



THE IMPACT OF CHILDREN'S PLAYGROUND FACILITY AS SERVICE STRATEGY ON CONSUMER SATISFACTION

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Abstract

To attract consumers and keep them in order to survive and continue to grow, PT Thamrin Brothers Branch Baturaja 2 presents a playground for children in their workshop. The purpose of this study is to see how big the influence placement of children playground in improving consumer satisfaction so that service to the consumer is fulfilled. The research method used is descriptive research method with data source come from primary data and secondary data. Primary data obtained from questionnaires filled with respondents. Data analysis techniques used are simple linear regression analysis, simple linear correlation analysis, a coefficient of determination, and hypothesis testing. The result of the analysis shows that there is strong influence between the variable of children playground with the variable of consumer satisfaction. This means that if the playground of children increases then the satisfaction of consumers will also experience an increase. Thus, the decision to placement children playground as a service strategy to consumers of workshops conducted by PT Thamrin Brothers Branch Baturaja 2 is appropriate because it affects the increase in sales and consumer confidence so that consumers feel satisfied and feel the company is able to meet their needs when consumers visit to company workshop.

Keywords: service strategy, children playground, service facility, consumer satisfaction

Abstrak

Dalam rangka menarik konsumen dan mempertahankannya agar perusahaan dapat bertahan dan terus berkembang, PT Thamrin Brothers Cabang Baturaja 2 menghadirkan wahana bermain anak di bengkelnya. Tujuan penelitian ini yaitu untuk melihat seberapa besar pengaruh penempatan wahana bermain anak dalam meningkatkan kepuasan konsumen sehingga pelayanan terhadap konsumen terpenuhi. Metode penelitian yang digunakan yaitu metode penelitian deskriptif dengan sumber data berasal dari data primer dan data sekunder. Data primer didapatkan dari kuesioner yang diisi reponden. Teknik analisis data yang digunakan yaitu analisis regresi linear sederhana, analisis korelasi linear sederhana, koefisien determinasi, dan uji hipotesis. Hasil analisis menunjukkan bahwa terdapat pengaruh yang kuat antara variabel wahana bermain anak dengan kepuasan konsumen. Artinya jika wahana bermain anak meningkat maka kepuasan konsumen juga akan mengalami peningkatan. Dengan demikian, keputusan penempatan wahana bermain anak sebagai strategi pelayanan terhadap konsumen bengkel yang dilakukan oleh PT Thamrin Brothers Cabang Baturaja 2 sudah tepat karena hal ini berpengaruh pada peningkatan penjualan dan kepercayaan konsumen sehingga konsumen merasa terpuaskan dan merasa perusahaan mampu memenuhi kebutuhan mereka pada saat konsumen melakukan kunjungan ke bengkel perusahaan.

Kata Kunci: lingkungan kerja, kesehatan dan keselamatan kerja, perusahaan konstruksi, perusahaan kecil

INTRODUCTION

The development of the automotive industry has a positive impact on services, especially motorbikes. The increasing number of motorbike users indirectly requires the means to treat and repair the vehicle as it is still feasible to use so that it can compete with new motorbike products and can be resold at the highest prices.




Users of motorbike vehicles have a significant increase every year. This increase is an opportunity for service workshop to provide their services. This opportunity raises intense competition in each workshop, they compete to further improve service facilities so consumer becomes satisfied then loyal to their workshop. In this competitive industry, service workshop can not only rely on their good services but they need to give the best and excellent services by knowing the needs of their consumer. Consumers who come into a workshop must spend their time for hours waiting for their vehicle to be repaired. And it will become so bored if they only sit down and do nothing. That is why the workshop must prepare their service with supporting facilities to make the consumer satisfied.

According to Tjiptono, Chandra, & Adriana (2008) facilities are part of physical evidence. He was explained in his book, in general, physical evidence includes organizational physical facilities (servicescape) and other forms of physical communication. According to Lupiyoadi (2011), facilities are appearance, the ability of infrastructure, facilities and the condition of the surrounding environment in showing their existence to the external which includes physical facilities (building), tools and equipment. There are facilities can be provided by seller/ company such as tools, objects, equipment, money, and even workspace. By this understanding, it can be concluded that the facility is a container which can provide smoothness or convenience in carrying out actions that are in accordance with expectations.

