

The Effect of Service Quality and Facility on Customer Satisfaction at Depot Tanjung Api Malang

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ABSTRACT

The purpose of this study is to analyze the effects of Service Quality and Facility on Customer Satisfaction at the Depot Tanjung Api Malang. This study was conducted using a quantitative research approach. Data were collected by distributing questionnaires to customers visiting Depot Tanjung Api Malang. The sample consisted of 100 respondents, selected using non-probability sampling with a purposive sampling method. The data were analyzed using IBM SPSS Statistics. The results of the study indicate that Service Quality has a positive and significant effect on Customer Satisfaction, while Facility does not have a significant effect on Customer Satisfaction.

Keywords: Service Quality, Facility, Customer Satisfaction

1. INTRODUCTION

The food and beverage (F&B) industry is one of the sectors that has experienced significant growth in Indonesia in recent years. Factors such as changes in lifestyles, population growth, and the trend of eating out are driving this industry's growth. In the second quarter of 2025, the F&B industry grew by 6.15% (PT. Citra Cendekia Indonesia, 2025), as shown in Figure 1. This has created lucrative business opportunities and given rise to a wide variety of food and beverage businesses. Furthermore, the growth of the F&B industry has also led to intense competition among businesses. In a highly competitive market, customer satisfaction becomes one of the key factors that determine business sustainability and success.



Figure 1. Indonesia's Food & Beverage Industry GDP Growth Trends (Source: Central Statistics Bureau of Indonesia (BPS) reprocessed by CRIF, 2024)

Customer satisfaction is the result after customers compare their expectations before purchasing with the performance after trying the product or service. Indrasari (2019:84) states that customer satisfaction is a condition where customers feel that their expectations have been met or even exceeded, thus creating a sense of satisfaction. These perceptions and expectations are formed from customer needs and desires, previous consumption experiences, the experiences of others, and information obtained from advertising. Kotler & Keller (2021) define customer satisfaction as a feeling, whether happy or disappointed, that arises after comparing expectations with perceived performance or results. Ilmi et al. (2025) states that increased customer satisfaction can lead to strong sales growth,

both in the short and long term, and can boost revenue through repeat purchases. According to Indrasari (2019:92), customer satisfaction indicators consist of three indicators, namely conformity of expectations, interest in revisit, and willingness to recommend.

Service quality is one of the factors that can affect customer satisfaction. According to Indrasari (2019:62), service quality is the company's effort to meet customer needs and desires and deliver services appropriately to meet customer expectations. Similarly, according to Yuniasti et al. (2024), customer satisfaction refers to the extent to which a product meets or fails to meet customer expectations. Indrasari (2019:63) states that there are five indicators related to service quality, namely tangibles, reliability, responsiveness, assurance, and empathy.

In addition to service quality, facility can also contribute to customer satisfaction. Based on Wibisono & Achsa (2020), facilities are everything that has been provided by the company to support customer satisfaction. Tjiptono (2019) states that facilities are physical resources that must be available before a product or service is offered to customers. According to Munawir (2018), there are five indicators related to facility, namely spatial/planning consideration, room planning, equipment/furniture, lighting and color arrangement, and messages conveyed graphically.

Depot Tanjung Api Malang is a food and beverage business with an Indonesian-style kopitiam concept that was established in 2023. This depot is located at Jalan Panggung No. 5, Oro-oro Dowo, Klojen District, Malang City. The administrator of Depot Tanjung Api Malang, Mr. Aldis Ramadhan, said that this depot is different from other kopitiams that adapt concepts from Malaysia and Singapore. He explained that Depot Tanjung Api Malang specifically carries the concept of a fusion of Indonesian-style kopitiams that are commonly found in the province of Sumatra, such as the Riau Islands, Pekanbaru, Bangka-Belitung, Medan, and Bandar Lampung. The menus they offer combine Indonesian-style dishes and Malaysian-Singaporean Kopitiam with rich spices.

