

The Effect of Facilities and Service Quality on Consumer Satisfaction in Aqiqah Service Nurul Hayat Bojonegoro

Eka Rahayuningsih¹⁾, Khoirul Mutholibin²⁾, Endang Styawati³⁾

^{1,3} Ekonomi Syariah, Sekolah Tinggi Ekonomi dan Bisnis Islam Al Rosyid Bojonegoro

² Ekonomi Syariah, Sekolah Tinggi Ekonomi dan Bisnis Islam Al Rosyid Bojonegoro

Email: rahayuningsiheka96@stebi-alrosyid.ac.id¹⁾, khoirulmutholibin@stebi-alrosyid.ac.id²⁾, gibty.rayya@gmail.com³⁾

Abstrak

Penelitian ini membahas tentang pengaruh fasilitas dan kualitas pelayanan terhadap kepuasan konsumen pada Aqiqah Nurul Hayat Bojonegoro. Penelitian ini bertujuan untuk menguji ada tidaknya pengaruh yang signifikan secara parsial dan simultan terhadap kepuasan konsumen pada Aqiqah Nurul Hayat Bojonegoro. Jenis penelitian yang dilakukan adalah penelitian kuantitatif dengan populasi konsumen Aqiqah Nurul Hayat Bojonegoro, jumlah sampel penelitian sebanyak 30 responden. Teknik pengumpulan data dalam penelitian ini adalah dengan kuesioner, sedangkan analisis data menggunakan regresi linier berganda. Dari hasil pengujian dapat disimpulkan dari analisis data bahwa terdapat pengaruh yang signifikan fasilitas (X1) dan kualitas pelayanan (X2) terhadap kepuasan konsumen (Y) berdasarkan uji F atau uji simultan, terdapat pengaruh kualitas pelayanan terhadap kepuasan konsumen dan tidak terdapat pengaruh fasilitas pelayanan terhadap kepuasan konsumen berdasarkan uji t atau uji parsial. Berdasarkan uji koefisien determinasi (R²) berarti variabel fasilitas dan kualitas pelayanan mempunyai pengaruh terhadap kepuasan konsumen dengan nilai persentase sebesar 41%, sedangkan sisanya (100-41)% = 69%.

Kata kunci: *Fasilitas, Kualitas Pelayanan, Kepuasan Konsumen*

Abstract

This study discusses the influence of facilities and service quality on consumer satisfaction at Aqiqah Nurul Hayat Bojonegoro. This study aims to test whether there is a significant partial and simultaneous influence on consumer satisfaction at Aqiqah Nurul Hayat Bojonegoro. The type of research conducted is quantitative research with a population of Aqiqah Nurul Hayat Bojonegoro consumers, the sample size of the study was 30 respondents. The data collection technique in this study was by questionnaire, while the data analysis used multiple linear regression. From the test results, it can be concluded from the data analysis that there is a significant influence on facilities (X1) and service quality (X2) on consumer satisfaction (Y) based on the F test or simultaneous test, there is an influence of service quality on consumer satisfaction and there is no influence on service facilities on consumer satisfaction based on the t test or partial test. Based on the determination coefficient test (R²), it means that the facility and service quality variables have an influence on consumer satisfaction with a percentage value of 41%, while the remaining (100-41)% = 69%.

Keywords: *Facilities, Services Quality, Consumer Satisfaction*

INTRODUCTION

Currently, the implementation of Aqiqah is very easy, where many business services find innovative ideas that can be an alternative for the community. Among the alternative business service ideas is to open a catering service or Aqiqah ordering. Ready-to-serve

Aqiqah is a solution for consumers who want to perform Aqiqah without having to waste time and energy. In 2024, a business unit was established from the Nurul Hayat Islamic boarding school, Bojonegoro branch with a ready-to-serve Aqiqah service program. In addition to its business form which is engaged in the distribution of zakat or the Amil Zakat Institution, Nurul Hayat also opened a ready-to-serve Aqiqah service business. Where in the past people carried out their Aqiqah by slaughtering it themselves, it is now easier to use existing catering services, because it makes it easier for every Muslim who wants to carry out Aqiqah for their child very practically. Just by ordering at the nearest Nurul Hayat Aqiqah catering service. Aqiqah Nurul Hayat is also known as the pioneer of ready-to-serve Aqiqah which is the largest Aqiqah service in Indonesia. Since then it has grown to tens of thousands every year.

