This finding aligns with the research conducted by Dadi Akhmad Perdana (2022), stating that location has a significant effect on customer satisfaction. This result supports previous findings that accepted the hypothesis that the location variable significantly influences customer satisfaction.
3. Facility variable t-count (1.619) < t-table (1.661), it can be said that there is an influence between facilities on customer satisfaction. The probability value (p-value) is 0.109, which is greater than 0.05, so it can be concluded that variable X3 does not significantly influence variable Y, or in other words, the hypothesis stating a significant influence is rejected. Apriliani et al. (2020) stated that facilities do not significantly affect customer satisfaction, and the hypothesis is rejected.

Table 7. F test

Variables	f	Sig	Description
Service Quality			
Location	6,161	0,001	Simultaneously Affected
Facilities			

Source: Primary Data, Processed by SPSS20, By 2022

F count = 6.161 > F table = 2.704; when viewed based on the significant value that the sig value is <0.05 it can be concluded that the variables of Service Quality (X1), Location (X2), and Facilities (X3) simultaneously have a significant effect on Y.

DISCUSSION

1. The results of the multiple linear regression analysis indicate that the coefficient for the Service Quality Variable (tcount) is -0.266, which is lower than the critical value from the t table (1.666). Consequently, it can be inferred that there is no significant influence between service quality and customer satisfaction. Furthermore, the probability value of 0.791 exceeds 0.05, leading to the conclusion that the variable X1 does not have a significant effect on Y, resulting in the rejection of hypothesis H1. This aligns with the findings of a study conducted by Abdul Basith, Srikandi Kumadji, and Kadarisman Hidayat in 2014, which also stated that service quality has no significant impact on customer satisfaction, leading to the rejection of the hypothesis.
2. The multiple linear regression analysis results show that the Location Variable (t-count) regression coefficient is 4.011, exceeding the critical value from the t table (1.666). This indicates a significant influence between the location and customer satisfaction. Additionally, the probability value of 0.000 is lower than 0.05, confirming that Variable X2 (Location) significantly affects Y. Consequently, the alternative hypothesis H2 is accepted. Perdana in 2022 also states that the location significantly impacts customer satisfaction.
3. The multiple regression coefficient for the Facility Variable (count) is 1.480, smaller than the critical value from the t table (1.666). This indicates that there is no significant influence between customer satisfaction and facilities. Additionally, the p-value of 0.109, greater than 0.05, suggests that Variable X3 does not significantly affect Y, and thus, H3 is rejected. This conclusion aligns with the findings of a study conducted by Apriliani et al. in 2020, which also stated that facilities do not significantly impact customer satisfaction, leading to the rejection of the hypothesis.
4. the analysis outcomes indicate that service quality, location, and facilities significantly impact customer satisfaction. This is substantiated by the computed F value (6.161), surpassing the F table value (2.704), with a significance level of 0.001 lower than 0.05.

CONCLUSIONS

Based on the results of the study:

1. There is no influence between service quality and customer satisfaction.
2. Research results on the location variable indicate that location positively and significantly influences customer satisfaction.
3. According to the author's research, Facilities do not significantly impact customer satisfaction.
4. Determination analysis states that service quality, location, and facilities collectively affect customer satisfaction.

ADVANCED RESEARCH

It is hoped that the results of this study can add insight and knowledge for subsequent researchers; the authors hope that subsequent researchers can develop new theories; in this study, the authors only examined the effect of location, service quality, & facilities on customer satisfaction. In the next study, the authors suggest examining other factors that have not been studied in this study and have not been studied before.

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