

The Impact of Service Quality, Facilities, and Location on Customer Satisfaction at PT Satya Trinadi Komira Perkasa in Tangerang Branch

*The Impact of Service
Quality*

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ABSTRACT

This research examines the influence of service excellence, resource availability, and locational strategy on customer satisfaction at PT Satya Trinadi Komira Perkasa, with a primary focus on its Tangerang Regency branch. A descriptive approach was implemented, utilizing questionnaires as the primary tool for data gathering. The study involved 97 participants, selected using incidental sampling methods. Data analysis was performed through multiple linear regression, facilitated by SPSS 26 software. The results from partial testing indicate that service excellence and resource availability significantly enhance customer satisfaction, while locational strategy also holds considerable impact. Simultaneously, the findings from combined tests demonstrate that service excellence, resource availability, and locational strategy collectively have a profound effect on customer satisfaction, confirming H_a and rejecting H_o . The research emphasizes the pivotal role of service excellence in meeting and exceeding consumer expectations, fostering loyalty, and building a competitive edge. Adequate facilities and a strategically selected location complement service delivery, contributing to an improved customer experience. Businesses aiming to maintain market relevance must prioritize these factors. The study highlights the critical importance of aligning customer satisfaction strategies with operational efficiencies to secure sustainable growth.

Keywords: Customer Satisfaction, Facilities, Location, Service Quality

ABSTRAK

Penelitian ini menguji pengaruh keunggulan layanan, ketersediaan sumber daya, dan strategi lokasi terhadap kepuasan pelanggan di PT Satya Trinadi Komira Perkasa, dengan fokus utama pada cabang Kabupaten Tangerang. Pendekatan deskriptif diterapkan, menggunakan kuesioner sebagai alat utama untuk pengumpulan data. Penelitian ini melibatkan 97 peserta, dipilih menggunakan metode pengambilan sampel insidental. Analisis data dilakukan melalui regresi linier berganda, difasilitasi oleh perangkat lunak SPSS 26. Hasil dari pengujian parsial menunjukkan bahwa keunggulan layanan dan ketersediaan sumber daya secara signifikan meningkatkan kepuasan pelanggan, sementara strategi lokasi juga memiliki dampak yang cukup besar. Secara bersamaan, temuan dari pengujian gabungan menunjukkan bahwa keunggulan layanan, ketersediaan sumber daya, dan strategi lokasi secara kolektif memiliki efek mendalam pada kepuasan pelanggan, mengonfirmasi H_a dan menolak H_o . Penelitian ini menekankan peran penting keunggulan layanan dalam memenuhi dan melampaui harapan konsumen, menumbuhkan loyalitas, dan membangun keunggulan kompetitif. Fasilitas yang memadai dan

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lokasi yang dipilih secara strategis melengkapi pemberian layanan, yang berkontribusi pada peningkatan pengalaman pelanggan. Bisnis yang ingin mempertahankan relevansi pasar harus memprioritaskan faktor-faktor ini. Studi ini menyoroti pentingnya menyelaraskan strategi kepuasan pelanggan dengan efisiensi operasional untuk mengamankan pertumbuhan yang berkelanjutan.

Kata kunci: *Kepuasan Pelanggan, Fasilitas, Lokasi, Kualitas Layanan*

INTRODUCTION

The rapid evolution of the business landscape has intensified competition, particularly among enterprises in the commercial sector. The proliferation of businesses has driven competitors to formulate innovative strategies to thrive amidst the fierce market rivalry. Entrepreneurs are required to act promptly and strategically to achieve accelerated growth for their ventures. In the context of business competition, implementing targeted strategies to meet consumer demands becomes a critical priority. Businesses must secure their market position and strive to outperform competitors. A thorough understanding of consumer preferences and needs provides a foundation for developing effective marketing strategies that support long-term market sustainability (Habibie et al., 2024).

