



## The Effect of Service Quality And Facilities on Customer Satisfaction at Benteng Buah Naga Café & Resto

Kanom<sup>1</sup>, Jemi Cahya Adi Wijaya<sup>2</sup>, Dian Tri Agustin Ningsih<sup>3</sup>

<sup>1,2,3</sup>Politeknik Negeri Banyuwangi, Indonesia

Email: <sup>1</sup>[kanom@poliwangi.ac.id](mailto:kanom@poliwangi.ac.id) <sup>2</sup>[jemi.cahya@poliwangi.ac.id](mailto:jemi.cahya@poliwangi.ac.id)

<sup>3</sup>[dianagustin413@gmail.com](mailto:dianagustin413@gmail.com)

Corresponding Author: e-mail [kanom@poliwangi.ac.id](mailto:kanom@poliwangi.ac.id)

**Abstract.** Customer satisfaction is where customers' needs, desires, and expectations can be fulfilled, leading to repeat purchases or continued loyalty. Consumers will be more satisfied with the more fulfilled expectations from consumers. This study analyzed the factors influencing customer satisfaction at the Benteng Buah Naga Café & Resto. The variables examined in this study are service quality and facilities, which are thought to impact customer satisfaction. The research approach uses a quantitative approach. The analysis technique used is multiple linear regression analysis with the help of SPSS version 24 (twenty-four). The results showed that the service quality variable positively and significantly affected ( $t \text{ value} > t_{\text{table}}$ ,  $3,599 > 2,012$ ) customer satisfaction at the Benteng Buah Naga Cafe & Resto. The Facilities variable positively and significantly affects ( $t \text{ value} > t_{\text{table}}$ ,  $2,230 > 2,012$ ) customer satisfaction at the Benteng Buah Naga Cafe & Resto. Simultaneously, service quality and facilities affect customer satisfaction ( $F_{\text{count}} > F_{\text{table}}$  of  $34,483 > 3,20$ ) at the Benteng Buah Naga Café & Resto.

**Keywords:** Customer satisfaction, Buah Naga Cafe & Resto, Service, Quality

---

### INTRODUCTION

Dragon fruit is a leading commodity for southern Banyuwangi residents. To introduce dragon fruit products, not only through processed foods, but the cafe concept looks unique with the feel of dragon fruit, like Dragon Fruit Fort Cafe & Resto or commonly called Dragon Cafe. This cafe is one of the cafes located in the Jajag area, Banyuwangi. Dragon Fruit Fort Cafe & Resto has a different concept from other cafes, namely semi-outdoor which has a dragon fruit garden around it. This cafe offers a variety of food menus ranging from main courses to desserts. Not only foods with processed dragon fruit creations such as dragon love fried rice, uniquely Dragon Fruit Fort Cafe & Resto also uses the names of tourist destinations in Banyuwangi as food names, such as Watu Dodol soup noodles and Wurung Crater fried noodles. There are also drinks ranging from coffee and ginger wedang to ice cream. In addition to having unique products, this cafe is also equipped with various facilities such as meeting rooms, prayer rooms, toilets, performances, and a large parking area. The

atmosphere of the cafe is unique and instagramable, surrounded by dragon fruit gardens with decorative lights that look beautiful and cool to look at at night. No wonder many Banyuwangi artists take cafe locations for shooting events. This cafe is also commonly used as a location for birdsong competitions, gathering events, and wedding events.

Companies that prioritize good service quality will have an impact on customer satisfaction. Service quality or service quality becomes an important thing. Service quality is an economic activity that produces or produces time, place, form, and psychological needs or needs (Nasution, 2004). The quality of service is so that service companies can meet consumer wants and needs as well as their accuracy to balance consumer expectations: consumers (perceived service) or perceived results.

