

## The Effect of Service Quality And Facilities on Customer Satisfaction (Case Study on Villa Cemara Situ Gunung Sukabumi Regency)

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### Abstract

*Consumer satisfaction at Villa Cemara Situ Gunung can be influenced by many factors, including the quality of service and facilities. The existence of good service quality and complete facilities can certainly increase consumer satisfaction. This research aims to determine the influence of Service Quality and Facilities on Consumer Satisfaction at Villa Cemara Situ Gunung. The research method used is a descriptive verification method with a quantitative approach. The test stages used are validity test, reliability test, classical assumption test, multiple linear regression analysis technique and hypothesis testing using the t test, f test and coefficient of determination using SPSS 25 tools with the main data source being questionnaires distributed to consumers who are staying overnight. at Villa Cemara in 2023 there will be 230 respondents. The results of the descriptive analysis show that Service Quality has a total average score of 822.2 which is included in the "good" category. For the Facility variable, there was a total average value of 833.6 which is included in the "good" category. As for the Consumer Satisfaction variable, it shows a total average value of 876.5 which is included in the "good" category. The results of the verification analysis show that there is a partial influence between Service Quality on customer satisfaction by 17.4%, there is a partial influence between Facilities on Customer Satisfaction by 22.4%. The simultaneous effect of Service and Facility Quality on Customer Satisfaction is 59.4% and the remaining 40.6% is influenced by other variables.*

**Keywords:** *Service Quality, Facilities, and Consumer Satisfaction*

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### INTRODUCTION

The lodging business usually increases when the holiday season arrives, this is due to the large number of tourists both domestic and foreign who use the services of villas or hotels as temporary resting places. According to Muhammad (2003), a villa is a form of building, symbol, company or accommodation business entity that provides lodging services, which is intended for the general public, both those who spend the night in the villa or those who only use certain facilities owned by the villa. According to Gunawan (2007), Villa is a temporary residence during vacation and recreation that is used as a resting place. The villa is also an alternative temporary residence that is far from boredom and fatigue of activities in the city. (Tokan, 2014)

Based on this opinion, it can be concluded that, the villa is a means of lodging that is not only used to rest while on vacation or recreation but also for certain purposes that are used as a means of gathering and deliberation (meeting) by providing room

services and meeting rooms. With the existence of this villa too, benefits not only for lodging services but also for a city or certain area.

Competition in the field of lodging services is tight and the Covid-19 case a few years ago which resulted in the closure of the tourism sector has a major influence on the decline in the number of villa guests. In accordance with the statement from Mrs. Tisi Arnanda as the owner of Villa Cemara Situ Gunung, she said "the Covid-19 pandemic resulted in the closure of Situ Gunung tourist attractions which has had an impact on decreasing the number of consumers and resulted in restrictions on the number of consumers allowed to stay". The following data has been obtained regarding the number of guests staying at Villa Cemara in the last 3 years:

**Table 1. Number of Villa Visitors for the Period 2020 – 2022**

No	MOON	2020	2021	2022
1	JANUARY	219	87	115
2	FEBRUARY	174	73	73
3	MARET	106	85	112
4	APRIL	84	129	18
5	FROM	20	108	156
6	JUNE	0	128	83
7	JULY	131	0	133
8	AGUSTUS	287	0	68
9	SEPTEMBER	113	117	78
10	OCTOBER	214	132	107
11	NOVEMBER	146	94	126
12	DECEMBER	358	244	151
<b>TOTAL</b>		<b>1852</b>	<b>1197</b>	<b>1220</b>

Source: Villa Cemara Situ Gunung, 2023

Based on the table above, there was a significant decrease in 2021 due to the PPKM in accordance with government directions and the villa made improvements and added facilities such as parks, additional toilets, expansion of parking lots and other facilities which resulted in temporary closures. Then in 2022 there was a slight increase compared to the previous year.

