

The Effect of Service Quality and Facilities on the Satisfaction of PNM Employee Gathering *Participants in the Siantar 1 Regional Event 2025*

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ABSTRACT

The MICE (Meeting, Incentive, Convention, Exhibition) industry in Indonesia is experiencing rapid development, along with the increasing needs of companies in organizing internal activities such as employee gatherings. This research is motivated by the importance of participant satisfaction as an indicator of event success, especially at the PNM Employee Gathering Regional Siantar 1 Year 2025 event organized by Matakail Communication. The purpose of this study was to determine how much influence the quality of service and facilities on participant satisfaction in the event. This research uses quantitative methods with an associative approach. The sample amounted to 100 respondents from a total population of 790 gathering participants, who were taken using accidental sampling technique. Data were collected through a questionnaire with a Likert scale and analyzed using multiple linear regression, t test, F test, and coefficient of determination (R^2). The results showed that partially, the quality of service and facilities had a significant effect partially on participant satisfaction. Simultaneously, both variables have a positive and significant effect on participant satisfaction, with an Fcount value of 172.101 > Ftable 3.09 and significance <0.001. The coefficient of determination (R^2) value of 77.6% indicates that 77.6% of variations in participant satisfaction are explained by service quality and facilities, the remaining 24.4% are influenced by other factors not examined in this study.

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1. INTRODUCTION

The *Meeting, Incentive, Convention, Exhibition* (MICE) industry in Indonesia has experienced rapid development in recent years. This is inseparable from the increase in the number of *events* organized by various companies and organizations. With technological advances and increasing globalization, the MICE sector is one of the main drivers in the growth of Indonesia's creative economy. According to data from the Indonesian Convention Service Providers Association (APJIKI), this industry has made

a significant contribution to the national economy and shows continuous growth, both in terms of the number of events, the number of participants, and the budget spent. One type of event that is very popular in the MICE industry is *gatherings*, which aim to increase motivation, strengthen relationships between employees, and support the achievement of company goals. These activities not only serve as a means of entertainment, but also as a platform to build trust, collaboration, and morale among employees.

PT Permodalan Nasional Madani (PNM) is a state-owned company (BUMN) established in 1999 with the aim of increasing access to financing and assistance to micro, small, and medium enterprises (MSMEs), especially those that have not been touched by banking services. PNM focuses on community economic empowerment through programs such as Mekaar (Fostering a Prosperous Family Economy), which provides unsecured capital loans and entrepreneurship training for underprivileged women in ultra-micro business actors.

PNM *Employee Gathering* is an event held by the company PNM REGION 1 SIANTAR which is organized by Matakail Communication. With the aim of strengthening relationships between employees and increasing team productivity. These activities provide opportunities for employees to interact outside of the formal work environment, build trust, and create stronger emotional bonds. In addition, this activity is an effective *platform* to communicate the company's vision and mission, celebrate team achievements, and increase employee motivation through various activities that are fun but still have educational value. *Employee gathering* and team building are an integral part of an HR management strategy that aims to increase employee engagement, strengthen organizational culture, and encourage productivity and loyalty.

With the experience of the team, CV Matakail Communication is present for event organizers who are directly *supporting* the company's business steps, present as an event organizer who is committed to providing professional services through creative concepts and efficient execution. With a background of experience and competence in the field of *event organizing*, Matakail Communication is committed to providing services in the fields of *Exhibition/ Trade Show Exhibition, Seminar/ Meeting Support Services, Event Management Promotional Campaign & Road show, Service for Corporate Event & Business Gathering, Creative Design, Music Show, Brand Activation, Product Launching and Opening Ceremony, Direct Consumer Contac*. Matakail Communication consistently handles various aspects of events ranging from planning, production, to implementation in the field. Their main focus is to ensure that each activity runs smoothly, memorably, and provides maximum satisfaction for all participants. Participant satisfaction is an important indicator in assessing the success of an event.