Customer satisfaction is the overall attitude of consumers after comparing the perceived product or service whether or not it is in accordance with consumer expectations. According to Zeithami, Bitner, and Gremler (2009), as quoted by Isra Sumayyah (2019), customer satisfaction itself is influenced by service quality, which can be used to evaluate service quality such as physical evidence (Tangible), reliability (Reliability), responsiveness (Responsiveness), assurance (Assurance), and empathy (Empathy). Customer satisfaction will be fulfilled if the product or service process from the company to the consumer is as expected; the consumer will feel satisfied and will create an attitude of trust, and vice versa. If the product or service process is not as expected, the consumer will be dissatisfied. Even the attitude of disbelief it gets. In this case, the company must be able to increase customer satisfaction so that customers do not switch to other companies to meet their needs.

In addition to good service quality, facilities are also one of the satisfaction factors that can be highlighted in the company. With facilities that can provide comfort for its customers, it is not surprising that cafe customers can spend hours at the cafe they visit. Facilities are infrastructure facilities that play an essential and influential role in increasing satisfaction such as meeting customer needs, making it easier for customers to carry out their activities, and providing a sense of comfort for customers. If the facilities provided are to the customers' needs, they will feel satisfied.

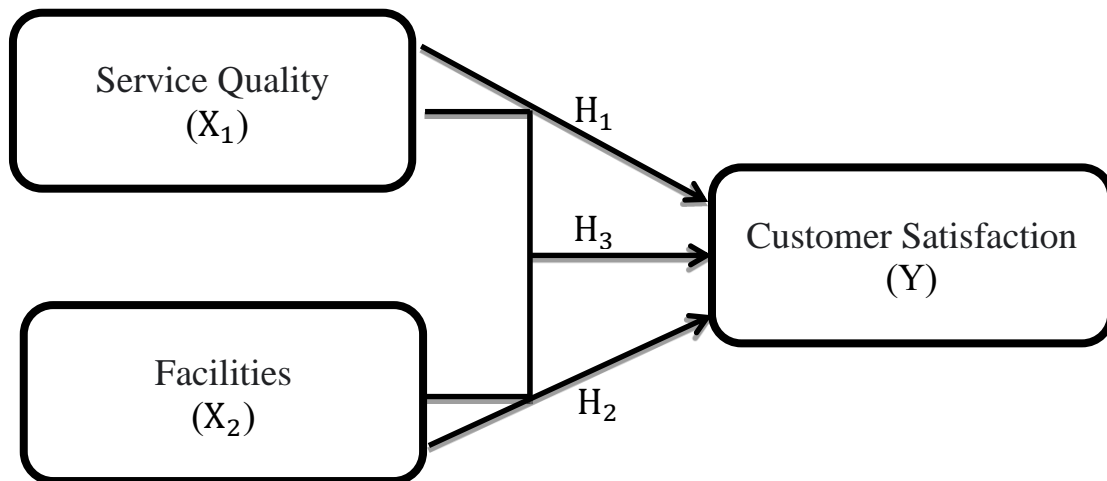
The aims of this study were To determine the effect of service quality on customer satisfaction at Benteng Buah Naga Café & Resto., To assess the impact of facilities on customer satisfaction at Benteng Buah Naga Café & Resto., and To determine the impact of service quality and facilities on customer satisfaction at Benteng Buah Naga Café & Resto.

**METHOD**

This research uses quantitative research. Quantitative research is empirical research whose data are in the form of numbers. It produces findings that can be achieved using statistical procedures or other quantification (measurement). A quantitative method is a research methodology based on the philosophy of positivism, used to examine a particular population or sample and reach a predetermined hypothesis. The type of research used in this research is survey research. In survey research, information is collected from respondents using a questionnaire.

Hypothesis Model

H<sub>1</sub>: Service quality is suspected to positively and significantly affect customer satisfaction



at Benteng Buah Naga Café & Resto.

H<sub>2</sub>: The facilities are suspected to positively and significantly affect customer satisfaction for Benteng Buah Naga Café & Resto.

H<sub>3</sub>: It is suspected that the quality of service and facilities simultaneously positively and significantly affect customer satisfaction at Benteng Buah Naga Café & Resto.