According to Kotler & Keller (2016), customer satisfaction is a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/ her expectations. If the services obtained by customers are smaller than what the customer expects, the customer will be dissatisfied, not interested and disappointed with those services provider. Whereas if the services perceived by the customer are in accordance with their expectations even more then the customer will feel satisfied. The level of customer satisfaction can be measured after the stage of purchase and use.

Tjiptono (2008) said customer satisfaction or dissatisfaction is the customer's response to the evaluation of dissatisfaction (disconfirmation) that is felt between previous expectations or other performance expectations and the actual performance of the product that is felt after using it. Process evaluation occurs after the purchase and usage phase. Customer satisfaction will be achieved if a service is considered satisfactory and can meet customer needs and what customers feel according to the desired expectations. Companies need to measure customer satisfaction levels to be able to provide better, more effective and efficient services. A service cannot be said to be effective and efficient if it is not accompanied by customer satisfaction.



PT Thamrin Brothers Cabang Baturaja 2 is one of a leading company engaged in the automotive sector in Baturaja. The company is holding a new innovation by adding children's playgrounds as one of the company's facilities. Playground for children was established in 2015 and became one of the company's mainstays in increasing consumer satisfaction. When consumers do service vehicles, children's playgrounds can be an alternative to saturation while waiting the service finished, because consumers usually take their children with them. Playground for children has its own charm in increasing consumer satisfaction because, with this playground, children feel happy so that parents can enjoy service their vehicles without any inconveniences feeling. They do not need to bring their children to another playground which far away from a workshop service.

The main problem that is often faced by workshop companies today is how the company can attract consumers and maintain it so that the company can survive and continue to grow. PT Thamrin Brothers Branch Baturaja 2 comes with a children's playground to increase its competitiveness. In 2014 the number of consumers of service shops at PT Thamrin Brothers Cabang Baturaja 2 was 4195 consumers, in 2015 it increased to 6041 consumers and in 2016 again there was an increase of 6107 consumers. PT Thamrin Brothers Cabang Baturaja 2 experienced an increase in the number of service workshop consumers from 2015 to 2016. This could possibly happened because of the influence of children's playground facilities at PT Thamrin Brothers Cabang Baturaja 2. By this facilities, consumers enjoy their visit to the workshop because they feel they were given excellent service and that makes them satisfied. This feeling of satisfaction must be able to be stimulated so that the emergence of pressure to immediately make it happen in the form of purchasing actions and continuous satisfaction will create customer loyalty. The company must be able to maintain or even increase customer satisfaction. The service companies must have adequate facilities so that it can facilitate consumers to use their services and make consumers comfortable in using these services, it will be able to influence consumers in making service purchases (Raharjani, 2005).

Consumers will compare if they are satisfied or unsatisfied. If consumers feel satisfied they will return to using the services of the company and will become loyal customers of the company, and will even share their experiences with others. The creation of customer satisfaction can provide several benefits, including the relationship between the company and the customer to be harmonious, providing a good basis for repurchasing and creating customer loyalty, and forming a recommendation from mouth to mouth that is profitable for the company (Tjiptono, 2008).



LITERATURE REVIEW

Service Facility

Facilities are all things that are physical equipment provided by the seller of services to support consumer convenience (Kotler & Keller, 2016). Whereas according to (Lupiyoadi, 2011) Facilities are appearance, the ability of facilities and the condition of the surrounding environment in showing their existence to the external which includes physical facilities (building) equipment and equipment. Things that can be categorized as facilities such as tools, objects, equipment, money, workspace. According to Srijani & Hidayat (2017) facilities are a benchmark of all services provided, and have a very high influence on customer satisfaction, because with the existing level of facilities it is also very easy for customers in activities and comfortable to use existing facilities. To create a good quality of service, service sellers must be able to understand the supporting facilities needed by consumers.

Customer Satisfaction

Basically, customer satisfaction and dissatisfaction with the product or service will influence the next pattern of behavior (Lupiyoadi, 2011). If consumers feel satisfied, they will show the possibility of buying the same product or service again. Satisfied customers also tend to give good references to the products or services they have used to others. Customer satisfaction is a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/her expectations (Kotler & Keller, 2016). Customer satisfaction measurement is now considered as the most reliable feedback, taking into account that it provides in an effective, direct, meaningful and objective way the customers' preferences and expectations (Grigoroudis & Siskos, 2009).

