

# The Influence of Service Quality and Facilities on Customer Satisfaction of PT Indonesia Penuh Rezeki (Case Study of Pelindo Petikemas Belawan Employee Gathering Event)

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## ABSTRACT

The increase in the number of employees taking part in Pelindo Petikemas Belawan employee gathering events is a phenomenon in this research. To provide customer satisfaction there are several factors namely service quality and facilities. This research aims to find out whether the quality of service and facilities influences customer satisfaction in the case study of the Pelindo Petikemas Belawan Employee Gathering event. Research method The population of this study was 1,400 people and the sample used was 93 respondents (Slovin). Data collection was carried out through questionnaires distributed in the form of Google forms via social media and through literature studies in the form of primary and secondary data. This research uses quantitative research methods which include validity testing, reliability testing, classical assumption testing, hypothesis testing. The research results show that partially the quality of services and facilities has a significant positive influence on customer satisfaction and simultaneously the quality of services and facilities has a significant positive influence on customer satisfaction. Facilities have a more dominant influence than service quality and based on the results of the coefficient of determination test, the variables of service quality and facilities influence customer satisfaction by 63.3% and the remaining 36.7% is influenced by other variables not examined in this research.

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## 1. INTRODUCTION

Amidst intense global competition, companies are constantly being challenged to be more creative and seize every opportunity to advance, especially in the face of the current globalization. This necessitates new business strategies to support the success of a product or service. Increasing competition also demands that companies continually improve the quality of their services and products. Competition

for customer service quality is intensifying, as existing service units are now required to deliver superior service to their customers to prevent them from switching to other companies.

In addition to providing high-quality service, companies must also be able to provide comfortable facilities to consumers, clients, and customers. Facilities are vital in the service industry. Facilities can include space, equipment, or services that facilitate the operation of an activity.

Companies compete with each other to provide the best quality service and facilities to their customers. Generally, companies with service units that have the ability to optimally understand customer needs and desires will be able to win the competition in today's service business. The quality of service and facilities is a crucial aspect in determining commercial success, especially for organizations engaged in the service sector. In its competition with other event organizer service companies, PT Indonesia Penuh Rezeki has provided maximum quality service and facilities to its customers. Although PT Indonesia Penuh Rezeki has its own advantages in this competitive era, it is important to recognize that other organizer service companies also have advantages that must be considered.

PT Indonesia Penuh Rezeki has strived to meet all the factors or elements considered by customers, but it is still unclear how its customers evaluate it. In a competitive business world, customer satisfaction is key to maintaining and increasing market share. One of the events managed by PT Indonesia Penuh Rezeki is employee gatherings, specifically the case study of the Pelindo Petikemas Belawan employee gathering.

The list of Pelindo Petikemas Belawan employee gathering events handled by PT Indonesia Penuh Rezeki Medan.

**Table 1.** The Pelindo Petikemas Belawan Employee Gathering Event is managed PT Indonesia Full of Fortune.

No.	Event Name and Year	Number of Employees Participating	Event Location
1	Employee gathering: One spirit, one Pelindo 2022	800	Grand Mutiara Hotel Brastagi
2	Employee gathering: Team Building 2023	982	Niagara Parapat Hotel

Source: PT Indonesia Penuh Rezeki

Based on the above phenomenon, the number of Pelindo Petikemas Belawan employees who participated in the 2022 employee gathering event was 800 people, then with the good quality of service and facilities provided, so that in 2023 Pelindo Petikemas Belawan continued to use the services of PT Indonesia Penuh Rezeki and experienced an increase to 982 Pelindo Petikemas Belawan employees who participated in the 2023 employee gathering event. As for the factors in the research conducted, it was found that the factors that influence customer satisfaction with the services offered by the company PT Indonesia Penuh Rezeki were the quality of service and facilities.

