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DOES THE QUALITY OF SERVICE AND ACCOMMODATION FACILITIES AFFECT THE CONSUMER SATISFACTION? CASE BUNDA HOUSE SYARIAH PADANG

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Abstract: Accommodation is essential for supporting the tourism industry in Padang along with surrounding areas. This study would like to assess how accommodation facilities affect consumer satisfaction at Bunda House Syariah. The population the research projrct surveyed 67 visitors who stayed at Bunda House Syariah throughout 2024. The study identified a substantial positive correlation between service quality and customer satisfaction, meaning that guests at Bunda House Syariah feel comfortable and well-served by the provided services, leading them to make repeat reservations when visiting Padang. On the other hand, the accommodation facility variable was found to be insignificant, which suggests that customers at Bunda House Syariah are already satisfied and find the existing facilities suitable for their needs. Future studies can consider for add other variables that have a more significant impact on customer satisfaction like price perception, Technology Adoption and so on.

Keywords: service quality, accommodation facilites, costumer satisfaction, Hospitality industry, Bunda House Syariah

Abstrak: *Penginapan merupakan pendukung utama sektor pariwisata di suatu daerah, begitu juga di kota Padang. Tujuan dari penelitian ini untuk mengetahui pengaruh fasiltas penginapan terhadap kepuasan konsumen di Penginapan Bunda House. Populasi dari penelitian ini meliputi semua pelanggan yang pernah menginap pada Penginapan Bunda House Syariah. Sedangkan sampel sebanyak 67 responden sepanjang tahun 2024. Metode penelitian memakai analisis regresi bergandaBerdasarkan hasil penelitian didapat bahwa kualitas pelayanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan, ini bearti pelanggan pada Bunda House Syariah sangat nyaman dan terbantu dengan pelayanan yang diberikan serta melakukan reservasi ulang saat mereka berkunjung ke Padang. Variabel fasilitas penginapan diperoleh hasil tidak signifikan, hal ini bearti pada pelanggan Bunda House Syariah dengan fasilitas yang ada sudah merasa nyaman dan sesui dengan keinginan mereka. Selanjutnya dapat ditambahkan variabel lainnya yang lebih signifikan pengaruhnya terhadap kepuasan pelanggan seperti persepsi harga, layanan digital dan lainnya*

Kata Kunci: *kualitas pelayanan, fasilitas penginapan, kepuasan pelanggan, Industri Perhotelan, Bunda House Syariah*

INTRODUCTION

The tourism industry in Indonesia, particularly in Padang, has experienced rapid growth in recent years. One of the sectors that has significantly developed alongside this expansion is the hospitality and lodging sector. In an increasingly competitive market, service quality has become a crucial factor in attracting and retaining customers. High-quality service not only provides a positive experience for consumers but also influences their satisfaction levels, ultimately impacting their decision to return and use the lodging services again.

Although previous studies have examined the effects of service quality and lodging facilities on customer satisfaction, limitations remain in understanding how these factors interact within different customer demographics, individual preferences, and evolving industry trends. A bibliometric analysis of service quality and customer satisfaction using the Scopus database found that these factors play a vital role in maintaining competitive advantage and improving financial outcomes (Utami et al., 2023). Additionally, a systematic literature review of 200 Scopus-indexed publications confirmed that customer satisfaction significantly influences customer loyalty (VO et al., 2020). This study aims to address these gaps by exploring the influence of service quality and lodging facilities on customer satisfaction through a more comprehensive approach.

Bunda House Syariah, as one of the lodging establishments in Padang, strives to provide the best service following Syariah principles to meet the needs of tourists. However, despite offering adequate facilities, further evaluation is required to understand how its service quality influences the satisfaction of guests staying at Bunda House Syariah.