In the context of *an event* such as PNM *Employee Gathering*, participant satisfaction can be influenced by various factors, especially the quality of services and facilities provided. Quality service, such as an officer-friendly attitude, timeliness of implementation, and responsiveness to the needs of participants, contribute greatly to shaping a positive experience.

And as the organizer of Matakail Communication, we have handled several other PNM *Gathering events* as follows:

Table 1. PNM *Gathering* event handled by CV Matakail Communication:

No.	Event	Location	Time	Number of participants
1	PNM GATHERING	Wisata Thank you	March 2023	867
2	PNM GLAMOUR PARTY	Pantai Cermin Theme Park	April 2024	593
3	PNM EMPLOYEE GATHERING	Farm Village	April 2025	790

Source: CV Matakail Communication (2025)

Based on the data that has been collected, the participation of participants in *the Gathering activities* organized by Matakail Communication from 2023 to 2025 shows an unstable trend. This inconsistency is suspected to be caused by a lack of variety in the activities carried out, so that it is considered monotonous by the participants. In addition, there were complaints from clients regarding the

mismatch between their expectations and the service provided by the team in the field. This has an impact on the decline in employee interest in participating in *Gathering* activities in the following years.

Likewise, supportive facilities such as a convenient event location, well-equipped equipment, and adequate accommodation and consumption should improve the overall comfort and satisfaction of attendees. Given the importance of these aspects, a study is needed to analyze the extent to which the quality of services and facilities provided by Matakail *Communication* in the implementation of the PNM *Employee Gathering* Regional Siantar 1 2025 Event is able to have an impact on participant satisfaction.

We received this feedback as part of the evaluation process and will be a major concern in efforts to improve the quality of event management in the future. With a deeper understanding of the influence of these two factors, the organizers can continue to evaluate and improve the quality of *events* in the future.

Based on this background, a study was conducted with the title "The Influence of Service and Facility Quality on the Satisfaction of PNM *Employee Gathering* Event Participants in the Siantar 1 Regional 1 2025".

2. METHODS

This research was carried out in Simarito, West Siantar District, Pematang Siantar City, North Sumatra. This research was conducted from February to July 2025. According to Sugiyono (2019:126), a population is a whole object or subject that has certain characteristics. The population of this study is 790 participants of the PNM *Employee Gathering* Regional Siantar 1 2025 Event. The sample collection technique in this study is carried out with a *non-probability sampling* technique with an *Accidental technique*, that is, anyone who meets the researcher can be used as a sample if it meets the appropriate criteria. In this study, the researcher will take a sample of 100 respondents. In this sampling technique, the researcher uses a non-probability technique, namely purposive sampling. *Purposive sampling* is a sampling technique used when the researcher already has a target individual or company with characteristics that are in accordance with the research, namely participants who participate in *this gathering event*. The type of data consists of primary data obtained through questionnaires obtained from the results of filling out questionnaires conducted by respondents participating in the PNM *Employee Gathering* Regional Siantar 1 Event., as well as secondary data collected through literature studies such as books, journals, and research-related references. There are several data collection techniques carried out in this study such as field studies and literature studies. In this study, the data processing techniques used are quantitative descriptive techniques and then the data is analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients with the help of SPSS software

3. FINDINGS AND DISCUSSION

1) Data Quality Test

a. Validity Test

Table. 2 Results of the Validity Test of the Service Quality Variable (X_1)

Statement	Correlation Coefficients (counting)	Sig Value (2-tailed)> (rtabel)	Information
The physical facilities provided during the gathering event (rooms, tables, chairs) are in a clean and comfortable condition to use.	0,725	0,361	<i>Valid</i>
Technical equipment such as sound systems, projectors, and lighting work well during the event.	0,858	0,361	<i>Valid</i>
The appearance of the <i>event crew</i> and staff was neat and professional so that it gave a positive impression to the participants.	0,839	0,361	<i>Valid</i>