A comparison of online search interest for several depots and kopitiams in Malang City over the past year using Google Trends shows that Depot Tanjung Api Malang has a relatively higher and more consistent level of search interest compared to similar businesses. This can be interpreted as Depot Tanjung Api Malang having a fairly good level of awareness among the community on the internet. With fierce competition among restaurants in Malang City, service quality and facility are important aspects that businesses need to pay attention to in order to maintain customer satisfaction.

Previous studies have examined the impact of service quality and facilities on customer satisfaction. However, the results of these studies remain inconsistent. Previous research conducted by Irawan & Sitinjak (2024) states that service quality has a positive and significant effect on customer satisfaction. Similarly, Sihombing et al. (2023) also found that service quality has a positive and significant effect on customer satisfaction. Meanwhile, research conducted by Fatunimah & Kusuma (2025) shows that service quality has a negative and significant effect on customer satisfaction. Research conducted by Ade & Yoseph (2026) states that facility has a positive and significant effect on customer satisfaction. In addition, research conducted by Jerlianti et al. (2025) also states that facility has a positive and significant effect on customer satisfaction. Furthermore, research conducted by Apriliani et al. (2022) states that facility have a negative and insignificant effect on customer satisfaction. Based on this, the objective of this study is to conduct a further investigation into the relationship between service quality, facility, and customer satisfaction at Depot Tanjung Api Malang.

2. RESEARCH METHODS

2.1. Type of Research

The type of research used in this study is explanatory research using a quantitative approach. Explanatory research is a type of research used to explain the relationship and influence between the variables being studied, particularly to find out why an event or phenomenon can occur (Hardani et al., 2020).

2.2. Population and Sample

Population is all objects, subjects, or individuals that have certain characteristics and are the target of a study (Sugiyono, 2020). The population in this study is all customers who are currently visiting Depot Tanjung Api Malang. This study uses the Slovin formula to determine the sample size, as the population size has been estimated, and base on the calculations the sample size for this study was rounded up to 100 respondents. To anticipate invalid data, the questionnaire will be distributed to 120 respondents using a closed questionnaire that is distributed directly to the respondents. The sampling technique used in this study is non-probability sampling with a purposive sampling

method. Purposive sampling is a sampling technique with certain considerations or criteria that have been determined by the researcher prior to conducting the research (Paramita et al., 2021:64).

2.3. Data Analysis Method

The data collected in this study were analysed using SPSS. The analysis began with validity and reliability testing to ensure that the research instrument was valid and reliable. A validity test was conducted by comparing the calculated correlation coefficient (r-count) with the critical value (r-table) at a significance level of 0,05. If the calculated r-count > r-table value and is positive, then the statement item is considered valid. Reliability was assessed using Cronbach's Alpha, with a minimum acceptable value of 0.70 (Sugiyono, 2019).

In addition, classical assumption tests consisting of normality, heteroscedasticity, and multicollinearity tests were conducted to determine whether the data met the requirements for multiple linear regression analysis. A regression model is considered normal if the residual points are distributed around and follow the diagonal line (Ghozali, 2021). A regression model is considered free from multicollinearity if the tolerance value > 0.10 and the VIF value < 10. Next, a regression model is considered free from heteroscedasticity if the residual points are randomly distributed and do not form a specific pattern.

Next is followed by regression analysis. According to Sulistyowati & Astuti (2017), regression analysis is a statistical method used to determine the linear relationship between one dependent variable and one independent variable. In this study, the predictor variables used are service quality (X1) and facilities (X2), while the response variable is customer satisfaction (Y). According to Ainie et al. (2021), multiple regression analysis is used to describe the relationship between independent variables and dependent variables. The multiple linear regression equation model in this study is formulated as follows $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$. According to Ghozali (2021), the coefficient of determination (R^2) is used to measure the extent to which a regression model can explain the variation in the dependent variable. The R^2 value ranges from 0 to 1. The closer the value is to 1, the greater the ability of the independent variable to explain the dependent variable.

According to Ghozali (2021), the t-test is used to examine the partial effect of each independent variable on the dependent variable. If the t-value > the t-table or the significance level is < 0.05, it means there is a significant partial effect. The F-test was used to determine whether the independent variables simultaneously affect the dependent variable (Ghozali, 2021). If the F-count value > F-table or the significance value < 0.05, then the independent variables simultaneously have a significant effect on the dependent variable.