In today's lodging industry competition, it is very important for an inn to have its own advantages. To get this, every manager is required to be able to satisfy their consumers through various kinds of efforts made, ranging from improved service quality, facilities provided, prices offered, strategic locations and so on. The manager will get many consumers if it is considered successful in providing satisfaction to its consumers.

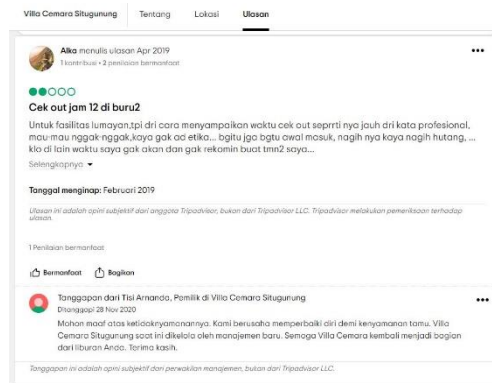
The following are the results of reviews obtained about customer satisfaction at Villa Cemara Situ Gunung.



**Figure 1. Consumer Satisfaction Reviews**

Sumber: *Google Review*, 2023

Based on the picture above, it shows that consumers are satisfied with the services provided as well as the facilities and atmosphere available when staying at Villa Cemara Situ Gunung. But Villa Cemara is also inseparable from negative reviews, as in the picture below.



**Figure 1. Consumer Dissatisfaction Reviews**  
Source: tripadvisor.co.id

Based on the picture above, it shows that consumers are satisfied with the facilities available but consumers are not satisfied with the services provided, the manager also does not provide a quick response to the complaints provided.

To support the phenomenon found, the author made a preliminary study to 30 respondents who were consumers who were staying overnight at the time this study was conducted.

The following are the results of the Preliminary Study on Consumer Satisfaction:

**Table 2. Results of Preliminary Study of Consumer Satisfaction Variables (Y)**

No.	Statement	Answer				Sum
		TS	S	S	S	
1	I am satisfied with the service provided by Villa Cemara Situ Gunung			3	2	0
2	I am satisfied with the facilities provided by Villa Cemara Situ Gunung		4			0
3	I am willing to recommend Villa Cemara Situ Gunung to family, friends or relatives		6	3		0
4	I am willing to reuse the lodging services of Villa Cemara Situ Gunung		2	5		0

Source: Preliminary Study Results, 2023

Based on table 1.3 of the results of a preliminary study of consumer satisfaction variables at Villa Cemara Situ Gunung with a sample of 30 respondents, it can be seen that there are statements with low scores in the strongly disagree (STS) category, namely in statements number 1 and 2. This means that there are still respondents who are dissatisfied with the services provided and facilities provided by Villa Cemara Situ Gunung.

Consumer satisfaction is the level of feelings experienced by a person which includes needs, wants, and expectations from user may be fulfilled which will result in continued rebooking or loyalty. The more fulfilled the expectations of consumers, of course, consumers will be more satisfied, on the other hand, if the expectations of consumers are not met, of course consumers will be disappointed. (Pantilu et al., 2018)

One of the ways customer satisfaction is influenced by the quality of service. According to Lewis and Booms in Tjiptono, (2012: 157) Service quality is a measure of how good the level of service provided by a brand can be appropriate with what consumers expect. (Griffin & Eber, 2019)

Many things can affect the development of lodging businesses that have sprung up today, one of which is how inns can attract and retain their consumers by providing the best quality of service so that consumers are satisfied with the services provided

In addition, the services provided by an inn to its consumers also often face several obstacles or obstacles in its implementation. Villa Cemara Situ Gunung is inseparable from this, including problems regarding the quality of human resources, service facilities and so on. In fact, lodging that has the most complete facilities may not necessarily be able to provide optimal satisfaction to its consumers if it is not supported by friendly and quality service.

