



Analysis of Service Quality, Facilities, And Location on Customer Satisfaction at Jungle Inn Resort, Bukit Lawang, Langkat Regency, North Sumatra

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Article Info

Article history:

Received January 13, 2025
Revised January 13, 2025
Accepted January 21, 2025

Keywords:

Quality of Service,
Facilities,
Location,
Customer Satisfaction

ABSTRACT

A resort is a business venture that provides services to meet the recreational, relaxation, and accommodation needs of tourists, whether individuals, families, or groups, by offering complete and diverse facilities. These facilities include comfortable accommodations with various room types, restaurants, recreational areas such as playgrounds, while also creating a relaxed and refreshing atmosphere for the guests. Resort Jungle Inn is one of the businesses operating in this field. Located on the edge of Gunung Leuser National Park, Bukit Lawang offers stunning natural scenery with dense tropical forests and clear rivers. Resort Jungle Inn is facing the problem of a decline in customers and monthly fluctuations in customer numbers. The influence of Service Quality, Facilities, and Location on Customer Satisfaction at Jungle Inn Resort in Bukit Lawang Langkat, North Sumatra, is the subject of this research. data collection through the distribution of questionnaires to 92 respondents. The multiple linear regression model with SPSS processing is used in this research. The research results show that service quality partially has a positive and significant effect, facilities partially have a positive and significant effect, and location partially has a positive and significant effect on customer satisfaction. The Adjusted R Square value of 0.538 indicates that service quality, facilities, and location can contribute fifty-five percent (53.8%) to customer satisfaction, with the remaining forty-five percent (46.2%) potentially attributed to other unexamined variables.

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1. INTRODUCTION

Tourism is one of the sectors that is currently experiencing rapid growth. The Indonesian tourism sector is greatly influenced by various factors, one of which is the presence of resorts. Resorts or hotels are forms of accommodation built for commercial purposes, provided for anyone who wants to receive services, lodging, and food and beverage services [1]. Therefore, customer comfort when using resort services is very important, so the accommodation managers must ensure maximum customer comfort to maintain the quality of the lodging services.

Bukit Lawang, known for its natural beauty and ecotourism appeal, is one of the favorite destinations for tourists in North Sumatra. Bukit Lawang is an attractive place for both domestic and foreign tourists. Jungle Inn Resort Bukit Lawang, located on the edge of Gunung Leuser National Park, offers stunning natural views with dense tropical forests and clear rivers. Visitors can enjoy the beautiful natural scenery, meet orangutans, and experience the tranquility of nature far from the hustle and bustle of the city. Its extraordinary beauty makes Bukit Lawang an ideal tourist destination for those who want to adventure and enjoy the beautiful natural atmosphere. However, the number of customers visiting Resort Jungle has experienced quite significant fluctuations. Based on the data of the number of customers who visited over the past ten months, there is a difference in the number of customers visiting each month. In January, there were 194 customers who came, but in October, only 68 customers came. This fluctuation indicates a dynamic in demand that may be caused by several factors, one of which is customer dissatisfaction. This dissatisfaction can stem from various aspects that affect their experience during their stay.

The quality of service plays a crucial role in determining customer satisfaction levels. Services provided with a friendly attitude, quick response, professionalism, and tailored to customer needs can leave a deep positive impression. This not only enhances the customer experience when using the service but also shapes their perception of value and overall quality. Kotler [2] defines service quality as a form of consumer assessment of a level of service compared to the expected level of service. whereas according to Tjiptono [3], service quality focuses on all efforts made by the company to meet consumer needs and desires, as well as the appropriateness of its delivery in balancing consumer expectations. The quality of service, whether good or bad, depends on the service provider's ability to consistently meet customer expectations [4]. The initial survey results conducted among 20 visitors of Jungle Inn Resort showed that when asked about the quality of service they received, the majority of visitors responded "agree." This indicates that overall, visitors feel satisfied with the service they received at Resort Jungle Inn.

To drive business growth and enhance customer satisfaction, facilities play a very important role. Complete, modern, and high-quality facilities not only reflect the company's commitment to excellent service but also become a major attraction for customers. Kotler and Keller in Maydiana [5] Facilities are everything that constitutes physical equipment and are provided by the service seller to support customer comfort. The pre-survey results show that twenty respondents, on average, agree with the facility variable. This shows that most customers are satisfied with the facilities at Resort Jungle Inn. Customer satisfaction indicates that the facilities meet customer expectations, which can be one of the main advantages in enhancing their stay experience.