Customer satisfaction has become a central concept in marketing theory and practice and is one of the essential goals for business activities (Tjiptono, 2008). There are 4 (four) methods to measure customer satisfaction (Kotler & Keller, 2009), including:

1. The system of Complaints and Suggestions

Customer-oriented companies provide the widest opportunity for their customers to submit their suggestions, criticisms, and complaints.

2. Ghost Shopping (Mystery shopping)

This method is carried out by employing several people to act or act as customers or potential buyers of the company's products and competitors, then report matters relating to product strengths and weaknesses, observe and assess better handling methods.



3. Lost customer Analysis

The company tries to contact its customers who have stopped buying or switching to the company. Companies try to observe what causes customers to move to other products or services.

4. Customer satisfaction survey.


The company survey will get response and feedback directly from customers and also give a positive sign that the company is paying attention to its customers. The measurement of satisfaction through this method can be done in four types of ways, namely: directly reported satisfaction, derived dissatisfaction, problem analysis, and importance-performance analysis.

Research Gaps

Based on previous research (Harfika & Abdullah, 2017) shows that between the variables of service quality and facilities have an effect simultaneously on community satisfaction at Teuku Peukan General Hospital, Southwest Aceh District. The implication of this study shows that through good service to patients it will be able to increase patient satisfaction so that it has an impact on patient satisfaction. Facilities can be measured through the benefits or from what has been provided by the company or the perceived alternatives if the facilities provided by the hospital are adequate and can fulfill the wishes of the patients it will have a good impact on the development and success of a company. In line with the results of hypothesis testing in the study of Moha & Loindong (2016), it was found that facility variables had a significant effect on consumer satisfaction, especially consumers of Yuta Manado Hotels, and the influence of the facility variables on customer satisfaction was significant and the direction was positive. This means that the better the facilities provided by the Yuta Manado Hotel, the higher the satisfaction that customers get and the greater the likelihood of customers returning to stay at the hotel. Meanwhile the place of this research is carried out in the automotive industry with the facilities offered namely children's playgrounds through partial testing.

Effect of Facilities on Consumer Satisfaction

Facilities are supporting infrastructure in improving the quality of service to consumers and include important factors that must be considered for service providers. The better the facilities provided by these service providers, the higher the satisfaction that consumers get. One of the supporting facilities that can be offered by service sellers is the children's playground. This children's playground is also one of the sources that influence customer expectations because the presence of children's playgrounds in the workshop can meet customer perceptions and expectations. This is an important thing for companies to find out how far aspects of



children's playground provide positive impressions on customer satisfaction but does not cause customers' expectations to be too high so they can meet consumer needs and provide satisfaction to consumers. The attributes that exist in this dimension are (Zeithaml, Parasuraman, Berry, & Berry, 2008): modern equipment and attractive facilities. The relationship of children's playground with consumer satisfaction is a physical form that has a positive influence on customer satisfaction. The better the consumer's perception of the children's playground facilities, the higher customer satisfaction will be. And if the consumer's perception of the vehicle playing children is bad then customer satisfaction will also be lower.

Ha : there is the influence of the placement of children's playgrounds on consumer satisfaction

RESEARCH METHODS

Data Type

Depending on their source, data can be either primary or secondary (Malhotra et al. 2012). The data used in this study are primary data and secondary data. Primary research is research that uses mainly primary data, and requires researchers to use research methods, such as focus groups, surveys and observations, that are specifically developed to answer the objectives of their study, while secondary research is research that has been conducted previously by others. In other words, any research that uses sources and data that are already available is called secondary research (Chrysochou, 2017). Primary data is a data source that directly provides data to data collectors. In this research, primary data comes from consumers who visit the workshop. Secondary data consisted of employee data, company history, and the number of visitors to children's playgrounds.

Research Sampling

Sampling is the methodology that is used to select the participants of the study. Decisions that need to be made relate to how participants will be reached (i.e. following a probabilistic or a non-probabilistic method), what should be the appropriate size, and what medium will be used to administer the survey (e.g. written, verbal). These decisions affect representativeness of the sample, and consequently generalizability of the results (Chrysochou, 2017). Research sampling in this study were visitors to PT Thamrin Brothers Cabang Baturaja 2. Respondents who were sampled in this study as many as 57 people. These respondents were selected through purposive sampling with the following criteria:

1. Visitors who do service during March-August 2017
2. Visitors bring children during service in March-August 2017

3. Visitors use children's play facilities in March-August 2017

Data were collective using quantitative methods with survey research. Survey research involves the collection of information from a sample of individuals through their responses to questions (Check and Schutt, 2011). Survey research was conducted by using questionnaires.

