



The Influence of Service Quality and Facilities on Customer Satisfaction and Loyalty of Blue Residence's Boarding Room, West Jakarta

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A B S T R A C T

Blue Residence Kos is a boarding house in West Jakarta. This business has been going on for a long time and over time, the boarding house owner also needs to consider the potential risk of being lonely due to the loss of attractiveness of the boarding house. This business has a high customer turnover rate and many boarding rooms are found to be unoccupied. For this reason, it is necessary to control the quality of boarding services provided in services and facilities. This study examines the effect of service quality on customer satisfaction and loyalty boarding. It is proven that customer satisfaction and loyalty are influenced by service quality and boarding facilities. Customer satisfaction is affected by the variable boarding facilities and boarding services significantly and both variables affect simultaneously by 63.9%. Customer loyalty is not significantly affected by the variable costing facilities, but is significantly affected by the variable costing services. Simultaneously, customer loyalty is influenced by these two variables by 72.5%. Customer satisfaction regression formula $Y1 = 1.379 + 0.423 X1 + 0.500 X2$ and customer loyalty regression formula $Y2 = -3.178 + 0.204 X1 + 0.775 X2$. Researchers propose improvements with the QFD method and obtain a ranking of improvement priorities that have been evaluated for their level of competitiveness with competitors of the Blue Residence boarding house. Researchers also use quality management tools to control quality, namely Check Sheet, Pareto Diagram, and Fishbone.

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1. INTRODUCTION

The boarding house business is one of the property business models, which provides services for renting boarding rooms (Nursalim, 2020). In building this business, it is not enough

to focus on market orientation (Crick, et al, 2022). This business also has a potential risk of being deserted due to the loss of attractiveness of the boarding house. The attractiveness of boarding houses belongs to the quality of

service and boarding house facilities.

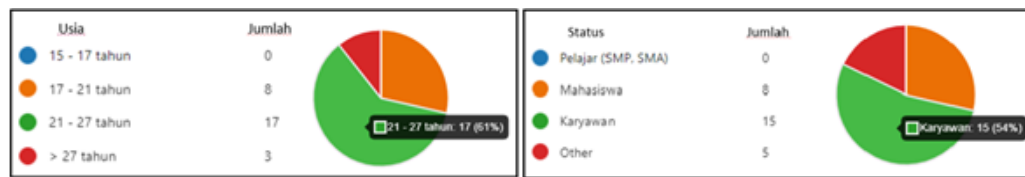


Fig. 1. Occupant data of Blue Residence Kos Jakarta

This attraction needs to be improved in order to expand market share, increase profits and increase customer satisfaction. Customer satisfaction can be used as a parameter of service quality and customer loyalty (Shukla, Vakeel, & Kaushik, 2022). Customer satisfaction is part of the main key to success for the company (Lee & Lin, 2011). Blue Residence Kos consists of 3 boarding houses, each building has 20 rooms. Most of the occupant of the Blue Residence boarding house are aged 21 – 27 years (61%) and are employees (54%). This proves that the opportunity to open a boarding house business has many enthusiasts, especially in the office area.

2. LITERATURE REVIEW

Researchers explored previous research regarding customer satisfaction, customer loyalty related to service quality and facilities in the property business service industry that offers rental services such as hotels, apartments, guest houses, homestays, boarding houses, villas, and resorts. In previous studies, there were no objects that discussed the effect of service quality and boarding house facilities, and no one discussed the improvement and quality control stages to increase the attractiveness of boarding house enthusiasts. This will be discussed in the current study which is directly related to the voice of the customer which states that the quality of service and boarding facilities is unsatisfactory, resulting in a decrease in the number of boarding house occupants as many as 32 unoccupied rooms (53.3%).

Lee, S., et al (2018) analyzed the role of service and customer satisfaction due to the moderating effect on hotels in China. As a result, customer service and satisfaction play an equally important role. Arici, H. E., et al (2022) conducted research to provide

recommendations for environmentally friendly hotel practices by analyzing consumer perceptions regarding the concept of environmentally friendly hotels. Chang, H.-H., & Sokol, D. D. (2020) also conducted an analysis of the demand for other hotels due to the presence of Airbnb in order to determine a competitive strategy. Both of these studies used leximancer analysis and multivariate analysis. S, D. Oktavallyan, et al (2021) designed a building design for the health quality of a boarding house at the University of Bengkulu. This research uses a fixed effect model of the snowball-non-random sampling method, and distribution analysis. Wahid, S. N., et al (2017) analyzed the tangible and reliability dimensions that did not meet consumer needs, thus affecting customer satisfaction at Homestays in the Pahang area of Malaysia. Ju, Y., et al (2019) also analyzed the impact of attributes on customer satisfaction at Online BNB Hotels with Multiple Linear Regression.