The data collection methods used in this study included Observation, Questionnaire, or questionnaire, which is a data collection technique carried out by giving a set of statements or questions to other people who are respondents to answer (Sugiyono, 2018). In this study, there were two ways of distributing questionnaires, namely online and offline methods. Literature Study, It is a source of data needed in this study in the form of theories related to the title of this research. Literature studies in the form of references,

namely: books, journals, theses, articles and so on that are theoretical in nature, and Documentation

This study uses 3 variables, namely 2 independent variables and 1 dependent variable. The independent variables include the quality of service and facilities. Meanwhile, the dependent variable is customer satisfaction. The variables to be measured are translated into variable indicators with a Likert scale. According to (Sugiyono, 2018), the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about related phenomena. Likert scale which has 5 levels of answer preference, each of which has a score of 1-5 with the following details: Score 1: given for answers "strongly disagree", Score 2: given for answers "disagree", Score 3: given for "neutral" answers, Score 4: given for answers "agree", and Score 5: given for answers "strongly agree"

This study uses 50 (fifty) respondents because the more samples are taken, the smaller the chance of generalization error. The number of samples taken during the COVID-19 pandemic was also why the researchers used 50 (fifty) respondents.

**Respondents Overview**

Respondents in this study were consumers who had visited Benteng Buah Naga Café & Resto at least 1 (one) visit. Sampling was done using a non-probability sampling technique with accidental sampling of 50 (fifty) respondents. Based on the questionnaire obtained, the characteristics of the respondents are divided into 5 (four) categories, namely based on gender, age, place of residence, last education, and type of work.

**Gender**

The description of the characteristics of the respondents based on the sex distribution of the 50 (fifty) respondents studied is as follows:

**Table 1. Characteristics of Respondents by Gender**

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Male	20	40,0	40,0	40,0
	Female	30	60,0	60,0	100,0
	Total	50	100,0	100,0	

**Age**

The description of the characteristics of the respondents based on the age distribution of the 50 (fifty) respondents studied is as follows:

**Table 2 Characteristics of Respondents Based on Age**

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	17 - 20 year	7	14,0	14,0	14,0
	21 - 25 year	42	84,0	84,0	98,0
	26 - 30	1	2,0	2,0	100,0
	Total	50	100,0	100,0	

**Las Education**

The description of the characteristics of respondents based on the distribution of the last education of the 50 (fifty) respondents studied is as follows:

**Table 3 Characteristics of Respondents Based on Last Education**

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	SMP/Sederajat	2	4,0	4,0	4,0
	SMA/Sederajat	29	58,0	58,0	62,0
	Diploma	10	20,0	20,0	82,0
	Sarjana	9	18,0	18,0	100,0
	Total	50	100,0	100,0	

**Type of Work**

The description of the characteristics of respondents based on the distribution of the type of work and sex of the 50 (fifty) respondents studied is as follows:

**Table 4 Characteristics of Respondents by Type of Work**

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Student	24	48,0	48,0	48,0
	Employ	10	20,0	20,0	68,0
	Entrepreneur	8	16,0	16,0	84,0
	Other	8	16,0	16,0	100,0
	Total	50	100,0	100,0	

**Data Analysis Results**

**Instrument Test**

**Validity Test**

A validity test is used to measure the validity of a measuring instrument in the form of a questionnaire. The data can be said to be valid if  $t_{count} \geq t_{table}$  with a significance level of  $<0.05$ . The following are the results of the validity test using the help of SPSS version 24 (twenty-four), which can be seen in Table 5 to Table 7.

**Table 5. Service Quality Variable Validity Test Results (X<sub>1</sub>)**

*Correlations*

<b>Indicator</b>	<b>Pearson Correlation</b>	<b>Sig. (2-tailed)</b>	<b>N</b>	<b>Result</b>
X1.1	0,507	0,000	50	VALID
X1.2	0,629	0,000	50	VALID
X1.3	0,721	0,000	50	VALID
X1.4	0,609	0,000	50	VALID
X1.5	0,767	0,000	50	VALID
X1.6	0,682	0,000	50	VALID
X1.7	0,698	0,000	50	VALID
X1.8	0,673	0,000	50	VALID
X1.9	0,722	0,000	50	VALID
X1.10	0,600	0,000	50	VALID

Table 5 shows that the significance value of all service quality variable indicators is less than 0.05. It is known that  $r_{table}$  is 0.279, which means  $r_{count} \geq r_{table}$ , so it can be declared valid.