Various previous studies have shown that service quality and facilities are important factors influencing consumer or visitor satisfaction. Research by Damanik, Sela BV (2023), Arifin et al. (2023), and Achmad & Prastyorini (2022) concluded that both partially and simultaneously, service quality and facilities have a positive and significant effect on satisfaction, although there are differences in dominance between the two variables. Damanik and Arifin's research indicates that service quality or facilities are the more dominant variables, depending on the context of the case study. Meanwhile, Akakip et al. (2023) and Khansa, Ratu SN (2020) also emphasize the role of service quality on satisfaction but add promotion as a supporting factor. The similarities between these studies and this study lie in the use of service quality and facilities variables, as well as the approach used to examine their influence on satisfaction. While the differences lie in the additional variables used (such as promotion), the case study studied, and the type

of research object. These findings provide an important foundation to strengthen the relevance of this study, which also addresses service quality and facilities as factors influencing satisfaction.

Service quality refers to how well the service provided meets or exceeds customer expectations. Service quality is an effort to meet customer needs and desires appropriately to balance their expectations (Indrasari, 2019). According to Tjiptono in Anugrah and Sudarmayasa (2020), service quality is a dynamic condition related to products, services, human resources, processes, and the environment that can meet or exceed customer expectations. Meanwhile, Sunyoto (2013) states that service quality focuses on meeting customer needs and desires appropriately to match their expectations. This service quality is important because it will directly impact the company's image. Good service quality will be an advantage for the company. If a company has received positive feedback from customers, those customers will provide positive feedback and are likely to become loyal customers. Companies must pay attention to customer satisfaction by providing good service quality.

Facilities are physical resources that must be present before a service can be offered to consumers or customers. According to Kotler and Armstrong in Damanik (2024), facilities are physical resources that exist before a service can be provided to consumers. Facilities are also crucial in service businesses. The condition of facilities must be considered, especially those closely related to how consumers or customers directly experience them. According to Nizar in Purba (2023), facilities are divided into three, namely main facilities (such as culinary, camping grounds, rest areas) which are the main attraction; supporting facilities (such as parking, toilets, places of worship) which add comfort; and supporting facilities (such as signage, information centers, public transportation) which complement the needs of tourists. Meanwhile, according to Sedarmayanti in Sidabutar (2022), facility components include transportation, accommodation, food and beverage services, all of which function to support user comfort and mobility. Akbar in Tarigan (2023) added that facility indicators include completeness, cleanliness, and tidiness; good condition and function of facilities; and ease of use by consumers.

Customer satisfaction and convenience are key factors in improving service quality in business. According to Aritonang (2005), satisfaction arises after consumers purchase and use a product or service, which can foster loyalty. Kotler (2007) and Sunyoto (2013) state that satisfaction is determined by the extent to which performance meets or exceeds customer expectations. According to Irawan in Daga (2017: 78), there are five main factors in consumer satisfaction: product/service quality, price, service quality, emotional response, and convenience. According to Ritonga (2020: 239), in determining customer satisfaction, companies must consider five main factors: product quality, service quality, emotional response, price, and cost. Excellent service must be supported by reliable human resources with a forward-thinking vision and the ability to develop superior strategies and quality tips and facilities. PT Indonesia Penuh Rezeki's commitment is to serve wholeheartedly, ensuring customer satisfaction. Based on the preliminary study that has been conducted, the author wants to know about the services of PT Indonesia Penuh Rezeki, namely why Pelindo Petikemas Belawan always uses event services, especially employee gathering events, whether the quality of service and facilities provided have a positive and significant impact on PT Indonesia Penuh Rezeki.

Based on the background of "The Influence of Service Quality and Facilities on Customer Satisfaction of PT Indonesia Penuh Rezeki (Case Study of Pelindo Petikemas Belawan Employee Gathering Event)" it is interesting to study it.

## 2. METHODS

### 2.1. Location and Time of Research

This research was conducted at Pelindo Petikemas Belawan, a customer of PT Indonesia Penuh Rezeki Medan, from February 2024 until completion.

### 2.2. Population and Sample

#### 1) Population

According to Sunyoto (2013), population or universe is the total number of objects whose characteristics are to be estimated. The population of this study was 1,400 employees of Pelindo Petikemas Belawan.