Customer satisfaction is vital, as it serves as the foundation for building a strong business reputation and fostering customer loyalty. Excellent service, ranging from the reservation process to cleanliness, comfort, and staff hospitality, plays a key role in determining whether customers feel satisfied with the services provided. Therefore, this study seeks to assess the impact of service quality on customer satisfaction at Bunda House Syariah. The findings of this research will provide valuable insights into the relationship between service quality and customer satisfaction, offering recommendations to assist Bunda House Syariah's management in enhancing their service standards. Although prior studies have addressed the relationship between service quality and customer satisfaction, few have focused specifically on Syariah-based accommodations like Bunda House Syariah. Furthermore, existing literature often overlooks the influence of demographic factors, current industry trends, and lacks practical managerial recommendations tailored to the religious and cultural context of Syariah hospitality services.

LITERATURE REVIEW

Service Quality in the Hospitality Industry

Quality of Service in the Hospitality Sector In the tourism industry, consumer satisfaction and loyalty have a profound impact by service quality. In 1988, Parasuraman, Zeithaml, and Berry built the SERVQUAL model. outlines the five essential components of high-quality services: tangibles, assurance, responsiveness, empathy, and reliability. According to Tjiptono (2011), the dimensions of service quality include the following: Speed – The time required to serve customers according to the standard timeframe set by the company. Accuracy – Speed alone is insufficient to achieve customer satisfaction without accuracy. Therefore, precision in service delivery is essential to ensure high-quality service. Safety – The sense of security provided by the company when serving customers.

Studies have shown that improving these dimensions leads to higher customer satisfaction and retention. In the hotel industry, service quality is not only about meeting customer expectations but also about exceeding them to create memorable experiences (Abukhalifeh & Mat Som, 2012). The World Tourism Organization (UNWTO) refers to sustainable tourism as tourism that assesses past and future aspects of economy, society, and the environment impact.

The Function of Lodging Facilities in Customer Satisfaction

Lodging facilities, including room quality, cleanliness, amenities, and security, play a significant role in shaping customer perceptions. Research indicates that well-maintained facilities contribute to positive customer experiences and enhance overall satisfaction. A study on hotel service quality management found that tangible aspects, such as modern infrastructure and comfortable accommodations, significantly impact guest satisfaction and their likelihood of returning(Abukhalifeh & Mat Som, 2012).

The Correlation Between Customer Satisfaction and Service Quality

Customer satisfaction refer to influenced by both service quality and lodging facilities. The Expectancy-Disconfirmation Theory (Oliver, 1980) suggests that satisfaction occurs when customer expectations are met or exceeded. Empirical studies confirm that Superior service quality enhances client satisfaction, thereby cultivating customer loyalty.

A conceptual framework analyzing service quality and customer satisfaction consist to hotels found that responsiveness and assurance are the most influential factors in determining guest satisfaction.

The Influence of Syariah Principles on Hospitality Services

In Syariah-compliant hotels, service quality is not only measured by conventional standards but also by adherence to Islamic principles. Research has shown that Syariah-compliant lodging facilities attract a niche market of Muslim travelers who prioritize halal services and ethical business practices (Utami et al., 2023). A study on Syariah hospitality management highlights that integrating religious values into service delivery enhances customer trust and satisfaction.

Conceptual Framework

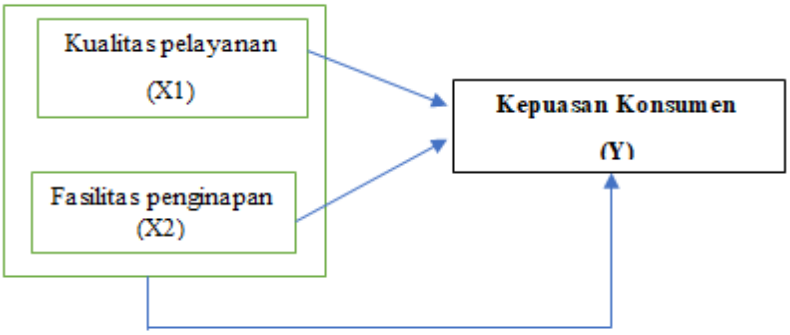


Figure 1. The framework

RESEARCH METHODOLOGY

Base on this study requires quantitative approaches. Which utilizes scientific techniques to collect numerical data, conduct statistical analyses, and derive conclusions based on findings. The implementation of quantitative research methodology enables researchers to objectively test hypotheses, draw broader generalizations about the population, and provide strong empirical data to support their conclusions.

