

## The Influence Of Service Quality, Price, And Facilities On Customer Satisfaction At Jungle In And Restaurant In Supporting Tourism In Bukit Lawang Langkat, North Sumatra

Reza Kurniawan<sup>1</sup>, Slamet Widodo<sup>2</sup>

<sup>1,2</sup>Faculty of Social Sciences, Universitas Pembangunan Panca Budi, Medan, Indonesia

### Article Info

#### Article history:

Received January 1, 2025  
Revised January 1, 2025  
Accepted January 11, 2025

#### Keywords:

Quality of Service,  
Price,  
Facility,  
Customer Satisfaction

### ABSTRACT

A restaurant is a business that offers food and beverages to customers to be consumed on-site or taken away. Basically, restaurants have a variety of menu options dedicated to specific themes, such as traditional, international, fast food, or fine dining. Restaurants are not just places to eat, but also places to relax, socialize, or even hold business meetings. Jungle in and restaurant is one of the businesses operating in this field. This restaurant is located by the river and has a lush forest surrounding it. This makes it different from other restaurants located in the city center or in crowded places. Jungle Inn and Restaurant is facing the problem of declining customers and fluctuating customer numbers every month. The impact of Service Quality, Price, and Facilities on Customer Satisfaction at Jungle Inn and Restaurant in Bukit Lawang Langkat, North Sumatra, is the subject of this research. data collection through the distribution of questionnaires to 95 respondents. The multiple linear regression model with SPSS processing was used in this study. The research results show that service quality partially has a positive and significant effect, price partially has a positive and significant effect, and facilities partially do not have a positive and significant effect. The Adjusted R Square value of 0.550 indicates that service quality, price, and facilities can contribute fifty-five percent (55%) to customer satisfaction, with the remaining forty-five percent (45%) potentially attributed to other unexamined variables.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license.



### Corresponding Author:

Slamet Widodo  
Program Studi Manajemen, Universitas Pembangunan Panca Budi,  
Medan, Indonesia  
Email: [widodoprofesional@gmail.com](mailto:widodoprofesional@gmail.com)

## 1. INTRODUCTION

The development of business in Indonesia, especially the culinary industry, is very interesting to observe. The Culinary Industry is closely related to what is called a Restaurant. A restaurant is a room or place where guests can buy and enjoy food and beverages, or it is a service that prepares meals and drinks for guests who need them [1]. Every entrepreneur in this industry must be able to compete and survive against their competitors. To maintain the existence of the company amidst competition, business activities are fundamentally aimed at achieving the greatest profit. In this increasingly fierce competition, many

companies are competing to attract consumers. Entrepreneurs must know how to compete well to meet the ever-changing needs of consumers.

Food companies (restaurants) are easy to find in North Sumatra, especially in the Bukit Lawang Tourism Area. The Jungle Inn & Restaurant is located by the river and surrounded by lush forests. This restaurant is different from other restaurants located in the city center or crowded places. This Jungle Inn restaurant is not far behind other restaurants, as it has a wifi hotspot, a place of worship, and clean toilets. because this concept also has benefits for the local community and foreign tourists visiting Bukit Lawang. However, the number of customers visiting Jungle Inn and Restaurant has experienced quite significant fluctuations. Based on the data of the number of customers who visited over the past five months, there is a difference in the number of customers who visited each month. In June, there were 215 customers who came, but in October, only 117 customers came.

The factor of service quality greatly influences customer satisfaction, which in turn can affect their decision to return. In addition, service quality also has an influence in shaping customer experience and satisfaction. service quality is the effort to deliver services to meet customer needs and desires, as well as the accuracy of delivery to match expectations [2]. The initial survey conducted with twenty customers of Jungle Inn and Restaurant showed that the majority of customers answered "yes" when asked about the quality of service they received. This indicates that overall, customers feel satisfied with the quality of service they receive at Jungle Inn and Restaurant.