#### 2) Sample

According to Aritonang (2005), a sample is a representation of the population. If the population is large, and researchers cannot study everything in the population, for example due to limited funds, manpower, and time, then they can use a sample taken from that population. Riduwan and Akdon in Siswanto and Suyanto (2018: 106) In this study, the sample calculation uses the Slovin formula with a maximum error tolerance level of 10%, as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n = Number of samples

N = Total population of

e = Maximum error limit in sampling (10%)

Based on this formula, it can be seen that the sample size that must be achieved in this study is:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{1.400}{1 + 1.400(10\%)^2}$$

$$n = \frac{1.400}{15}$$

$$n = 93,333 = 93$$

Based on the calculations above, the research sample was 93 people, the researcher determined 70 men and 23 women as respondents.

### 2.3. Data Types and Sources

According to Siregar (2013: 16), data can be distinguished by how it is obtained. There are two types of group data: primary data and secondary data. Primary data is data collected directly by the researcher from the primary source or the location where the research is conducted. Meanwhile, secondary data is data published or used by organizations other than the ones processing it.

#### 1) Primary data

Primary data was obtained from a Google Form questionnaire distributed to employees who attended the Pelindo Petikemas Belawan employee gathering event.

#### 2) Secondary data

Secondary data is a data source that does not directly provide the data to the data collector. In this study, the secondary data used was information obtained through reading books, scientific journals, data from the internet, and undergraduate theses.

### 2.4. Data Collection Techniques

Data collection was conducted through a questionnaire by providing written statements to respondents. The questionnaire was distributed in the form of a Google form and distributed through

social media. The measurement method used was a Likert scale. According to Siregar (2013: 25), a Likert scale is a scale that can be used to measure a person's attitudes, opinions, and perceptions about a particular object or phenomenon. Each statement item contains choices with a scale from 1 to 5. The lowest scale is 1 indicating strong disagreement, the highest scale is 5 indicating strong agreement/strong agreement.

**Table 2. Likert Scale.**

Information	Score
Strongly Agree (SS)	5
Agree (S)	4
Doubt (RR)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source: Processed data 2024

## 2.6. Data Analysis Techniques

### 1) Data Quality Test

#### a. Validity test

Validity indicates the extent to which a measuring instrument is able to measure what it wants to measure. Researchers want to measure questionnaires in collecting research data, so the questionnaire that is prepared must measure what it wants to measure. A measurement scale is said to be valid if the scale is used to measure what should be measured (Siregar, 2013: 46). The method used is if the correlation number  $r$ -calculated between the item score ( $X$ ) and the total score ( $Y$ ) is greater than the  $r$ -table, then the item is valid, and if the  $r$ -calculated is smaller than the  $r$ -table, then the item is invalid (Siswanto and Suyanto, 2018: 133). Validity testing is done using the SPSS (Statistical Package for Social Science) program, with the following criteria:

1. If  $r$  is calculated  $> r$  table (at a significance level of 5%) then the statement is said to be valid.
2. If the calculated  $r < r$  table (at a significance level of 5%) then the statement is said to be invalid.

#### b. Reliability test

Reliability is an index that indicates the extent to which a measuring instrument is trustworthy or reliable. If a measuring instrument is used twice to measure the same phenomenon and the measurement results obtained are relatively consistent, then the measuring instrument is reliable (Singarimbun and Effendi in Siswanto and Suyanto, 2018: 134).

SPSS is a tool that can measure reliability using the Cronbach Alpha ( $\alpha$ ) statistical test. According to Siswanto and Suyanto (2018: 139), questions that have been declared reliable in a reliability test meet the following criteria:

1. If the Cronbach Alpha value  $\geq 0.60$  then it is declared reliable.
2. If the Cronbach Alpha value is  $< 0.60$  then it is declared unreliable.

### 2) Classical Assumption Test

#### a. Normality test

According to Ghozali in Siswanto and Suyanto (2018: 196), the normality test aims to determine whether each variable is normally distributed or not. To test whether the data is normally distributed or not, a statistical test is carried out using the normal probability plot type.

#### b. Multicollinearity test

According to Ghozali in Siswanto and Suyanto (2018: 193), the multicollinearity test is used to test whether the regression model finds a correlation between independent variables.