Population and Sample

A population is a huge collection of goods or people that have characteristics defined by researchers to study and draw conclusions from. (Sugiyono, 2018). The population in the research investigated consists for guests who stayed in accommodations throughout the year 2024. Researchers use a sampling technique non-probability samplin using Slovin's formula, a sample size of 67 respondents was determined.

Dataset and collection Procedures

Table 1. Experimental Parameter

Variable	Definition	Indicators	Source
Consumer satisfaction(Y)	Consumer satisfaction refer to result of using goods and services that meets or event exeeds the expectations envisioned by consumers	a. –overall customer satisfaction b. – The dimension itself of c. customers satisfaction d. –repuchase intntion e. –willingness for recomendation f. –consumer satisfaction	(Fandy Tjiptono, 2014)
Service quality (X1)	Service quality is a critical component in a company's success, enabling the creation of positive customer perception and leading to customer satisfaction and loyality	1. -Tangible 2. Realibility 3. Responsiveness 4. Assurance 5. Empathy	(Rahmat Lupi Youdi 2014)
Accomodation fasility (X2)	Accomodation facilities refer to the physical	1. –consideration on planing 2. –space planing.	(Pratama, 2024)

Variable	Definition	Indicators	Source
	elements and atmosphere shape by the exterior provided by service providers to create a sense of security and comfort for consumers	3. –equipment supplies	

Technique Data Analyssis

a. Validity test

The criteria for validity test if the correlation coeficient variable more than the correlation table and positive it is mean valid. But if that value exceeds than the table value and it positive it is mean non valid

b. Reliability test

Reliability can detect by Cronbach Alpha value more than 0.6 indicate strong or reliable dependently. But if that value underneath 0.6 it signifies the test instrument is unreliable reflects inadequate dependability.

c. Test Partial Significant (t test)

Partial significant test are doing for each independent variable to dependent variable, when t statistc over than the table value it is mean significant or we can see from significance value base on output table the value under 0,5 it is mean significant and independent variable influence the dependent variable.

d. F –test (Simultaneous significan test)

Simultance significant test is utilized during F statistic more than F table or we can see for significance level from the output regeression it is mean significant or all variable independence influence the dependent variable.

e. Determination Coefficient (Rsquare)

Coefficient of Determination for value contribution of all independent variables for variable dependent change, and 1- Rquare is influenced by another variable outside models

RESULT AND DISCUSSION

Validity Test

Table 2. Consumer Satisfaction Validity Test Table (Y)

Nomor Item	CITC	Role Of Thumb	Information
Y1	0,864	0,01	Valid
Y2	0,898	0,01	Valid
Y3	0,842	0,01	Valid
Y4	0,789	0,01	Valid

Source: Primary Data Processed SPSS 29, 2025

The table prior to the customer satisfaction variable consist of four question legitimate because each statement had a Corrected Item-Total Corelation (CITC) larger than the Role of Thumb value of 0.01.

Table 3. Service quality (X_1)

Statement	CITC	Role Of Thumb	Conclusion
X1.1	0,765	0,01	Valid
X1.2	0,785	0,01	Valid
X1.3	0,795	0,01	Valid
X1.4	0,773	0,01	Valid
X1.5	0,680	0,01	Valid
X1.6	0,828	0,01	Valid
X1.7	0,744	0,01	Valid
X1.8	0,809	0,01	Valid
X1.9	0,783	0,01	Valid
X1.10	0,872	0,01	Valid

Source: Primary Data Processed SPSS 29, 2025

In accordance with the table previously, the service quality variable, which consisted of 10 statements, was valid because each statement had a Corrected Item-Total Corelation (CITC) greater than the Role Of Thumb value of 0.01.

