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The Influence of Facilities and Service Quality on Visitor Satisfaction at the 2024 Purnama Bersantai Music Concert

Aidil Anhar[1], Anggiat Parlindungan[2]

[1] Politeknik Negeri Medan, Indonesia; aidilanhar@students.polmed.ac.id
[2] Politeknik Negeri Medan, Indonesia; anggiatparlindungan@polmed.ac.id

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ABSTRACT

The music concert industry in Indonesia continues to experience significant growth, particularly in the city of Medan, which has begun actively developing various local and national-scale entertainment events. One concert that attracted public attention was "Purnama Bersantai 2024", an Indonesian-themed music concert held in the open area of the Lotte Grosir Medan Parking Lot. Although successful in attracting visitors, this concert also drew criticism, particularly related to the inappropriate number of facilities such as toilets and the quality of service staff who were considered unfriendly and unresponsive to complaints. This study aims to analyze the effect of facilities and service quality on visitor satisfaction at the "Purnama Bersantai 2024" concert. This study used a quantitative approach by distributing questionnaires to 97 respondents who attended the event in person. Data were analyzed using multiple linear regression, supplemented by validity and reliability tests, classical assumptions, and hypothesis testing. The results showed that facilities and service quality had a positive and significant effect on visitor satisfaction, both partially and simultaneously. The facility variable has a more dominant influence on visitor satisfaction with a regression coefficient value of 0.069 (sig. 0.001), while service quality has a coefficient value of 0.043 (sig. 0.001). The Adjusted R Square value of 0.539 indicates that 53.9% of the visitor satisfaction variable can be explained by facilities and service quality, while the remaining 46.1% is influenced by other factors outside this study.

Corresponding Author:
Aidil Anhar
Politeknik Negeri Medan, Indonesia; aidilanhar@students.polmed.ac.id

1. INTRODUCTION

The event industry known as MICE (Meeting, Incentive, Convention, and Exhibition) is one of the sectors that is growing rapidly along with the increasing needs of the public for social, business, and entertainment activities. MICE encompasses various forms of activities, from business meetings,

incentive trips, conventions, to exhibitions that aim to connect individuals and organizations in various interests. In the development of the MICE industry, there is also a category of events called special events, which are events that are specifically designed for certain purposes outside of routine activities. Music concerts are included in the category of special events, because they are held with a unique concept, involve large-scale entertainment, and are aimed at creating a memorable experience for visitors.

Concerts are not only a medium of entertainment, but also serve as a means of social interaction and cultural expression. Therefore, organizing concerts as part of a special event in the MICE industry requires attention to various aspects, including facilities and service quality, to meet visitors' expectations and create an optimal experience. There are four types of events, namely Leisure Events, Cultural Events, Personal Events, and Organizational Events. Facilities are physical and non-physical facilities and infrastructure provided to support the smoothness, comfort, and effectiveness of an activity.

According to Karinda (2023) and Pratomo et al. (2023), facilities play an important role in meeting needs and improving the consumer experience. In the context of music concerts, facilities include infrastructure and services that support the comfort of visitors. Salim et al. (2023) divide facilities into public infrastructure, supporting infrastructure, and tourism facilities, while Tjiptono and Chandra (2021) mention that the indicators include spatial planning, equipment, lighting arrangements, graphic messages, and supporting elements such as cleanliness and security. Service quality is an effort to meet the needs and expectations of visitors through appropriate and sustainable services (Hasan, 2020; Sanurdi, 2021; Ariyanto, 2024). Kasmir (2023) differentiates services into two, namely internal services between employees and external services to customers. In the context of music concerts, Hasan (2020) mentioned five indicators of service quality, namely physical evidence (appearance and facilities that affect visitors' impressions), reliability (accuracy of service), responsiveness (promptness of staff to help visitors), assurance (professionalism and sense of security), and empathy (attention to visitors' needs). These five aspects play an important role in creating satisfaction and a positive experience for the audience.