Price is one of the determinants of business success because it determines the extent of profit that the company will obtain from the sale of its products, whether goods or services. Price also has a significant impact on customer satisfaction because a price that is considered appropriate or commensurate with the quality of the product and service can enhance the sense of satisfaction and perceived value among customers. Price is the amount of money charged for a product or service or the sum of value exchanged by consumers to obtain the benefits of owning or using a product or service [3]. Most customers believe that price is value. In the marketing system, price is very important because it greatly influences how successful a company is in its efforts. However, the results of the pre-survey conducted among the customers of Jungle Inn and Restaurant indicate that the majority of customers responded "no," showing that some customers are dissatisfied with the prices, which are considered less affordable, as well as the mismatch between the prices and the quality of the products received. This indicates that there is a significant issue with customers' perception of the value provided. The discrepancy between the price and the quality of this product can lead to customer dissatisfaction and damage their loyalty in the future.

Facilities are very important for the future growth of the company. Facilities are everything that consists of physical equipment provided by the company in the field of products or services to support consumer comfort [4]. Therefore, the company needs to provide the best facilities to its customers. The results of the previous survey indicate that the majority of customers are satisfied with the facilities at this restaurant. This shows that the facilities at Jungle Inn can meet customer expectations, which positively enhances their satisfaction and experience there.

The purpose of this research is to determine how Service Quality, Price, and Facilities affect Customer Satisfaction at Jungle Inn and restaurant. The results are expected to serve as a reference for other entrepreneurs within the culinary field with similar concepts to optimize customer experience and ensure the sustainability of their businesses.

## **2. METHOD**

### **2.1. Research Approach**

The type of research is quantitative research with an associative approach. The research approach in this study uses associative quantitative research, Sugiyono [5]. states that associative quantitative research is a study designed to ascertain the influence or the connection between two or more Variabels. This research uses an associative approach strategy to determine the extent of the influence of variable X

(independent variable), which consists of service quality (X1), price (X2), and facilities (X3), on variable Y (dependent variable), which is customer satisfaction (Y), both partially and simultaneously.

## 2.2. Population and Sample

According to Sugiyono [6], the population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by the researcher to be studied and then concluded by the researcher. The customers studied in this research are 1,822 people who have shopped at Jungle Inn and the restaurant in the last five months from June to October 2024.

According to Arikunto [7], 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. According to Sugiyono [6], probability sampling is a sampling technique that provides equal opportunities for every element or member of the population to be selected as a sample. In this study, the researcher used simple random sampling, according to Sugiyono [6], simple random sampling is the selection of sample members from the population conducted randomly without considering the strata present in the population. To determine the sample in this study, the researcher used the Slovin's formula with a 10% margin of error. Thus, the sample obtained in this study amounted to 95 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 Very Strongly Disagree is 1.

## 3. Results and Discussion

### 3.1. Description of Respondent Characteristics

Gender, age, and occupation are the criteria used in the questionnaire collected from 95 respondents, 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	34	35,8%
Perempuan	61	64,2%
Total	95	100%

Source: data processed by the author, 2024

Table 1 explains that 61% of the respondents were dominated by female respondents who visited Jungle Inn and Restaurant as their favorite gathering and socializing place. Meanwhile, the remaining 34% of respondents are men who tend to visit Jungle Inn and Restaurant less frequently.

#### b. Age of Individual Respondens

The following Table 2 shows the characteristics of respondents based on age:

Table 2. Age

Age Range	Number of Respondents	%
17 - 25	45	47,4 %
26 - 35	39	41,1 %
36 - 45	11	11.5 %
46 >	0	0 %
Total	95	100 %

Source: data processed by the author, 2024

Table 2 explains that 47.4% of the respondents are dominated by the age group of 17 to 25 years, followed by 41.1% from the age group of 26 to 35 years, who still want to socialize with their peers and community at the restaurant, making this age group the most frequent visitors to Jungle Inn and restaurant. Meanwhile, 11.5% of respondents aged 36 to 45 tend to focus on their families and work, so they rarely visit Jungle Inn and the restaurant.