There are more than 30 branches in Indonesia because they are guaranteed to be MUI certified and have received a MURI record. Aqiqah Nurul Hayat is a subscription for the community, figures and also artists. The Nurul Hayat business unit is centered in the city of Surabaya. Seeing the development of the Nurul Hayat institution makes it easier for the public to find these services in nearby cities or districts. One of them is the Aqiqah Nurul Hayat service business, the Bojonegoro branch, which is located on Jalan Pemuda No. 12A, Bojonegoro Regency.

In addition to the business or products presented, facilities and quality of service are also the main references for the Aqiqah Nurul Hayat business to attract consumer interest. Facilities are everything provided by service providers to be used and enjoyed by consumers with the aim of providing maximum satisfaction to consumers. the benchmark of all existing services and has a very high influence on consumer satisfaction. because the facilities provided make it very easy for consumers to use the business services. Facilities are means provided so that existing functions can be used more easily. if the facilities used are incomplete, it is not uncommon for many consumers to move to others that have complete facilities so that consumers feel comfortable making purchases. In a number of types of services, the perception formed and the interaction between customers and service facilities have a significant effect on the quality of the service in question in the eyes of customers (Fandy Tjiptono dan Gregorius Chandra, 2005). Another factor that influences consumer satisfaction besides facilities is the quality of service in the service or company. Service quality can also be the most influential thing on buyer satisfaction. Every business service must be carried out seriously where a company or institution must pay attention to the quality of service provided to its consumers. So that consumers can trust and be satisfied with the catering services provided by the institution itself.

(A.Hamdani dan Rambat Lupioadi, 2009), also stated that service quality affects customer satisfaction, where good service has a greater impact on customer satisfaction. Although service is intangible, service can be assessed based on a person's experience and reasoning. The definition of quality can also be interpreted as an effort to fulfill consumer needs and desires and the accuracy of its delivery in balancing consumer expectations (Tjiptono Fandy, 2004).

Providing good service to consumers will also provide good satisfaction to the institution or business entity itself and will ultimately create a consumer love for the management of ready-to-serve Aqiqah services (Nurul Hayat Bojonegoro). With good service, it is expected to provide the best possible service, effectively and efficiently before the Aqiqah contract is carried out. So that consumers will feel satisfied in the implementation

of their Aqiqah and run smoothly as expected by consumers, of course in accordance with Islamic law.

In the Aqiqah Nurul Hayat business, the service provided is a service offered by a company or institution to its consumers, either before or after purchasing the service product. The form of service has become more diverse over time. If in the past it was only done using telephone media, now there are many websites that can offer services with chat and can also be done via email, SMS, even with social media. The main task of a company or institution is to be able to produce satisfied and happy consumers. This will also have an impact on satisfaction with the business service. Companies that prioritize consumer satisfaction will make big profits, because consumers will always seek satisfaction with a buyer or use of services.

According to (Kotler Philip, dan Rambat Lupiyoadi, 2001) is the level of feeling where a person states the results of a comparison of the performance of the product/service received and expected. (Schiffman & Kanuk, 2004) also stated that consumer satisfaction is a person's feeling towards the performance of a product that is felt and expected. Based on the description and definition presented above, the aim is to analyze the influence of facilities and service quality available at the Aqiqah Nurul Hayat Bojonegoro service business on consumer satisfaction.

LITERATURE REVIEW

Facilities

Facilities can be defined as means and infrastructure included by the company to be given to consumers. Usually facilities are included in the products offered by the company to their consumers. Facilities are important means and infrastructure in an effort to increase satisfaction such as providing convenience and comfort to consumers. If the facilities provided are in accordance with the needs, then consumers will feel satisfied. Facilities are the main supporting factor in the activities of a product, because a service company must have production machines, office equipment and workers. Facilities are important objects to increase satisfaction, such as customer comfort, meeting the needs and comfort of service users. If the services provided meet the requirements, clients or customers will be satisfied (Wijayaningratri, Chatrin Surya dan Budiyo, 2015). Explain in their definition that facilities are the appearance, ability of infrastructure and the condition of the surrounding environment in showing its existence to the external which includes physical facilities (buildings), equipment and tools. Facilities can be in the form of tools, objects, equipment, money, work space.

According to (A.Hamdani dan Rambat Lupiyoadi, 2009) facilities are the appearance, ability of infrastructure and the condition of the surrounding environment in showing its existence to the external which includes physical facilities (buildings) equipment and tools, which include facilities can be tools, objects, equipment, money and work space. Several studies have shown that facilities can influence customer choices, customer expectations, customer satisfaction and customer behavior.