Researchers assume that the emergence of phenomena that result in a decrease in the number of consumers is influenced by the quality of service. To support the phenomenon found above, the author made a preliminary study to 30 respondents who were consumers who were staying overnight at the time this study was conducted.

The following are the results of a preliminary study on Service Quality:

**Table 3. Results of Preliminary Study of Service Quality Variables (X1)**

No.	Statement	Answer			Sum	
		TS	S	S		
1	The existing facilities are very complete and can be used properly			0	0	
2	Villa employees provide services according to customer needs			5	1	0
3	Employees serve customers quickly and responsively			3	0	0
4	The manager responds well and quickly if there are complaints			6		0
5	Employees are willing to help when needed			5		0
6	Employees in a friendly and professional manner in serving customers			0	0	0
7	Services at Villa Cemara are available 24 hours Non Stop			0		0
8	The security at Villa cemara is very strict and prioritizes comfort for consumers			3		0
9	Employees provide attention and service to every customer			1		0

Source: Preliminary Study Results, 2023

Based on table 3 of preliminary study results of service quality variables at Villa Cemara Situ Gunung with a sample of 30 respondents, it can be seen that there are several statements with the lowest scores in the categories of strongly disagree (STS) and disagree (TS), namely in statements number 5, 6, 7 and 9. This means that respondents assume that employees do not help when needed and employees are less friendly in serving consumers and the services provided are not available 24 hours and also the attention given by employees to consumers is still lacking.

Service Quality is a comparison between consumer desires to what is expected to meet consumer desires. Good service quality can help increase customer satisfaction, build consumer loyalty, improving brand image, and providing a competitive advantage to organizations or individuals. According to Tjiptono (2007) Service quality (*service*

quality) can be known by comparing consumers' perceptions of the services they really receive or obtain with the services they actually expect or want for the service attributes of a company. (Shihabudin, 2022)

In addition to service quality, facilities are also important in attracting and satisfying consumers. Facilities are one of the considerations of consumers in making choices. Consumers today are critical consumers and are very cautious in spending their money. They consider many factors to choose a product or service including lodging services. The more complete the facilities available, the more satisfied consumers will be and will continue to choose the inn as a priority.

## RESULTS AND DISCUSSION

### Classical Assumption Test

#### Normality Test

The normality test is used to determine whether a data is normally or abnormally distributed using the Kolmogorov-Smirnov method assisted by SPSS 25. Provided that if the variable has a significant value (sig) greater than 0.050 then the variable is normally distributed and if the variable has a significant value (sig) smaller than 0.050 then the variable is abnormally distributed. Data normality testing with the help of SPSS 25, as follows:

**Table 4. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		230
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.16121470
Most Extreme Differences	Absolut	.044
	Positiv	.026
	Negativ	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Results of Researcher Data Processing, 2023

Based on table 4, it can be seen that the normality test results of the 23 statements from the variables Service Quality (X1), Facilities (X2) and Consumer Satisfaction (Y) have values above 0.050, which is 0.200 which means that the data is declared normally distributed.

#### Multicollinearity Test

This multicollinearity test is carried out to test the correlation between independent variables in the regression model. The multicollinearity test can be seen in two ways, namely by looking at *the tolerance value* > 0.10 and the VIF value < 10.00,

then the multicollinearity free regression model is stated. Below are the results of the multicollinearity test as follows:

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	BR	Information
Quality of Service	0,935	1.069	Multilinearity Free
Facilities	0,935	1.069	Multilinearity Free