**Table 6. Facility Variable Validity Test Results (X<sub>2</sub>)**

<b>Correlations</b>				
<b>Indicator</b>	<b>Pearson Correlation</b>	<b>Sig. (2-tailed)</b>	<b>N</b>	<b>Result</b>
X2.1	0,591	0,000	50	VALID
X2.2	0,406	0,003	50	VALID
X2.3	0,810	0,000	50	VALID
X2.4	0,776	0,000	50	VALID
X2.5	0,710	0,000	50	VALID
X2.6	0,629	0,000	50	VALID
X2.7	0,777	0,000	50	VALID

Based on Table 6, it shows that the significance value of all facility variable indicators is less than 0.05 and it is known that  $t_{table}$  0,279, which means  $c_{count} \geq t_{table}$  so that it can be declared valid.

**Table 7. Customer Satisfaction Variable Validity Test Results (Y)**

<b>Correlations</b>				
<b>Indikator</b>	<b>Pearson Correlation</b>	<b>Sig. (2-tailed)</b>	<b>N</b>	<b>Result</b>
Y1	0,727	0,000	50	VALID
Y2	0,744	0,000	50	VALID
Y3	0,842	0,000	50	VALID
Y4	0,830	0,000	50	VALID
Y5	0,800	0,000	50	VALID
Y6	0,790	0,000	50	VALID
Y7	0,803	0,000	50	VALID
Y8	0,853	0,000	50	VALID
Y9	0,717	0,000	50	VALID
Y10	0,857	0,000	50	VALID

Table 7 shows that the significance value of all indicators of customer satisfaction variables is less than 0.05. It is known that  $r_{table}$  is 0.279, which means  $r_{count} \geq r_{table}$ , so it can be declared valid.

**Reliability Test**

The reliability test in this study was carried out simultaneously on all statement items in one variable. A research instrument can be reliable if the Cronbach Alpha value  $> 0.60$ . The following are the results of the reliability test using the SPSS version 24 (twenty-four) application which can be seen in Table 8:

**Table 8 Reliability Test Results**

<i>Reliability Statistics</i>				
No.	Variabel	<i>Cronbach Alpha</i>	<i>N of Items</i>	Result
1.	Service Quality (X <sub>1</sub> )	0,857	10	Reliabel
2.	Facilities (X <sub>2</sub> )	0,791	7	Reliabel
3.	Customer Satisfaction (Y)	0,935	10	Reliabel

Table 4.8 above shows that the service quality variable (X<sub>1</sub>) has a Cronbach alpha value of 0.857, the facility variable (X<sub>2</sub>) has a Cronbach alpha value of 0.791, and the customer satisfaction variable (Y) has a Cronbach alpha value of 0.935. This means that this research instrument meets the requirements with the Cronbach alpha value of all variables greater than 0.60, and the indicator data in the questionnaire is declared reliable.

**Classic Assumption Test**

Classical assumption tests in this study consisted of normality tests, multicollinearity tests, and heteroscedasticity tests.

**Normality Test**

Normality test in this study is used to determine the distribution of residual data has a normal distribution or not. The data is said to be normally distributed if it meets the requirements of the Kolmogorov-Smirnov value  $> 0.05$ . The following are the results of the normality test using the help of the SPSS version 24 (twenty four) application which can be seen in Table 9:

**Table 9 Normality Test Results**

<i>One-Sample Kolmogorov-Smirnov Test</i>		<i>Unstandardized Residual</i>
N		50
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	,0000000
	<i>Std. Deviation</i>	4,02278193
<i>Most Extreme Differences</i>	<i>Absolute</i>	,099
	<i>Positive</i>	,099
	<i>Negative</i>	-,097
<i>Test Statistic</i>		,099
<i>Asymp. Sig. (2-tailed)</i>		,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.

Table 9 shows that the residual value of the service quality variable data (X1), facilities (X2), and customer satisfaction (Y) in this study is normally distributed with a significance value of 0.200, where this value is greater than 0.05.

