

Research Article

The Influence of Facilities and Service Quality on Rental Decisions at AJC Mini Soccer Field in Pontianak

Syahrir Alamsyah* and Helman Fachri

Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, Pontianak, Indonesia, 78124

*Corresponding Author: syahriralamsyah18@gmail.com

ABSTRACT

This study aims to analyze the influence of Facilities and Service Quality on Rental Decisions at AJC Mini Soccer Field in Pontianak City. The study employed a quantitative approach with an associative design. The sampling technique used was purposive sampling. A total of 100 consumers who met the purposive sampling criteria were included as respondents. Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS version 25, supported by validity testing, reliability testing, and classical assumption tests. The results showed that partially, facilities had a positive and significant effect on rental decisions, with a t-value of $4.940 > t\text{-table of } 1.660$, and likewise Service Quality had a positive and significant effect on rental decisions with a t-value of $3.083 > t\text{-table of } 1.660$. Simultaneously, facilities and service quality significantly affected rental decisions ($p < 0.001$), with a coefficient of determination (R^2) of 0.469. These findings indicate that facilities and service quality explain 46.9% of the contribution to rental decisions, while the remaining proportion is influenced by other factors outside the research model. Practically, the results emphasize the importance of managing field facilities that are comfortable and consistent, and providing high-quality services, as key strategies to increase rental decisions at local sports facilities.

Keywords: Facilities; Service Quality; Rental Decision

1. INTRODUCTION

Sports are essentially a form of physical activity carried out not only for achievement purposes but also as a means of recreation and health maintenance. This activity is favored by various age groups because it helps maintain physical fitness while reducing psychological pressure resulting from daily routines. Based on the characteristics of where it is performed, sports can be classified into indoor and outdoor sports. One type of sport that has experienced increasing interest in Pontianak City is mini soccer, which is considered more adaptive to time limitations and urban community conditions. A relatively smaller field size and shorter playing duration make mini soccer a flexible sport alternative for students and workers. In this context, AJC Mini Soccer Field has become one of the sports facilities that has developed and is utilized by the community in Pontianak City.

AJC Mini Soccer Field was established in 2022 by Ray Deddy Azmy and is located on Jalan Perumnas IV, Pontianak Timur District, Pontianak City, West Kalimantan. As a sports service business unit, the operational sustainability of a mini soccer field is not only determined by the high level of public interest, but is also reflected in the financial performance achieved. Internal data from AJC Mini Soccer Field (2025) show that net profit in 2022 reached Rp 370,997,500. However, in 2023 net profit declined to Rp 308,219,500 or decreased by 16.92%. This condition was then followed by an increase in net profit in 2024 to Rp 387,350,000 or grew by 25.67%. The net profit fluctuation over three consecutive years indicates that consumers' rental decisions are not stable and are strongly influenced by certain factors, especially during periods when revenue declines, thus requiring deeper empirical study.

In facing the dynamics of rental decisions, AJC Mini Soccer management implemented various strategies to attract and retain consumers, one of which was through the provision of facilities. Kotler and Keller (2016) explain that facilities are physical resources provided by service providers to support consumer comfort during the service process, including buildings, equipment, interior and exterior design, cleanliness, and spatial layout. Facilities do not merely function as service complements, but also play a role in shaping the overall consumer experience. If the facilities provided are able to deliver convenience and comfort, this condition has the potential to influence consumers' decisions to use the services offered (Yunisya et al., 2024).

Operationally, the facilities available at AJC Mini Soccer Field include one main field measuring 53 meters $\times$ 23 meters, two bathrooms, one players' waiting room, and a sufficient parking area. To support activities at night, the field is equipped with 16 lighting points. In addition, supporting facilities such as a place of worship and a canteen are available to meet users' needs. The provision of these facilities is intended to create a comfortable and functional sports environment. Customers tend to feel satisfied when the facilities provided align with their needs (Amanda et al., 2025). Adequate facilities,

such as cleanliness, comfort, and complete amenities, can contribute to increasing customer satisfaction (Sari et al., 2025). Based on an interview with the owner of AJC Mini Soccer Field, facility renovation efforts including field repairs, improvement of the lighting system, and rearrangement of spectator and player areas showed a positive impact on customer interest. These efforts were strengthened by improvements in service quality, such as a more efficient reservation system and responsive staff attitudes, thereby encouraging customer satisfaction and loyalty.