According to (Tjiptono Fandy, 2004) facilities are physical resources that must exist before a service can be offered to consumers. Facility indicators are:

- 1) Spatial consideration or planning: aspects such as proportion, texture, color and others need to be considered and developed to provoke intellectual and emotional responses from users or people who see them.
- 2) Space planning: this element includes interior and architecture such as the placement of furniture and equipment in the room, circulation flow design and others.
- 3) Equipment/furniture: equipment functions as a means of protecting goods as a sign of welcome for consumers.
- 4) Lighting and color arrangements that need to be considered in lighting arrangements are the color of the type and nature of the activities carried out in the room and the desired atmosphere. Color can be used as an effort to increase efficiency.
- 5) Messages conveyed graphically important aspects related to this element are appearance, visual, placement, selection of physical form, selection of colors and others.

From the several definitions above, it can be interpreted that facilities are infrastructure provided by companies to facilitate consumers and provide comfort for their customers. The facilities provided by each company or business are very diverse, for example, the Aqiqah Nurul Hayat service provides facilities to its consumers in the form of getting Aqiqah treatises, greeting cards, Aqiqah certificates, and getting adorable dolls named qiqo and Aqiqah Nurul Hayat also provides services to deliver orders directly to customers' homes.

From the several descriptions above, it can be interpreted that facilities have an effect on consumer satisfaction. Facilities in Islam can be physical such as buildings, comfortable rooms, and other infrastructure, which make customers feel comfortable but do not show their luxury. From the several definitions above, it can be concluded that facilities are physical evidence or infrastructure that makes consumers feel satisfied and comfortable.

Service Quality

Service quality is crucial in retaining customers for a long time. Companies that have superior services will be able to maximize the company's financial performance (Gilbert, G.R. dkk, 2004). According to (Fandy Tjiptono dan Gregorius Chandra, 2005) Service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service applies to all types of services provided by the company when the client is in the company.

According to Fandy Tjiptono, excellent service is one of the attitudes or ways of company employees in serving customers satisfactorily. Broadly speaking, there are four main elements in this concept, namely:

- a. Speed, namely in serving customers and addressing needs and creating a professional impression of company employees.
- b. Accuracy, namely in serving consumer needs and overcoming problems encountered by consumers.
- c. Friendliness, namely that given by company employees in serving consumer needs and obstacles experienced by consumers.
- d. Comfort, namely that given can increase customer loyalty and satisfy them.

Quality is a dynamic condition related to products, human services, processes and environments that meet or exceed expectations. Service can be defined as all forms of activities/activities provided by one or more parties to other parties who have a relationship with the aim of being able to provide satisfaction to the second party concerned for the goods and services provided (Doni marlius, 2017). Quality of service in the Islamic

perspective has the nature of tabligh, which means conveying, where the service must be conveyed correctly and with the right words.

Consumer Satisfaction

Consumer satisfaction is a comparison of the quality of service experienced by customers, which is expected by customers if the quality experienced by consumers is lower than expected, then dissatisfaction will occur. consumers who are as expected, customers will be satisfied, and if the quality of service is more than expected, consumers will be very satisfied (Andi Riyanto, 2018).

According to (Fandy Tjiptono dan Gregorius Chandra, 2005), "consumer satisfaction is a perception of products and services that have met their expectations. In addition, consumer satisfaction is the result of feelings from within consumers in using products or services." Meanwhile, according to (Kotler Philip, dan Rambat Lupiyoadi, 2001), consumer satisfaction is a feeling of pleasure or disappointment from someone who appears after comparing the performance (results) of a product that is thought of against the expected performance (results). If performance is below expectations, customers are not satisfied. If performance exceeds expectations, customers are satisfied. If performance exceeds expectations, customers are very satisfied.