Similarly, for the purpose of customer satisfaction, Purwanti, N. D., et al (2015) analyzed service quality and corporate image to find ways to handle customer dissatisfaction with structural regression Equation Modeling. Khalid (2021) analyzed location, price and location on customer satisfaction of boarding houses using Multiple Regression Analysis, Pearson Correlation Analysis, and Multiple Linear Regression. As a result, service and price have a direct effect on satisfaction, while location has no significant effect. Sangpikul, A. (2021) analyzes e-complaint resorts at resorts over resort service quality. As a result, complaints are addressed with reassurance and empathy. Ananda, I. S., & Jatra, I. M. (2019) analyzed how to improve service quality at Nitya Homestay to attract customers and increase competitiveness. Both of these studies used SERVQUAL.

3. RESEARCH METHOD

The research methodology consists of 7 stages, namely the Introduction Stage, Literature Study Stage, Data Collection Stage, Data Processing and Discussion Stage, QFD Stage, Stage of Using Quality Management Tools, and Final Stage.

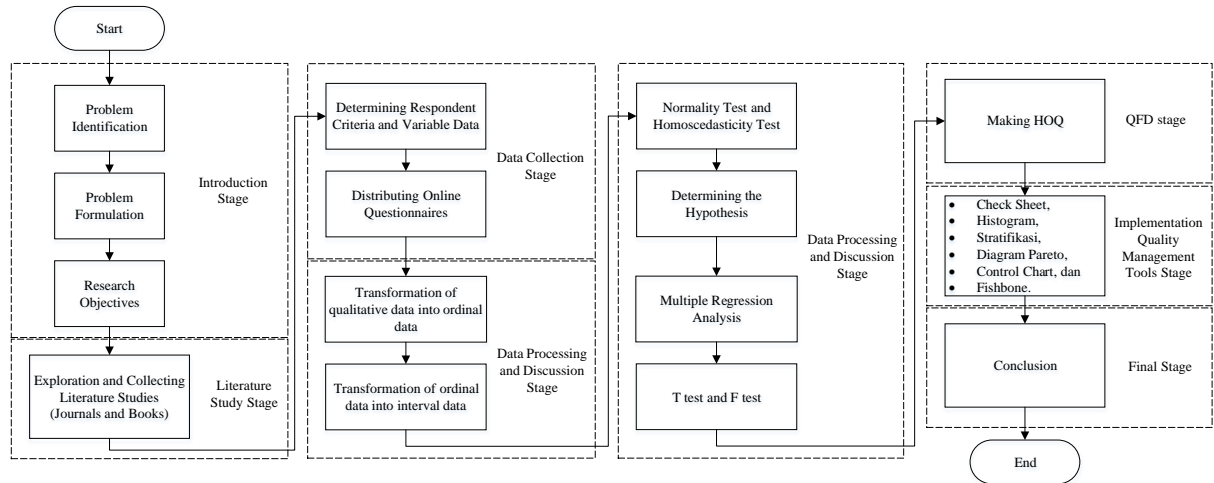


Fig. 2. Research methodology

4. RESULT AND DISCUSSION

Voice of Customer

To find out the opinion of the boarding house occupants about the overall experience regarding the Blue Residence Kos, boarding services, and boarding facilities, an online survey was conducted. Based on the survey results, boarding house owners can find out the experience and attractiveness of the residents of Blue Residence Kos. It is proven that the quality of service and boarding facilities need to be followed up for improvement and is a factor that causes a decrease in customer satisfaction and loyalty. The results of this survey prove that boarding services and facilities are the cause of problems such as the rate of change of boarding house customers tends to be high but it is difficult to find a replacement so that many boarding rooms are found that are not occupied. When compared to boarding houses around the neighborhood, this boarding house is a boarding house that is empty of residents.