Concerts are included in cultural events which are organized activities that aim to celebrate, promote, and preserve the cultural aspects of a community, such as art, history, traditions, and social activities. In recent years, the entertainment industry in Indonesia has experienced rapid development. One of the sectors that showed significant growth was music concerts which were favored by various levels of society. In big cities, concerts have become part of the modern urban lifestyle. This shows that music concerts have an important social and economic role.

The 2024 Purnama Bersantai music concert is one of the music concerts that has been successfully held in the city of Medan and shows sustainability in the local concert event industry. Until now, the concert has been held twice, namely in 2023 and 2024, using the same location, namely an outdoor area located in the parking lot of the Medan Grosir lotte. The success of this concert is not only determined by the selection of interesting lineups, but also influenced by various other supporting factors that contribute to the creation of a positive experience for visitors.

Figure 1. Afternoon Atmosphere
Source: Full Moon Relaxing 2024

As interest in music concerts grows, organizers face more complex challenges. Currently, visitors not only judge the concert from the artists who perform, but also from the comfort of the facilities and the quality of services provided. One of the main aspects that visitors pay particular attention to is the facilities. Good facilities such as a large parking area, clean toilets, comfortable seating, and easy access can increase comfort and positive perception of the organizers. Conversely, inadequate facilities can lower satisfaction levels and even create widespread negative experiences through social media.

In addition to facilities, service quality has a crucial role in shaping the visitor experience. Fast, friendly, informative, and professional service will leave a positive impression. Conversely, poor service can ruin the overall experience, regardless of the quality of the concert performance itself. According to Kotler, good service includes tangible, reliability, responsiveness, assurance, and empathy which all affect overall visitor satisfaction.

Figure 2. Night Atmosphere
Source: Full Moon Relaxing 2024

Visitor satisfaction is the main indicator in assessing the success of a concert. Satisfied visitors are more likely to leave positive reviews, share their experiences, and potentially become loyal visitors. Visitor satisfaction is a feeling of pleasure or disappointment that arises after comparing expectations with the performance of a product or service (Hasan, 2020). According to Nurmartiani (2020), satisfaction is influenced by the perception and expectations of visitors, and is an important factor for the sustainability and competitiveness of the company. Visitor satisfaction is closely related to the perception of the value and quality of the services received, which will ultimately affect the loyalty and image of the organizers.

In this context, the Purnama Bersantai music concert held at the Lotte Grosir Parking Lot in Medan City became a relevant object of study. This concert carries the concept of a relaxed archipelago, with the aim of meeting the entertainment needs of the people of Medan and its surroundings. However, the success of a concert is not only measured by the number of tickets sold or the popularity of the artists performing, but also by the ability of facilities and quality of service to create a satisfying

experience for visitors. However, there are problems that have arisen, where social media has recorded complaints related to facilities and service quality that are considered unsatisfactory during the Purnama Berleinang concert. One of the criticisms submitted by visitors complained about the facilities and quality of services posted on social media. One of the criticisms submitted complained about inappropriate facilities and poor service quality from Purnama Berrelaxtai. This criticism was conveyed in an Instagram post (https://www.instagram.com/p/C-0jdbBTF8-/?igsh=ZmZuMTh4YTZldDRw).

Several studies show that facilities and service quality have an important influence on consumer satisfaction. Galih Ayu Prasasti and Putri Maisara (2020) found that facilities and taste have a positive and significant effect on consumer satisfaction of Gacoan Noodles in Solo Raya, while price has no significant effect. Dewi Larasati et al. (2022), Maretza Naufal Fishendra (2022), and Popon Rabia Adawia et al. (2022) also show that the quality of services and facilities partially or simultaneously has a positive and significant effect on customer satisfaction in various sectors, such as hotels, cafes, and transportation. Similar results were shown by Vanissa Tasya Dewi et al. (2024) on visitors to Blackpink's music concerts, as well as Aldilla Dwi Septianing Putri and Naili Farida (2024) on the Kreo Cave tour in Semarang, who concluded that facilities and service quality not only increase visitor satisfaction but also encourage the intention to return to visit.