### c. Characteristics of 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	31	32,6%
Pegawai Negri Sipil	19	20%
Wiraswasta	24	25,2%
Ibu Rumah Tangga	11	11,6%
Pelajar/Mahasiswa	6	6,3%
Pegawai Bank	1	1,1%
Tenaga Pengajar	1	1,1%
Belum/Tidak bekerja	2	2,1%
Total	95	100%

Source: data processed by the author, 2024

Table 3 above shows that the majority of respondents are private employees, totaling 31 people or 32.6%, followed by entrepreneurs, 24 people or 25.2%, civil servants, 19 people or 20%, housewives, 11 people or 11.6%, students, 6 people or 6.3%, unemployed, 2 people or 2.1%, bank employees, 1 person or 1.1%, and educators, 1 person or 1.1%. This shows that the majority of customers at Jungle Inn and Restaurant are civil servants, entrepreneurs, and private employees.

## 3.2. Validity and Reliability Testing

### 3.2.1 Validity Test

According to Sugiyono [8] The validity test of the questionnaire can be declared valid if each item in the questionnaire can be used as an intermediary to reveal and understand what is to be measured by the questionnaire. Then, the questionnaire can be declared valid if the calculated value (rhitung) is greater than the table value (rtabel).

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	38.9053	13.597	.333	.812
X1.2	38.7368	13.217	.473	.800
X1.3	38.7684	12.861	.506	.796
X1.4	38.9158	11.674	.645	.779
X1.5	38.9158	11.886	.563	.789
X1.6	38.8842	12.295	.541	.792

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.7	38.9263	13.622	.372	.809
X1.8	38.8842	13.699	.334	.812
X1.9	38.8526	12.106	.614	.784
X1.10	38.9158	11.397	.546	.793

Source: processed data from SPSS version 25.0 (2024)

Based on table 4 above, it can be concluded that the data on the Service Quality variable (X1), which consists of 10 statements with values,  $r_{count} > r_{table}$  (0,1698) valid because the corrected item total correlation value is above 0.1698.

Tabel 5. Validity Test (X2) Price  
 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	29.6526	7.931	.436	.776
X2.2	29.7579	7.037	.613	.747
X2.3	29.6421	7.190	.553	.757
X2.4	29.4737	7.358	.526	.762
X2.5	29.6211	7.600	.368	.790
X2.6	29.8526	7.744	.431	.777
X2.7	29.6105	7.517	.514	.764
X2.8	29.6526	7.421	.547	.759

Source: processed data from SPSS version 25.0 (2024)

Based on Table 5 above, it can be concluded that the data on the Price variable (X2), which consists of 8 statements with values,  $r_{count} > r_{table}$  (0,1698) valid because the corrected item total correlation value is above 0.1698.

Tabel 6. Validity Test (X3) Facility  
 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	47.3789	13.876	.383	.778
X3.2	47.4000	14.604	.311	.784
X3.3	47.2526	13.701	.489	.769
X3.4	47.3474	14.229	.395	.777
X3.5	47.2947	13.444	.521	.765
X3.6	47.3684	13.022	.394	.781
X3.7	47.2737	13.648	.508	.767
X3.8	47.3789	13.195	.572	.760
X3.9	47.2947	13.487	.470	.770
X3.10	47.3053	13.512	.485	.768
X3.11	47.2947	14.380	.259	.790
X3.12	47.7053	12.593	.454	.774

Source: processed data from SPSS version 25.0 (2024)

Based on Table 6 above, it can be concluded that the data on the Facility variable (X3), which consists of 12 statements with values,  $r_{count} > r_{table}$  (0,1698) valid because the corrected item total correlation value is above 0.1698.