In addition to facilities, service quality is also a crucial factor in consumers' decision-making processes. Tjiptono (2017) defines service quality as the level of conformity between the services provided and customer expectations. High-quality service has the potential to build trust and increase customer commitment, which ultimately impacts business sustainability in the service sector (Pangesti et al., 2024). Service quality emphasizes the ability of service providers to fulfill consumers' needs and desires through accurate and consistent service delivery that meets customer expectations (Raruna, 2024). In practice, AJC Mini Soccer Field strives to provide friendly service, respond to consumer complaints and feedback, and consistently deliver promised services. The ability to understand and respond quickly to consumer needs is an important factor in building long-term relationships, considering that consumers tend to return to services that meet their needs (Kusuma & Jannah, 2024). In addition, providing field booking services through WhatsApp is intended to make it easier for consumers to make reservations.

The availability of adequate facilities and good service quality is logically closely related to consumers' rental decisions. Peter and Olson (2013) in Indrasari (2019) explain that a decision is a knowledge integration process involving the evaluation of various alternatives before eventually selecting one, occurring from the pre-purchase stage to the post-purchase stage. In choosing a place to use services, consumers tend to consider various aspects relevant to their needs and preferences (Epiriandi et al., 2024). Facilities as tangible evidence of service play a role in supporting satisfaction, thereby potentially encouraging consumers to reuse the services offered (Setianingsih & Hastuti, 2024). On the other hand, professionally delivered service quality helps ensure that the services received match consumer expectations (Yuliantika & Fadli, 2025).

The explanation above indicates that facilities and service quality are two factors that potentially influence consumers' rental decisions. However, previous studies examining these two variables have mostly focused on tourism, hospitality, and the food industry sectors, and are generally conducted in large cities. Therefore, this study is important to provide empirical evidence in the context of sports services in Pontianak City, particularly mini soccer fields, while also contributing theoretically to the development of consumer behavior studies in the sports sector.

2. RESEARCH METHOD

The method applied in this study is a quantitative method with an associative approach. According to Sugiyono (2017), associative research is a type of research directed at identifying and analyzing relationships between two or more variables. This approach enables researchers to build an empirical explanatory framework that can be used to explain phenomena, make predictions, and control the symptoms under study. In this study, the independent variables analyzed include Facilities (X1) and Service Quality (X2), while the dependent variable of interest is Rental Decision (Y).

The data used in this study include primary and secondary data. Siregar (2020) states that primary data are data collected by researchers directly from the first source or the place/object where the research is conducted. Primary data were obtained through questionnaire distribution and interviews. Primary data in this study were collected through interviews and the distribution of questionnaires to respondents. Meanwhile, according to Siregar (2020), secondary data are data published or used by organizations that are not the data processors. The secondary data used include facilities, income for 2022–2024, facility data, and competitor data.

The population in this study refers to all consumers who have ever rented AJC Mini Soccer Field in Pontianak City, where the population size is unknown. To determine the sample size in this study, the Purba formula (2006) in Sujarweni (2019) was used. Based on calculations using the Purba formula, the minimum feasible sample size is 96.04. Therefore, the researchers determined a sample of 100 respondents. Sampling was conducted using purposive sampling. Sugiyono (2017) states that purposive sampling is a sampling technique based on certain considerations in accordance with the research objectives. The reason for using purposive sampling is to reduce bias from visitors who only stop by briefly. The respondent criteria include consumers aged at least 17 years, who have been and are currently members of the field, and who play more than once a month. The measurement instrument used a Likert scale, which according to Sugiyono (2017) is used to measure attitudes, opinions, and perceptions of individuals or groups regarding a social phenomenon. Data analysis was conducted using multiple linear regression analysis through SPSS version 25. The testing stages included validity testing, reliability testing, normality testing, linearity testing, multicollinearity testing, as well as correlation coefficient and coefficient of determination testing. Hypothesis testing was then conducted through simultaneous testing (F-test) and partial testing (t-test).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test in this study aims to assess the accuracy of the questionnaire instrument in measuring the variables under study. The test is conducted by correlating the scores of each statement item with the total score, then comparing the r-count values with the r-table value. The r table value is obtained from the degree of freedom (df) = $n - 2$, with a sample size