<i>The crew</i> carried out the entire series of events according to the schedule that had been announced.	0,821	0,361	Valid
The information provided by <i>the crew</i> before and during the event was accurate and trustworthy	0,853	0,361	Valid

Source: SPSS processed data (2025)

Table 3. Validity Test Results of Service Quality Variables (X1) (Continued)

Statement	Correlation Coefficients (counting)	Sig Value (2-tailed)> (rtabel)	Information
<i>The crew</i> is able to solve any problems or obstacles that arise during the event in a timely manner.	0,764	0,361	Valid
<i>The event crew</i> responded quickly to my questions or needs during the event.	0,849	0,361	Valid
When facing obstacles during <i>the event</i> , the committee provided timely and effective assistance.	0,846	0,361	Valid
Important information related to the event was conveyed by the <i>crew</i> in a responsive and easy-to-understand manner.	0,674	0,361	Valid
<i>The crew</i> showed competence and professionalism in managing <i>the gathering event</i> .	0,839	0,361	Valid
I feel confident that all the needs of the participants during the event will be well met by the <i>crew</i> .	0,821	0,361	Valid
<i>The event crew</i> showed genuine attention to the needs and complaints of participants during the event.	0,853	0,361	Valid
<i>The crew</i> tried to understand the feelings and expectations of the participants during the <i>gathering event</i> .	0,764	0,361	Valid
I feel listened to and appreciated by the <i>crew</i> when expressing input or problems during the event.	0,849	0,361	Valid

Source: SPSS processed data (2025)

Based on the table above, it is stated that the statement item in the Service Quality variable (X1) can be declared valid because all statement items have a > rtabel calculation of 0.361. Therefore, the entire statement item in the research questionnaire can be used.

Table 4. Facility Variable Validity Test Results (x2)

Statement	Correlation Coefficients (counting)	Sig Value (2-tailed)> (rtabel)	Information
The arrangement of the event space (seating arrangement, stage, registration area) has been well planned and makes it easier for participants to move.	0,985	0,361	Valid
The location of the event was chosen by considering the comfort and accessibility for all participants.	0,985	0,361	Valid
The layout of supporting facilities (toilets, dining areas, rest areas) is easy to find and strategic during the event.	0,985	0,361	Valid
The arrangement of event spaces (seating, stage, and interaction areas) has been designed effectively to support the smooth running of activities.	0,985	0,361	Valid

Source: SPSS processed data (2025)

Table 5. Facility Variable Validity Test Results (X₂) (Advanced)

Statement	Correlation Coefficients (counting)	Sig Value (2-tailed)> (rtabel)	Information
The event room has sufficient capacity and is comfortable for all <i>gathering participants</i> .	0,985	0,361	<i>Valid</i>
The layout of the event space supports easy access and mobility of participants during <i>the event</i> .	0,985	0,361	<i>Valid</i>
The equipment provided during the event (such as sound system, microphone) works well and supports the smooth running of the <i>event</i> .	0,985	0,361	<i>Valid</i>
Technical and non-technical equipment provided according to the needs of activities during <i>the gathering event</i> .	0,422	0,361	<i>Valid</i>
Supporting facilities such as tables, chairs, and stationery are fully available and comfortable for participants to use.	0,985	0,361	<i>Valid</i>
The lighting in the event area is well arranged so that it creates a comfortable atmosphere and supports activities.	0,985	0,361	<i>Valid</i>
The selection of colors of decorations and event equipment is in accordance with the theme and gives an attractive impression to the participants.	0,985	0,361	<i>Valid</i>
The layout of light and colors during the event helps to increase the focus and comfort of participants in participating in the activity.	0,422	0,361	<i>Valid</i>
Graphic materials (such as banners, posters, and presentation slides) used during the event are easy to understand and eye-catching.	0,985	0,361	<i>Valid</i>
The messages conveyed through graphic media are consistent with the theme and purpose of the <i>gathering event</i> .	0,985	0,361	<i>Valid</i>
Graphic design during the event helped me understand important information more clearly and effectively.	0,985	0,361	<i>Valid</i>

Source: SPSS processed data (2025)

Based on the table above, it states that the statement item on the Facility variable (X₂) can be declared valid because all statement items have $r_{\text{count}} > r_{\text{table}}$ by 0.361. Therefore, the entire statement item in the research questionnaire can be used.