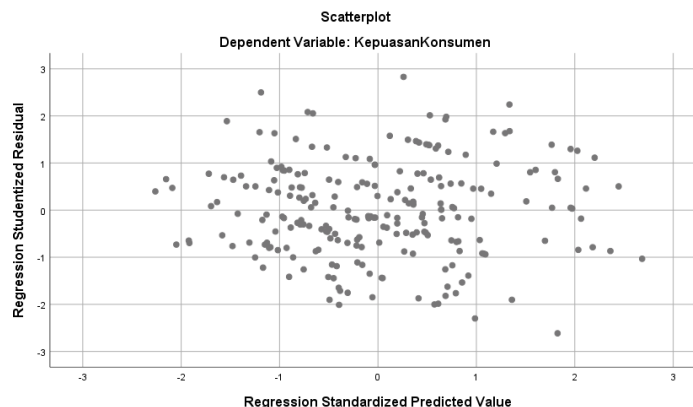
Source: Results of Researcher Data Processing, 2023

Based on table 5, it is known that the results of the *tolerance* value of all independent variables  $> 0.10$  and the VIF value  $< 10.00$ , which means that between independent variables in the regression model are free from multicollinearity.

### Heteroscedasticity Test

The heteroscedasticity test is carried out with the aim of determining and testing the variance inequality of the residual of one observation with observations with other observations. To see whether or not heteroscedasticity can be seen through a plot graph between the predicted value of the dependent variable, namely ZPRED and SRESID. Here are the results of the heteroscedasticity test through a scatterplot graph:

**Figure 3. Heteroscedasticity Test Results**



Source: Results of Researcher Data Processing, 2023

Based on the figure above, it can be seen that the points spread randomly and are scattered both above and below the number 0 on the Y axis and do not form a certain pattern. It can be seen that there is no heteroscedasticity in the regression model, so the regression model is feasible to be used to predict customer satisfaction (Y) based on the input of the independent variable of service quality (X1) facilities (X2).

### Descriptive Analysis

In this descriptive analysis, researchers used a total of 23 statements given to 230 respondents. The frequency of respondents' answers to each statement will later produce a total score that is confirmed by scale range analysis and displayed in a *bar scale* to produce a descriptive explanation of each statement.

### Descriptive Analysis of Service Quality Variables (X1)

The results of the questionnaire data obtained by researchers from 230 respondents regarding the variable service quality of Villa Cemara Situ Gunung.

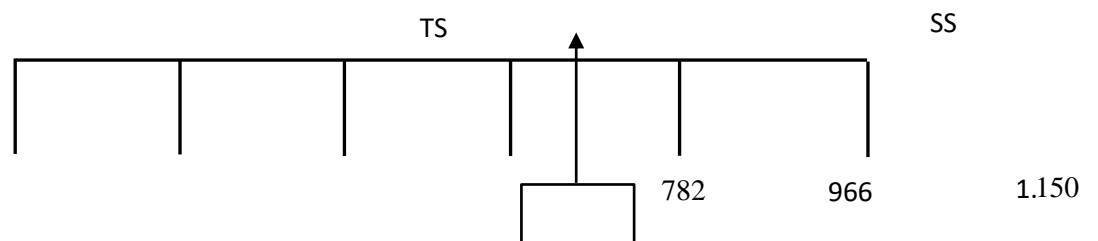
Based on 9 variable indicators of Service Quality (X1) with *bar scale* analysis so as to produce descriptive responses of respondents can be seen in the following table:

**Table 6. Recapitulation of Service Quality Variables**

No.	Indicator	Score	Information
1	Complete Facilities	815	Agree
2	Good Service	851	Agree
3	Fast Service	835	Agree
4	Responsiveness While Serving	784	Agree
5	Complaint Handling	797	Agree
6	Officer Hospitality	841	Agree
7	Service as Needed	823	Agree
8	Safety and Comfort Guarantee	835	Agree
9	Resolving Consumer Issues	819	Agree
<b>Total</b>		7400	Agree
<b>Average score</b>		822,2	

Source: Data Processing, 2023

Based on the results of the recapitulation of service quality variables, a total score of 7400 and an average score of 822.2 with agreed criteria. This shows that the Service Quality of Villa Cemara Situ Gunung is good. The indicator with the highest score is Good Service. This shows that employees provide good service and in accordance with consumer wishes. The total score can be described on the following scale ranges:



**Figure 4. Range of Service Quality Variable Recapitulation Scale**

Source: Results of Researcher Data Processing, 2023

Based on figure 4. that in the recapitulation of service quality variables are in the range of a scale of 782 – 966, which is 822.2 is in the range of the agreed scale. This means that respondents rated well on all indicators of statements on Villa Cemara Situ Gunung.