The location factor is very important in determining customer satisfaction levels. A strategic location, easy accessibility, and proximity to various tourist attractions or public facilities can be one of the main factors influencing customers' decisions to use certain services. Lupiyoadi [6] Location is the place related to where the company should be headquartered and conduct its operations or activities. However, the pre-survey results indicate that twenty people who provided responses on average disagreed with the Location variable. This indicates that most customers are not satisfied with the location of Resort Jungle Inn. This can be caused by many factors, such as difficulty in reaching the resort, the considerable distance from the city center, or the surrounding environment not meeting the comfort and needs of the customers. As a result, a non-strategic location can affect customer comfort and satisfaction, as well as reduce visitors' interest in staying at the resort.

The purpose of this research is to determine how Service Quality, Facilities, and Location affect Customer Satisfaction at Jungle Inn Resort. The results are expected to serve as a reference for other businesses in the resort industry with a similar concept to optimize customer experience and sustain their business.

2. METHOD

2.1. Research Approach

This type of research uses quantitative research. According to Sugiyono [7], the quantitative approach is based on the philosophy of positivism to study a specific population or sample, with random sampling and data collection using instruments, and data analysis being statistical in nature.

2.2. Population and Sample

According to Suharsimi Arikunto in the research methodology book by Rukajat [8], the population is the entire subject of the research from which the researcher draws conclusions. 1148 customers who have stayed at Resort Jungle Inn for the past ten months, from January to October 2024, are the subjects of this research. According to Arikunto [9], a sample is a part of the quantity and characteristics possessed by the population. In this study, the researcher used the probability sampling method as a technique to determine the sample size. Sugiyono [7] probability sampling is a sampling technique that provides equal opportunities or chances for each element or member of the population to be selected as a sample. In this study, the researcher used simple random sampling, Sugiyono [7] defines simple random sampling as the selection of sample members from the population conducted randomly without considering the strata present in that population. To determine the sample in this study, the researcher used the Slovin formula with a 10% margin of error. Thus, the sample obtained in this study amounted to 92 respondents.

2.3. Data Collection Technique

The data collection method for this research uses Google Forms to send questionnaires to 95 respondents. The researcher in this study used a Likert scale to measure a person's attitude, opinion, or perception towards a particular statement or object. The value of Strongly Agree is 5, Agree is 4, Disagree is 3, Strongly Disagree is 2, and Strongly Disagree is 1.

3. Result and Discussion

3.1. Description of Respondent Characteristics

Gender, age, and occupation are the criteria used in the questionnaire collected from 92 respondents, the results of which are presented in tables 1, 2, and 3, and discussed further here.

a. Characteristics of Respondents Based on Gender

The characteristics of the respondents based on gender can be seen in the following table 1:

Table 1. Gender

Gender	Number of Respondents	%
Laki – Laki	57	62%
Perempuan	35	38%
Total	92	100%

Source: data processed by the author, 2024

Table 1 shows that the majority of respondents, namely 62%, are women who chose Resort Jungle Inn as their place of stay. This indicates that women tend to be more interested or have a greater preference for the services and facilities offered by this resort. Meanwhile, 38% of the respondents were male, indicating that the number of male visitors was relatively smaller compared to female visitors.

b. Characteristics Respondents Based on Age

The characteristics of the respondents based on age can be seen in the following table 2:

Table 2. Age

Age Range	Number of Respondents	%
20 - 25	7	7,7 %
26 - 30	15	16,3 %
31 - 35	50	54,3 %
36 - 40	20	21,7%
Total	92	100 %

Source: data processed by the author, 2024

Table 2 shows that the majority of respondents, at 54.3%, are from the age group 31 to 35 years, which is the age group that most frequently visits Resort Jungle Inn, as indicated in Table 2. Next, 21.7% of people from the 36 to 40 age group, and 16.3% of people from the 26 to 30 age group, also show a great interest in the resort. On the other hand, only 7.7% of respondents aged 20 to 25 tend to visit the resort less frequently. This may be due to different vacation preferences among younger ages or their limited purchasing power.

c. Characteristics Respondents Based on Work

The characteristics of the respondents based on their occupation can be seen in the following Table 3:

Table 3. Work

Work	Number of Respondents	%
Karyawan Swasta	44	47,8%
Pegawai Negri Sipil	20	21,7%
Wiraswasta	9	9,8%
Ibu Rumah Tangga	16	17,4%
Pelajar/Mahasiswa	3	3,3%
Total	92	100%

Source: data processed by the author, 2024

According to Table 3, the majority of respondents, 44 people or 47.8%, are private employees, which is the largest group using the services at Resort Jungle Inn. Under this group, there are Civil Servants totaling 20 people, or 21.7%, and Housewives totaling 16 people, or 17.4%. In addition, there are also respondents from the private sector totaling 9 people, or 9.8%, and students totaling 3 people, or 3.3%, who are the smallest group in this survey.