### c. Heteroscedasticity test

According to Ghozali in Siswanto and Suyanto (2018: 196), the normality test aims to determine whether each variable is normally distributed or not. To test whether the data is normally distributed or not, a statistical test is carried out using the normal probability plot type.

### 3) Multiple Linear Regression Analysis

According to Siregar (2013: 301), multiple linear regression is a development of simple linear regression, namely both tools that can be used to predict future demand based on past data or to determine the influence of one or more independent variables on the number of dependent variables. In this study, the multiple linear regression test is used to predict the dependent variable (Y) based on more than one independent variable (X).

The formula used to conduct correlation analysis is (Siswanto and Suyanto, 2018: 187):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

Y = Value/Subject in the predicted variable (Customer Satisfaction)

$\alpha$  = Constant

$\beta_1, \beta_2$  = Variable Regression Coefficient

X1 = Quality of Service

X2 = Facilities

### 4) Hypothesis Testing

#### a. Partial Significance Test (T-Test)

According to Sunyoto (2013: 135), the t-test is used to determine whether there is a significant relationship or influence between the independent variables partially on the independent variables.

The basis for decision making is to use significant probability figures, namely:

1. If the significance figure is  $> 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected.
2. If the significance figure is  $< 0.05$ , then  $H_a$  is accepted and  $H_0$  is rejected.

#### b. Simultaneous Significance Test (F Test)

According to Siregar (2013: 137), the f test is conducted to determine the influence of independent variables on dependent variables together.

The hypothesis used by the researcher in this test is:

$H_0$ : The independent variables (X) do not have a positive and significant influence together with the dependent variable (Y).

$H_a$ : The independent variables (X) have a positive and significant influence together. the same as the dependent variable (Y).

#### c. Coefficient of Determination Test (R Square)

This test aims to measure the extent to which independent variables can partially or simultaneously explain changes in the dependent variable. The coefficient of determination ranges from 0 to 1 ( $0 < R^2 < 1$ ). A small  $R^2$  value means the independent variable can only explain changes in the dependent variable to a limited extent. Conversely, an  $R^2$  value close to 1 indicates that the independent variable provides nearly all the information necessary to predict changes in the dependent variable.