**Multicollinearity Test**

The multicollinearity test in this study determines whether there is a correlation between independent variables, where a good regression model does not correlate with the independent variables. If the VIF value < 10 and the Tolerance value > 0.1, it is said that there is no multicollinearity between the independent variables. The following are the results of the multicollinearity test using the help of the SPSS version 24 (twenty-four) application, which can be seen in Table 10:

**Table 10 Multicollinearity Test Results**

<i>Colinearity Statistic</i>				
<b>No.</b>	<b>Model</b>	<b>Tolerance</b>	<b>VIF</b>	<b>Result</b>
1.	Quality Service (X1)	0,435	2,300	Free Multikolinearitas
2.	Facilities (X2)	0,435	2,300	Free Multikolinearitas

Table 3.10 shows that the VIF value of the service quality variable (X<sub>1</sub>) is 2.300 and the facility (X<sub>2</sub>) is 2.300, which indicates that the VIF value of all independent variables is less than 10. The tolerance value of service quality (X1) is 0.435, and facilities (X2) is 0.435, indicating that all independent variables' tolerance value is greater than 0.1. So it can be said that there is no multicollinearity between the variables in this study because each independent variable has a VIF value < 10 and a tolerance value > 0.1.

### Heteroscedasticity Test

The heteroscedasticity test in this study was used to determine the variance inequality from the residual of one observation to another. In the research regression model, it is said to be good if there is no heteroscedasticity, provided that the significance value is  $> 0.05$ . The following are the results of the heteroscedasticity test using the help of the SPSS version 24 (twenty-four) application, which can be seen in Table 11:

**Table 11 Heteroscedasticity Test Results**

		<i>Coefficients</i>				
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
<b>Model</b>		<b>B</b>	<i>Std. Error</i>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
1	(Constant)	6,242	3,517		1,775	,082
	Service Quality	-,225	,113	-,421	-1,988	,053
	Facilities	,195	,175	,235	1,109	,273

a. *Dependent Variable: RES2*

Table 11 shows that the service quality variable (X1) has a significance value of 0.053, and facilities (X2) has a significance value of 0.273. Because the two independent variables show a significance value greater than 0.05, it can be interpreted that there is no heteroscedasticity, and the model generated from this research data is said to be good.

### Hypothesis Test

The hypothesis test in this study consisted of multiple linear regression analysis, multiple correlation coefficient, coefficient of determination, T-test, and F test. The results of the data hypothesis can be explained as follows:

### Multiple Linear Regression Analysis

This analysis is used to determine the magnitude of the influence or direct relationship between the independent variables of service quality (X<sub>1</sub>) and facilities (X<sub>2</sub>) on the dependent variable of customer satisfaction (Y). The following are the results of multiple linear regression using the help of SPSS version 24 (twenty-four) applications which can be seen in Table 12:

**Table 12 Results of Multiple Linear Regression**

		<i>Coefficients</i>				
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
<b>Model</b>		<b>B</b>	<i>Std. Error</i>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
1	(Constant)	-4,587	5,589		-,821	,416
	Quality Service	,647	,180	,507	3,599	,001
	Facilities	,622	,279	,314	2,230	,031

a. *Dependent Variable: Customer Satisfaction*

Table 12 shows the results of multiple linear regression. The service quality variable (X1) coefficient is 0.647, the facility variable (X2) is 0.622, and the error value is 5.589. The equation obtained from the table above is based on equation 3.4 as follows:

$$Y = -4,587 + 0,647 X_1 + 0,622 X_2$$

The regression equation can be explained as follows:

- a. **Constants** The regression equation's results obtained a constant value of -4.587. This means that if the service quality and facilities variable has a value of zero, then customer satisfaction (Y) will have a value of -4.587.
- b. **Service Quality Variable Regression Coefficient (X1)**  
The service quality variable's (X1) regression coefficient has a positive value of 0.647. Thus, it can be interpreted that if the service quality regression coefficient increases one unit, it will increase customer satisfaction (Y) by 0.647.
- c. **Facility Variable Regression Coefficient (X2)**  
The regression coefficient value for the Facility variable (X2) has a positive value of 0.622. So, it can be interpreted that if the facility regression coefficient increases by one unit, it will increase customer satisfaction (Y) by 0.622.
- d. **Standard Error Value**  
The standard error value in this study was 5.589, with a total sample of 50 respondents. This can be interpreted as the alleged error of the regression equation from the data of 50 respondents, which is 5.589.