Data Analysis

The initial stage before the data is being analyzed was by testing the instrument from the statement item on the children's playground questionnaire and customer satisfaction through Validity Test and Reliability Test. After being declared valid and reliable, the data was analyzed using a Simple Linear Regression Model. General equations in simple linear regression (Sugiyono, 2012) :

$$Y = a + bX + e$$

whereas :

- Y : consumer satisfaction
- X : playground facility
- e : error
- a : constan
- b : regression koeficient

To measure the strength of the relationship between the two variables, the coefficient of determination analysis was used. Hypothesis testing is done partially with the t-test with the following decision criteria:

If t-count > t-table: Ha is accepted it means there is an influence of children's playground on customer satisfaction at PT Thamrin Brothers Branch Baturaja 2.

If t-count < t-table: Ha is rejected, it means there is no influence on children's playground on customer satisfaction at PT Thamrin Brothers Branch Baturaja 2.

RESULTS

Validity and Reliability Test

Validity is a measure that shows the level of validity of an instrument. A valid instrument has high validity and vice versa, if the validity is low then the instrument is less valid. Testing the validity of 101 respondents on the indicators of children's playground statements and customer satisfaction found that the value of each correlation was greater than r table 0.195 with df = 101 - 2 = 99 with a significant level of 0.05 or 5 percent, as shown in Table 1.

The reliability test result of the children's playground variable is 0.644 and the customer satisfaction variable is 0.723, indicating the Cronbach Alpha (α) value greater than 0.60. The

results of this test show that this research feasible and can continue to the next level of the analysis process.

Table 1 The Results of Validity and Reliability Test

Variable	Statement Indicator	R	Coefficient		Status
			Status	Alpha Cronbach	
Children's Playground (X)	X.1	0.466	Valid	0.644	Reliabel
	X.2	0.273	Valid		
	X.3	0.433	Valid		
	X.4	0.340	Valid		
	X.5	0.507	Valid		
Consumer Satisfaction (Y)	Y.1	0.487	Valid	0.723	Reliabel
	Y.2	0.474	Valid		
	Y.3	0.480	Valid		
	Y.4	0.414	Valid		
	Y.5	0.572	Valid		

Source: processed with SPSS 16, 2017

Hypothesis Test

To test the hypothesis of the influence of children's playground on customer satisfaction, a simple linear regression testing model, coefficient of determination, and t-test were used. The results of simple linear regression can be seen in Table 2.

Table 2 Test Results with a Simple Linear Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.268	1.202		3.550	.001
Children's Playground	.665	.102	.661	6.525	.000

Source: processed with SPSS 16, 2017

From Table 2 it can be seen that the significance value of the children's playground variable is smaller than the alpha value (0.05) so that the hypothesis is accepted and it can be concluded that children's playground has an influence on customer satisfaction. The regression equation produced by the test is as follows:

$$Y = 4.268 + 0.665X$$

Keterangan :

Y = Kepuasan Konsumen

X = Wahana Bermain Anak

Based on these equations can be obtained:

- a. The constant value of 4.268 means that the vehicle for playing children is equal to zero (0), then customer satisfaction is equal to 4.268.
- b. Regression coefficients for children's playgrounds have a positive influence on consumer satisfaction at 0.665.

The conclusions obtained from the simple linear regression equation show that consumers who do service feel satisfied with the placement of the children's playground provided by the company. This is because consumers who do service usually have to wait and need a long time to complete the service. With the placement of playgrounds for children, making consumers considerations in visiting this branch of the company, especially consumers who come with children. Consumers feel more comfortable and children can play in the place which provide by the company while waiting for service. The increase in consumer satisfaction makes the possibility that these consumers will return to using the service in this branch will also increase.

Simple Linear Correlation Testing is done to see how strong the relationship between variable playgrounds and consumer satisfaction. These results can be seen in Table 3.