of 100 respondents, resulting in $df = 98$ at a significance level of 0.05 and an r table value of 0.196. The results of the validity test for each statement item in each variable are presented in **Table 1**.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Facilities (X1)	X1.1	0.444	0.196	Valid
	X1.2	0.623		
	X1.3	0.578		
	X1.4	0.598		
	X1.5	0.537		
	X1.6	0.579		
	X1.7	0.651		
	X1.8	0.655		
	X1.9	0.491		
	X1.10	0.628		
	X1.11	0.552		
	X1.12	0.622		
Service Quality (X2)	X2.1	0.575	0.196	Valid
	X2.2	0.637		
	X2.3	0.548		
	X2.4	0.573		
	X2.5	0.463		
	X2.6	0.606		
	X2.7	0.613		
	X2.8	0.689		
	X2.9	0.614		
	X2.10	0.668		
	X2.11	0.521		
	X2.12	0.652		
	X2.13	0.726		
	X2.14	0.596		
	X2.15	0.656		
Rental Decision (Y)	Y.1	0.634	0.196	Valid
	Y.2	0.585		
	Y.3	0.665		
	Y.4	0.678		
	Y.5	0.529		
	Y.6	0.596		
	Y.7	0.591		
	Y.8	0.577		
	Y.9	0.709		
	Y.10	0.692		
	Y.11	0.624		
	Y.12	0.718		
	Y.13	0.702		
	Y.14	0.577		
	Y.15	0.529		

Source: Processed Data, 2025

Based on the validity test results for each variable presented in **Table 1**, it can be seen that all statement items have an r -count values greater than the r -table value of 0.196. Thus, all statement items for each variable can be declared valid and suitable for use in this study.

3.1.2 Reliability Test

The reliability test is conducted to assess the consistency and reliability of the statement items in the questionnaire as a

research instrument. This study uses Cronbach's Alpha method, with the reliability criterion being an alpha value ≥ 0.60 . The results of the reliability test for each variable are presented in **Table 2**.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Facilities (X1)	0.821	Reliable
Service Quality (X2)	0.883	
Rental Decision (Y)	0.893	

Source: Processed Data, 2025

Based on the reliability test results presented in **Table 2**, Cronbach's Alpha values > 0.60 are obtained. Thus, it can be concluded that all items in each variable are reliable and suitable for use in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test is conducted to ensure that the research data is normally distributed. This test uses the Kolmogorov–Smirnov method to assess the suitability of the data distribution. The results of the normality test processed with SPSS are presented in **Table 3**.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.074
Asymp.Sig.(2-tailed)	.196 ^c

Source: Processed Data, 2025

Based on the normality test results presented in **Table 3**, the test result for the Asymp. Sig. (2-tailed) value is 0.196, which exceeds the normality significance value of 0.05. Thus, it can be declared that the data in this study is normally distributed.

3.2.2 Linearity Test

The linearity test is conducted to assess whether there is a linear relationship between the independent variable and the dependent variable. This test uses the Deviation from Linearity method with the help of SPSS. The results of the linearity test are presented in **Table 4**.

Table 4. Result of Linearity

Variable	Deviation from Linearity	Description
Rental Decision * Facilities	0.936	Linear
Rental Decision * Service Quality	0.473	

Source: Processed Data, 2025

Based on the linearity test results presented in **Table 4**, the significance value of Deviation from Linearity between the two variables is > 0.05 , so it can be concluded that the relationship between the two variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test is conducted to identify high correlations between independent variables in the regression model, as this condition can influence the accuracy of coefficient estimation and reduce the quality of the model. This test is conducted using SPSS, and the results of the multicollinearity test are presented in **Table 5**.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Facilities	.617	1.621
Service Quality	.617	1.621