Table 6. Results of the Validity Test of Participant Satisfaction Variables (Y)

Statement	Correlation Coefficients (counting)	Sig Value (2-tailed)> (rtabel)	Information
This <i>gathering event</i> was in accordance with my expectations before participating in the activity.	0,628	0,361	<i>Valid</i>
All activities and services in the <i>event</i> met my expectations as a participant.	0,622	0,361	<i>Valid</i>

Source: SPSS processed data (2025)

Table 7. Results of the Validity Test of Participant Satisfaction Variables (Y) (Advanced)

Statement	Correlation Coefficients (counting)	Sig Value (2-tailed)> (rtabel)	Information
My experience during the <i>gathering event</i> was in line with what I had expected before.	0,710	0,361	<i>Valid</i>
The services provided by the committee during the <i>gathering event ran smoothly and according to the expected standards.</i>	0,733	0,361	<i>Valid</i>
The facilities and equipment provided during the event are well functioning and support the activities.	0,751	0,361	<i>Valid</i>
The entire service process during the event (registration, assistance, information) is carried out professionally and efficiently.	0,631	0,361	<i>Valid</i>
I am interested in participating in the gathering event organized by this committee again in the future.	0,778	0,361	<i>Valid</i>
My experience during the <i>event gathering</i> made me want to participate in a similar event in the future.	0,624	0,361	<i>Valid</i>
I would recommend this <i>gathering event</i> to my colleagues who did not attend this <i>event</i> .	0,598	0,361	<i>Valid</i>
I feel confident and comfortable recommending EO Matakail <i>Communication</i> to others to organize a gathering event.	0,749	0,361	<i>Valid</i>
The quality of EO Matakail Communication's service during the <i>gathering event</i> made me want to recommend it to my colleagues or colleagues.	0,628	0,361	<i>Valid</i>
EO Matakail <i>Communication</i> met my expectations so I would easily recommend it as an event <i>gathering organizer</i> .	0,687	0,361	<i>Valid</i>
This <i>gathering event</i> was in accordance with my expectations before participating in the activity.	0,628	0,361	<i>Valid</i>
All activities and services in the <i>event</i> met my expectations as a participant.	0,622	0,361	<i>Valid</i>
My experience during the <i>gathering event</i> was in line with what I had expected before.	0,710	0,361	<i>Valid</i>

Source: SPSS processed data (2025)

Based on the table above, it is stated that the statement item in the Participant Satisfaction variable (Y) can be declared valid because all statement items have a calculation of > rtable of 0.361. Therefore, the entire statement item in the research questionnaire can be used.

b. Reliability Test

Table 8. Reliability Test Results

Variabel	Number of Statement Items	Value Cronbach's Alpha	Cronbach's Alpha yang Hinted	Information
Quality of Service (X ₁)	15	0,959	>0,60	Reliable
Facilities (X ₂)	15	0,993	>0,60	Reliable
Customer Satisfaction (Y)	12	0,906	>0,60	Reliable

Source: SPSS processed data, 2025

Based on table 8 above, the results of the reliability test show that the value of the Service Quality variable (X₁), Facilities (X₂) and Participant Satisfaction (Y) have a coefficient *Cronbach's Alpha* which is

quite large, which is above 0.60 so that it can be said that each variable of this research questionnaire is reliable, meaning that this research questionnaire is a reliable and trustworthy questionnaire.

2) Classical Assumption Test

a. Normality Test

Table 9. Kolmogorov-Smirnov Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Hours of deviation	3,97441711
Most Extreme Differences	Absolute	,076
	Positive	,076
	Negative	-,063
Test Statistic		,076
Asymp. Sig. (-2tailed)		160

Source: SPSS processed data (2025)

Based on table 9 above, it can be seen that the value of *Asymp. Sig. (2-tailed)* by 0.160 > 0.05. Refers to the decision-making criteria in the normality test *Kolmogorov-Smirnov* The test can be concluded that the data has a normal distribution.