Table 4. Accomodation fasility (X_2)

Statement	CITC	Role Of Thumb	Conclusion
X2.1	0,819	0,01	Valid
X2.2	0,798	0,01	Valid
X2.3	0,819	0,01	Valid
X2.4	0,815	0,01	Valid
X2.5	0,827	0,01	Valid
X2.6	0,810	0,01	Valid

Source: Data process by SPSS 29, 2025

The table above shown above, the accommodation facility variable, which consisted of six question, was valid because each question have a Corrected Item-Total Corelation (CITC) greater than the Role Of Thumb value of 0.01.

Reliability Test

Table 5. Reliability Test Results

Variabl	Cronbach's Alpha	Role Of Thumb	Conclusion
Consumer Satisfaction (Y)	0,865	0,60	Reliable
Service quality (X1)	0,923	0,60	Reliable
Accomodation fasility (X2)	0,897	0,60	Reliable

Source: Primary Data Processed SPSS 29, 2025

We can see from reliability results of the test, we can see the value for all variable larger 0.6 indicating reliable or under criteria. It is conveys all items in research questiont can generate same for data. And when the question asked again the answer is frequenty same the earlier

Classical Assumption Tests

Normality Test

The normality test verifies whether the residuals of a regression model are regularly distributed. This is important since many statistical tests require normalcy for accurate inference. The Kolmogorov-Smirnov test is a common method for determining if residuals vary heavily from a normal distribution.

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			67
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.69603819
Most Extreme Differences	Absolute		.100
	Positive		.100
	Negative		-.065
Test Statistic			.100
Asymp. Sig. (2-tailed)[c]			.096
Monte Carlo Sig. (2-tailed)[d]	Sig.		.095
	99% Confidence Interval	Lower Bound	.088
		Upper Bound	.103

a. test distribution is Normal
b. calculated from data
c. Lilliefors Significance Correction
d. Lilliefors'method based on 10000 Monte Carlo samples with starting srrd 624387341

Source: Primary Data Processed SPSS 29, 2025

The variable's Kolmogorov-Smirnov analysis results indicate an asymp.sig value of 0.96, which is greater than 0.05, indicating that the regression model has a normal distribution.

Multicolinearity

Multicollinearity Test Multicollinearity arises when independent variables are strongly correlated, making it difficult to discern their separate effects on the dependent variable. The Variance Inflation Factor (VIF) is a widely used method to detect multicollinearity. If VIF values exceed 10, it indicates a serious multicollinearity problem.

Table 7. Multicolinearity Test

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**	**Collinearity Stratistic**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	.605	1.212		-.499	.619		
	X1	.348	.064	.696	5.399	<.001	.266	3.763
	X2	.115	.087	.171	1.331	.188	.266	3.763

Source: Primary Data Processed SPSS 29, 2025

Based on what is shown of table 7, it is clear that the regression model in this study has a tolerance value larger than 0.10 and a VIF less than 10, implying that the regression model is not multicollinear.

Heteroskedastisity Test

The heteroskedasticity test is accomplished utilizing a Scatter Plot. The heteroskedasticity test using a Scatter Plot generates an output in the form of an image, which can create uncertainty in drawing conclusions. Data is considered to have passed the heteroskedasticity test in a Scatter Plot if Data points are distributed both on top and underneath the 0**.**