From several definitions according to the experts above, the meaning of consumer satisfaction is where the needs and desires of consumers are met well and according to expectations. Factors that can determine whether consumers are satisfied or not are:

- a. Product and service features. Consumer satisfaction with a product or service is significantly influenced by consumer evaluations of the product or service features. Consumers will compare various features of the service (for example, price with service quality and friendliness of service personnel) depending on the type of service being evaluated.
- b. Customer emotions. Customer feelings can also influence perceptions of product or service satisfaction. A person's feelings about a product or service can be influenced by the mood of a person when using the product or service.
- c. Attributes for service success or failure. Attributes of the service can influence perceptions of satisfaction. When customers are surprised by the results they get, they will try to find reasons behind it, their assessments can affect their satisfaction.
- d. Perceptions of equity or fairness. Customer satisfaction is also influenced by perceptions of fairness and fairness. Customers will compare whether they feel they are treated fairly compared to other customers, whether other customers receive better treatment, price and quality of service. The idea of fairness is central to consumer perceptions of satisfaction with products and services.
- e. Other consumers, family members and coworkers. In addition to being influenced by one's feelings and perceptions, customer satisfaction is sometimes influenced by other people, such as family members and other customers. Things like the experiences, behaviors and views of others can influence satisfaction.

Stated that there are several aspects of consumer satisfaction, namely:

- 1) Aspect of comfort, including company location, cleanliness, and comfort
- 2) Aspect of consumer relations with employees, including employee friendliness, information provided by employees, communicative, responsive, supportive, and agile in serving consumers
- 3) Aspect of technical competition of officers, including courage to act and experience.

- 4) Aspect of cost, including the expensiveness of the product, whether it is affordable by consumers.

Meanwhile, according to (Jeni Raharjani, 2005) consumer satisfaction has a major impact on the company by maintaining and satisfying current customers much easier than continuously trying to attract or prospect new customers, the cost of retaining customers is cheaper than the cost of finding new customers. There are several methods used to measure customer satisfaction, namely:

- 1) Complaint and suggestion system: Every customer-oriented company needs to provide easy and convenient access for customers to submit their suggestions, criticisms, opinions and complaints.
- 2) Shadow buyers: That is, employing several shadow buyers who pretend to be potential customers of the company's products and then assessing how the company serves specific customer requests, answers customer questions and handles any complaints.
- 3) Customer switching analysis: As much as possible, the company should contact customers who have switched to another company in order to understand why it happened and to be able to take further improvement or refinement policies.
- 4) Customer satisfaction survey: Through the survey, the company will get direct responses from customers and also give a positive impression that the company cares about its customers.

RESEARCH METHOD

The type of research used is Quantitative Research. Quantitative Research is a method for testing certain theories by examining the relationship between variables. These variables are measured (usually with research instruments) so that data consisting of numbers can be analyzed based on statistical procedures.

Population is a generalist area consisting of objects and subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn (Sugiyono, 2010). In order for this research to be carried out as expected, it is necessary to understand that the population is the entire subject of the study. The population is the subject of research as a means to obtain and convey data in this survey, the population is the consumers of Aqiqah Nurul Hayat Bojonegoro whose number is not yet known. Because consumers at Aqiqah Nurul Hayat are very many for sure every time period. Therefore, in this study, sampling will be carried out. Researchers distributed questionnaires to respondents with certain conditions, namely that respondents must be consumers who have ordered once or several times from the Aqiqah service at Nurul Hayat Bojonegoro.

A sample is part of the number and characteristics possessed by the population (Sugiyono, 2010). If the subjects are less than 100, it is better to take all of them as samples so that the research is a population study. In determining the sample size in this study, the number of populations that have been consumers several times is 30 respondents.

The sampling technique used in this study is non-probability sampling, a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample (Suharsimi Arikunto, 2013). The non-probability sampling technique used in this study, more precisely the author uses the purposive sampling technique, a sampling determination technique with certain considerations

(Arikunto, 2006). The sample criteria are that respondents have made an order at the Aqiqah Nurul Hayat Bojonegoro service.

In this study there are two variables, namely the dependent variable (Y) and the independent variable (X). 1) The dependent variable is a variable whose condition is influenced by other variables. In this study, the dependent variable is consumer satisfaction symbolized by the variable (Y) 2) The independent variable is a variable that has other variables. In this study, the independent variables are facilities and service quality symbolized by the variable (X).