- Graph Histogram

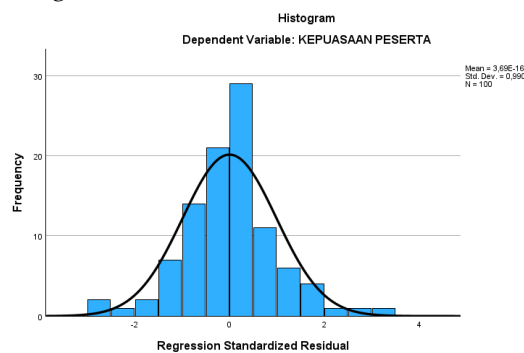


Figure 1. Graph histogram

Source: SPSS processed data (2025)

Based on figure 1 above, it can be seen that the histogram shows a normal distribution pattern with the shape of a bell, without tilting to the left or right, indicating that the peak is at zero. Therefore, it can be concluded that the variables in this study follow a normal distribution.

- Grafik Normal Probability Plot

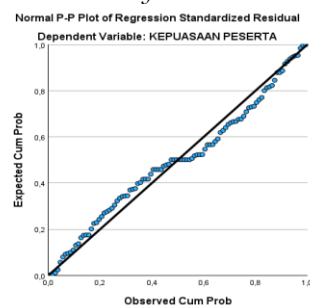


Figure 2. Grafik Normal Probability Plot

Source: SPSS processed data (2025)

Figure 2. The above describes the points following and approaching the direction of the diagonal line so that it can be concluded that they are normally distributed.

b. *Multicollinearity Test*

Table 10. Multicollinearity Test Results
Coefficientsa

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Collinearity Statistics		
		B	Std. Error	Beta		Itself.	Tolerance	BRIGHT
1	(Constant)	2,123	2,593		,819	,415		
	SERVICE QUALITY	,459	,068	,519	6,745	<,001	,383	2,614
	FACILITIES	,312	,058	,415	5,391	<,001	,383	2,614

a. Dependent Variable: Quality of Service

Source: SPSS processed data (2025)

Based on table 10 above in the column “*Collinearity Statistics*” It can be seen that the value of *tolerance* in the Service Quality variable (X_1) and Facilities (X_2) is 0.383, greater than 0.10. Meanwhile, the value of VIF (*Variance Inflation Factor*) for both variables is 2.614, smaller than 10.00. Therefore, it can be concluded that there is no multicollinearity in the regression model used.

c. *Heteroscedasticity Test*

Table 11. Heteroscedasticity Test Results

Coefficientsa						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	5,993	1,744		3,436	<,001
	Quality of Service	,024	,046	,082	,517	,607
	Facilities	-,018	,039	-,075	-1,990	,069

a. Dependent Variable: Participant Satisfaction

Source: SPSS processed data (2025)

Based on table 4.10 above, in the significant column in the service quality variable (X_1) is 0.607 and the facility (X_2) is 0.69 which means it is greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the regression model.

3) Multiple Linear Regression Analysis Test

Table 12. Multiple Linear Regression Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	2,123	2,593		,819	,415
	SERVICE QUALITY	,459	,068	,519	6,745	<,001
	FACILITIES	,312	,058	,415	5,391	<,001

Source: SPSS processed data (2025)

Based on table 12 above, the multiple linear regression equation is obtained as follows:

$$Y = 2.123 + 0.459 X_1 + 0.312 X_2$$

From the linear regression equation above, it can be explained as follows:

- The constant value (α) of 2.123 indicates that if the variable Quality of Service and Facilities is equal to zero, then the value of the Visiting Decision variable is 2.123. This means that even though there is no contribution from the two independent variables, there is still a base value in the dependent variable.
- The regression coefficient of the Service Quality variable (X_1) is 0.459, with a positive value, meaning that every one point increase in the service quality variable will increase the decision to visit by 0.459, assuming a fixed facility variable. Positive signs indicate that the quality of service has a positive and one-way effect on the decision to visit. The results of the t-test also showed that this effect was significant (Sig. < 0.001).
- The regression coefficient of the Facility variable (X_2) of 0.312, is also positive, meaning that every one point increase in the Facility variable will increase the visit decision by 0.312, assuming the other variables are fixed. This shows that facilities also have a positive influence.