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	21.7158	3.014	.341	.677
Y2	21.8105	2.900	.404	.658
Y3	21.6632	2.694	.476	.634
Y4	21.7474	2.489	.523	.615
Y5	21.7158	2.908	.381	.665
Y6	21.7684	2.903	.407	.657

Source: processed data from SPSS version 25.0 (2024)

Based on table 7 above, it can be concluded that the data on the Customer Satisfaction variable (Y), which consists of 6 statements with values  $r_{count} > r_{table}$  (0,1698) valid because the corrected item total correlation value is above 0.1698.

**a. Reliability Test**

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

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

Cronbach's Alpha	N of Items
.814	10

Source: processed data from SPSS version 25.0 (2024)

Based on the data in table 8 above, it can be concluded that the Service Quality variable (X1) has a Cronbach's Alpha value  $> 0.60$ , proving the accuracy of the data.

Table 9. Reliability Test (X2) Price  
 Reliability Statistics

Cronbach's Alpha	N of Items
.790	8

Source: processed data from SPSS version 25.0 (2024)

Based on the data in Table 9 above, it can be concluded that the Price variable (X2) has a Cronbach's Alpha value  $> 0.60$ , proving the accuracy of the data.

Table 10. Reliability Test (X3) Facility  
 Reliability Statistics

Cronbach's Alpha	N of Items
.789	12

Source: processed data from SPSS version 25.0 (2024)

Based on the data in table 10 above, it can be concluded that the Facilities variable (X3) has a Cronbach's Alpha value  $> 0.60$  proving the accuracy of the data.

Table 11. Reliability Test (Y) Customer Satisfaction  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.692	6

Source: processed data from SPSS version 25.0 (2024)

Based on the data in table 11 above, it can be concluded that the Customer Satisfaction variable has a Cronbach's Alpha value  $> 0.60$ , indicating that the data is reliable or dependable.

### 3.3. Hypothesis Testing.

#### 3.3.1 t-Test

According to Priyastama [9] the t-test is used to examine the partial effect of independent variables on the dependent variable. And it can also be used to determine the hypothesis test for each variable. Partial tests are conducted to analyze data and partially answer the hypothesis results using a significance level of 5%. Significant testing with the following criteria:

Ha is accepted and H0 is rejected, if  $t_{count} > t_{table}$  or  $Sig. t < \alpha$

Ha is rejected and H0 is accepted, if  $t_{count} < t_{table}$  or  $Sig. t > \alpha$

Table 12. T-Test Result (Parsial)

<b>Coefficientsa</b>			
<b>Model</b>		<b>t</b>	<b>Sig.</b>
1	(Constant)	4.461	.000
	X1	2.176	.032
	X2	2.261	.026
	X3	1.756	.082

**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

According to the findings Ha is accepted and H0 is rejected if  $t_{count} 2,176 > t_{table} 1,662$  or  $Sig. t 0,032 < \alpha 0,05$ , Thus, Ha acknowledged, H0 rejected, indicating that Service Quality partially has a positive and significant effect on Customer Satisfaction at Jungle Inn and Restaurant, which means H1 is accepted in this study.

2. The Influence of Price on Customer Satisfaction

According to the findings Ha is accepted and H0 is rejected if  $t_{count} 2,261 > t_{table} 1,662$  or  $Sig. t 0,026 < \alpha 0,05$ . Thus, Ha is accepted and H0 is rejected, indicating that Price partially has a positive and significant effect on Customer Satisfaction at Jungle Inn and Restaurant, which means H2 is accepted in this study.

3. The Influence of Facilities on Customer Satisfaction

According to the findings  $t_{count} 1,756 > t_{table} 1,662$  or  $Sig. t 0,082 > \alpha 0,05$ , Thus, H0 is accepted, which partially indicates the Facilities do not have a positive and significant partial impact on customer satisfaction at Jungle Inn and Restaurant. This means that H3 is not accepted in this study.

