



The Effect of Facilities on Customer Satisfaction Through Service Quality as an Intervening Variable at the SMKN 1 Glagah Hall in Banyuwangi

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Abstract

This study aims to analyze the effect of owned facilities on customer satisfaction at SMKN 1 Glagah Hall in Banyuwangi, with service quality as an intervening variable. The study employs a quantitative approach using structural equation modeling with partial least squares (SEM-PLS) analysis. This study included a total of 160 respondents who had used the hall for at least six months. Respondents were selected using a purposive sampling technique. The findings show that the hall's facilities have substantial direct and indirect effects on customer satisfaction, and that service quality plays an important mediating role. These results underscore the importance of simultaneously implementing facilities management and improving service quality to increase customer satisfaction in service-based educational institutions.

Keywords: facilities, service quality, customer satisfaction, SEM-PLS

1. Introduction

In the context of contemporary global competitive environments, the quality of services provided has emerged as a critical factor in institutional success, particularly within educational institutions. Educational institutions are now expected to extend beyond their conventional instructional roles by offering community-oriented services, such as the provision of function rooms. When managed by a competent team, these facilities have the potential to serve as venues for internal school activities and as strategic assets that generate additional revenue and enhance the institution's image in the eyes of the public. SMKN 1 Glagah, a preeminent vocational school situated in Banyuwangi, Indonesia, operates a school hall that serves both internal and external purposes. The hall is utilized for a variety of events, including seminars, workshops, weddings, and community gatherings. The strategic location of the hall, in conjunction with the adequacy of its infrastructure, indicates its strong potential to become one of the leading venue options in the area. Nevertheless, the effective administration of such a system is contingent not solely on the physical infrastructure, but also on the caliber of services rendered.

The competitive environment in Banyuwangi is characterized by a diverse range of venue providers offering a variety of price and quality of facilities. For instance, the hall at SMKN 1 Glagah is priced at Rp6,000,000, whereas other venues, such as Hotel Ketapang Indah, charge up to Rp70,000,000. In a competitive market, the quality of facilities is the primary factor in attracting customers. Consequently, the scope of facility management entails not only the assurance of spatial adequacy and comfort but also the provision of contemporary supporting facilities such as audiovisual systems, optimal lighting, changing rooms, expansive parking areas, and accessibility for individuals with disabilities. Research has demonstrated that facilities exert a substantial influence on the satisfaction experienced by users. In the contemporary market, consumers are increasingly demanding venues that prioritize comfort and well-equipped facilities, as well as reliable support systems. The presence of inadequate facilities has the potential to result in a negative user experience, regardless of other aspects of the service that may be considered satisfactory. Consequently, the management of physical infrastructure ought to prioritize user needs and expectations.

Service quality, comprising responsiveness, friendliness, clarity in communication, and the professionalism of staff, is equally important. Research has demonstrated that customers who receive excellent service are more likely to express satisfaction, recommend the service to others, and return for future use. Customer satisfaction, as articulated by Kotler and Keller, is indicative of the

discrepancy between perceived performance and expectations. When performance meets or exceeds expectations, satisfaction is the result; conversely, disappointment ensues. An analysis of data from SMKN 1 Glagah indicates a substantial increase in hall usage. From 2022 to 2024, the number of hall users increased from 62 to 115, indicating that initiatives aimed at improving services and communication are beginning to yield tangible results. Nevertheless, challenges persist in evaluating the adequacy of the facilities and in improving the quality of services on an ongoing basis.

This study addresses a significant research gap by examining the effect of facilities on customer satisfaction, with a particular focus on the mediating role of service quality. A review of the extant literature reveals a tendency to prioritize direct relationships, while neglecting to systematically assess how service quality channels influence the impact of other variables. This oversight is especially pronounced in the context of facility rentals by educational institutions. Therefore, this study employs a comprehensive approach that analyzes the direct and indirect relationships between facilities, service quality, and customer satisfaction in the specific context of SMKN 1 Glagah's hall. The objective of this study is to examine how facility conditions affect perceived service quality, as well as to determine how each of these variables, both directly and indirectly, affect customer satisfaction. This research also explores the mediating role of service quality in shaping customer perceptions, providing a more nuanced understanding of the dynamics involved in public service delivery in educational institutions. The results of this study are expected to contribute to the theoretical framework in two ways. Firstly, the results of this study will serve to extend the model of service satisfaction in educational settings. Secondly, the results of this study will provide insights and strategic recommendations to improve the management of public facilities in vocational schools.