The results of the regression analysis showed that the quality of services and facilities had a positive effect on participant satisfaction. Every increase in these two variables will increase participant satisfaction, so that both are important factors in encouraging participants' interest in participating in the next event.

4) Hypothesis Test

a. Partial Significance Test (t-test)

Table 13. Partial Significance Test Results (t-Test)

		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
Model		B	Std. Error	Beta		
1	(Constant)	2,123	2,593		,819	,415
	SERVICE QUALITY	,459	,068	,519	6,745	<,001
	FACILITIES	,312	,058	,415	5,391	<,001

Source: SPSS processed data (2025)

Based on the SPSS output in the *Coefficients table*, the following results were obtained:

- The Service Quality variable (X_1) has a tcal value of 6.745 with a significance level of < 0.001. Because the tcount (6,745) > ttable (1,984) and sig < 0.05, it can be concluded that the quality of service has a positive and significant effect on participant satisfaction. Thus, the hypothesis H_{01} is rejected and H_{a1} is accepted.
- The Facility variable (X_2) has a calculated value of 5.391 with a significance level of < 0.001. Because tcount (5,391) > ttable (1,984) and sig < 0.05, it can be concluded that facilities also have a positive

and significant effect on participant satisfaction. Thus, the hypothesis of H_{02} is rejected and H_{a2} is accepted.

b. *Simultaneous Significance Test (F test)*

Table 14. Results of Simultaneous Significance Test (F Test)

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Itself.
1	Regression	5549,107	2	2774,553	172,101	<,001b
	Residual	1563,803	97	16,122		
	Total	7112,910	99			

Source: SPSS processed data (2025)

Based on the results of the ANOVA test in the table above, an F value of 172.101 was obtained with a significance of < 0.001 . Since the significance value is less than 0.05, it can be concluded that the regression model is simultaneously significant. This means that the variables of service quality and facilities together have a significant effect on participant satisfaction.

c. *Determination Coefficient Test (R Square)*

Table 15. Determination Coefficient Test Results (R2)

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,883a	,780	,776	4,015

a. Predictors: (Constant), FACILITIES, QUALITY OF SERVICE

b. Dependent Variable: PARTICIPANT SATISFACTION

Source: SPSS processed data (2025)

Based on the table above, it can be seen that the *value of the Adjusted R Square* is 0.776 or 77.6%. This shows that the relationship between the variables of service quality, quality and participant satisfaction has a relationship strength of 77.6%. This means that participant satisfaction factors can be explained by independent variables, namely service quality and facilities, while the remaining 22.4% are explained by other variables that were not studied in the regression model in this study.

Discussion

The Effect of Service Quality on Participant Satisfaction

Based on the results of the multiple linear regression test and the t-test, it is known that the Service Quality variable (X_1) has a positive and significant effect on participant satisfaction. These findings indicate that the better the quality of services provided, the higher the level of participant satisfaction. In the context of this study, the quality of service includes aspects such as speed, friendliness, comfort, and the ability of the organizer to meet the needs of the participants. Professional and responsive service is able to create a positive experience that has a direct impact on satisfaction levels. It can be concluded that improving service quality is a key factor in increasing participant satisfaction, and a good service management strategy will have a significant impact on the success of the activities or events held.