## 2.7. Operational Definition of Variables

**Table 3.** Operational Definition of Variables

Variables	Quality of Service ( $X_1$ )	Facility ( $X_2$ )	Customer Satisfaction (Y)
<b>Definition</b>	According to Indrasari (2019: 62), service quality is an effort to fulfill customer needs and desires and the accuracy of delivery to match customer expectations.	According to Tjiptono in Khansa (2020), facilities are physical resources that must exist before a service is offered to consumers.	According to Sunyoto (2013: 35), customer satisfaction is the level of a person's feelings after comparing (the performance or results) they feel with their expectations.
<b>Indicator</b>	<ol style="list-style-type: none"> <li>1. Physical Evidence (Tangibles).</li> <li>2. Reliability.</li> <li>3. Responsiveness.</li> <li>4. Assurance.</li> <li>5. Empathy.</li> </ol> <p>Source: According to Lupyoadi and Hamdani in Indrasari (2019: 63)</p>	<ol style="list-style-type: none"> <li>1. Completeness, cleanliness and tidiness offered.</li> <li>2. Condition and Function of Facilities.</li> <li>3. Ease of using the facilities offered.</li> </ol> <p>Source: According to Akbar in Tarigan (2023)</p>	<ol style="list-style-type: none"> <li>1. Conformity to expectations.</li> <li>2. Interest in using the service again.</li> <li>3. Availability to recommend.</li> </ol> <p>Source: Tjiptono in Indrasari (2019: 92)</p>
<b>Statement</b>	<ol style="list-style-type: none"> <li>1. Physical Evidence                             <ol style="list-style-type: none"> <li>a.Event crew/committee must appear neat and professional.</li> <li>b.Event crew/committee must appear clean.</li> </ol> </li> <li>2. Reliability                             <ol style="list-style-type: none"> <li>a. I am satisfied that PT Indonesia Penuh Rezeki is consistent in providing a very interesting employee gathering event concept.</li> <li>b. The committee's readiness to organize the event was very good.</li> </ol> </li> <li>3. Responsiveness                             <ol style="list-style-type: none"> <li>a. I am satisfied that PT Indonesia Penuh Rezeki is responsive to customer complaints regarding employee gathering events.</li> <li>b. I am satisfied that PT Indonesia Penuh Rezeki has the ability to handle emergency situations quickly and effectively.</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. The completeness, cleanliness and tidiness offered                             <ol style="list-style-type: none"> <li>a.I am satisfied with the completeness of the bus facilities (AC, TV, toilet, cell phone charger, large luggage space) and hotel accommodation facilities (place of worship, wifi, AC, TV, bathroom bathtub/shower, swimming pool, restaurant, meeting room, dining room, gazebo, archery area, private balcony) at the Pelindo Petikemas Belawan employee gathering event provided by PT Indonesia Penuh Rezeki.</li> <li>b. I am satisfied with the clean condition of the bus and the clean and well-maintained hotel facilities (place of worship, bedroom, bathroom, swimming pool, dining area) offered by PT Indonesia Penuh Rezeki at the employee gathering event.</li> </ol> </li> <li>2. Condition and Function of Facilities                             <ol style="list-style-type: none"> <li>a. I am satisfied with the condition of the bus vehicles</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Conformity of Expectations                             <ol style="list-style-type: none"> <li>a.I feel that the quality of service and facilities provided by PT Indonesia Penuh Rezeki are in accordance with my expectations.</li> <li>b. I am satisfied with the overall employee gathering event which was very beneficial for the company and myself.</li> </ol> </li> <li>2. Interest in Repeating Service Use                             <ol style="list-style-type: none"> <li>a. I am interested in using PT Indonesia Penuh Rezeki's services again.</li> <li>b. I see great value in using PT Indonesia Penuh Rezeki's services for future events or activities.</li> </ol> </li> <li>3. Availability to Recommend                             <ol style="list-style-type: none"> <li>a. I am willing to recommend PT Indonesia Penuh Rezeki's event services to corporate partners.</li> </ol> </li> </ol>

4. Guarantee	which are still very suitable/functioning well which are offered by PT Indonesia Penuh Rezeki.	b. I am willing to recommend PT Indonesia Penuh Rezeki's event services through social media.
a. I believe that PT Indonesia Penuh Rezeki has high commitment and integrity.	b. I am satisfied with the condition of the hotel facilities (place of worship, wifi, AC, TV, bathroom with bathtub/shower, swimming pool, restaurant, meeting room, dining room, gazebo, archery area, private balcony) which are very well maintained and can be used well during the Pelindo Petikemas Belawan employee gathering event.	
b. PT Indonesia Penuh Rezeki is very responsible for the safety and comfort during the employee gathering event.	3. Ease of using the facilities offered	
5. Empathy	a. I feel that the facilities provided on the bus (AC, TV, toilet, cell phone charger) can be used easily.	
a. PT Indonesia Penuh Rezeki has shown attention and understanding towards my needs during the employee gathering event.	b. I feel that the hotel facilities (bathroom bathtub/shower, wifi access, archery, AC, TV) can be used easily.	
b. PT Indonesia Penuh Rezeki provides the same service regardless of status.		

Source: Processed data 2024

### 3. FINDINGS AND DISCUSSION

PT Indonesia Penuh Rezeki Medan is an event organizer company located at Jl. Sei Musi No. 46, Babura Sunggal, Medan. Established on June 29, 2016, the company focuses on providing conceptual design management services, developing materials, and finalizing event implementation. It also manages several events, including MICE, corporate events, marketing programs, and special events.

The company's founder, M. Ichsan Nasution, was initially motivated by the growing demand for services at the time, along with his brother, who had previously founded the Procom event organizer company. The company's founders began by becoming a vendor for several events, eventually expanding into an event organizer offering event management services to clients.

#### 3.1. Results

- 1) Data Quality Test
  - a. Validity Test

Table 4. Validity Test Results.