2. Methods

Grand Theory of Marketing

Marketing is a fundamental component of sustaining and growing a business. According to Kotler, marketing is a social and managerial process through which individuals and groups obtain what they need and want by creating, offering, and exchanging products or value with others. Marketing involves more than just sales; it also involves building meaningful relationships that aim to generate long-term customer satisfaction and loyalty. A business's success or failure in achieving its goals largely depends on entrepreneurs' competence in effectively managing marketing activities, which directly impacts profitability and customer satisfaction. Similarly, as cited in Wicaksono, William J. describes marketing as an overall system of business activities designed to plan, price, promote, and distribute goods and services that satisfy the needs of current and potential buyers. This highlights marketing as a strategic, interconnected process that plays an important role in shaping demand, perception, and business continuity in a competitive market.

Facilities

According to Tjiptono, facilities constitute a component of the physical evidence in the service marketing mix, exerting a substantial influence on customer perceptions of service quality. The facilities provided by service providers must meet several fundamental criteria, including the capacity to meet customer needs, ease of access, spatial comfort, user safety, and visual aesthetic aspects that engender a professional and agreeable impression. In practice, users assess facilities based on the completeness of amenities such as tables, chairs, air conditioning, and other supporting devices; the condition of cleanliness and maintenance of facilities; the visual or aesthetic appearance of the room; and the extent to which the facilities are easily accessible both physically and administratively.

The judicious administration of facilities has been demonstrated to exert a favorable influence on customer perceptions of service quality. Widyaningrum (2023) posited that facilities that are clean, complete, and up to standard will provide comfort and increase the overall positive customer experience. Setyowati et al. also emphasized that physical facilities function not only in a practical sense, but also become a strategic element in shaping a professional and trusted service image. This finding indicates that facilities function as a conduit between customer expectations and perceptions of service quality.

Moreover, the satisfaction of customers is derived from the provision of facilities that not only satisfy their needs but also surpass their expectations. Prasetyo and Kurniawan's study revealed a positive correlation between the presence of adequate facilities and an increase in customer satisfaction within the service sector. It has been demonstrated that customers tend to feel satisfied when the facilities they use support their needs and comfort optimally. Consequently, facilities should

be regarded not merely as an adjunct to services, but rather as a fundamental component that necessitates strategic and sustainable management to ensure the long-term maintenance and enhancement of customer satisfaction.

Service Quality

Service quality is defined as the discrepancy between customer expectations and their perceptions of the services received. The quality of a service is regarded as high when it meets or surpasses customer expectations. Kotler and Keller also posit that service quality constitutes a fundamental element in creating sustainable customer satisfaction and loyalty. In the realm of service provision, the success of an institution is predominantly contingent upon its capacity to deliver a consistent, professional, and user needs-oriented service experience.

The SERVQUAL model, developed by Parasuraman et al., has become one of the most widely used approaches to measuring service quality. The model under consideration comprises five primary dimensions, namely physical evidence (tangibility), reliability, responsiveness, assurance, and empathy. The tangibility dimension encompasses the physical characteristics of facilities and equipment, as well as the performance of service staff. Reliability is defined as the institution's capacity to deliver services in a manner that is both precise and consistent. Responsiveness is defined as the degree to which staff members are willing and able to assist customers in a timely manner. Assurance is defined by the knowledge, courtesy, and ability of staff to provide a sense of security to users, while empathy is defined as the personal attention given to each customer.

A robust correlation exists between service quality and customer satisfaction. Widyaningrum's research indicates that superior service quality is a significant factor in increasing customer satisfaction and loyalty in the hospitality sector. This finding is reinforced by Farhan and Makmuri, who demonstrate that customer perceptions of public services can be positively influenced by the provision of quality services, even in conditions of limited facilities. This finding indicates that service quality is contingent not solely on the availability of facilities, but also on the competence of human resources and the effectiveness of systems that support the service process.