FRAMEWORKS

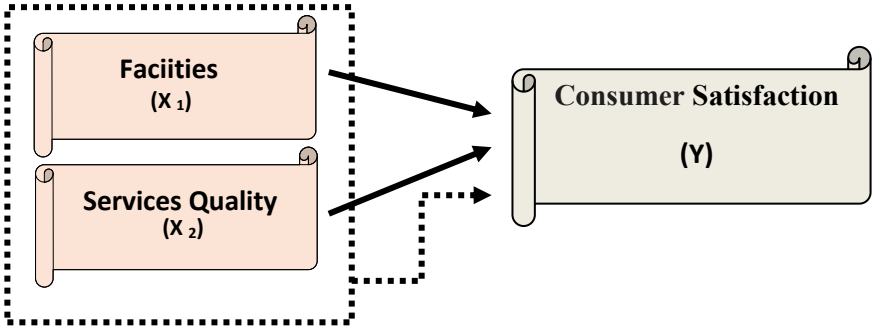


Image 1. Frameworks

Description :





: Partial or individual influence

: Simultaneous or joint influence

RESULT AND DISCUSSION

Result

Before conducting the analysis in this study, a description of the characteristics of the respondents used to complete the study is presented, including name, gender, address, and age. The respondents in this study were consumers of Aqiqah Nurul Hayat Bojonegoro. A general description of the respondents in this study is as follows. The researcher took a 15% sample from the existing population, comprising 30 consumers of Aqiqah Nurul Hayat Bojonegoro, consisting of 15 men and 15 women. Based on the research details regarding the age of respondents can be seen in the following table:

Table 1. Respondents' Age

Description	Amount	Percentage (%)
20-30 Years	8	27%
30-40 Years	12	40%
40-50 Years	10	33%
Total	30	100%

Source : Processed Nurul Hayat Documentation SPSS 16.0 (2024)

Based on the data in table 1. above, it can be seen that respondents based on age are dominated by the age of 30-40 years, consisting of 12 with details of 6 men and 6 women. Meanwhile, at the age of 20-30 years, there are 8 respondents with details of 1 man and 6 women. And for the age of 40-50 years, there are 10 respondents with a total of 8 men and 2 women for a total of 30 respondents with age information in the table above.

In this study, validity testing was only conducted on 30 respondents. Decision making was based on the value (Corrected Item-Total Correlation) $> r$ table of 0.361, for $df = 30 - 2 = 28$; $\alpha = 0.05$ then the item/question is valid and vice versa. Based on the results of the calculation of the validity test of the facility variable with 8 question items, the following is true:

Table 2. Validity Test of Variable (X1) Facilities

NO	DATA	R count	R table	Description
1	X1.1	0,796	0,361	VALID
2	X1.2	0,734	0,361	VALID
3	X1.3	0,791	0,361	VALID
4	X1.4	0,519	0,361	VALID
5	X1.5	0,519	0,361	VALID
6	X1.6	0,503	0,361	VALID
7	X1.7	0,709	0,361	VALID
8	X1.8	0,442	0,361	VALID

Source: Primary data processed SPSS 16.0 (2024)

Based on table 2, it can be seen that all questions for the Facilities variable have valid status, because the calculated r value $m(\text{Corrected item-Total Correlation}) > r$ table is 0.361.

Based on the results of the validity test of the Service Quality variable with 8 question items, the results are as follows:

Table 3. Validity Test of Service Quality Variable (X2)

NO	DATA	R count	R table	Description
1	X2.1	0,515	0,361	VALID
2	X2.2	0,816	0,361	VALID
3	X2.3	0,824	0,361	VALID
4	X2.4	0,816	0,361	VALID
5	X2.5	0,662	0,361	VALID
6	X2.6	0,735	0,361	VALID
7	X2.7	0,586	0,361	VALID
8	X2.8	0,692	0,361	VALID

Source: Primary data processed SPSS 16.0 (2024)

Based on Table 4.4, it can be seen that all statements for the Service Quality variable have Valid status, because the value (Corrected-Item-Total) $> r$ table of 0.361.

Based on the results of the validity test of the consumer satisfaction variable with 5 question items, the results are as follows:

Table 4. Validity Test of consumer satisfaction (Y)

NO	DATA	R count	R table	Description
1	Y1	0,734	0,361	VALID
2	Y2	0,697	0,361	VALID
3	Y3	0,768	0,361	VALID
4	Y4	0,740	0,361	VALID
5	Y5	0,675	0,361	VALID

Source: Primary data processed SPSS 16.0 (2024)

Based on Table 4, it can be seen that all statements for the consumer satisfaction variable have Valid status, because the value (Corrected-Item-Total) > r table of 0.361.

Reliability testing is performed on items deemed valid. A variable is considered reliable if the answers to the questions are consistently obtained. The instrument's reliability coefficient is intended to assess the consistency of respondents' answers to each item.