Variables	Statement	r <sub>hitung</sub>	r <sub>tabel</sub>	Information
Service Quality (X1)	X1.1	0.789	0.361	Valid
	X1.2	0.910		Valid
	X1.3	0.761		Valid
	X1.4	0.847		Valid
	X1.5	0.805		Valid
	X1.6	0.857		Valid
	X1.7	0.910		Valid
	X1.8	0.793		Valid



	X1.9	0.835		Valid
	X1.10	0.865		Valid
Facilities (X2)	X2.1	0.836	0.361	Valid
	X2.2	0.813		Valid
	X2.3	0.836		Valid
	X2.4	0.740		Valid
	X2.5	0.850		Valid
	X2.6	0.464		Valid
Customer Satisfaction (Y)	Y1.1	0.803	0.361	Valid
	Y1.2	0.786		Valid
	Y1.3	0.803		Valid
	Y1.4	0.551		Valid
	Y1.5	0.833		Valid
	Y1.6	0.513		Valid

Source: Data processed by SPSS, 2024

Based on the table above, all statements in the validity test are greater than  $r_{table} = 0.361$ , so they can be said to be valid.

b. Reliability Test

**Table 5.** Reliability Test Results.

Variables	Cronbach Alpha	$r_{table}$	Information
Service Quality (X1)	0.951	0.60	Reliable
Facilities (X2)	0.849	0.60	Reliable
Customer Satisfaction (Y)	0.797	0.60	Reliable

Source: Data processed using SPSS, 2024

Based on the data in the table above, the results of the reliability test show that all variables in this study have an alpha coefficient  $> 0.60$ , so it can be said that the statements from all variables that have been distributed to respondents are reliable and can be trusted.

2) Classical Assumption Test

a. Normality Test

- Kolmogorov-Smirnov Test

**Table 6.** Average Variance Extracted (AVE).

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		93
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Standard Deviation	1.85829548
Most Extreme Differences	Absolute	.046
	Positive	.030
	Negative	-.046
Kolmogorov-Smirnov Z		.442
Asymp. Sig. (2-tailed)		.990

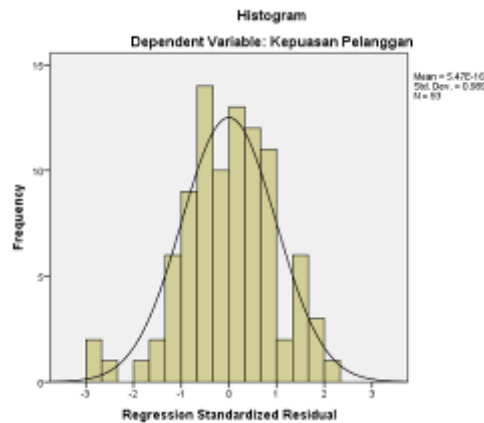
a. Test distribution is Normal.

b. Calculated from data.

Source: Data processed using SPSS, 2024

Based on the image above, it can be seen that the Asymp. Sig. (2-tailed) value is  $0.990 > 0.05$ . Referring to the decision-making criteria in the Kolmogorov-Smirnov normality test, it can be concluded that the data has a normal distribution.

- Histogram Graph

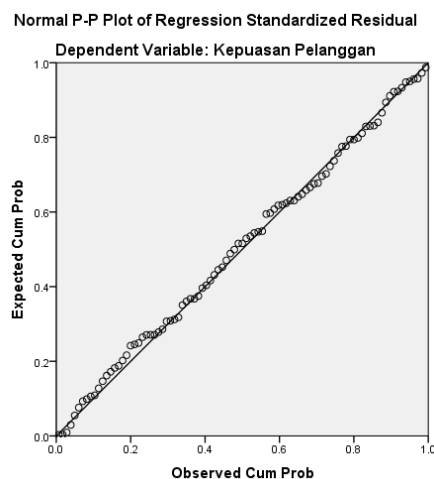


**Figure 1.** Histogram Graph

Source: Data processed by SPSS, 2024

From the graph above, we can see that the histogram shows a normal distribution pattern with a symmetrical bell shape, without any skew 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.

- Normal Probability Plot Graph



**Figure 2.** Normal Graph Probability Plot

Source: Data processed by SPSS, 2024

The graph above shows points scattered around the diagonal line and following the pattern of the line. This indicates that the data follows a normal distribution and meets the assumption of normality.