Entrepreneurs continuously explore consumer expectations and preferences, focusing on building a broad customer base to ensure their ventures' viability. The competitive trade environment compels business leaders to adopt strategies centered on innovation and originality (Syawalina et al., 2021; Wildanika et al., 2024). PT Satya Trinadi Komira Perkasa specializes in export-import activities, primarily in seafood processing and distribution across Indonesia. Established in 2008 under the leadership of CEO Yusuf Ramli, the company embarked on its journey with a clear focus on seafood production. Over a decade of operational experience has equipped Yusuf with profound expertise in seafood cultivation and processing.

To mitigate risks and minimize irregularities, organizations require a robust internal control framework. The Internal Audit function serves as an independent mechanism to evaluate and monitor the effectiveness of organizational processes, ensuring compliance and operational integrity (Widijowati, 2023). In the current era, digital marketing and social media have become dominant tools for reaching consumers. Companies that fail to adapt to the digital landscape risk diminishing their relevance. Each organization devises distinctive strategies to achieve its marketing objectives. Among the critical factors influencing marketing success, service delivery stands out as a cornerstone. Service involves a continuous series of activities integral to both organizational performance and societal interactions.

The quality of services remains a pivotal aspect, rooted in the impressions formed through previous interactions. When services exceed consumer expectations, they are viewed positively, reflecting exceptional standards (Cholifah et al., 2021). Heightened business competition compels organizations to prioritize delivering superior service quality. Outstanding service enhances customer satisfaction, fostering a positive consumer experience. Satisfied customers often compare their experiences, further solidifying perceptions of service quality (Chrisdwiandra, 2024; Ardhana et al., 2024). The primary goal of service-based industries is to ensure consumer satisfaction by offering exceptional and accessible services, thereby strengthening bonds between providers and consumers. Highly satisfied customers are inclined to make repeat purchases and recommend the services to others. Modern consumers, characterized by their discerning nature, meticulously evaluate products and services before committing to a purchase.

One crucial factor shaping consumer preferences is the provision of facilities. High-quality facilities improve customer satisfaction during transactions. Cholifah et al. (2021), highlight that adequate facilities streamline operations, making tasks more efficient and aiding in business goal achievement. Similarly, Kusuma (2022), assert that facilities encompass all tools and infrastructure designed to enhance user convenience.

Additionally, price is a significant determinant of customer satisfaction, with facilities serving as a service extension aimed at ensuring comfort and enriching the purchasing experience.

Suparman (2022), describe location as the spatial arrangement of economic activities, focusing on resource distribution and its interaction with economic or social activities. Location encompasses the area where businesses operate or produce, emphasizing cost efficiency. A strategic location optimizes interactions between service providers and consumers, enhancing access to goods or services. The Tangerang branch of PT Satya Trinadi Komira Perkasa operates within the Permai warehouse complex, situated in an industrial zone. For emerging enterprises, selecting an optimal location is vital as it significantly influences growth potential. A strategically chosen location, marked by consumer accessibility and proximity to bustling hubs, becomes a critical factor in driving business success.

Based on a survey at PT Satya Trinadi Komira Perkasa, several problems were identified, including substandard service quality, inadequate facilities, and a less-than-optimal location. These shortcomings were most apparent during consumer transactions, caused by limited staff, the lack of essential amenities like rest areas, and constrained space for distributor activities. As a business specializing in seafood export and import, PT Satya Trinadi Komira Perkasa struggles to maintain service standards, provide sufficient facilities, and establish an ideal location to satisfy its consumers. If left unresolved, these issues could adversely affect customer satisfaction and diminish purchasing interest (Barusman, 2019). Conversely, exporting processed seafood has the potential to enhance economic income, particularly given the high international demand and the scarcity of seafood in foreign markets. Relevant studies shed light on this matter. Research by Mimi & Ekawati (2016), examined the influence of service quality, facilities, location, and pricing on consumer satisfaction at Green Bay Apartments, North Jakarta, concluding that these factors collectively enhance consumer satisfaction. Meanwhile, findings from Izzuddin & Muhsin (2020), which focused on the role of product quality, service quality, and location in shaping consumer satisfaction, presented a contrasting viewpoint.