Table 5. Reliability test of Facilities

No	Variable	<i>Cronbach's Alpha</i>	Description
1	Facilities	0,754	Reliable

Source: Primary data processed SPSS 16.0 (2024)

The SPSS Cronbach's Alpha statistical test results indicate reliability if the Facilities variable yields a Cronbach's Alpha value > 0.5. Therefore, it can be concluded that the questions in this questionnaire are reliable because they have a Cronbach's Alpha value greater than 0.5, namely 0.754

Table 6. Reliability test of Service Quality Variable

No	Variable	<i>Cronbach's Alpha</i>	Description
1	Service Quality Variable	0,777	Reliable

Source: Primary data processed SPSS 16.0 (2024)

The SPSS Cronbach's Alpha statistical test results indicate reliability if the Service Quality variable has a Cronbach's Alpha value > 0.5. Therefore, it can be concluded that the questions in this questionnaire are reliable because they have a Cronbach's Alpha value greater than 0.5, namely 0.777.

Table 7. Reliability test of Consumer Satisfaction

No	Variable	<i>Cronbach's Alpha</i>	Description
1	Consumer Satisfaction	0,785	Reliable

Source: Primary data processed SPSS 16.0 (2024)

The SPSS Cronbach's Alpha statistical test results indicate reliability if the Service Facilities variable has a Cronbach's Alpha value > 0.5. Therefore, it can be concluded that the questions in this questionnaire are reliable because they have a Cronbach's Alpha value greater than 0.5, namely 0.785.

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution.

Table 8. One-sample Kolmogrov-Sminov Test

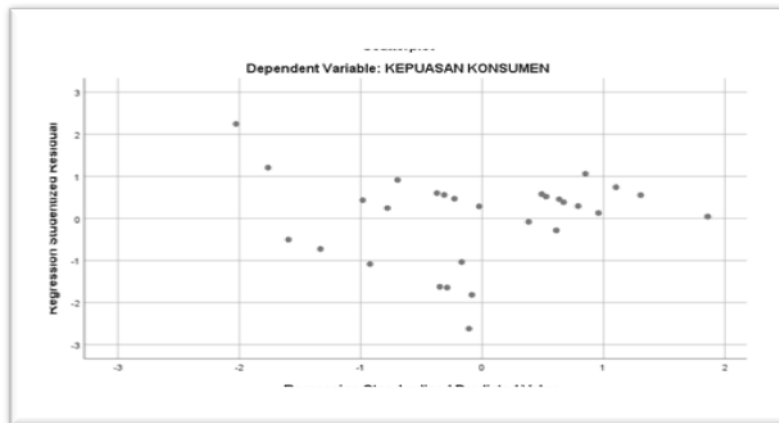
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,36635653
Most Extreme Differences	Absolute	,183
	Positive	,105
	Negative	-,183
Test Statistic		,183
Asymp. Sig. (2-tailed)		,012 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary data processed SPSS 16.0 (2024)

Based on the Kolmogorov-Smirnov test in Figure 4.2 above, it can be seen that the unstandardized residual value has an asymp. Sig. (2-tailed) value of 0.12, which means it is greater than 0.05. This proves that the data is normally distributed

The heteroscedasticity test aims to test whether in the regression there is inequality in the variance and residuals of one observation to another.

Image 1. Heteroscedasticity Test Results with Scatterplot



Source: Primary data processed SPSS 16.0 (2024)

In Figure 1. above, it can be seen that the points on the scattplot graph are spread randomly, and are spread above and below the number 0 on the Y axis. This can be concluded that there is no heteroscedasticity interference in the regression model.

Multicollinearity testing is needed to obtain the true correlation, which is purely not influenced by other influencing variables.

Table 9. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,645	3,273		2,336	,027		
	Facilities	,179	,106	,291	1,687	,103	,680	1,470
	Service Quality	,254	,094	,464	2,689	,012	,680	1,470

a. Dependent Variable: Consumer Satisfaction

Source: Primary data processed SPSS 16.0 (2024)

Based on the table above, it can be seen that all independent variables have VIF <10 and tolerance >0.10, where the VIF value for the facility variable is 1.470, the service quality variable is 1.470, while the tolerance value for the facility variable is 0.680 and the service quality variable is 0.680. Therefore, it can be concluded that there is no

multicollinearity between the two independent variables so that they can be used in this study.

This study used a multiple linear regression test to determine the effect of two or more independent variables on the dependent variable. The results of the multiple linear regression test can be seen below.