## b. Multicollinearity Test

**Table 7. Multicollinearity Test Results**

No.	Variables	Tolerance	VIF
1	Service Quality (X1)	0.501 < 0.1	1,996 > 10
2	Facilities (X2)	0.501 < 0.1	1,996 > 10

Source: Data processed by SPSS, 2024

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

- In the service quality variable, the tolerance value obtained was  $0.501 > 0.1$  and the VIF was  $1.996 < 10$ , so it can be concluded that there is no multicollinearity in the service quality variable.
- In the facility variable, the tolerance value obtained was  $0.501 > 0.1$  and the VIF value was  $1.996 < 10$ , so it can also be concluded that there is no multicollinearity in the facility variable.

## c. Heteroscedasticity Test

**Table 8. Spearman's rho Heteroscedasticity Test Results**

No.	Method	Variables	Sig. (2-tailed)
1	Spearman's rho	Service Quality (X1)	0.713 > 0.05
2		Facilities (X2)	0.713 > 0.05

Source: Data processed by SPSS, 2024

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

- In the service quality variable, the Sig. (2-tailed) value was obtained at  $0.713 > 0.05$ , so it can be concluded that there is no heteroscedasticity in the service quality variable.
- In the facility variable, the sig. (2-tailed) value was  $0.337 > 0.05$ , so it can be concluded that there is no heteroscedasticity in the facility variable.

## 3) Multiple Linear Regression Analysis Test

**Table 9. Multiple Linear Regression Test Results**

No.	Variables	Unstandardized Coefficients
1	Constant (Y)	5,850
2	Service Quality (X1)	0.142
3	Facilities (X2)	0.546

Source: Data processed by SPSS, 2024

Based on the table above, the regression equation that can be concluded from the results of the coefficients in the form of a regression equation is as follows:

$$Y = 5.850 + 0.142X_1 + 0.546X_2 + e$$

The multiple variable regression results above indicate that service quality and facilities have a positive influence on customer satisfaction. It can be concluded that the most dominant variable influencing customer satisfaction is the facilities variable, with a regression coefficient value of 0.546.

## 4) Hypothesis Testing

## a. Partial Significance Test (t-Test)

**Table 10. Partial Significance Test Results (t-Test)**

No.	Variables	t <sub>hitung</sub>	t <sub>table</sub>	Sig.
1	Constant (Y)	3,951		0.000 < 0.05
2	Service Quality (X1)	3,294	1,986	0.001 < 0.05
3	Facilities (X2)	6,333		0.000 < 0.05

Source: Data processed by SPSS, 2024

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

- a) The test results show that the significance value is  $0.001 < 0.05$  or  $t_{hitung} 3,294 > t_{tabel} 1.986$ . It can be concluded that service quality has a partial positive and significant effect on customer satisfaction in the case study of the Pelindo Petikemas Belawan employee gathering event. (ReceivedHa1, refuseHo1).
- b) The test results show that the significance value is  $0.000 < 0.05$  or  $t_{hitung} 6,333 > t_{tabel} 1.986$ . It can be concluded that facilities partially have a positive and significant effect on customer satisfaction in the case study of the Pelindo Petikemas Belawan employee gathering event. (ReceivedHa2, refuseHo2).

b. Simultaneous Significance Test (F test)

**Table 11. Simultaneous Significance Test Results (F Test)**

No.	Model	F count	Ftable	Sig.
1	Regression	80,276	3.10	0,000

Source: Data processed by SPSS, 2024

Based on the image above, the value  $F_{hitung}$  is 80.276 with a significance level of 0.000, while  $F_{tabel}$  for alpha 5% is 3.10. Because  $F_{hitung} 80,276 > F_{tabel} 3.10$  and significance  $0.000 < 0.05$ , Ha3 accepted. This shows that the service quality variable ( $X_1$ ) and facilities ( $X_2$ ) simultaneously or together have a positive and significant effect on customer satisfaction variables.

c. Test of the Coefficient of Determination (R Square)

**Table 12. Coefficient Test Results Determination ient (R2)**

Adjusted R Square
0.633

Source: Data processed by SPSS, 2024

Based on the table above, it can be seen that the adjusted R square value is 0.633. This means that the service quality ( $X_1$ ) and facilities ( $X_2$ ) variables explain the variation in customer satisfaction of PT Indonesia Penuh Rezeki (case study of the Pelindo Petikemas Belawan employee gathering event. The service quality and facilities variables also have an influence of 63.3% and the remaining 36.7% is influenced by variables not examined in this study.