3. RESULTS AND DISCUSSIONS

Table 1. Respondent Demographic

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	37	37
Gender	Female	63	63
Age	≤ 20 years old	13	13
Age	21 – 23 years old	37	37
Age	24 – 26 years old	11	11
Age	27 – 29 years old	9	9
Age	30 – 32 years old	8	8
Age	33 – 35 years old	9	9
Age	≥ 36 years old	13	13
Occupation	Employee	25	25
Occupation	Housewife	13	13
Occupation	Student	41	41
Occupation	Entrepreneur	7	7
Occupation	Part-time	4	4
Occupation	Freelancer	5	5

Occupation	Other (please specify)	5	5
Monthly Spending	<Rp 500.000	12	12
Monthly Spending	RP 500.001 – Rp 1.000.000	18	18
Monthly Spending	Rp 1.000.001 – Rp 2.500.000	22	22
Monthly Spending	Rp 2.500.001 – Rp 5.000.000	26	26
Monthly Spending	≥ Rp 5.000.001	22	22
Visit Frequency	1 time	38	38
Visit Frequency	2 –3 times	40	40
Visit Frequency	4 – 5 times	13	13
Visit Frequency	≥ 6 times	9	9
Respondents' Perception of Service Quality	Very Good	43	43
Respondents' Perception of Service Quality	Good	46	46
Respondents' Perception of Service Quality	Fair	10	10
Respondents' Perception of Service Quality	Poor	1	1
Respondents' Perception of Service Quality	Very Poor	-	-
Respondents' Perception of Facility	Very Good	41	41
Respondents' Perception of Facility	Good	46	46
Respondents' Perception of Facility	Fair	10	10
Respondents' Perception of Facility	Poor	3	3
Respondents' Perception of Facility	Very Poor	-	-

Based on the results in Table 1 above, the respondents in this study is 63% Female (63 respondents), while 37% (37 respondents) is Male respondents. The majority of respondents were in the young adult age group, specifically 21–23 years old, with 37 respondents (37%), while the lowest number was in the 30–32 age range with 8 respondents (8%). Next, the respondents' occupations were mostly students, totaling 41 respondents (41%), and the lowest category was part-time workers, with 4 respondents (4%). The respondents' monthly spending was mostly in the range of Rp 2,500,001 – Rp 5,000,000, with 26 respondents (26%), while the lowest expenditure range was < Rp 500,000, with 12 respondents (12%). The respondents were predominantly customers who had visited Depot Tanjung Api Malang 2–3 times, totaling 40 respondents (40%), while the smallest group of respondents consisted of those who had visited ≥ 6 times, totaling 9 respondents (9%). Additionally, the majority of respondents believed that the service quality at Depot Tanjung Api Malang was in the “Good” category, with 46 respondents (46%) agreeing, while only one respondent (1%) felt that the service quality at Depot Tanjung Api Malang was “Poor.” The majority of respondents also agreed that the facility provided by Depot Tanjung Api Malang were “Good”, with 46 respondents (46%) giving this rating, while only 3 respondents (3%) rated the facilities at Depot Tanjung Api Malang as “Poor”.

The validity test results show that all statement items used to measure Service Quality (X1), Facility (X2), and Customer Satisfaction (Y) are valid. This is because all items have r-values > r-table value of 0,1966 and sig < 0,05. Next, the reliability test results show that all variables are reliable. Service Quality (X1) with value of (0,909), Facility (X2) with value of (0,869), and Customer Satisfaction (Y) with value of (0,873). All variables exceed the minimum threshold of (0,70), the research instrument is considered reliable and consistent in measuring the variables under study.

Descriptive analysis indicates that respondents generally gave positive evaluations of all variables. For the Service Quality (X1), the highest mean score was 4,27 on three items, X1.1.2, X1.2.2, and X1.3.1, while the lowest mean score was 4,11 on item X1.3.2. For the Facility (X2), the highest mean score was 4,28 on two items, X2.5.1 and X2.5.2, while the lowest mean score was 4,06 on item X2.1.2. Furthermore, the Customer Satisfaction (Y) obtained

the highest mean score of 4,38 on item Y1.3.2, while the lowest mean score of 4,15 was on items Y1.1.2. Based on the interpretation criteria, these mean scores fall within the high and very high categories, indicating favorable customer perceptions of service quality, facility, and customer satisfaction at Depot Tanjung Api Malang.