Table 10. Multiple linear regression test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standard ized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,645	3,273		2,336	,027
	Facilities	,179	,106	,291	1,687	,103
	Service Quality	,254	,094	,464	2,689	,012
a. Dependent Variable: Consumer Satisfaction						

Source: Primary data processed SPSS 16.0 (2024)

Based on Table 4.4 above, the following linear regression equation is obtained:

$$Y = a + b_1 X_1 + b_2 X_2 + E$$

$$\text{Consumer satisfaction} = 7.645 + 0.179 (X_1) + 0.254 (X_2) + e$$

- 1) The constant of 7.645 indicates that Facilities (X₁) and Service Quality (X₂) are constant, so customer satisfaction at Aqiqah Nurul Hayat Bojonegoro increases by 7.645.
- 2) The regression coefficient for facilities (X₁) shows a positive value of 0.179, meaning that an increase in service facilities by 1 will increase customer satisfaction by 0.179.
- 3) The regression coefficient for service quality (X₂) shows a positive value of 0.254, meaning that an increase in service quality by 1 will increase customer satisfaction by 0.254.

To test the hypothesis, the t-test is used to determine the effect of the Facility (X₁) and Service Quality (X₂) variables on Consumer Satisfaction (Y). If the calculated t is < the t-table, then H₀ is accepted and H_a is rejected, which means that the independent variable does not have a partial effect on the dependent variable. If the calculated t is > the t-table, then H₀ is rejected and H_a is accepted, which means that the independent variable has a partial effect on the dependent variable.

- 1) H₁ is accepted if the probability value is <0.05

2) H1 is rejected if the probability value is >0.05

Before comparing the calculated t-test with the t-test, the t-test must first be calculated by finding $df = n - k$, $df = 30 - 3 = 27$ with a significance value of 5%, so the t-test is 2.051

Table 11. Partial test results (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,645	3,273		2,336	,027
	Facilities	,179	,106	,291	1,687	,103
	Service Quality	,254	,094	,464	2,689	,012
a. Dependent Variable: Consumer Satisfaction						

Source: Primary data processed SPSS 16.0 (2024)

The f-test is used to determine the simultaneous influence of service facility (X1) and service quality (X2) on customer satisfaction (Y). Hypothesis testing is conducted by comparing the F-value with a significance level of 0.05.

The criteria for accepting or rejecting a hypothesis are:

1) H1 is accepted if $\alpha = 5\%$ and the probability value is <0.05 .

2) H0 is rejected if $\alpha = 5\%$ and the probability value is >0.05 .

Hypothesis decision-making can be done by comparing the calculated f-value to the critical value based on the f-distribution table. First, a calculation is performed to find the f-table. If $k - 1 = 3 - 1 = 2$ as the numerator and $n - k = 30 - 3 = 27$ as the denominator, with a significance level of 5%, the f-table is determined to be 3.35.

Hypothesis decision-making based on the f-test is as follows: if the calculated F-value $> F$ -table, H1 is accepted and H0 is rejected. If the calculated F-value $< F$ -table, H1 is rejected and H0 is accepted.

Table 12. Simultaneous test results (f test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44,826	2	22,413	11,177	,000 ^b
	Residual	54,141	27	2,005		

	Total	98,967	29			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Service Quality, Facilities						

Source: Primary data processed SPSS 16.0 (2024)

Based on the test results, the calculated F value > F table ($11.117 > 3.35$) and the significant value ($0.000 < 0.05$) can be concluded that service facilities and service quality simultaneously influence consumer satisfaction.

If this coefficient of determination test is carried out, the coefficient of determination value ranges from 0 to 1, with the provision that the higher the R² value, the greater the proportion of the total independent variables.

Table 13. Results of the coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,673 ^a	,453	,412	1,41606
a. Predictors: (Constant), Service Quality, Facilities				

Source: Primary data processed SPSS 16.0 (2024)

Based on the results of the determination coefficient test above, it can be seen that the value of the Adjusted R square is 0.412, which means that the fixed (dependent) variable of consumer satisfaction (Y) can be explained by the independent variables of facilities (X1) and service quality (X2) as much as 41.2%, while the remaining (100% - 41.2%) is 58.8% explained by the influence of other variables not included in this study.

Discussion

Facilities (X1) on consumer satisfaction at Aqiqah Nurul Hayat Bojonegoro

Based on multiple linear regression analysis and t-test results, the facility variable has no significant partial effect on customer satisfaction. This is proven by the calculated t-value for the service facility variable of 1.687, with a significance level of 0.103. The t-table value of 2.051 indicates that facilities do not partially affect customer satisfaction. The significance value for service facilities (X1) shows <0.05 ($0.103 > 0.05$). Therefore, H₀ is accepted and H_a is rejected. If facilities are improved, customer satisfaction will increase.