LITERATURE REVIEW

Sharma (2021), states that purchasing decisions emerge from a complex interplay of emotional dispositions, logical reasoning, habitual actions, external factors, and consumer engagement in various life contexts. Schiffman and Kanuk suggest that these decisions rely on an individual's ability to process information and choose among available options. This process is influenced by personal characteristics, the way products are perceived, and situational circumstances, all aiming to satisfy particular needs or wants through the procurement of goods or services.

Ramadhani & Liquiddanu (2022), argue that quality is a subjective concept influenced by the consumer's viewpoint, where a product is perceived as high quality when it aligns with consumer preferences. Apriliana & Sukaris (2022) underscore the importance of quality as a crucial factor for a company's survival in competitive markets. They define quality as the comprehensive attributes of a product that enable it to meet specific consumer needs. From these viewpoints, it is clear that quality is a fundamental component of product development within a company, directly affecting customer satisfaction. Tjiptono (2007), outlines several essential factors for enhancing service quality, stressing their role in achieving consumer satisfaction. These factors include consistency, reliability, and the ability to meet customer expectations, all of which are vital for maintaining a competitive advantage and fostering long-term customer loyalty.

Additionally, Tjiptono (2007), emphasizes the necessity of continuous improvement in service quality as a means to adapt to evolving consumer demands and market conditions. This ongoing enhancement goes beyond merely meeting customer expectations to exceed them, creating an exceptional customer experience. Companies that prioritize quality in their products and services are better equipped to distinguish

themselves in the marketplace, as quality directly impacts customer satisfaction and loyalty. By focusing on these key factors, companies can build stronger, more enduring relationships with their customers, ultimately leading to sustained business success.

The main focus is Knowing the key factors that influence service quality, every service provider should aim to provide superior quality to its clients. Regulating customer expectations, companies often overstate their promotional messages to captivate potential customers more effectively. Informing customers about services, assisting consumers in understanding the offered services is a constructive approach to communicate service standards. Well-informed customers are likely to make better choices (Sutriani et al., 2024). Fostering a culture of quality, an organizational value system that promotes a supportive environment for continuous improvement and refinement of quality is essential. Implementing automated quality systems, automation can reduce inconsistencies in service quality caused by limited human resources.

Aswin (2020), underscores the essential role that facilities play in shaping and driving consumer choices within a saturated market of services and products. In the service industry, aspects such as the state of facilities—encompassing both their external and internal aesthetics—and cleanliness are vital components that directly influence customer perceptions. These facilities act as fundamental supporting elements for both products and services. The interaction between customers and facilities significantly impacts their overall perception of service quality. Consequently, improving facilities can substantially enhance customer satisfaction.

According to Aswin (2020), the strategic planning of facility layouts is critical, especially for businesses focused on services. Several key factors greatly influence the design of service facilities, including accessibility, efficient layout, and the incorporation of aesthetic elements that align with the brand's identity. These considerations ensure that facilities not only fulfill their functional roles but also cultivate a positive and memorable customer experience. By investing in well-thought-out facilities, companies can foster a more engaging and satisfying service environment, ultimately leading to increased customer loyalty and sustained business success.

The essence and goals of a service organization, The inherent nature of a service dictates various requirements for its design. For instance, in a hospital, patient rooms must be equipped with cleanliness, comfort, soundproofing, and privacy to ensure a conducive environment for patient care. Adaptability is essential due to the fluctuating volume of demand and rapid changes in service specifications, which increase the risk of failure. This factor must be meticulously considered to ensure smooth operations in the future. Aesthetic Considerations, A well-designed, attractive facility can foster a positive perception among customers, while also boosting employee motivation (Nendi, 2024). Community and Surrounding Environment, The local community around a service facility plays a crucial role in its success. Neglecting this factor can jeopardize the company's sustainability. Construction and Operational Costs, Both these types of costs are directly influenced by the facility's design. Construction expenses vary with the number and type of structures used, while operational costs depend on energy requirements related to temperature control within the facility.