**Descriptive Analysis of Facility Variables (X2)**

The results of the questionnaire data obtained by researchers from 230 respondents regarding the variable service quality of Villa Cemara Situ Gunung.

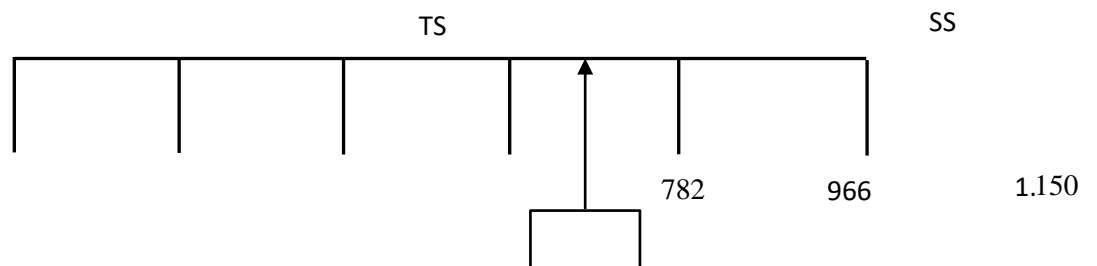
Based on 10 indicators of Facility variables (X2) with Bar Scale analysis so as to produce descriptive responses of respondents can be seen in the following table:

**Table 7. Recapitulation of Facility Variables**

No.	Indicator	Score	Information
1	Milieu	825	Agree
2	Visual Quality	868	Agree
3	Furniture Placement	860	Agree
4	Room Fixtures	862	Agree
5	Room Comfort	813	Agree
6	Indoor lighting	849	Agree
7	Outdoor Lighting	839	Agree
8	Room Color	843	Agree
9	Logo	804	Agree
10	Rules	773	Simply Agree
<b>Total</b>		8336	Agree
<b>Average score</b>		833,6	

Source: Data Processing, 2023

Based on the results of the variable recapitulation, the facility obtained a total score of 8336 and an average score of 833.6 with the criteria of agreeing. This shows that the facilities of Villa Cemara Situ Gunung are good. The indicator with the highest score is visual quality. This shows that the visual quality of Villa Cemara is good and appropriate. While the indicator with the lowest score is the regulation. This shows that existing regulations are still ineffective in maintaining consumer convenience. The total score can be described on the following scale ranges:



**Figure 5. Facility Variable Recapitulation Scale Range**

Source: Results of Researcher Data Processing, 2023

Based on figure 4.24 that in the recapitulation of the Facility variable is in the scale range of 782 – 966, which is 833.6 is in the agreed scale. This means that respondents rated well on all indicators of statements on Villa Cemara Situ Gunung.

**Descriptive Analysis of Consumer Satisfaction Variables (Y)**

The results of the questionnaire data obtained by researchers from 230 respondents regarding the variable Consumer Satisfaction of Villa Cemara Situ Gunung.