Based on the description above, this study aims to analyze the influence of facilities and service quality on the satisfaction of visitors to the 2024 Purnama Bersantai music concert in Medan. This research is expected to make a real contribution to event organizers in improving the quality of their services in the future and become a reference for future research in the field of event management.

2. METHODS

This research was conducted through a questionnaire form precisely for visitors to the Purnama Bersantai music concert specifically for visitors in 2024 who have attended. The time for the research to be carried out starts from June to July 2025. In this study, a quantitative approach was used. The data source of this research consists of primary and secondary data. Primary data was obtained directly through a questionnaire to visitors to the 2024 Purnama Bersantai concert to find out their perception of facilities, services, and satisfaction. Secondary data are derived from relevant literature and journals that support the theory and discussion of the research. In this study, the measurement scale used is the Likert scale. This scale is used to measure respondents' attitudes, opinions, perceptions, and responses to the variables studied, namely service quality, client satisfaction, and service selection decisions.

According to Sugiyono (2020:80), population is a generalized area consisting of objects or subjects with certain characteristics that researchers have set to study and draw conclusions. The population of this study is 3,348 visitors to the Purnama Bersantai music concert in 2024. According to Abdullah et al (2021:81), a sample is a part of a population that has certain characteristics. This study uses a nonprobability sampling technique with an incidental method, namely respondents who meet and meet the criteria can be used as samples. The number of samples is determined using the Slovin formula.

$$n = \frac{N}{1 + Ne^2}$$

Information:

N = Sample Size

n = Population Size

e = Percentage of excess allowance due to mistaking samples that can still be tolerated or used (e=10%) The number of visits to the Purnama Berlangai music concert in 2024 is 3,348 people and based on the formula above, the author can calculate the number of samples, which are as follows:

$$n = \frac{3348}{1 + 3348 \times 0{,}1^2} = 97{,}09$$

The results of the calculation of the Slovin formula showed a sample of 97.09 which was rounded up to 97 respondents for this study.

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test

a. *Validity Test*

Table 1. *Validity Test Results.*

Variabel	Statement	r- Count	R- Table 5%	Information
Facilities (X1)	1	0,663	0,361	Valid
	2	0,714	0,361	Valid
	3	0,685	0,361	Valid
	4	0,703	0,361	Valid
	5	0,743	0,361	Valid
	6	0,645	0,361	Valid
	7	0,771	0,361	Valid
	8	0,792	0,361	Valid
	9	0,815	0,361	Valid
	10	0,791	0,361	Valid
	11	0,812	0,361	Valid
	12	0,805	0,361	Valid
	13	0,643	0,361	Valid
	14	0,735	0,361	Valid
	15	0,582	0,361	Valid
	16	0,594	0,361	Valid
	17	0,722	0,361	Valid
Quality of Service (X2)	1	0,728	0,361	Valid
	2	0,865	0,361	Valid
	3	0,792	0,361	Valid
	4	0,900	0,361	Valid
	5	0,810	0,361	Valid
	6	0,925	0,361	Valid
	7	0,908	0,361	Valid
	8	0,849	0,361	Valid
	9	0,900	0,361	Valid
	10	0,915	0,361	Valid
	11	0,918	0,361	Valid
	12	0,869	0,361	Valid
	13	0,854	0,361	Valid
	14	0,759	0,361	Valid
	15	0,890	0,361	Valid
Visitor Satisfaction (Y)	1	0,911	0,361	Valid
	2	0,900	0,361	Valid
	3	0,734	0,361	Valid
	4	0,918	0,361	Valid
	5	0,900	0,361	Valid
	6	0,883	0,361	Valid
	7	0,919	0,361	Valid
	8	0,887	0,361	Valid
	9	0,922	0,361	Valid

Source: Data processed with SPSS, (2025)

Based on the validity test using the Pearson Product Moment Correlation formula with a significance level of 5%, all items were declared valid because they had an r-count greater than the

r-table (0.361), namely 17 items in the Facility variable (X1), 15 items in the Service Quality variable (X2), and 9 items in the Visitor Satisfaction variable (Y).

b. *Reliability Test*

Table 2. Reliability Test Results.