Table 3 Coefficient of Determination and Correlation Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 ^a	.436	.426	1.85241


Source: processed with SPSS 16, 2017

Based on the results of testing the correlation coefficient (R) can be found a positive relationship between the two variables means that both variables have a direct relationship. If the variable value of the children's playground increases, it will increase the value of consumer satisfaction by 0.661 with a strong level of correlation (0.5-0.75). Otherwise, if the value of the variable playground for children decreases it will reduce the value of consumer satisfaction.

The results of the analysis of the coefficient of determination (R²) in Table 3 can be concluded that the placement of children's playground has an impact on consumer satisfaction by 43.6 percent, while the remaining 56.4 percent is influenced by other variables not included or not discussed in this study.

The Influence of Children's Playground facility on Consumer Satisfaction

In this study, children's playground variable has a significant effect on consumer satisfaction as indicated by the test result t-count (6.525) which is greater than t-table (2.004),




therefore, it can be said that the placement of the children's playground placement variable (X) has an impact on customer satisfaction (Y). In other words, the hypothesis is accepted, meaning that there is the influence of the placement of children's play facilities on consumer satisfaction.

The results of this study are also supported by previous research conducted by Sulistiyana (2015) which states that tourist facilities significantly influence customer satisfaction. Tourist facilities can influence consumer perceptions and expectations. For this reason, companies must pay attention to this aspect well so that consumer perceptions and consumer expectations are in accordance with reality in the field, so as to create customer satisfaction. This is also in line with the research of Munggar (2013) and Nugraha (2013) which states that there is a significant partial effect of tourist facilities on consumer satisfaction. According to Nurcahyo, Fitriyani, and Hudda (2017) research indicate that the variables of facilities, service quality, and customer satisfaction significantly affect customer loyalty variables simultaneously or partially. In addition, facilities and quality of service variable have a significant effect on customer satisfaction variables.

Children's playground facility desired by consumers is a safe, neat, clean, have various types of games, and are not paid playgrounds type, so when consumers make a visit and waiting while the service finished, they can take the advantage of this facility, especially consumers who come with the children. With the provision of this facility, consumers are satisfied to use the services of PT Thamrin Brothers Branch Baturaja 2 thus consumers can become regular customers and willing to make return visits, and even promote to their friends so they can increase company profits. In accordance with what was stated by Prasetio (2012) in his research, the higher level of service quality led to higher customer satisfaction and also to support higher prices and lower costs. Hence, quality improvement programs (QIPs) usually also increase profitability. The result of his research suggests that there was the influence of service quality on customer satisfaction.

To compete with each other, facility management companies must seek to improve the quality of their services and customer satisfaction to ensure customer loyalty and financial gain. It is one of the reasons that explain the importance and benefit of understanding the factors that affect customer opinions. The most direct way to measure customer satisfaction is to ask them what makes them satisfied with a service (Lepkova & Žūkaitė-Jefimovienė, 2012). Thus, one of a way to improve customer satisfaction is throughout the placement of children's playground facility in the sense that the company has provided children's playground facility in accordance with the expectations and needs of consumers. By building consumer trust the company will be



able to improve service quality. This is an important part of PT Thamrin Brothers Branch Baturaja 2 because without the consumer, the company will not be able to increase the company's sales as targeted.

CONCLUSION

In general, it can be concluded that the placement of children's play facilities in this study has a positive impact on customer satisfaction. Based on the results of simple linear regression analysis can be seen the value of the regression coefficient for the variable playground and consumer satisfaction. The value of the coefficient from the children's playground is positive at 0.665. This shows that children's playgrounds have a positive effect on customer satisfaction, meaning that the better, cleaner, more complete, and safe play facilities provided by service providers, the more satisfied the consumers in using the services provided, the bigger chance for consumers to returning and using services and have the possibility to become a loyal. If the children's playground has many types of games that can be enjoyed by children, then consumers will assess the quality of services provided is getting better. Consumers who are visiting for the first time will certainly be facilitated and feel comfortable while waiting for workshop services for vehicles that are being repaired, especially if carrying children. They will be able to use the playground while waiting for their parents to complete repairs without having to go to another place that provides similar facilities. The correlation results show a strong closeness between the children's playground variables and customer satisfaction of 0.661 with R square value of 43.6. This shows that the variable playground for children has an effect of 43.6 percent on customer satisfaction and the remaining 56.4 percent outside of this study.

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