In this study, service quality is conceptualized as an intervening variable that mediates the relationship between facilities and customer satisfaction. This mediating role is further substantiated by Prastiwi's findings, which demonstrate that within the education sector, the provision of superior service quality can amplify the impact of facilities on customer satisfaction. Hamidah also underscored the significance of a well-organized service system in enhancing service quality to ensure user satisfaction. Consequently, service quality functions not only as an output of the organization, but also as a strategic link in creating added value to the overall customer experience.

Customer Satisfaction

Customer satisfaction is a critical component in evaluating the efficacy of a service, particularly in the service sector, such as the leasing of public facilities. According to Kotler and Keller, customer satisfaction is defined as a subjective feeling of pleasure or disappointment that arises after a comparison is made between expectations and the actual performance of a product or service received. The degree to which the service provided meets or exceeds the customer's expectations has been shown to have a direct impact on their overall satisfaction. Conversely, if the reality received is lower than expected, dissatisfaction will arise. Consequently, satisfaction is influenced not only by the quality of the service itself, but also by the customer's initial expectations of the service.

Parasuraman et al. posit that customer satisfaction can be analyzed through several indicators, including product or service quality, price suitability, convenience in using services, and the quality of interpersonal relationships between service providers and users. Service quality is defined as the extent to which the service meets customer needs and preferences. The price of a commodity is determined by the cost of production and the perceived value of the commodity to the consumer, which is influenced by the benefits the commodity provides. Convenience encompasses the ease with which the service can be utilized, from its accessibility to the seamless flow of orders. Conversely, interpersonal relationships underscore the significance of amicable, responsive, and professional interactions from service providers toward customers.

Target Population and Sampling Procedure

According to Arikunto (2013), the population is defined as the overall object of research, characterized by specific attributes. Within the context of this discussion, the term "population" is understood to encompass not only quantitative data, but also groups that share analogous characteristics, albeit with varying degrees of similarity. The population under study is estimated to

reach approximately 27,000 individuals, comprising all users of SMKN 1 Glagah Hall in 2024. The population under consideration includes internal groups, such as students, teachers, and education personnel, as well as external parties, including organizations, institutions, and individuals who rent the hall for various purposes. The selection of this population is predicated on its pertinence to the study's focal point, which is to analyze the effect of facilities and service quality on customer satisfaction. Given the dynamic nature of hall usage, which exhibits fluctuations throughout the year, this population approach enables a more comprehensive representation of the perceptions and experiences of hall users as a whole.

Conversely, Sugiyono asserts that a sample constitutes a segment of a population that exhibits analogous characteristics, thereby possessing the potential to serve as a representative of the entire population. This study employs a purposive sampling method, which is a sampling technique predicated on specific criteria in accordance with the study's research objectives. The sample criteria include: The study's participants were selected from two distinct groups of respondents: (1) individuals between the ages of 20 and 65, as they are considered capable of making independent decisions regarding service utilization; and (2) active users of the SMKN 1 Glagah Hall, who were categorized into four main groups: (a) government agencies (e.g., the Education Office, Kesbangpol, and the Banyuwangi Education Office Branch), (b) schools or educational institutions (e.g., MKKS SMK/SMA and other educational organizations), (c) community organizations or communities (e.g., event organizers, catering providers, photographers, and sound system providers), and (d) individuals or individuals (families and wedding guests).

The determination of the sample size is contingent upon the size of the population, which is both large and undefined. The formula proposed by Ferdinand (2014) is utilized to determine the sample size, and it involves multiplying the number of indicators by a range of 5 to 10. According to the established criteria, the minimum number of samples required is contingent upon the number of research indicators, with a range of 90 to 180 respondents constituting the requisite minimum. In this study, 160 respondents were utilized, who were deemed to have met the requisite criteria and were sufficiently representative to be analyzed. The total number of respondents was divided into four groups of hall users, with each group consisting of 40 respondents from government agencies, educational institutions, community organizations or communities, and individuals or private individuals.