**Multiple Correlation Coefficient**

The correlation coefficient (R) is used to determine the strength of the relationship between the components of the service quality variable (X1) and facilities (X2) on customer satisfaction (Y). The following are the results of the multiple correlation coefficient tests using the help of the SPSS version 24 (twenty-four) application, which can be seen in Table 13:

**Table 13 Multiple Correlation Coefficient Test Results**

*Model Summary*

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	0,771 <sup>a</sup>	,595	,577	4,10748

a. *Predictors: (Constant), Facilities, Quality Service*

Table 13 shows the results of the multiple correlation coefficient test (R), which means that the independent variable of service quality (X<sub>1</sub>) and facilities (X<sub>2</sub>) on the dependent variable of customer satisfaction (Y) is 0.771.

**Coefficient of Determination**

The coefficient of determination is used to determine how much influence the independent variables of service quality (X<sub>1</sub>) and facilities (X<sub>2</sub>) have on customer satisfaction (Y) in percentage form. The following are the results of the coefficient of determination test using the help of the SPSS version 24 (twenty-four) application, which can be seen in Table 14:

<i>Model Summary</i>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	0,771 <sup>a</sup>	0,595	0,577	4,10748

*Predictors: (Constant), Facilities, Quality of Services*

Based on Table 14 shows that the value of the coefficient of determination (Adjusted R Square) is 0.577 or 57.7%. This means that 57.7% of customer satisfaction (Y) is influenced by service quality (X<sub>1</sub>) and facilities (X<sub>2</sub>), while the remaining 0.423, or 42.3%, is influenced by other variables not examined in this study.

**T Test**

T-test was used to partially determine the independent variable's effect on the dependent variable with a significant level of <0.05. If the value of  $t_{count} > t_{table}$ , the independent variable partially has a significant positive effect on the independent variable and vice versa. The following are the results of the t-test using the help of the SPSS version 24 (twenty-four) application, which can be seen in Table 15:

**Table 15 T-Test Results**

<i>Coefficients</i>						
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
	<b>Model</b>	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
1	(Constant)	-4,587	5,589		-,821	,416
	Service Quality	,647	,180	,507	3,599	,001
	Facilities	,622	,279	,314	2,230	,031

*Dependent Variable: Customer Satisfaction*

Based on the calculations in Table 15, the following results are obtained:

- a. Service Quality (X<sub>1</sub>)

The results of the research on the service quality variable ( $X_1$ ) show that the count value is  $3,599 > \text{table}$  is 2.01174, which means that service quality ( $X_1$ ) affects customer satisfaction ( $Y$ ). In addition, the significance value obtained is  $0.001 < 0.05$ . So it can be interpreted that 1 is accepted, where service quality ( $X_1$ ) partially positively and significantly affects customer satisfaction ( $Y$ ).

b. Facilities ( $X_2$ )

The results of the research on the facility variable ( $X_2$ ) show that the value of count is  $2.230 > \text{table}$  of 2.01174, which means that the facility ( $X_2$ ) has an effect on customer satisfaction ( $Y$ ). In addition, the significance value obtained is  $0.031 < 0.05$ . So it can be interpreted that two is accepted, where the facility ( $X_2$ ) partially has a positive and significant effect on customer satisfaction ( $Y$ ).

**F Test**

The F test was used to test the effect of the independent variable simultaneously on the dependent variable with a significant level of  $< 0.05$ . If the value of  $f_{\text{count}} > f_{\text{table}}$ , the independent variable simultaneously has a significant positive effect on the independent variable. On the other hand, if the value of  $f_{\text{count}} \leq f_{\text{table}}$ , the independent variable simultaneously has no significant effect on the dependent variable. The following are the results of the f test using the help of the SPSS version 24 (twenty-four) application, which can be seen in Table 3.16 below:

**Table 16 F Test Results**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1163,544	2	581,772	34,483	,000 <sup>b</sup>
	Residual	792,956	47	16,871		
	Total	1956,500	49			

a. *Dependent Variable:* Customer Satisfaction

b. *Predictors:* (Constant), Facilities, Quality Service

Based on the table above, it can be seen that the  $f_{\text{count}}$  value is 34,483 with a significant 0.000. Based on this value, it can be seen that the  $f_{\text{count}}$  value is  $34.483 > F_{\text{table}}$  is 3.20, which means service quality ( $X_1$ ) and facilities ( $X_2$ ) simultaneously or simultaneously affects customer satisfaction ( $Y$ ), and it is known that the significance value is  $0.000 < 0.05$ . So it can be interpreted that three is accepted, where the quality of service ( $X_1$ ) and facilities ( $X_2$ ) simultaneously or simultaneously have a significant effect on customer satisfaction ( $Y$ ).

## **DISCUSSION**

This study takes 2 (two) factors that can affect customer satisfaction at Benteng Buah Naga Cafe & Resto. The results of this data go through several stages, from data instrument testing to data analysis in the form of multiple linear regression analysis, which will be explained in the following discussion:

### **The Effect of Service Quality (X<sub>1</sub>) on Customer Satisfaction (Y) at Benteng Buah Naga Café & Resto**

Based on the results of the tests that have been carried out, it can be seen that the quality of service significantly affects customer satisfaction at Benteng Buah Naga Cafe & Resto. This can be concluded through the results of the t-test, namely the value of  $t_{count}$  amount 3,599 >  $t_{tabel}$  amount 2,01174 (see  $t_{tabel} \alpha = \frac{0,05}{2}$ ;  $df = 47$ ), which means that service quality affects customer satisfaction. In addition, it also shows a significance value of 0.001 < 0.05. So, based on the results of the t-test, it can be said that H<sub>1</sub> submitted is accepted.

Service quality (X<sub>1</sub>) affects customer satisfaction (Y), which means that good customer service can create customer satisfaction. Significant can be interpreted as a genuine and vital impact, so it can be said that the quality of service owned by Benteng Buah Naga Cafe & Resto has a genuine and vital impact on customer satisfaction. Benteng Buah Naga Café & Resto has a different concept from other cafes, which is the main attraction because it can provide a different experience not found in other cafes.

The results of this study are strengthened by previous research, namely Hanifiyatun Samhah (2016), with the title "The Effect of Service Quality and Price on Consumer Satisfaction of Oost Kafe Surabaya." This study states that the service quality variable has a positive and significant influence on the customer satisfaction variable at Oost Kafe Surabaya.

### **The Effect of Facilities (X<sub>2</sub>) on Customer Satisfaction (Y) at Benteng Buah Naga Café & Resto**

Based on the results of the tests that have been carried out, it can be seen that the facilities significantly affect customer satisfaction at Benteng Buah Naga Cafe & Resto. It can be seen in the results of the t-test that the facility has a value of count amount 2,230 > table amount 2,01174 (see table  $\alpha = \frac{0,05}{2}$ ;  $df = 47$ ) with a significance level of 0.031 < 0.05. So, based on the t-test results, it can be said that the proposed two is accepted.

This study's results align with the research conducted by Yunus and Budiyanto (2014) titled "The Effect of Service Quality and Facilities on Customer Satisfaction at Narita Hotel

Surabaya." The results of this study indicate that the facility variable has a significant and positive effect on customer satisfaction among those who stay at Narita Hotel Surabaya. Facilities have a positive and significant impact on customer satisfaction at Benteng Buah Naga Cafe & Resto because the facilities provided include tables and chairs, toilets, prayer rooms, parking lots, and other supports to facilitate customers during their visit. The facilities provided indicate that good facilities can provide comfort to customers who visit Benteng Buah Naga Cafe & Resto and can make it easier for customers to carry out their activities.