Normality Test and Homoscedasticity Test

The normality test uses the Kolmogorov Smirnov test to get the significance value of the residual value (unstandardized residual). Homoscedasticity test was carried out by the Glejser test. The test results can be seen in Table 2.

Multiple Regression Analysis

This analysis was conducted for the variables of customer satisfaction (Y1) and customer loyalty (Y2). The formulation of the hypothesis is as follows:

H11 = there is an effect of boarding facilities (X1) on customer satisfaction (Y1)

H12 = there is an effect of boarding staff service (X2) on customer satisfaction (Y1)

H13 = there is an effect of boarding facilities (X1) and boarding staff services (X2) simultaneously on customer satisfaction (Y1)

H21 = there is an effect of boarding facilities (X1) on customer loyalty (Y2)

H22 = there is an effect of boarding staff service (X2) on customer loyalty (Y2)

H23 = there is an effect of boarding facilities (X1) and boarding staff services (X2) simultaneously on customer loyalty (Y2)

To assist the analysis process, researchers used SPSS tools. The regression formula formed is as follows:

$$Y1 = 1.379 + 0.423 X1 + 0.500 X2$$

The constant value has a positive value of 1.379. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all the independent

variables which include boarding facilities and boarding staff services are 0 percent or have not changed, then the value of customer satisfaction is 1.379.

$$Y2 = -3.178 + 0.204 X1 + 0.775 X2$$

The constant value has a negative value of

3,178. The negative sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all the independent variables which include boarding facilities and boarding staff services are 0 percent or have not changed, then the value of customer loyalty is - 3.178.

Table 1. Results of the overall survey

Data	Blue Residence Boarding	Boarding Service	Boarding Facilities
Result			
Analysis	When compared, the total value of "not satisfied" plus "very dissatisfied" by 50% has the same value as the total value of "satisfied" plus "very satisfied" which is 50%.	When compared, the total value of "not satisfied" plus "very dissatisfied" is ± 72% which is greater than the total value of "satisfied" plus "very satisfied" which is ± 29%.	When compared to the total value of "not satisfied" plus "very dissatisfied" by 64% which is greater than the total value of "satisfied" plus "very satisfied" which is 36%.
Decision	The total value of 50% which is the total value below the standard required follow-up improvements to boarding facilities and boarding services.	The total score is 72% which is the total value below the standard. This proves that there is a need for improvement in the boarding service.	The total score is 64% which is the total value below the standard. This proves that it is necessary to repair the boarding facilities.

Table 2. Results of Normality Test and Homoscedasticity Test

	Normality Test				Homoscedasticity Test			
	Customer Satisfaction		Customer Loyalty		Customer Satisfaction		Customer Loyalty	
	Score	Result	Score	Result	Score	Result	Score	Result
Boarding Facilities	0.137	Normal Distribution	0.2	Normal Distribution	1.73	Homoskedastisitas	1.73	Homoskedastisitas
Boarding Service					1.73	Homoskedastisitas	1.73	Homoskedastisitas

T test and F test

This test is carried out to test the hypothesis that has been made in the previous stage. The test results can be seen in Table 3.

QFD Stage

Based on the results of identification through a survey, 10 types of customer desires were obtained. To fulfill customer desires, the owner of the blue boarding house can take 7 kinds of

improvement actions. After the correlation and importance value assessment process is carried out, the priority for improvement is obtained which is sorted by ranking the most important action values. These results can be seen in Table 4.

House of Quality (HOQ) focuses on the quality of products and services in realizing consumer expectations (Cohen, 1995). HOQ can be seen in Figure 3. To ensure that the improvement

actions taken have a significant impact so that they can increase their attractiveness and compete with other boarding house competitors, a competitive evaluation is carried out. Seen in the HOQ, the actions taken have a significant impact on meeting customer needs and desires, which are worth 40. The competitive value of the blue boarding house is greater than that of other boarding house competitors. However, it tends to be wary of competitors for the boarding house 'Rukita' which only has a difference of 9 with the blue boarding house. The blue boarding house entrepreneur must always be updated with the wishes of the boarding house customer in order to be able to adjust the strategy to be implemented.