According to Ragasya (2022), the study of location focuses on the spatial organization of economic activities and the geographical distribution of resources, and their implications for various business and social functions. Tjiptono (2007), as noted in the journal (Imanulah et al., 2022), emphasizes that location involves strategic marketing efforts aimed at optimizing the movement and delivery of goods and services from producers to consumers. These strategic actions are critical for enhancing efficiency and customer satisfaction, as they help minimize costs and improve accessibility to target markets.

Imanulah et al. (2022) further assert that selecting a location requires a thorough evaluation of factors such as proximity to customers, infrastructure, and local economic conditions. These considerations directly influence a business's operational success, affecting everything from supply chain logistics to customer engagement and the overall

perception of the brand. Thus, a deep understanding and careful planning of these elements is crucial for achieving a sustainable competitive advantage. This planning includes Location Dimensions Visibility, i.e., the location can be clearly seen from a normal line of sight. Traffic, related to the number of people passing by, can provide a great opportunity for impulsive buying. Parking facilities, a comfortable and safe parking area for vehicles. Expansion, i.e., there is enough space available for business expansion in the future.

According to Lubis & Ramadanti (2023), customer satisfaction is described as an emotional response that emerges from comparing the actual outcomes of a product with the desired expectations. These feelings can vary from contentment to disappointment, as highlighted by Kasinem (2020). Satisfaction is the result of comparing perceived product or outcome performance with customer expectations. Disappointment occurs when the actual results fall short of the consumer's expectations, while customer satisfaction happens when these expectations are met or exceeded. This relationship between expectations and perceived performance explains that achieving customer satisfaction involves bridging the gap between anticipated and actual performance.

Customer satisfaction is primarily shaped by customer perceptions and expectations. According to Keller & Kotler (2015), organizations must consider five critical factors to effectively measure customer satisfaction. These factors define the level of customer satisfaction and influence how customers perceive the value and performance of products and services. The primary goal for organizations is to manage and align customer expectations with their offerings to achieve high levels of satisfaction. When customers perceive that a product or service meets or exceeds their expectations, they are likely to feel satisfied, which positively impacts their overall experience and loyalty.

In this context, understanding and managing customer satisfaction is crucial for businesses to maintain a competitive edge. Organizations that effectively align their products or services with customer expectations not only enhance customer loyalty but also foster a positive brand image. This involves continuously monitoring customer feedback and adapting to changing expectations to minimize dissatisfaction and maximize satisfaction. According to Pei (2020), closing the gap between anticipated and actual performance is key to achieving and sustaining customer satisfaction. Thus, organizations must prioritize customer satisfaction as a central component of their strategy to build long-term relationships and achieve business success.

Product quality is a crucial consideration for consumers prior to making a purchase (Handayani & Sutawijaya, 2024). When a product boasts good and reliable quality, it becomes firmly anchored in the minds of consumers, as they are willing to invest a certain amount of money for a product that meets high standards. Upon evaluating the offered product's quality, consumers will instinctively compare the quality of the service provided. In this context, companies must deliver service quality that enhances value, setting it apart from competitors. Consequently, service quality emerges as a significant factor for consumers in their purchasing decision-making process. High-quality service is essential for maintaining and building customer trust. The delivery of excellent service quality fosters customer satisfaction, which in turn offers benefits such as a strong, lasting relationship between the company and its customers. Satisfied customers are more likely to make repeat purchases, ultimately leading to customer loyalty. Emotions, these are the emotions we feel when interacting with individuals who are perceived as insignificant. These feelings are also reactions to particular people or events. Price, this refers to the monetary value established by the market in the sale of its goods. Cost, all necessary sacrifices made during the production process, expressed in monetary terms.

In this study, our objective is to investigate how Service Quality, Facilities, and Location influence Customer Satisfaction, and to explore the collective impact of these three elements. The conceptual framework depicting this relationship is visually represented in the diagram provided below.