Variabel	*Cronbach's Alpha*	Information
Facilities (X1)	0,937	Highly Reliable
Quality of Service (X2)	0,973	Highly Reliable
Visitor Satisfaction (Y)	0,965	Highly Reliable

Data Sources Processed with SPSS, (2025)

The results of the questionnaire reliability test are highly dependent on the seriousness of the respondents in answering all items of the research statement. This test uses Cronbach's Alpha coefficient formula with the reliability decision-making technique, an instrument is said to be reliable if the alpha value is greater than 0.6. Thus, it can be concluded that all instruments in this study, both for the variables of Facilities, Service Quality, and Visitor Satisfaction, have a very high level of reliability. This means that the questionnaire used is consistent and reliable to measure each variable in this study.

2) Classical Assumption Test

a. *Normality Test*

- *Kolmogorov-Smirnov Test*

Table 3. *Kolmogorov-Smirnov Test Results*

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			97
Normal Parameters[a,b]	Mean		.0000000
	Hours of deviation		.46595817
Most Extreme Differences	Absolute		.068
	Positive		.048
	Negative		-.068
Test Statistic			.068
Asymp. Sig. (2-tailed)[c]			.200d
Monte Carlo Sig. (2-tailed)[e]	Itself.		.313
	99% Confidence Interval	Lower Bound	.301
		Upper Bound	.325
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: Data processed with SPSS, 2025

The table above shows that in the One Sample Kolmogorov Smirnov test table the Asympt value. The sig is above the specified alpha which is 0.200> 0.05. It can be concluded that the data is distributed normally.

- Grafik Normal *Probability Plot*

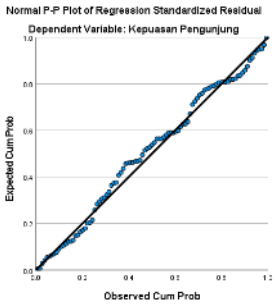

Figure 3. Grafik Normal *Probability Plot*
Source: SPSS processed data, 2025

Based on the Figure above *the P-Plot graph shows that the points are spread around the diagonal line and follow the direction along the diagonal line, so it can be concluded that the data is normally distributed. In addition to the graph method above, there is an approach in the Normality Test, namely the Kolmogorov Smirnov Exact approach.* The basis for decision-making using the *Kolmogorov-Smirnov* Normality Test is:

Asymp sig. ≥ α = 0.05, then it can be said that the data is normally distributed.
Asymp sig. ≤ α = 0.05, then it can be said that the data is abnormally distributed.

b. *Multicollinearity Test*

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	BRIGHT
1	(Constant)		
	Facilities	.995	1.005
	Quality of Service	.995	1.005

Source: Data processed with SPSS, 2025

Based on the table above, the following data can be obtained:

a. In the facility variable, a tolerance value of 0.995 > 0.1 and VIF of 1,005 < 10 were obtained, so it can be concluded that in the facility variable there was no multicollinearity.
b. In the service quality variable, a tolerance value of 0.995 > 0.1 and VIF of 1,005 < 10 were obtained, it can be concluded that in the service quality variable there was no multicollinearity.

c. *Heteroscedasticity Test*

Table 5. Heteroscedasticity Test

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	.457	.309		1.481	.142
	Facilities	.006	.004	.134	1.308	.194
	Quality of Service	.004	.005	.086	.841	.402
a. Dependent Variable: ABS						

Source: Data processed with SPSS, 2025

Based on table 4.13, the following data can be obtained:

a. In the facility variable, a Sig. (2-tailed) value of 0.194 > 0.05 was obtained, so there were no symptoms of heteroscedasticity.
b. In the service quality variable, a sig value was obtained. (2-tailed) of 0.402 > 0.05, it can be concluded that in the service quality variable there were no symptoms of heteroscedasticity.

3) Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	25.258	.520		48.585	.000		
	Facilities	.069	.007	.676	9.628	.000	.995	1.005
	Quality of Service	.043	.009	.339	4.833	.000	.995	1.005

a. Dependent Variable: Visitor Satisfaction

Source: Data processed with SPSS, 2025

The following is the multiple linear regression formula used with the equation:

Y= a+B1X1+ B2X2+e.

Information: And = Visitor Satisfaction
a = Konstanta
B1 = Facility Regression Coefficient
B2 = Service Quality Regression Coefficient
X_1 = Facilities
X2 = Quality of Service
and = Disruptive variable (*disturbance error*)

Y= 25.258 + 0.069X1 + 0.043X2 + e

From the results of the multiple linear equation, it can be explained as follows:

a. The constant is worth 25,258, this shows that if the value of the variable value of facilities and quality of service is equal to zero, then the value of the visitor satisfaction variable is 25,258.
b. The regression coefficient of the Facility variable has a value of 0.069 and has a positive direction in its effect on visitor satisfaction. This means that if there is an increase in the Facility, the visitor satisfaction variable will increase by 0.069.
c. The regression coefficient of the Service Quality variable has a value of 0.043 and has a positive direction in its effect on visitor satisfaction. This means that if there is an increase in Service Quality, the visitor satisfaction variable will increase by 0.043.

4) Hypothesis Test

a. *Partial Significance Test (t-test)*

Table 7. Partial Significance Test Results (t-Test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	25.258	.520		48.585	.000		
	Facilities	.069	.007	.676	9.628	<,001	.995	1.005
	Quality of Service	.043	.009	.339	4.833	<,001	.995	1.005

a. Dependent Variable: Visitor Satisfaction

Source: Data processed with SPSS, 2025

Based on the table above, it can be concluded that:

If the value of sig. < 0.05 concludes that there is a significant influence and if the value of sig. Exactly 0.05, then to find out whether or not there is an influence of independent variables on dependent variables, you can use the comparison of t calculation with t table. If the significant probability number is > 0.05, then Ho is accepted and Ha is rejected and if the significant probability number is < 0.05, then Ho is rejected and Ha is accepted. It can therefore be concluded that:

a. The Sig. value of Variable X1 (Facilities) is 0.001 (<0.05), concluding that Variable X1 (Facilities) has a significant effect on Variable Y (Visitor Satisfaction).
b. The Sig. value of Variable X2 (Service Quality) is 0.001 (<0.05), concluding that Variable X2 has a significant effect on Variable Y (Visitor Satisfaction).

b. *Simultaneous Significance Test (F test)*

Table 8. Results of Simultaneous Significance Test (F Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	24.414	2	12.207	55.053	.001b
	Residual	20.843	94	.222		
	Total	45.258	96			

a. Dependent Variable: Visitor Satisfaction

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

Source: Data processed with SPSS, 2025

Referring to the decision-making criteria:

a. If the significance probability is > 0.05, then Ho is accepted and Ha is rejected.
b. If the significance probability is <0.05, then Ho is rejected and Ha is accepted.

Based on the test table f is known to be the value of sig. 0.001 which is smaller than the significant limit of 0.05 (0.001 < 0.05) thus Ho is rejected and Ha is accepted, which means that independent variables (Facilities and Quality of Service) have a significant effect simultaneously (together) on the dependent variables (visitor satisfaction).

c. *Determination Coefficient Test (R Square)*

Table 9. Determination Coefficient Test Results (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734a	.539	.530	.47089

a. Predictors: (Constant), Quality of Service, Facilities
b. Dependent Variable: Visitor Satisfaction

Source: Data processed with SPSS, 2025

The results of the regression calculation can be found that the determination coefficient (R^2) obtained is 0.539. This means that 53.9% of visitor satisfaction is influenced by facilities and service quality while the rest of visitor satisfaction is influenced by other variables that were not studied in this study.