Implementation of Quality Management Tools

This tool is used to control the quality of boarding houses, namely Check Sheet Weekly, Pareto Diagram, and Fishbone. The Weekly Check Sheet (Figure 4) is used as a control tool for checking the cleanliness of the boarding

house in a weekly period, its purpose is to see how routinely the cleaning curve (frequency) of general items is carried out and at the same time to see the performance of the boarding house cleaners. If the officer has carried out a cleaning curve, it is inputted with a value of one (1), and vice versa if the officer has not carried out a cleaning curve, it is filled with a value of zero (0). The Pareto chart (Figure 5) shows data on how many times (frequency) boarding items are cleaned in a week. The order of this chart is from the most routinely cleaned items to the non-routinely cleaned items (high to low). It appears on the Pareto diagram that items that are not cleaned regularly are sink items and water barrels. Fishbone (Figure 6) can be used by boarding house owners to describe the factors that influence the occurrence of problems. In this study, the problem that occurs is the decrease in customer satisfaction and loyalty which is influenced by material, method, manpower, machine, environment and measurement factors.

Table 3. Results of T test and F test

Hypothesis	T test	
	Value of Sig.	Result
H11	0.015	There is a significant effect of boarding facilities on customer satisfaction
H12	0.007	There is a significant effect of boarding staff service on customer satisfaction
H21	0.17	There is no significant effect of boarding facilities on customer loyalty
H22	0	There is a significant effect of boarding staff service on customer loyalty
Hypothesis	F test	
	Value of Sig.	Hasil
H13	0	There is a simultaneous effect of boarding facilities and boarding staff services on customer satisfaction
H23	0	There is a simultaneous effect of boarding facilities and boarding staff services on customer loyalty

Table 4. QFD result

No	Customer wishes	Action to improve/repair	Repair priority ranking
1	Nice interior	Boarding house interior repair	Provide training & education services to boarding house keepers
2	Good security	Procurement of security guards	Procurement of security guards
3	Cleanliness is good	Innovation of boarding facilities	Promo offers/discounts on boarding prices
4	Cheap price	Promo offers/discounts on boarding prices	Innovation of boarding facilities
5	Good facilities (AC, room, mattress, table, cupboard, chair, boarding water)	Provide training & education services to boarding house keepers	Changes to boarding rules
6	The response/speed of the boarding officer's service is good	AC maintenance scheduling	AC maintenance scheduling
7	There are officers' initiatives in helping/serving	Changes to boarding rules	boarding house interior repair
8	There is AC maintenance service	-	-
9	Good laundry service	-	-
10	Flexible boarding rules (curfew, additional fee if family stays)	-	-