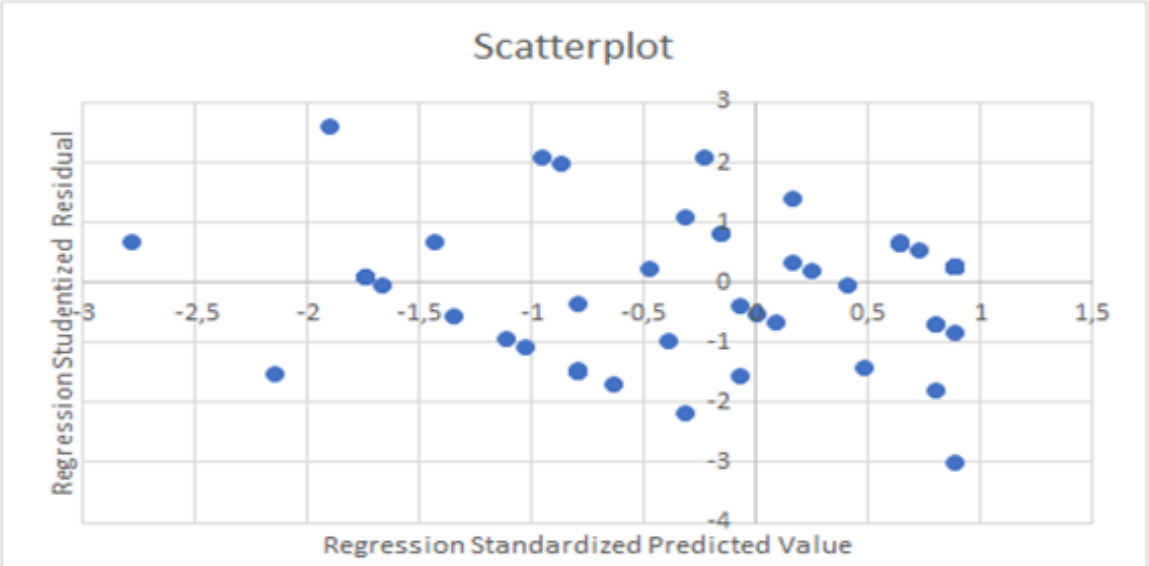


Figure 2. Heteroskedastisity Test
Source: Primary Data Processed SPSS 29, 2025

Figure 2 show, this indicates there is no heteroscedasticity because the points are spread out throughout (they are at every point).

Autocorelation Test

The autocorrelation test is designed to evaluate whether there is a connection in a linear model between the disturbance error in period t (the analysis period) and the error in last period t-1 (in the previously interval). The examine is conducted with examining the **Durbin-Watson statistic.** The Durbin-Watson test is used to do the autocorrelation analysis. If the Durbin-Watson (DW) value exceeds the table value **(4 - du)** or below **du**, it indicates the possibility of autocorrelation the regression model. The test results using **Durbin-Watson** provide insights into whether the model exhibits autocorrelation

Table 8. Autocorelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.847[a]	.717	.708	.92822	1.960

a. Predictors: (Constant), accomodarion facility, services quality
b. Dependent Variable: consumer satisfaction
Source: Primary Data Processed SPSS 29, 2025

From table 8 above, the DW value is 1.960, This result will be compared to the table value at a 5% significance level. If the number of samples utilized is 67 (n) and the number of independent variables is 2 (k = 2), the value obtained in the Durbin-Watson table is dl = 1.5433, du = 1.6660. Because the DW value of 1.960 is larger than the upper limit (du) of 1.6660 and less than four minus 1.6660 (2.334) based on the decision table du < Dw < 4-du: 1.6660< 1.960< 2.334), it can be concluded that there is no autocorrelation.

Multiple Regression

Table 9. Multiple Regression

Coefficient[a]

Model	Unstandadized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constants)	.605	1.212		-.499	.619
Service Quality	.348	.064	.696	5.399	.001
Accomodation Facility	.115	.087	.171	1.331	.188

a. Dependents Variable: Consumers Satisfaction
Source: data source SPSS 29, 2025

$$Y = 0.605 + 0.348\ X_1 + 0.115X_2$$

The constants value is 0,65, indicate is no change in the variables service quality, accomodation facility, the consumer satisfaction will be 0,605 percent.

The coefficients value for service qualitys is 0.348, meaning that when service quality increases by 10% while the accommodation facilities remain unchanged or constant, then consumer satisfaction at Bunda House Syariah Kota Padang will increase by 3.48%.

The coefficient value for accomodation fasility is 0.115 meaning that if accomodation fasility increases by 10% while the service quality remain unchanged or constant, then consumer satisfaction at Bunda House Syariah Kota Padang will increase by 3.48%.