Hypotheses

According to Sugiyono, the hypothesis constitutes a provisional response to the formulation of research problems, which is meticulously prepared on the basis of theoretical studies and supported by extant literature. The objective of this study is to utilize the hypothesis to assess the impact of facility variables and service quality on customer satisfaction, either directly or indirectly through service quality as an intervening variable. The initial hypothesis posits that facilities exert an influence on service quality. The existence of adequate and well-managed facilities has been demonstrated to increase customer comfort and perceptions of service. According to Tjiptono, facilities constitute a pivotal component in shaping customer perceptions. Furthermore, Widyaningrum's findings indicate that the extent to which facilities are complete and clean is positively associated with the quality of service perceived by customers. It has been demonstrated that facilities have a positive effect on service quality at SMKN 1 Glagah Hall. The second hypothesis posits that facilities exert a direct influence on customer satisfaction. The provision of adequate physical facilities is of paramount importance for the successful execution of events. Such facilities should include comfortable spaces, cooling systems, and event support equipment. The presence of these elements is conducive to the creation of a positive experience for event participants. The findings of Farhan and Makmuri, as well as Widyaningrum, demonstrate that facility quality exerts a substantial influence on user satisfaction. H2: the facilities have been demonstrated to exert a positive effect on customer satisfaction at SMKN 1 Glagah Hall. The third hypothesis emphasizes the impact of service quality on customer satisfaction. In accordance with the SERVQUAL model, the provision of responsive, reliable, and empathetic service is associated with an increase in user satisfaction. Research conducted by Widyaningrum and Farhan, as well as Makmuri, supports the notion that service quality exerts a substantial influence on satisfaction, within both the private and public sectors. H3: The quality of service provided by SMKN 1 Glagah Hall has been demonstrated to have a positive effect on the satisfaction of its customers. The fourth hypothesis posits that the simultaneous impact of facilities and service quality on customer satisfaction is a key factor in understanding consumer behavior. The integration of well-equipped facilities with the provision of expert services fosters a comprehensive service experience. According to Tjiptono and Parasuraman, et al., these two

variables are significant factors in fostering loyalty and positive perceptions of services. It has been demonstrated that the implementation of enhanced facilities and services has a favorable impact on customer satisfaction at SMKN 1 Glagah Hall.

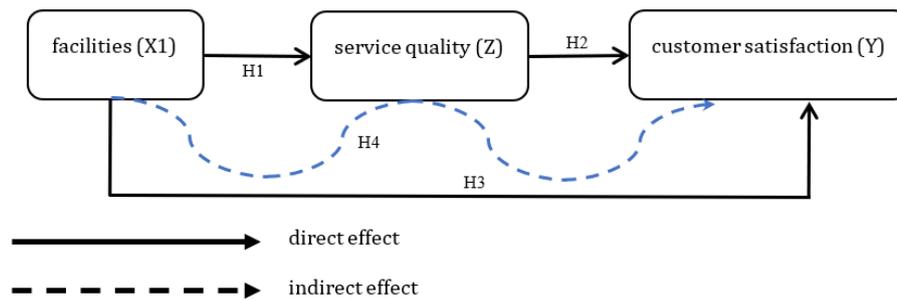


Figure 1. the conceptual framework

3. Results and Discussion

Demografi Reponden

The demographics of respondents in this study aim to provide an overview of the profile of respondents involved in filling out the questionnaire using a five-point Likert scale. The demographics displayed include gender, age, user address, occupation, user, and frequency of use of SMKN 1 Glagah - Banyuwangi Hall services. Comprehension of the respondents' background is imperative to ensure a comprehensive understanding of the research results. This understanding can serve as a foundation for more contextual analysis. Table 1 presents a comprehensive overview of the respondents' demographic characteristics.