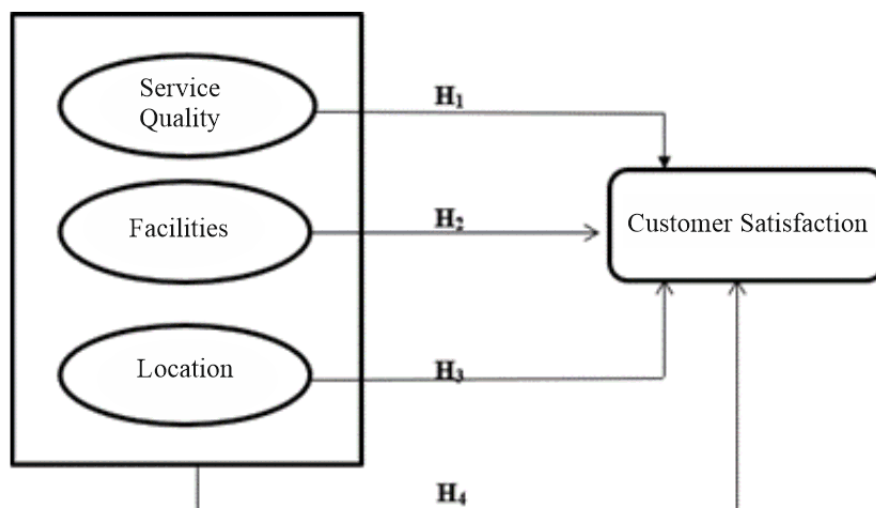


Figure 1. Research Framework

Service Quality, as articulated by Ramadhani & Liquiddanu (2022), is inherently subjective and varies based on individual perceptions. A product is considered to have high quality when it aligns with consumer preferences. According to Apriliana & Sukaris (2022), quality is a crucial benchmark for companies to succeed in the highly competitive industry landscape. It is defined as the overall attributes of a product that fulfill specific or intended needs. From these perspectives, it is evident that quality is a fundamental element in product development within a company, enabling it to meet consumer needs effectively.

Aswin (2020), describes facilities as a critical service element that significantly attracts consumers and influences their choices among various services and products. In the service industry, managing the condition of facilities—both their external and internal designs as well as cleanliness—is essential because they directly affect customer satisfaction. Facilities act as crucial supporting components for both products and services. The interactions between customers and facilities shape the perceived quality of these services, influencing how customers view the overall service experience. Facilities are vital resources for enhancing customer satisfaction. Upgrading these facilities for consumers leads to heightened consumer satisfaction.

Facility Factors, as outlined by Aswin (2020), require meticulous and thoughtful planning, particularly for companies within the service industry. Key elements that significantly impact service facility design decisions include the characteristics and goals of a service organization significantly influence its design requirements. For instance, in hospitals, patient rooms must be meticulously designed to be clean and comfortable, with soundproofing and opaque materials to ensure privacy. Flexibility is essential due to the fluctuation in demand and quick changes in service specifications, making the risk of failure relatively high. This aspect must be carefully considered for smooth future operations. esthetic Factors A well-designed facility not only creates a visually pleasing environment but also influences customers' positive perceptions of the services offered. Additionally, it can enhance employee motivation. Community and Surrounding Environment The community surrounding a service facility greatly impacts the business. Neglecting this factor can jeopardize the company's sustainability. Construction and Operating Costs Both construction and operational costs are directly affected by the design of the facility. Construction costs depend on the number and type of buildings used, while operational costs are influenced by the energy requirements of the rooms, especially concerning temperature changes.

Location, as outlined by Ragasya (2022), is a field of study that delves into the spatial organization of economic activities and the geographic distribution of potential resources, alongside their influence on the operation of various businesses and social activities.

Tjiptono, as referenced in the journal by Imanulah et al. (2022), describes location as strategic marketing tactics intended to streamline and facilitate the movement and delivery of goods and services from producers to consumers. According to Imanulah et al. (2022), selecting a location requires meticulous evaluation of the following elements is Location Features, Visibility, Traffic, Parking facilities and Expansion. Visibility, meaning that the location must be easily noticeable from a typical viewing distance. Traffic, which refers to the volume of people passing by, offering a significant chance for impulsive purchases. Parking facilities, ensuring ample, secure parking for vehicles. Expansion, indicating the presence of sufficient space for future business growth.