3.2. Validity and Reliability Testing

a. Validity Test

Muhidin and Abdurahman [10] state that a measurement instrument is said to be valid if the instrument can measure exactly what it is intended to measure. If rhitung with rlabel at a significance

level of 0.05. If $r_{hitung} < r_{tabel}$, then the instrument is declared invalid and if $r_{hitung} > r_{tabel}$, then the instrument is declared valid.

Table 4. Validity Test (X1) Service Quality

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	37.2174	11.798	.278	.652
X1.2	37.0217	12.197	.288	.651
X1.3	37.0870	11.948	.244	.659
X1.4	37.2065	11.572	.312	.646
X1.5	37.2283	11.233	.302	.650
X1.6	37.2717	11.145	.335	.642
X1.7	37.0652	12.259	.244	.658
X1.8	37.1957	11.478	.351	.639
X1.9	37.2609	10.656	.464	.614
X1.10	37.1848	10.306	.458	.613

Source: processed data from SPSS version 25.0 (2024)

According to Table 4 above, it can be concluded that the data related to the Service Quality variable (X1), which consists of ten statements with values r_{hitung} greater than r_{tabel} (0,1726) stated as valid. This is because the corrected item total correlation value is greater than 0.1726.

Table 5. Validity Test (X2) Facilities

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	25.4674	4.142	.419	.528
X2.2	25.7826	4.106	.416	.529
X2.3	25.6087	4.614	.298	.571
X2.4	25.6413	4.562	.232	.594
X2.5	25.4348	4.578	.280	.577
X2.7	25.4457	4.250	.408	.534
X2.8	25.7065	4.473	.201	.612

Source: processed data from SPSS version 25.0 (2024)

According to table 5 above, it can be concluded that the data related to the Facility variable (X2), which consists of seven statements with values r_{hitung} greater than r_{tabel} (0,1726) stated as valid. This is because the corrected item total correlation value is greater than 0.1726.

Table 6. Validity Test (X3) Location

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	36.8370	14.358	.289	.702
X3.2	37.0109	13.659	.419	.682
X3.3	37.0761	13.346	.372	.689
X3.4	36.9239	14.181	.339	.695
X3.5	37.0870	14.564	.188	.720
X3.6	36.9457	13.678	.376	.689
X3.7	36.8696	14.203	.329	.696
X3.8	37.1304	12.400	.517	.661
X3.9	37.1087	12.977	.478	.670
X3.10	37.0870	13.113	.399	.685

Source: processed data from SPSS version 25.0 (2024)

According to table 6 above, it can be concluded that the data related to the Location variable (X3), which consists of seven statements with values r_{hitung} greater than r_{tabel} (0,1726) stated as valid. This is because the corrected item total correlation value is greater than 0.1726.

Table 7. Validity Test (Y) Customer Satisfaction
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	29.3696	7.049	.415	.603
Y2	29.5435	7.460	.281	.632
Y3	29.7174	6.491	.541	.567
Y4	29.6957	6.412	.371	.611
Y5	29.5435	6.581	.405	.600
Y6	29.6413	7.551	.144	.671
Y7	29.5326	7.197	.275	.635
Y8	29.5870	6.992	.354	.615

Source: processed data from SPSS version 25.0 (2024)

According to table 7 above, it can be concluded that the data related to the Customer Satisfaction variable (Y), which consists of seven statements with values r_{count} greater than r_{table} (0,1726) stated as valid. This is because the corrected item total correlation value is greater than 0.1726.

b. Reliability Test

Reliability testing is used to evaluate the reliability level of data for each research variable, with the requirement that the Cronbach's Alpha value must be more than 0.60.

Table 8. Reliability Test (X1) Service Quality
Reliability Statistics

Cronbach's Alpha	N of Items
.667	10

Source: processed data from SPSS version 25.0 (2024)

From the data in table 8 above, it can be concluded that the Service Quality variable (X1) has a Cronbach's Alpha value of more than 0.60, indicating that the data is considered accurate or reliable.

Table 9. Reliability Test (X2) Facilities
Reliability Statistics

Cronbach's Alpha	N of Items
.602	7

Source: processed data from SPSS version 25.0 (2024)

From the data in table 9 above, it can be concluded that the Facilities variable (X2) has a Cronbach's Alpha value of more than 0.60, indicating that the data is considered accurate or reliable.

Table 10. Reliability Test (X3) Location
Reliability Statistics

Cronbach's Alpha	N of Items
.712	10

Source: processed data from SPSS version 25.0 (2024)

From the data in table 10 above, it can be concluded that the Location variable (X3) has a Cronbach's Alpha value of more than 0.60, indicating that the data is considered accurate or reliable.