Particulars	Description	Value	Percentage
Gender	Male	94	58,75 %
	Female	66	41,25 %
Age	20 - 30 years	22	13,75 %
	31 - 40 years	49	30,63 %
	41 - 50 years	40	25,00 %
	51 - 60 years	39	24,38 %
	61 years - and above	10	6,25 %
User Address	Kec. Glagah	25	15,63 %
	Kec. Giri/Banyuwangi Kota	93	58,13 %
	Kec. Licin/Kalipuro/Wongsorejo/Kabat	20	12,50 %
	Kec. Lain diwilayah Kab. Banyuwangi	22	13,75 %
Job Position	Kec. Lain di luar wilayah Kab. Banyuwangi	0	0,00 %
	Guru	68	42,50 %
	ASN Pemda/Dinas	45	28,125 %
	Wiraswasta	31	19,375 %
User	Ibu Rumah Tangga	12	7,50 %
	lain-lain	4	2,50 %
	Instansi pemerintah	40	25,00 %
	Sekolah atau lembaga pendidikan	41	25,63 %
Hall Usage Frequency	Organisasi masyarakat/komunitas	40	25,00 %
	Individu/pribadi	39	24,38 %
	1 - 3 kali	40	25,00 %
	4 - 6 kali	41	25,63 %
	7 - 9 kali	40	25,00 %
	10 kali - lebih	39	24,38 %

Table 1. Demographic of Responden

Source: Primary Data 2025

Analisis pengukuran dan model struktural

The researcher conducted confirmatory factor analysis (CFA) to assess the measurement model. According to Hinkin (1998), the Certified Financial Analyst (CFA) certification serves to guarantee the validity and unidimensionality of the measurement model. The reliability of the measurement was evaluated through Cronbach's alpha and showed a value of 0.901. This finding aligns with the minimum value of 0.8 proposed by Peterson (1994), suggesting adequate reliability. The researcher employed convergent and discriminant validity tests to assess the validity of the instrument. Convergent validity can be analyzed through factor loading, as suggested by Awang (2012) and Hair et al. (2010). Awang (2023) posits that the optimal loading for established items is above 0.6. Furthermore, as posited by Molina et al. (2007), the lowest possible value of the average variance extracted (AVE) for all constructs should exceed 0.5. The convergent validity results indicate item loadings that exceed 0.6 and AVE values for all constructs that surpass 0.5. The Table 2 presents the item loadings, AVE values, and composite reliabilities.

Construct	Item	Factor Loading Range	Composite Reliability	AVE
Facilities	4	0.800 – 0.852	0.895	0.680
Service Quality	5	0.887 – 0.926	0.960	0.826
Customer Satisfaction	5	0.779 – 0.919	0.935	0.743

Table 2. Reliability and validity of the instrument
Source: Data Processing 2025

Discriminant validity is assessed using the Fornell and Larcker (1981) approach. According to this perspective, the construct's variance value, as measured by its indicators, should exceed that of other constructs. Furthermore, an elevated correlation between pairs of indicators, as evidenced by the square root value of the AVE, serves as an indication of discriminant validity. Hair et al. (2010) posit that the correlation value among pairs of predictor variables should be less than 0.9. The detailed results are presented in Table 3, which fully comply with the discriminant validity criteria established by Fornell and Larcker (1981) and Hair et al. (2010).

Construct	Facilities	Service Quality	Customer Satisfaction
Facilities	0.825		
Service Quality	0.749	0.909	
Customer Satisfaction	0.779	0.849	0.862

Table 3. Constructs' discriminant validity
Source: Data Processing 2025

Wiyono (2020) proposes a set of seven indicators to ascertain the adequacy of a measurement model, including the chi-square, the discrepancy-unweighted least squares (d-ULS) method, the discrepancy-geodesic distance (d-G) approach, the standardized root mean squared residual (SRMR) statistic, the goodness of fit (GoF) measure, the Q2 predictive relevance (Q2 PR) criterion, and others. Researchers also employ the normative fit index (NFI) to further substantiate the congruence between the measurement and structural models. The findings indicated that for the specified model size, the SRMR value of 0.080 fell below the 0.10 threshold, thereby suggesting a satisfactory alignment between the observed covariance matrix and the one predicted by the model (Henseler et al., 2014). Furthermore, the d_ULS (1.108) and d_G (0.894) values exceed 0.05, suggesting that there are no substantial deviations in the global model structure (Dijkstra & Henseler, 2015). The chi-square value of 747.227, while substantial, was still deemed to support the model's fit, given the sensitivity of this statistic to sample size. The NFI value of 0.759, although not reaching the ideal value, still indicates an acceptable model fit (Bentler & Bonett, 1980). Additionally, the Goodness of Fit (GoF) value of 0.733 surpasses the 0.36 threshold proposed by Tenenhaus et al. (2005), signifying that the model exhibits exceptional predictive quality and structural fit.