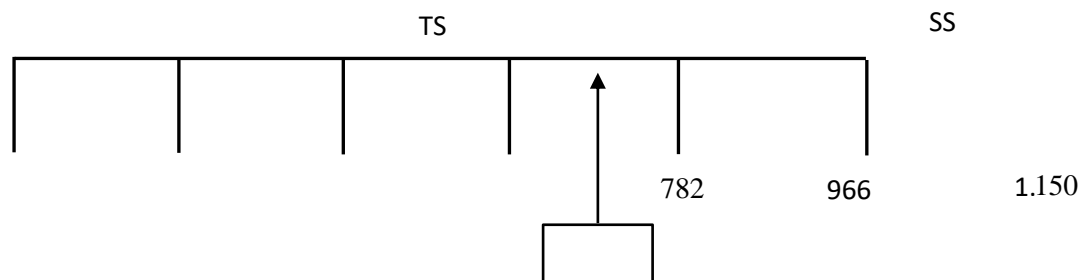
Based on 4 variable indicators of Consumer Satisfaction (Y) with a bar scale analysis so as to produce descriptive responses of respondents can be seen in the following table:

**Table 8. Recapitulation of Consumer Satisfaction Variables**

o.	Indicator	Score	Information
	A Feeling of Satisfaction with Service	891	Agree
	A Feeling of Satisfaction with Facilities	864	Agree
	Desire to make future purchases	874	Agree
	Desire to recommend to others	877	Agree
Total		3506	Agree
Average score		876,5	

Source: Data Processing, 2023

Based on the results of the recapitulation of the variable, Consumer Satisfaction obtained a total score of 3506 and an average score of 876.5 with agreeing criteria. This shows that Consumer Satisfaction at Villa Cemara Situ Gunung is good. The indicator with the highest score is a feeling of satisfaction with service. This shows that consumers are satisfied with Villa Cemara's service. The total score can be described on the following scale ranges:



**Figure 6. Range of Consumer Satisfaction Variable Recapitulation Scale**

Source : Results of Researcher Data Processing, 2023

Based on figure 6 that in the recapitulation of the Facility variable is in the scale range of 782 – 966, which is 876.5 is in the agreed scale. This means that respondents rated well on all indicators of statements on Villa Cemara Situ Gunung.

### Verification Analysis

#### Double Linear Regression Analysis

Based on data processing using the help of SPSS 25, a regression coefficient table is obtained for each independent variable against the dependent variable. These results can be seen in the following table:

**Table 9. Multiple Linear regression coefficients**

Coefficient					
Model	Unstandardized Coefficients		Standardized Coefficients	t	S ay.
	B	Std. Error	Beta		
(Constant)	2855. 411	586.7 27		4 .867	. 000
SERVICE QUALITY	.174	.014	.225	5 .162	. 000
FACILITIES	.224	.014	.685	7 .720	. 000

a. Dependent Variable: Customer Satisfaction

Source: Data Processing Results, 2023

Based on the results of multiple linear regression analysis, the regression equation is obtained as follows:

$$Y = 2855.411 + 0.174X_1 + 0.224X_2$$

As for the equation above, it can be explained as follows:

1. The constant value of 2855.411, this indicates a situation when the variable of customer satisfaction (Y) has not been influenced by the variable of service quality (X1), facilities (X2). If the value of the independent variable value is 0, then the consumer satisfaction variable has no change.
2. The regression coefficient for the service quality variable (X1) to customer satisfaction (Y) is 0.174. This shows that the direct influence of the service quality variable (X1) on customer satisfaction (Y) of 0.174 is positive, which means that if consumer satisfaction is increased by 1%, then consumer satisfaction will also increase by 17.4% assuming other variables are constant.
3. The regression coefficient for the facility variable (X2) to customer satisfaction (Y) is 0.224. This shows that the direct effect of the facility variable (X2) on consumer satisfaction (Y) of 0.224 is positive, which means that if facilities are increased by 1%, then customer satisfaction will also increase by 22.4% assuming other variables are constant.