Partial Hypothesis Test (Test t)

Table 10. T Test (Results t)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.605	1.212		-.499	.619
Service quality	.348	.064	.696	5.399	001
Accomodation fasility	.115	.087	.171	1.331	.188

a. Dependent Variable: Consumer Satisfaction
Source: Primary Data Processed SPSS 29, 2025

Base colum T, the t test is used to reject H0 if the estimated t value exceeds the t table. The t-table value is 1.679, and the significance level is 0.05. The findings from partial hypothesis testing are as follows:

1. Based on the surface of the table a calculated t value of 5,339 > t of table 1.679, resulting in a Sig value of 0.01 < 0.05. As a result, it is possible to conclude that the variable service quality (X1) has a large positive impact on consumer satisfaction.
2. The table yields a calculated t value of 1,331 < t of the table 1.679, and a Sig value of 0.188 > 0.05. As a result, it is possible to conclude that there is no substantial influence on consumer satisfaction based on the variable accommodation fasibility (X2).

Simultaneous Significance Test (F Test)

Table 11. Result of Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847[a]	.718	.709	.927

a. Predictors: (Constant), Service quality, Accomodation fasility
Source: Primary Data SPSS 29, 2025

Table 12. ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	139.702	2	69.851	81.349	<.001[b]
	Residual	54.954	64	.859		
	Total	194.657	66			

a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), Service quality, Accomodation fasility
Source: Primary Data Processed SPSS 29, 2025

Based on the calculation results of table 11, Coefficient of Determination reflect by adjusted R square value was 70.9 percent it's mean 70.9%, meaning that the contribution of service quality and accommodation facilities to the fluctuations in consumer satisfaction accounts for that percentage, while the remaining 29.1% is influenced by variables outside the model. Actually correlation.

The F calculate value of 81,349 was obtained during simultaneous hypothesis testing with the Anova or F test. The value in Ftable for α = 0.05 and df 2 = 67-2-1=64 is 10,597. The Fcalculate value (81,349) exceeds the Ftable value (10,597), however the significance value (0.000) is less than the α significance level (0.05). As a result, the null hypothesis (H0) may be rejected.

Discussion

H_1: Service quality has a positive and significant effect on the consumer satisfaction

H_2: Accomodation facility has no significant effect to consumer satisfaction on Bunda House

H_3: Service quality and Accomodation facility has a favorable and noteworthy impact on the consumer satisfaction on Bunda House.

Based on what was found of the second hypothesis test (H_2), it was found that there were accomodation facility variables that did not have a good and meaningful impact on consumer satisfaction at the Bunda House Syariah in Padang City. This is evidenced by a significance value

greater than 0.05, which indicates that increasing or decreasing facilities does not directly affect the level of consumer satisfaction. In other words, although facilities such as comfortable rooms, cleanliness, or complete supporting facilities can provide a good experience, other factors such as price and location of the lodging seem to play an important role in determining consumer satisfaction.

Data analysis is the most crucial part of the research. Data analysis summarizes collected data. It involves the interpretation of data gathered through the use of analytical and logical reasoning to determine patterns, relationships or trends. Discussion provides the explanation and interpretation of results or findings by comparing with the findings in prior studies.

CONCLUSION

The implications that can be taken from study data concerning the correlation service quality and accomodation facility ti consumer satisfaction on Bunda House Syariah are as follows:

1. Service quality has a positive and significant effect on customer satisfaction, supporting the first hypothesis. Guests reported a high level of satisfaction with the services provided by staff and operational units. This satisfaction is evident in their behavior, particularly through repeat bookings, which indicate strong loyalty to the service experience.
2. Accommodation facilities, when examined independently, do not show a statistically significant effect on customer satisfaction. However, this finding suggests that guests are already content with the available facilities. When combined with high service quality, these facilities contribute meaningfully to overall customer satisfaction. Therefore, service quality appears to play a mediating role in enhancing the perceived value of accommodation facilities.
3. Taken together, service quality and accommodation facilities have a positive and significant impact on customer satisfaction, confirming the third hypothesis. This underscores the importance of maintaining high service standards while ensuring that physical amenities meet or exceed guest expectations.

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