Next, the classical assumption tests demonstrate that the regression model meets the required assumptions. The normality test was conducted using the Kolmogorov–Smirnov test, histogram, and Normal P–P Plot. The results showed that the data were normally distributed, as indicated by the Kolmogorov–Smirnov significance value of 0.061 (> 0.05), a bell-shaped histogram, and residual points that followed the diagonal line in the Normal P–P Plot. The heteroscedasticity test reveals that the residual points are randomly scattered above and below the zero line without forming a particular pattern, indicating the absence of heteroscedasticity. Furthermore, the multicollinearity test shows a tolerance value of 0,609 and a VIF value of 1,643 for both independent variables. Since the tolerance value exceeds 0,10 and the VIF value is below 10, the regression model is free from multicollinearity.

The multiple linear regression analysis produced the following equation:

$$Y = 4,843 + 0,404X_1 + 0,085X_2 + e$$

The regression equation indicates that Service Quality and Facility have positive relationships with Customer Satisfaction. The coefficient of Service Quality (X_1) variable (0,404) shows that every one-unit increase in Service Quality (X_1) will increase Customer Satisfaction (Y) by 0,404 units, assuming other variables remain constant. Similarly, the Facility (X_2) variable (0,085) indicates that every one-unit increase in Facility (X_2) will increase Customer Satisfaction (Y) by 0,085 units, assuming other variables remain constant. The error value (e) of 2.092 represents the influence of other factors outside the model that may affect Customer Satisfaction (Y).

The coefficient of determination analysis shows an R Square value of 0,543. This indicates that 54,3% of the variation in Customer Satisfaction (Y) can be explained by Service Quality (X_1) and Facility (X_2), while the remaining 45,7% is influenced by other variables not included in this study.

The t-test results show that Service Quality (X_1) has a positive and significant effect on Customer Satisfaction (Y), with a t-value of 7,417 greater than the t-table value of 1,985 and a significance value of 0,000 less than 0,05. Therefore, the first hypothesis is accepted. On the other hand, Facility (X_2) does not have a significant effect on Customer Satisfaction (Y), since the t-value of 1,418 is lower than the t-table value of 1,985 and a significance value of 0,159 greater than 0,05. Therefore, the second hypothesis is rejected.

4. CONCLUSION

Based on the findings of this study, Service Quality (X_1) has a positive and significant effect on Customer Satisfaction (Y) at Depot Tanjung Api Malang. This is indicated by a t-value of 7,417, which is greater than the t-table value of 1,985, and a significance value of 0,000, which is lower than 0,05. Therefore, the first hypothesis (H_1) is accepted. These findings suggest that improvements in service quality can enhance customer satisfaction.

Meanwhile, Facility (X_2) does not have a significant effect on Customer Satisfaction (Y). This is indicated by a t-value of 1,418, which is lower than the t-table value of 1,985, and a significance value of 0,159, which exceeds the 0,05 significance level. Therefore, the second hypothesis (H_2) is rejected. This finding indicates that the facilities provided by Depot Tanjung Api Malang are not the primary factor influencing customer satisfaction.

Furthermore, the coefficient of determination (R^2) value of 0,543 indicates that Service Quality (X_1) and Facility (X_2) explain 54,3% of the variation in Customer Satisfaction (Y), while the remaining 45,7% is influenced by other factors not examined in this study. In addition, the validity and reliability tests confirmed that all research instruments met the required criteria, while the classical assumption tests indicated that the regression model satisfied the assumptions of normality, heteroscedasticity, and multicollinearity.

The findings imply that management should prioritize improving service quality to increase customer satisfaction. Future studies are recommended to include additional variables that may influence customer satisfaction, such as price, food quality, brand image, atmosphere, or customer experience.

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