**3.2. Discussion**

**1) The Influence of Service Quality on Customer Satisfaction**

The results of the study show that partially the service quality variable has an effect on customer satisfaction in the case study of the Pelindo Petikemas Belawan employee gathering event, with a significance value of  $0.001 < 0.05$  or a value of  $t_{hitung} > t_{tabel}$  ( $3.294 > 1.986$ ) which shows that service quality has a positive and significant effect on customer satisfaction in the case study of the Pelindo Petikemas Belawan employee gathering event.

These results are relevant to the results of previous research conducted by Damanik, Sela., B., V (2023) in his research entitled "The Influence of Service Quality and Facilities on Visitor Satisfaction at the 2023 Deliland Festival Event" stated that partially service quality has a positive and significant effect on visitor satisfaction.

The results of the study are also relevant to the results of previous research conducted by Akakip, et al. (2023) in their study entitled "The Influence of Service Quality and Promotion on Consumer Satisfaction at Hotel Santika Luwuk" which states that partially service quality has a positive and significant effect on consumer satisfaction at Hotel Santika Luwuk.

The results of the study are also in accordance with the results of previous research conducted by Khansa, Ratu., S., N (2020) in his study entitled "The Effect of Service Quality, Facilities and Promotion

on Consumer Satisfaction at Rockstar Gym (Case Study of Lippo Mall Puri Branch-West Jakarta)" which stated that partially service quality has a positive and significant effect on consumer satisfaction.

## 2) The Influence of Service Quality and Facilities on Customer Satisfaction

The research results show that the value  $F_{hitung}$  is 80.276 with a significance level of 0.000, while  $F_{tabel}$  for alpha 5% is 3.09. Because  $F_{hitung} 80,276 > F_{tabel} 3.09$  and significance  $0.000 < 0.05$ , the hypothesis is accepted. This shows that the service quality variable ( $X_1$ ) and facilities ( $X_2$ ) simultaneously or together have a positive and significant effect on customer satisfaction variables.

These results are relevant to previous research conducted by Damanik, Sela., B., V (2023) in his research entitled "The Influence of Service Quality and Facilities on Visitor Satisfaction at the 2023 Deliland Festival Event" stated that simultaneously the quality of service and facilities had a positive and significant effect on visitor satisfaction at the 2023 Deliland Festival Event.

This result is also in accordance with previous research conducted by Arifin, et al. (2023) with his research entitled "The Effect of Service Quality and Facilities on Customer Satisfaction of Ahass Daya Motor Surabaya" which states that simultaneously, the variables of service quality and facilities have a positive and significant effect on customer satisfaction.

## 3) Coefficient of Determination (R Square)

The magnitude of the influence of the adjusted R square value is 0.633. This means that the service quality ( $X_1$ ) and facility ( $X_2$ ) variables explain the variation in customer satisfaction of PT Indonesia Penuh Rezeki (case study of the Pelindo Petikemas Belawan employee gathering event. The service quality and facility variables also have an influence of 63.3% and the remaining 36.7% is influenced by variables not examined in this study.

## 4. CONCLUSION

Based on the data analysis that has been done in this study, the conclusions that can be drawn are as follows: 1) Service quality has a positive and significant effect on customer satisfaction in the case study of the Pelindo Petikemas Belawan Employee Gathering Event. 2) Facilities have a positive and significant effect on customer satisfaction and Facilities have a more dominant influence on visitor satisfaction in the case study of the Pelindo Petikemas Belawan Employee Gathering Event. 3) Service quality and facilities simultaneously have a positive and significant effect on customer satisfaction in the case study of the Pelindo Petikemas Belawan Employee Gathering Event. 4) Service quality and facilities also have an influence of 63.3% and the remaining 36.7% is influenced by variables not examined in this study.

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