3.2. Discussion

1) The Influence of Facilities on Visitor Satisfaction

Based on the results of the t-test, the facility was proven to have a significant effect on visitor satisfaction, with a significance value of 0.000 ($p < 0.05$) and a regression coefficient of 0.069. These results show that facilities are a dominant factor in shaping visitor satisfaction. The facilities assessed include completeness, cleanliness, function, and ease of access (such as toilets, rest areas, food booths, and queue systems). When the facilities function optimally according to visitor expectations, this directly increases comfort and positive perception of the quality of the event.

This finding is in line with the theory of Pratomo et al (2023) which affirm that facilities are everything that is assessed as a means to achieve certain goals for the fulfillment of certain needs. Empirically, these results are consistent with the research of Dewi Larasati (2022), Galih Ayu Prasasti (2022), and Popon Rabia Adawia (2020) which proves the dominance of facilities compared to other variables such as price or entertainment.

2) The Influence of Service Quality on Visitor Satisfaction

Based on the t-test, the quality of service also had a significant effect on visitor satisfaction, with a significance value of 0.000 ($p < 0.05$) and a regression coefficient of 0.043. This indicates that every 1-unit improvement in service quality will increase visitor satisfaction by 0.043 units. Critical aspects of the assessment include staff responsiveness, empathy, speed of complaint response, and information accuracy. Positive interactions between staff and visitors create a personalized experience that leaves a deep impression.

These findings support the theory of Ariyanto (2024) Service quality is a fundamental aspect that must be understood to place the importance of customer service in a broader context. Empirically, research by Vanissa Tasya Dewi (2024) and Maretza Naufal Fishendra (2022) confirms that humane and solutive service is the main differentiator in event visitor satisfaction.

3) The Simultaneous Influence of Facilities and Service Quality on Visitor Satisfaction

Based on the F test, facilities and service quality together have a significant effect on visitor satisfaction (sig. $0.001 < 0.05$). The value of the determination coefficient (R^2) of 0.539 indicates that the 53.9% variation in visitor satisfaction at the 2024 Purnama Bersantai music concert is explained by these two variables. The interaction of facilities and services creates a synergistic effect: facilities meet physical needs, while services build emotional bonds, which together form a holistic experience.

These findings strengthen Hasan's (2020) theory that satisfaction is a person's feeling of happiness or disappointment that arises after comparing the perception of the performance (results) of a product with his expectations. Research by Dewi et al (2024) at a similar event proves that the optimal combination of these two factors increases by up to 74.1%.

4. CONCLUSION

Based on the results of the research on Facilities and Service Quality on Visitor Satisfaction of the 2024 Purnama Bersantai music concert, which is supported by the results of multiple linear regression analysis, t-test, F test, and determination coefficient value (R^2), the following conclusions are obtained: 1) Facilities have a positive and significant effect on visitor satisfaction, the results of the t-test show that facilities have a significant influence on visitor satisfaction with a significance value of 0.001 and the t-value of the calculation was 9.628. This shows that adequate facilities that meet visitors' expectations including comfort, cleanliness, completeness, and ease of use can significantly increase satisfaction. Facilities have proven to be the most dominant variable affecting visitor satisfaction compared to service quality. 2) The quality of service has a positive and significant effect on visitor satisfaction, the quality of service provided during the event has a significant effect on visitor satisfaction, with the results of the t-test showing that the facility has a significance value of 0.001 ($p < 0.05$). This shows that adequate facilities that meet visitors' expectations including comfort, cleanliness, completeness, and ease of use can significantly increase satisfaction. Facilities have proven to be the most dominant variable affecting visitor satisfaction compared to service quality. 3) Facilities and Service Quality simultaneously have a positive and significant effect on visitor satisfaction, the results of the F test show that the variables of facilities and service quality together have a significant influence on visitor satisfaction, with a significance value of 0.001 and F calculated as 55.053. This proves that the interaction between facilities and service quality has a strong contribution in shaping a satisfactory visitor experience. 4) Determinasn Coefficient(R^2), the R Square value of 0.539 indicates that 53.9% variation in visitor satisfaction can be explained by the variables of facilities and quality of service. Meanwhile, the remaining 46.1% was explained by other factors not examined in the study, such as price, promotion, and the appeal of the event's content.

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