### Hypothesis Testing

#### Test t (Partial Hypothesis Test)

A partial test was conducted to determine the variables of Service Quality (X1) and Facilities (X2) partially affect the variable of Customer Satisfaction (Y). The hypotheses in this study are as follows:

1. H0: means that there is no partial influence between service quality variables (X1) on customer satisfaction (Y)  
H1: meaning that there is a partial influence between service quality variables (X1) on customer satisfaction (Y)
2. H0: means that there is no partial influence between facility variables (X2) on customer satisfaction (Y)

H1: meaning that there is a partial influence between facility variables (X2) on customer satisfaction (Y)

$$\begin{aligned} \text{Nilai } t_{\text{table}} &= (0.05; n - k) \\ &= (0,05; 230 - 3) \\ &= (0,05; 227) \\ &= 1.9705 \end{aligned}$$

**Table 10. Hasil Uji Stats t**

Coefficient					
Model	Unstandardized Coefficients		Standardized Coefficients		ay.
	B	Std. Error	Beta		
(Constant)	2855.411	586.727		.867	000
Quality of Service	.174	.014	.225	.162	000
Facilities	.224	.014	.685	.720	000

a. Dependent Variable: Customer Satisfaction

Source: Data Processing Results, 2023

The results of the hypothesis are obtained as follows:

**1) Partial influence between service quality variables on customer satisfaction (h<sub>1</sub>)**

Based on the table above, it is known that the significant value (Sig.) is  $0.000 < 0.05$  and  $t_{\text{is calculated}} \text{ at } 5.162 > 1.9705$  so that it can be concluded that there is a partial influence between service quality variables (X1) on customer satisfaction (Y).

**2) Partial effect of facility variables on customer satisfaction (H2)**

Based on the table above, it is known that the significant value (Sig.) is  $0.000 < 0.05$  and  $t_{\text{is calculated}} \text{ at } 7.720 > 1.9705$  so that it can be concluded that there is a partial influence between facility variables (X2) on consumer satisfaction (Y).

**Test f (Simultaneous Hypothesis Test)**

Simultaneous tests are used to determine the effect of independent variables together on the dependent variable. As for knowing the simultaneous effect by looking at the significant value and comparing the value of  $f_{\text{count}}$  with  $f_{\text{table}}$ . If the value (Sig.)  $< 0.05$  or the value of  $f_{\text{is calculated}} > f_{\text{table}}$  can be concluded that there is a simultaneous influence between the independent variable (X) and the dependent (Y). The hypotheses in this study are as follows:

H0: means that there is no simultaneous influence between the independent variable (X) and the dependent variable (Y).

H1: means that there is a simultaneous influence between the independent variable (X) and the dependent variable (Y).

For the effect of service quality (X1) and facilities (X2) simultaneously on customer satisfaction (Y) with a significant level ( $\alpha$ ) = 0.05, then obtained f table = 2.6444. The effect of service quality (X1) and facilities (X2) simultaneously on customer satisfaction (Y) can be seen in the table below:

**Tabel 11. Hasil Uji Stats f**

ANOVA					
Model	Sum of Squares	f	Mean Square	F	ay.

Regression	2574590 93.553		1287295 46.777	1 68.516	000b
Residual	1734051 96.430	27	763899. 544		
Total	4308642 89.983	29			
a. Dependent Variable: Customer Satisfaction					
b. Predictors: (Constant), Facilities, Quality of Service					

Source: Data Processing Results, 2023

Based on the table above, it shows that the value of sig.  $0.000 < 0.05$  and  $f_{count} 168.516 > f_{table} 2.6444$ . Thus, it can be concluded that the variables of service quality (X1) and facilities (X2) simultaneously affect customer satisfaction (Y).

### Coefficient of Determination ( $R^2$ )

The total influence of the variables X1 and X2 on Y is expressed by the magnitude of the coefficient of determination ( $R^2$ ). The amount of value ( $R^2$ ) can be seen in the table below:

**Table 12. Determination Test Results ( $R^2$ )**

Model Summary <sup>b</sup>				
Model	M	R	Adjusted R Square	Std. Error of the Estimate
1	.773	.598	.594	874.01347
a. Predictors: (Constant), Facilities, Quality of Service				
b. Dependent Variable: Customer Satisfaction				

Source: Data Processing Results, 2023

Based on the table above, it shows that the coefficient of determination ( $R^2$ ) is 0.594 or 59.4%, then the variable of customer satisfaction (Y) can be applied by the variables of service quality (X1) and facilities (X2) or it can be interpreted that the quality of service (X1) and facilities (X2) has a contribution to customer satisfaction (Y) of 59.4%, while the remaining 40.6% is the contribution of other unstudied factors that affect consumer satisfaction (Y).