Dependent Variable: Rental Decision

Source: Processed Data, 2025

Based on the multicollinearity test results presented in **Table 5**, it can be seen that the Facilities (X1) and Service Quality (X2) variables have a VIF value of 1.621, which is less than 10.00, and a Tolerance value of 0.617, which exceeds the minimum value of 0.10. Therefore, it can be concluded that there is no multicollinearity between the two independent variables in this study.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the influence of two or more independent variables on one dependent variable, both simultaneously and partially, while also constructing a predictive model of the relationship between variables. The results of the regression coefficient calculations obtained through SPSS are presented in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.133	4.234	.000
Facilities	.384	4.940	.000
Service Quality	.278	3.083	.003

Dependent Variable: Rental Decision

Source: Processed Data, 2025

Based on the results of the multiple linear regression analysis presented in **Table 6** and referring to the multiple linear regression coefficient equation, the results can be explained as follows:

$$Y = 1.133 + 0.384 X1 + 0.278 X2$$

- The constant (a) is 1.133, which means that if the Facilities (X1) and Service Quality (X2) variables are zero, the Consumer Decision (Y) will increase by 1.133 units.
- The regression coefficient value of variable X1 (Facilities) is positive at 0.384, which means that if there is an increase of one unit in the Facilities variable, the Renting Decision (Y) will also increase by 0.384 units.
- The regression coefficient value of variable X2 (Service Quality) is positive at 0.278, which means that if there is an increase of one unit in the Service Quality variable, the Renting Decision (Y) will increase by 0.278 units.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to assess the strength and direction of the relationship between two or more variables. This study applied the Product Moment method to analyze these relationships, with the results of the correlation coefficient test presented in **Table 7**.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.469	.458	.58690

Predictors: (Constant), Service Quality, Facilities

Dependent Variable: Rental Decision

Source: Processed Data, 2025

Based on the correlation coefficient test results presented in **Table 7**, a correlation value (R) of 0.685 is obtained. This value indicates that the relationship between the Facilities and Service Quality variables and the Rental Decision is in the Strong category, as the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on the results of the coefficient of determination (R^2) test presented in **Table 7**, an R-Square value of 0.469 is obtained. This indicates that the variables Facilities and Service Quality can explain their influence on Rental Decision by 46.9%, while the remaining 53.1% is influenced by other variables outside the scope of this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F test) is used to determine the influence of all independent variables simultaneously on the dependent variable. Based on the results of hypothesis testing using SPSS, the simultaneous test results are presented in **Table 8**.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	29.460	14.730	42.763	.000 ^b
Residual	33.412	.344		

Dependent Variable: Rental Decision

Predictors: (Constant), Service Quality, Facilities

Source: Processed Data, 2025

Based on the results of the simultaneous test (F test) presented in [Table 8](#), the calculated F value is $42.763 > F$ table 3.09 and the significance value is $0.000 < 0.05$. Thus, it can be concluded that the variables Facilities and Service Quality simultaneously have an influence on Rental Decision.

3.7 Partial Test (t Test)

The partial test (t-test) is used to analyze the influence of each independent variable individually on the dependent variable. Based on the results of partial hypothesis testing using SPSS, the t-test results are presented in [Table 9](#).

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.133	4.234	.000
Facilities	.384	4.940	.000
Service Quality	.278	3.083	.003

Dependent Variable: Rental Decision

Source: Processed Data, 2025

Based on the partial test results (t-test) presented in [Table 9](#), the calculated t-test results will then be compared with the t-table. The t-table value is 1.660. The t-test (partial) results can be explained as follows:

1. The Facilities variable (X1) has a calculated t-value of $4.940 >$ the table t value of 1.660 and a significance value of $0.000 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted. Therefore, it can be concluded that Facilities partially influence the Rental Decision.
2. The Service Quality variable (X2) has a calculated t-value of $3.083 >$ the table t value of 1.660 and a significance value of $0.003 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted. Therefore, it can be concluded that the Service Quality partially influence the Rental Decision.