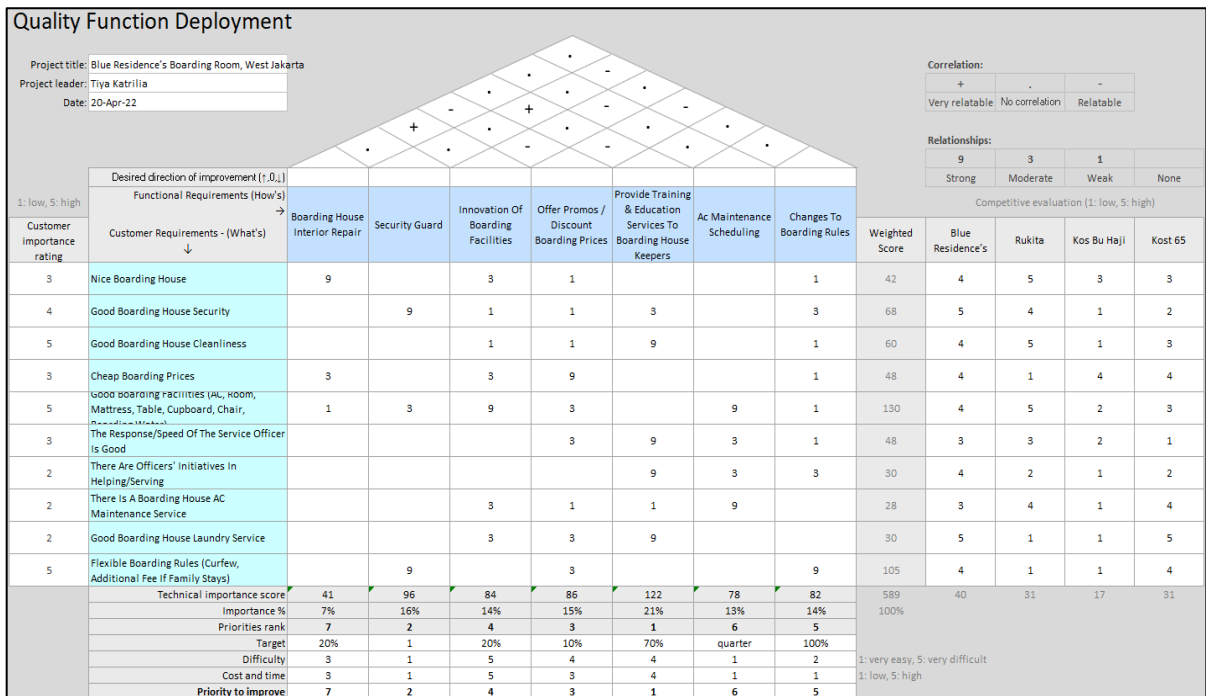


Fig. 3. HOQ

CHECK SHEET CLEANLINESS CHECK Hygiene Control Form								
	Period : 17 up to 23 Month : April 2022							
Item Check/ Event Occurrence	Days							TOTAL
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Floor	1	1	1	1	1	1	1	7
Ladder	1	1	1	1	1	1	1	7
Balcony	1	1	1	1	1	1	1	7
Rubbish Bin	1	1	1	1	1	1	1	7
Ceiling	1	1	1	1	1	1	1	7
Sink	1	1	1	0	1	1	0	5
Water Faucet	1	1	1	1	1	1	1	7
Water Barrel	1	0	0	0	0	0	0	1
Living Room Table Chairs	1	1	1	1	1	1	1	7
TOTAL	9	8	8	7	8	8	7	58

Give sign:
1. Conditions have been carried out a cleaning curve
0. Condition is not done cleaning curve

Fig. 4. Check sheet weekly

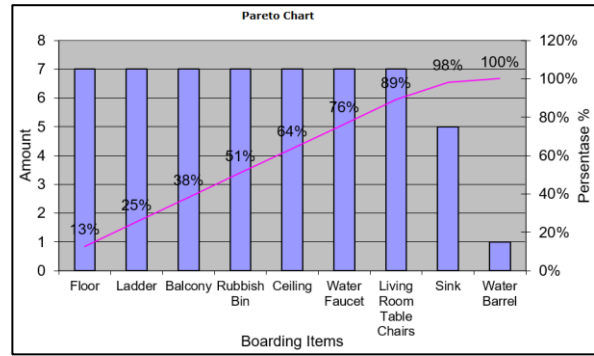


Fig. 5. Pareto charts

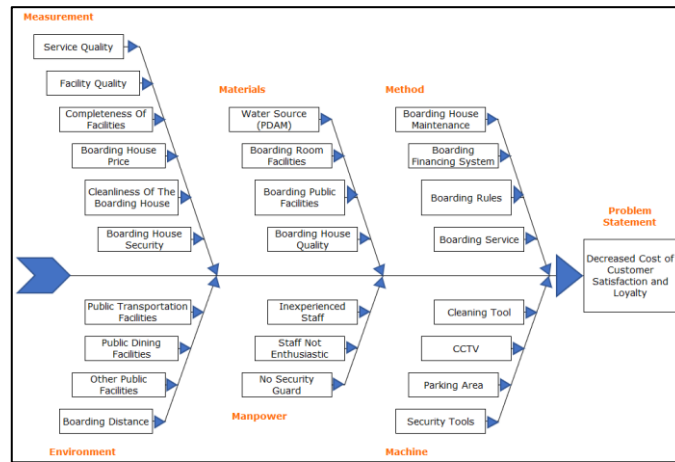


Fig. 6. Fishbone

5. CONCLUSION

The conclusions of this study are as follows:

- Customer satisfaction is influenced by the variable boarding facilities and boarding services significantly and both variables simultaneously affect customer satisfaction by 63.9%. Customer loyalty is not significantly affected by the variable costing facilities, but is significantly affected by the variable costing services. Simultaneously, customer loyalty is influenced by these two variables by 72.5%.
- Quality improvement is designed using QFD, where 10 customer wish lists can be addressed with 7 corrective actions that have been agreed with the boarding house owner. The corrective actions have been ranked in priority and have evaluated the level of competitiveness with other costing competitors.

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