#### a. F Test

According to Ghozali [10] The F-test is conducted to show whether all independent variables have a simultaneous effect on the dependent variable. The following table shows the results of simultaneous testing between Service Quality, Price, and Facilities on Customer Satisfaction:

Table 13. F-Test Result (Simultas)

<i>Model</i>	<i>F</i>	<i>Sig.</i>
<i>Regression</i>	39.238	.000 <sup>b</sup>
<i>Residual</i>		
<i>Total</i>		
<b>a. Dependent Variable: Customer Satisfaction (Y)</b>		
<b>b. Predictors: (Constant), Service Quality (X1), Price (X2), Facility (X3)</b>		

Source: processed data from SPSS version 25.0 (2024)

The table above illustrates that the determined F value is 39.238 > table F 2.70 at sig. Calculated F value 0.000 < 0.05. Therefore, Therefore, it may be said that the Quality of Service, Price, and Facilities at Jungle Inn and Restaurant Bukit Lawang have a positive and significant impact on Customer Satisfaction. This indicates that H4 of this study is accepted.

### 3.4. Determination Test (R2)

Table 14. Koefisien Determinasi (R2)

<i>Model Summary<sup>b</sup></i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.751 <sup>a</sup>	.564	.550	1.31211
<b>a. Predictors: (Constant), Service Quality (X1), Price (X2), Facility (X3)</b>				
<b>b. Dependent Variable: Customer Satisfaction (Y)</b>				

Source: processed data from SPSS version 25.0 (2024)

The outcomes of the R2 test shown in the table above indicate that the coefficient of determination (R2) value of R = 0.751 shows a strong correlation between service quality, price, and facilities with customer satisfaction at Jungle Inn & Restaurant Bukit Lawang. The Adjusted R Square value = 0.550 indicates that 55% of customer satisfaction can be attributed to service quality, price, and facilities, while the remaining 45% can be explained by other unexamined variables.

## 4. CONCLUSION

Considering the outcomes of the research and discussion, it is possible to reach the following conclusions:

- The quality of service partially has a positive and significant effect on customer satisfaction at Jungle Inn and Restaurant in Bukit Lawang, Langkat, North Sumatra.
- Price partially has a positive and significant effect on customer satisfaction at Jungle Inn and Restaurant in Bukit Lawang, Langkat, North Sumatra.
- Facilities partially do not have a positive and significant impact on customer satisfaction at Jungle Inn and Restaurant in Bukit Lawang, Langkat, North Sumatra.
- Service Quality, Price, and Facilities simultaneously have a positive and significant impact on Customer Satisfaction at Jungle Inn and Restaurant Bukit Lawang Langkat, North Sumatra.

## REFERENCE

- [1] Mertayasa I Gede Agus Mertayasa. 2020, Food & Beverage Service, Job Preparation, Yogyakarta.
- [2] Izzuddin, A., & Muhsin, M. (2020). Pengaruh Kualitas Produk, Kualitas Layanan Dan Lokasi Terhadap Kepuasan Konsumen. *Jurnal Manajemen Dan Bisnis Indonesia*, 6(1), 72-78.
- [3] Widodo, S. (2021). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Molivia Cafe (Studi Kasus Pada Konsumen Molivia Cafe, Jalan HM Joni, Teladan Timur, Kota Medan). *Jumant*, [SL], 13(1), 101-122.

- [4] Kotler, P (2019) Manajemen Pemasaran. Edisi Milenium. Jakarta: Prenhalindo.
- [5] Sugiyono, (2017), *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Bandung: Alfabeta.
- [6] Sugiyono. 2018. *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- [7] Arikunto, Suharsimi. 2017. *Prosedur Penelitian Suatu Penelitian Praktis*. Penerbit: Rineka Cipta, Jakarta.
- [8] Dewi, S. K., & Sudaryanto, A. (2020). *Validitas dan Reliabilitas Kusioner Pengetahuan, Sikap dan Perilaku Pencegahan Demam Berdarah*. SEMNASKEP.
- [9] Priyastama, Romie. 2017. *Buku Sakti Kuasai SPSS Pegolahan Data & Analisis Data*. Yogyakarta: PT Anak Hebat Indonesia.
- [10] Ghozali, I. (2019). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.