3.7 Discussion

The Influence of Facilities on Rental Decision

The partial test results show that the Facilities variable (X1) has a positive and significant effect on Rental Decisions. This indicates that the existence and quality of facilities are one of the main determinants encouraging consumers to decide to rent at AJC Field. In the sports service industry, complete facilities, maintained cleanliness, and adequate lighting can increase consumer interest before making a rental decision. These findings imply that facility maintenance is not merely a routine operational activity, but a strategic aspect that must receive serious attention from management. Consumers who are satisfied with the facilities provided tend to have a higher level of comfort and show a tendency to reuse the same service. Therefore, AJC management needs to ensure the sustainability of facility conditions, maintain field cleanliness, and adjust the provision of supporting amenities according to consumer needs. This study is supported by [Agriansyah \(2024\)](#) and [Simamora & Yopi \(2024\)](#), which show that the facilities variable has a positive and significant effect on rental decisions.

The Influence of Service Quality on Rental Decision

The partial test results also show that the Service Quality variable (X2) has a positive and significant effect on Rental Decisions. This indicates that service quality is an important factor influencing consumers' decisions to rent at AJC Mini Soccer Field. In the service industry, quality service is not only characterized by friendly attitudes, but also by responsiveness and the ability of service providers to offer solutions to consumer problems. These findings emphasize that maintaining and improving service quality in line with consumer expectations must become the main focus of business managers. Consumers who are satisfied with the services received tend to have higher satisfaction levels and show an intention to rent again in the future. Therefore, AJC management needs to ensure consistent service quality to maintain consumers' rental decisions. This finding is supported by studies by [Yusuf et al. \(2025\)](#) and [Egina \(2025\)](#), which conclude that service quality has a positive and significant effect on rental decisions.

The Influence of Facilities and Service Quality on Renting Decisions

Based on the results of the simultaneous testing, it was found that the Facilities (X1) and Service Quality (X2) variables have a positive and significant effect on the Renting Decision. This indicates that facilities and service quality are among the factors that lead consumers to decide to engage in renting activities. In the sports industry business sector, complete and well-maintained facilities, along with cleanliness, can generate consumer interest prior to making a rental decision. In addition to the store atmosphere, the quality of service provided during the consumer decision-making process, such as friendliness and responsiveness, also plays an important role. These findings indicate that efforts to maintain and improve facilities as well as service quality standards must become a primary priority for business operators. Consumers who feel satisfied with comfortable facilities and high service quality tend to experience greater comfort and are less hesitant to revisit in the future. Therefore, the management of AJC is expected to maintain the available facilities and ensure consistency in service quality in order to meet the continuously evolving expectations of consumers. The results of this study are supported by Juniarta et al. (2024) and Yastari et al. (2025), who found that store atmosphere and product variables have a positive and significant influence on purchasing decisions.

4. CONCLUSION

Based on the research results, it can be concluded that the multiple linear regression equation is $Y = 1.133 + 0.384X_1 + 0.278X_2$. Based on the correlation coefficient test (R), it is known that Facilities and Service Quality have a strong relationship with Rental Decisions, as evidenced by the correlation coefficient value of 0.685, which lies within the range of 0.60–0.799. Based on the coefficient of determination test (R^2), it is known that in this study Facilities and Service Quality can explain their influence on Rental Decisions by 46.9%, while the remaining 53.1% is influenced by variables outside this study. Based on the simultaneous test results (F-test), it is known that Facilities and Service Quality jointly have a significant effect on Rental Decisions. Based on the partial test results (t-test), it is known that Facilities and Service Quality individually have a significant effect on Rental Decisions. Based on these conclusions, it is recommended that AJC field management prioritize improvements in physical facilities such as field quality, lighting, and supporting equipment. In addition, improve service quality through responsive staff, easy reservations, and cleanliness. This strategy will maximize rental decisions. It is also recommended to expand operations, implement promotions through social media to target students, and add flexible pricing promo packages to create additional attractiveness. It is recommended for future researchers to examine variables that influence rental decisions such as price, location, field atmosphere, and other variables. In addition, future researchers are also expected to expand the number of respondents so that the research results obtained are more accurate.

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