Facilities can be defined as the means and infrastructure provided by companies to consumers. Facilities are usually included in the products offered by companies to their customers. Facilities are important infrastructure in efforts to increase satisfaction, such as providing convenience and comfort to consumers, according to (Wulandari & Ariyani, 2024). Research conducted by researchers has not proven this, but research by (Andi Riyanto,

2018) does. This is in line with the theory put forward by Renald Kasali that facilities can increase satisfaction, provide convenience and comfort to consumers.

Quality of service to wards customer satisfaction at Nurul Hayat Bojonegoro aqiqah

Based on multiple linear regression analysis and t-test, the results of the service facility variable partially do not have a significant effect on consumer satisfaction. This is proven by testing with the calculated t value for the service quality variable of 2.689 with a significance level of 0.12. The t-table value is 2.051, so service quality partially affects consumer satisfaction. The significance number of service facilities (X1) shows > 0.05 ($0.012 < 0.05$). Then H_a is accepted and H_o is rejected. This shows that service quality has a significant influence on consumer satisfaction, and if service quality is improved, consumer satisfaction will increase.

According to (Fandy Tjiptono dan Gregorius Chandra, 2005), service excellence is the attitude or method used by company employees to provide satisfactory service to customers. Broadly speaking, this concept has four main elements: First, speed, which refers to serving customers and addressing their needs, creating a professional impression of the company's employees. Second, accuracy, which refers to serving customer needs and resolving customer problems. Third, friendliness, which refers to the extent to which company employees address customer needs and address any challenges they encounter. Fourth, comfort, which can increase customer loyalty and satisfaction.

Consumers tend to assess service quality based on employee service, product quality, and everything that meets their tastes and desires. Improving service quality will also increase customer satisfaction.

Based on research, Fandy Tjiptono's theory has been proven to be effective in customer satisfaction at Aqiqah Nurul Hayat Bojonegoro. (A.Hamdani dan Rambat Lupioadi, 2009), who found that service variables influence customer satisfaction. Service quality is a key element in the initial stages of a consumer's purchasing process. Consumers will be satisfied if their evaluations demonstrate that the service provided is high-quality.

Facilities and quality of service for customer satisfaction

Based on the results of the multiple linear regression test in the F-test, or simultaneous analysis, the calculated F-value $> F$ -table ($11.117 > 3.35$) and a significant value ($0.000 < 0.05$) indicate that H_a is accepted and H_o is rejected. This means that facilities and service quality simultaneously influence customer satisfaction at Aqiqah Nurul Hayat Bojonegoro. The R-squared determination percentage for the facilities and service quality variables is large, at 45%, while the remainder is explained by factors outside the facilities and service quality variables.

These results align with research by (Schiffman & Kanuk, 2004) entitled "The Influence of Facilities and Service Quality on Customer Satisfaction at Bank Syariah Indonesia in Palopo City," which showed a significant ANOVA value and an impact on customer satisfaction. This study was also conducted by researchers, with ANOVA results showing a significant impact on customer satisfaction at Aqiqah Nurul Hayat Bojonegoro.

CONCLUSION AND RECOMMENDATIONS (*Arial, 11 ppt, bold*)

CONCLUSION

Facilities (X1) according to the results of the t-test, it is known that it has a calculated t value that is greater than the t-table, and also a significant value that is greater than 0.05. So it can be interpreted that the service facility variable has not been proven to have an effect on consumer satisfaction with the Aqiqah Nurul Hayat Bojonegoro service. Service Quality (X2) according to the t test is known to have a smaller calculated t value compared to the t table and a significant value smaller than 0.05, so it can be interpreted that the service quality variable has been proven to have a significant influence on consumer satisfaction with the Aqiqah Nurul Hayat Bojonegoro service. Facilities and service quality according to the f test have significant values, so it can be concluded that facilities (X1) and service quality (X2) simultaneously have been proven to have a significant influence on consumer satisfaction with Aqiqah Nurul Hayat Bojonegoro services.

RECOMMENDATIONS

Future researchers are expected to collect larger samples for the facilities and service quality variables. They can also add other variables such as promotions, product quality, taste, and others that may influence customer satisfaction.

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