Table 11. Reliability Test (Y) Customer Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.649	8

Source: processed data from SPSS version 25.0 (2024)

From the data in table 11 above, it can be concluded that the Customer Satisfaction variable (Y) has a Cronbach's Alpha value of more than 0.60, which indicates that the data is considered accurate or reliable.

3.3. Hypotesis Testing.

3.3.1 t- Test

According to Priyastama [11], the t-test is used to examine the partial influence of independent variables on the dependent variable. And it can also be used to determine the hypothesis test for each variable. Significant testing with the following criteria:

Ha is accepted and H0 is rejected, if $t_{hitung} > t_{tabel}$ atau Sig. $t < \alpha$

Ha is rejected and H0 is accepted, if $t_{hitung} < t_{tabel}$ atau Sig. $t > \alpha$

Table 12. t- Test Result (Parsial)

Coefficientsa			
	Model	t	Sig.
1	(Constant)	1.797	.076
	X1	2.628	.010
	X2	2.769	.007
	X3	3.653	.000
a. Dependent Variable: Customer Satisfaction (Y)			

Source: processed data from SPSS version 25.0 (2024)

Table 12 above shows that:

1) The Influence of Service Quality on Customer Satisfaction

The results show that Ha is accepted and H0 is rejected if t_{hitung} 2,628 greater than t_{tabel} 1,663 or Sig. t 0.010 is less than α 0.05. This indicates that the quality of service at Resort Jungle Inn has a partial and significant effect on customer satisfaction. This indicates that H1 is accepted in this study.

2) The Influence of Facilities on Customer Satisfaction

The results show that Ha is accepted and H0 is rejected if t_{hitung} 2,769 greater than t_{tabel} 1,663 or Sig. t 0.007 is less than α 0.05. This indicates that the quality of the Facilities at Jungle Inn Resort has a partial and significant effect on customer satisfaction. This indicates that H2 is accepted in this study.

3) The Influence of Location on Customer Satisfaction

The results show that Ha is accepted and H0 is rejected if t_{hitung} 3,653 greater than t_{tabel} 1,663 or Sig. t 0.000 is less than α 0.05. This indicates that the location of Jungle Inn Resort has a partial and significant effect on customer satisfaction. This indicates that H3 is accepted in this study.

3.3.2 F- Test

Ghozali [12] stated that the F Test is used to determine whether all independent variables or free variables collectively have an effect on the dependent variable. The following presents the results of the simultaneous test between Service Quality, Facilities, and Location on Customer Satisfaction as shown in the following table:

Table 13. F- Test Result (Simultan)

<i>Model</i>	<i>F</i>	<i>Sig.</i>
<i>Regression</i>	36.264	.000 ^b
<i>Residual</i>		
<i>Total</i>		
a. Dependent Variable: Customer Satisfaction (Y)		
b. Predictors: (Constant), Quality of Service (X1), Facilities (X2), Location (X3)		

Source: processed data from SPSS version 25.0 (2024)

As shown in the table above, F_{hitung} 36.264 is greater than F_{tabel} 2.71 at sig. F_{hitung} 0.000 is less than 0.05. Therefore, it can be concluded that the Quality of Service, Facilities, and Location at Resort Jungle Inn Bukit Lawang have a positive and significant impact on Customer Satisfaction. This indicates the acceptance of H4 from this study.

3.4. Determination Test (R2)

Table 14. Determination Test (R2)

Model Summary^b				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.744 ^a	.553	.538	2.00167
a. Predictors: (Constant), Quality of Service (X1), Facilities (X2), Location (X3)				
b. Dependent Variable: Customer Satisfaction (Y)				

Source: processed data from SPSS version 25.0 (2024)

The results of the R2 test shown in the table above indicate that the coefficient of determination (R2) value of $R = 0.744$ shows a strong correlation between service quality, facilities, and location with customer satisfaction at Jungle Inn Bukit Lawang. The Adjusted R Square value = 0.538 indicates that 53.8% of customer satisfaction can be attributed to service quality, price, and facilities, while the remaining 46.2% can be explained by other variables not studied.

4. CONCLUSION

Here are some conclusions drawn based on the research findings:

- The quality of service partially has a positive and significant effect on customer satisfaction at Jungle Inn Resort in Bukit Lawang, Langkat Regency, North Sumatra.
- Facilities partially have a positive and significant impact on customer satisfaction at Jungle Inn Resort in Bukit Lawang, Langkat Regency, North Sumatra.
- The location partially has a positive and significant impact on customer satisfaction at Jungle Inn Resort in Bukit Lawang, Langkat Regency, North Sumatra.
- Service Quality, Facilities, and Location simultaneously have a positive and significant impact on Customer Satisfaction at Jungle Inn Resort Bukit Lawang, Langkat Regency, North Sumatra.

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