### CONCLUSION

Based on the results of research that has been conducted, the conclusions that can be drawn regarding the influence of service quality and facilities on customer satisfaction at Villa Cemara Situ Gunung are as follows:

- 1) Based on the results of the study shows that Villa Cemara Situ Gunung has provided good service quality to its consumers, by having an average score on the approval criteria. However, of the nine service quality indicators, there is an indicator that obtains the lowest score, namely responsiveness when serving.
- 2) Based on the results of the study shows that Villa Cemara Situ Gunung has provided good facilities to its consumers, by having an average score on the criteria of approval. However, of the ten facility indicators, there is an indicator that obtains the lowest score, namely regulations.
- 3) Based on the results of the study shows that Villa Cemara Situ Gunung has provided a good level of satisfaction to its consumers, by having an average score on the criteria of

agreeing. However, of the nine consumer satisfaction indicators, there is an indicator that obtained the lowest score, namely the feeling of satisfaction with facilities.

- 4) There is a partial influence between the variables of service quality (X1) and facilities (X2) on customer satisfaction (Y) at Villa Cemara Situ Gunung. Consumer satisfaction variables have a direct influence of 17.4% and facility variables have a direct influence of 22.4% on consumer satisfaction.
- 5) There is a simultaneous influence between service quality variables (X1) and facilities (X2) on customer satisfaction (Y) with an influence of 59.4%, while the remaining 40.6% is the influence of other unstudied factors that affect customer satisfaction (Y).

### **Suggestion**

#### **Advice for Companies**

In connection with the research, the researcher presents several suggestions that can be considered by the company. The suggestions that can be given are as follows:

- 1) In general, respondents stated that the quality of service at Villa Cemara Situ Gunung was considered good. However, based on the results of the study, there is an indicator that has the lowest score, namely responsiveness when serving. So the advice for companies is to always be ready to help every consumer need quickly and efficiently, respond to questions, requests or problems that may arise and evaluate the services provided.
- 2) In general, respondents stated that the facilities at Villa Cemara Situ Gunung were considered good. However, based on the results of the study, there is an indicator that has the lowest score, namely regulation. So the advice for the company is to ensure that the delivery of regulations is clear and understood by every Villa Cemara consumer. Communicate these regulations through notice boards, or through other communication media so that all consumers understand and comply with the regulations that have been set.
- 3) In general, respondents stated that Consumer Satisfaction at Villa Cemara Situ Gunung was considered good. However, based on the results of the study, there is an indicator that has the lowest score, namely the feeling of satisfaction with the facilities. So the advice for companies is to ensure all facilities are in good condition and maintained by carrying out regular maintenance that includes minor repairs, equipment updates, and regular cleaning, as well as paying attention to small details such as good lighting, attractive decorations, and the provision of additional facilities such as umbrellas, or other additional equipment that may be needed by consumers.

#### **Advice for Further Researchers**

The suggestions that can be given are as follows:

- 1) Further researchers are expected to conduct further research on the variables of Service Quality, Facilities, and Customer Satisfaction in order to produce better research results.
- 2) Researchers are then expected to conduct further research to find out other independent variables that also affect Customer Satisfaction. This is because Customer Satisfaction is not only determined by the Quality of Service and Facilities but also influenced by other factors that have not been studied in this study or may be before.
- 3) Further researchers are expected to conduct further research by examining different objects, using more samples, and also other methods to get different results.

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