The Q² predictive relevance values for the Customer Satisfaction (0.686) and Service Quality (0.659) variables demonstrate strong predictive relevance, suggesting that the model possesses the capacity to effectively explain and predict the latent variables within the constructed structure (Hair et al., 2020). The measurement and structural models are delineated in Table 4.

GoF Measures	SRMR	d-ULS	d-G	Chi-Square	NFI	GoF	Q ² PR
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Recommended value	< 0.10	> 0.05	> 0.05	$\geq \chi^2$ tabel	~1	≥ 0.36	≥ 0.35
Structural Model	0.08	1.108	0.894	747.227	0.759	0.733	0.686 and 0.659

Table 4. Model fit measures.
Source: Data Processing 2025

The researcher then proceeded to analyze the hypotheses that had been formulated using Structural Equation Modeling (SEM). The statistical significance value of each structural parameter facilitates the validation of the path hypothesis. In this research study, a significance level of 0.05 was established as the standard for determining statistical significance. A significant path coefficient signifies that the relationship between the latent independent and dependent variables has substantial statistical support, thereby validating the proposed hypothesis. The primary hypotheses and their subordinate sub-hypotheses are delineated in Table 5.

Hypothesis	Constructs	Estimate	Critical Ratio	P values	Decision
H1	F -> SQ	0.371	4.258	0.000	Supported
H2	F -> CS	0.247	3.668	0.000	Supported
H3	SQ -> CS	0.497	5.958	0.000	Supported
H4	F -> SQ -> CS	0.185	3.207	0.001	Supported

Table 5. Result of hypothesis testing.
Source: Data Processing 2025

*F = Facilities, SQ = Service Quality, CS = Customer Satisfaction

The findings of this study suggest that facilities play a substantial role in influencing service quality and customer satisfaction. First, it has been demonstrated that facilities have a highly significant positive effect on customer satisfaction, with a coefficient of 0.247, a T-statistic value of 3.668 (>1.96), and a P-value of 0.000 (<0.05). This finding suggests a positive correlation between the quality of facilities and customer satisfaction. Furthermore, the facilities exert a substantial positive influence on service quality, as evidenced by a coefficient of 0.371, a T-statistic of 4.258, and a P-value of 0.000. The presence of adequate and representative facilities has been demonstrated to engender a professional impression, enhance comfort, and bolster operational efficiency. These elements are considered integral components in the assessment of service quality.

Furthermore, the service quality variable demonstrated a highly significant effect on customer satisfaction, with a coefficient of 0.497, a T-statistic of 5.958, and a P-value of 0.000. These results suggest that approximately half of the observed increase in customer satisfaction can be attributed to the quality of service delivery. The provision of expeditious, amicable, courteous, and professional service fosters a positive experience and engenders a sense of being valued among customers.

Finally, the indirect path analysis demonstrates that facilities exert a substantial indirect influence on customer satisfaction through service quality, as evidenced by a coefficient of 0.185, a T-statistic of 3.207, and a P-value of 0.001. This finding indicates that facilities exert a direct impact on customer satisfaction, in addition to an indirect one, which is manifested through their customers' perception of the quality of service received.

4. Conclusion

The findings of this study indicate that facilities exert a significant influence on the quality of services rendered and the level of customer satisfaction. The importance of clean, comfortable, and well-equipped facilities in improving perceptions of service quality and directly increasing satisfaction among service users has been well-documented. Furthermore, the investigation revealed that service quality emerged as the predominant factor influencing customer satisfaction. The provision of responsive, friendly, and structured services has been demonstrated to contribute significantly to the creation of a satisfactory service experience. The findings also indicate an indirect effect of facilities on customer satisfaction through service quality. This suggests that facilities will have a more optimal impact if they also improve perceptions of the quality of service provided. The results of this study demonstrate that effective facility management, in conjunction with the delivery of quality services, is essential for cultivating sustainable customer satisfaction.

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