The Effect of Facilities on Participant Satisfaction

Based on the results of the multiple linear regression test and the t-test, it is known that the Facility variable (X_2) has a positive and significant effect on participant satisfaction. This is indicated by a significance value of less than 0.05. These results show that the better the facilities provided, the higher the level of participant satisfaction. The facilities in question include supporting facilities and infrastructure such as the comfort of the place, cleanliness, equipment, accessibility, and completeness of needs during the activity. The availability of adequate facilities is able to create an enjoyable experience and contribute directly to the positive perception of participants. Therefore, it can be

concluded that the provision of quality facilities is an important factor in increasing participant satisfaction in an activity or event, as well as a strategic consideration for organizers in creating optimal services.

The Effect of Service Quality and Facilities on Participant Satisfaction

Based on the results of the simultaneous hypothesis test (F Test), it is known that the variables of Service Quality and Facilities together have a significant effect on Participant Satisfaction. This is indicated by a significance value of less than 0.05, which indicates a meaningful relationship between the two independent variables and participant satisfaction. These findings show that improvements in service and facility aspects can significantly increase the level of participant satisfaction in the implementation of events or activities.

Factors that affect satisfaction include responsiveness in providing services, assurance and certainty of service quality, and empathy shown by the organizers for the needs of participants. In addition, aspects of spatial planning and spatial planning also make a significant contribution to creating comfort and efficiency during the implementation of activities. Thus, improvements in these aspects are important in an effort to increase overall participant satisfaction.

The main difference between this study and previous studies lies in the context of the object being studied. Previous research, such as those conducted by Sudais & Purnami (2024), Dewi et al. (2024), and Jayanti & Yulianthini (2023), has focused more on the public sector or public services such as art galleries, meditation centers, tourist attractions, and consumer services in fast food restaurants. Meanwhile, this study specifically examines the satisfaction of participants at the PNM *Employee Gathering* Regional Siantar 1 Year 2025 event, which is an internal and temporary corporate event. This provides a new dimension in the study of service quality and facilities, especially in the context of organizing corporate events.

This study shows that the quality of services and facilities has a simultaneous effect on participant satisfaction. These results are in line with the findings of Wahyudi (2021), who stated that facilities are the dominant variable in shaping consumer satisfaction. However, in this study, the quality of service showed a higher regression coefficient (0.459) compared to facilities (0.312), which indicates that in the context of organizing corporate events, the human and interactive aspects of service have a greater influence on the level of participant satisfaction. Thus, this research makes a more focused and in-depth empirical contribution to the influence of service and facility quality in the context of the company's internal events.

It can be concluded that the Quality of Service and Facilities has a strong and significant influence on Participant Satisfaction at the PNM *Employee Gathering* Regional Siantar 1 2025 event, so these two variables need to be the main concern in the strategy to improve service quality to participant satisfaction.

4. CONCLUSION

Based on the results of the research and discussions that have been carried out, the following conclusions can be drawn: 1) The quality of service partially has a positive and significant effect on the satisfaction of participants at the PNM *Employee Gathering* Regional Siantar 1 Year 2025 event. The results of the questionnaire showed that the friendliness and assistance of staff were rated most satisfactory, while responses to complaints still needed to be improved. This emphasizes that the quality of service contributes significantly to participant satisfaction and needs to be continuously improved. 2). Facilities partially had a positive and significant effect on participant satisfaction at the PNM *Employee Gathering* Regional Siantar 1 Year 2025 event, The highest statement in the questionnaire showed that the lighting and color system improved the focus and comfort of the participants, approved by 86% of respondents. This confirms that the facilities, especially the visual and environmental aspects, contribute greatly to the satisfaction of the participants. 3). The quality of services and facilities simultaneously had a positive and significant effect on participant satisfaction at

the PNM *Employee Gathering* Regional Siantar 1 Year 2025 event, the *Adjusted R Square* value of 0.776 showed that 77.6% of the variation in participant satisfaction was explained by these two variables. Thus, improving the quality of services and facilities simultaneously contributes greatly to participant satisfaction and becomes a strategic factor in the implementation of similar activities.

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