### **The Influence of Service Quality (X1) and Facilities (X2) on Customer Satisfaction (Y) at Benteng Buah Naga Café & Resto**

Based on the results of the tests that have been carried out, it can be seen that the quality of service and facilities simultaneously significantly affects customer satisfaction at Benteng Buah Naga Cafe & Resto. It can be seen in the results of the F test that the value of  $F_{count} > F_{tabel}$ ,  $F_{hitung}$  amount 34,483  $> F_{tabel}$  amount 3,20 (see  $F_{tabel} \alpha = \frac{0,05}{2}$ ;  $df = 47$ ), which means that the quality of service (X1) and facilities (X2) simultaneously or simultaneously affect customer satisfaction (Y), and it is known that the significance value is  $0.000 < 0.05$ . Based on the test results, it can be stated that H3 is accepted.

The quality of services and facilities simultaneously has a significant effect on customer satisfaction, which means that the quality of services and facilities together has a very significant impact on customer satisfaction. Good service quality and adequate facilities will provide customers with a sense of satisfaction at Fort Buah Naga Cafe & Resto. This illustrates that increasing the quality of services and facilities will increase customer satisfaction at Benteng Buah Naga Café & Resto.

The results of this study are reinforced by the results of previous research by Dealisna Pantilu et al. (2018), which states that Price, Quality of Service, and Facilities together have a significant effect on customer satisfaction at Work Bandito Megamas Manado.

### **CONCLUSION**

Based on the results of data analysis and discussion of the influence of service quality and facilities on customer satisfaction at Benteng Buah Naga Café & Resto, the following conclusions can be drawn:

Quality of service: Service quality has a positive and significant effect on customer satisfaction. This suggests that customer satisfaction can be created with good service and in accordance with customer expectations. The better the quality of service, the higher the level of customer satisfaction, and vice versa.

Facilities have a positive and significant effect on customer satisfaction. Thus, the facility is an important component for the cafe because it will affect customer satisfaction.

The quality of services and facilities simultaneously or simultaneously has a positive and significant effect on customer satisfaction. It is said to be positive and significant because the quality of service and facilities are very important components that can affect customer satisfaction. Good service quality and supported by adequate facilities will have a major influence on customer satisfaction.

## **BIBLIOGRAPHY**

- Assauri, S. (2012). *Strategi Marketing Sustaining Lifetime Customer Value*. Raja Garfindo Persada. Jakarta.
- Dwiputra, R. (2013). Preferensi Wisatawan Terhadap Sarana Wisata di Kawasan Wisata Alam Erupsi Merapi. *Jurnal Perencanaan Wilayah dan Kota*. 24 (1): 35-48.
- Ibrahim, M., dan Thawil, S. M. (2019). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Jurnal Riset Manajemen dan Bisnis*. 4 (1): 175 – 182.
- Keliwar, S. dan Nurcahyo, A. (2015). Motivasi dan Persepsi Pengunjung Terhadap Obyek Wisata. *Jurnal Manajemen Resort dan Leisure*. 12 (2): 10-27.
- Kiswanto, H. A. (2011). Pengaruh Harga, Lokasi Dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan Di Objek Wisata Dampo Awang *Beach* Rembang [Skripsi]. Semarang: Universitas Negeri Semarang.
- Moha, S. dan Loindong, S. (2016). Analisis Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen Pada Hotel Yuta Di Kota Manado. *Jurnal EMBA*. 4 (1): 575-584.
- Putri, E., M., A. (2017). Pengaruh Kualitas Pelayanan, Harga, Lokasi Dan Fasilitas Terhadap Kepuasan Pelanggan Cafe Kolong. *Jurnal Ekonomi*.
- Samhah, H., dan Suprihhadi, H. 2016. Pengaruh Kualitas Layanan Dan Harga Terhadap Kepuasan Konsumen Oost Kafe Surabaya. *Jurnal Ilmu Dan Riset Manajemen*. 5 (12): 1-17.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung: Alfabeta. CV.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sumayyah, I. (2019). Pengaruh Kualitas Pelayanan dan *Store Atmosphere* Terhadap Kepuasan Konsumen Pada 404 *Eatery and Coffe* Jakarta Timur. *Jurnal Administrasi Bisnis*. 3 (2): 21–28.
- Yunus, dan Budiyanto. (2014). Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Pelanggan Di Narita Hotel Surabaya. *Jurnal Ilmu & Riset Manajemen*. 3 (12): 1-20.