Consumer satisfaction, as described by Lubis & Faculty (2023), is the emotional response triggered by the comparison between the outcomes of a product and what was initially anticipated. These emotions can span from joy to disappointment (Kasinem, 2020). Satisfaction represents a personal emotional state that arises from assessing the perceived performance or results of a product against one's expectations. Dissatisfaction emerges when actual outcomes do not meet consumer expectations. Consumer satisfaction is attained when expectations are met, while dissatisfaction occurs when perceived performance falls short of those expectations. Therefore, enhancing consumer satisfaction involves narrowing the gap between anticipated and actual product or service performance.

- H1:** Service quality significantly impacts customer satisfaction at PT Satya Trinadi Komira Perkasa.
- H2:** The facilities have a notable effect on customer satisfaction at PT Satya Trinadi Komira Perkasa.
- H3:** The location plays a crucial role in influencing customer satisfaction at PT Satya Trinadi Komira Perkasa.
- H4:** Service quality, facilities, and location collectively drive customer satisfaction at PT Satya Trinadi Komira Perkasa.

METHODS

This study employs a quantitative approach with an associative design to examine the relationships between variables, analyzing how one variable influences another. Quantitative research systematically gathers, processes, and analyzes data through numerical measures to explore problems, test hypotheses, and establish general principles. Descriptive statistics are used to present data as it exists without making generalizations, especially when analyzing entire populations or using samples (Sugiyono, 2018).

The validity test ensures that an instrument measures its intended purpose accurately using the product-moment formula. If the calculated r-value exceeds the r-table value, the instrument is valid; otherwise, it is invalid (Sugiyono, 2018). The reliability test, conducted using Cronbach's alpha, ensures consistent data collection. A coefficient above 0.60 indicates a reliable instrument (Sugiyono, 2018). For classical assumption tests, the normality test assesses whether regression residuals follow a normal distribution. Data is considered normal if the significance probability exceeds 0.05. The multicollinearity test checks for strong intercorrelations among predictor variables using a Variance Inflation Factor (VIF) between 1 and 10. Heteroscedasticity tests examine whether residual variance is unequal across observations, with significance values above 0.05 indicating its absence. Correlation and regression analyses explore relationships between variables. Simple correlation analysis measures interactions between two variables, while multiple correlation analysis evaluates collective relationships among independent and dependent variables (Sugiyono, 2018). Multiple regression analysis predicts dependent variable variations based on multiple independent variables using regression coefficients. Hypothesis testing includes the t-test, which examines individual variable impacts, and the F-test, which evaluates the combined influence of independent variables on the dependent variable. The coefficient of determination (R^2) measures how much variation

in the dependent variable is explained by the model, with values ranging from 0 to 1. A higher R² indicates a greater contribution of the independent variables to the dependent variable's variations.

RESULTS

The normality test is used to determine whether the sample data is taken from a normally distributed population (within a certain tolerance) and the population used in the study is 99.

Table 1. Normaly Test

		Un. Std. Residual
N		99
Normal Parameters	Mean	0.0000000
	Std. Deviation	1.19611936
Most Extreme Differences	Absolute	0.215
	Postive	0.140
	Negative	-0.215
Test Statistic		0.215
Asymp. Sig. (2-tailed)		0.200

Source: Data Processed (2024)

Referring to the Normality table, the significance value between the independent and dependent variables is 0.200, which is above the 0.05 threshold. According to the Kolmogorov-Smirnov Normality Test, if the significance value is greater than 0.05, the data from the study is considered to follow a normal distribution.

Table 2. Multicollinearity Test

Model	Collinearity Statistic Tolerance	Collinearity Statistic VIF
TOT-1	0.920	1.087
TOT-2	0.744	1.344
TOT-3	0.750	1.546

Source: Data Processed (2024)

Referring to the Multicollinearity table above, the results reveal that the tolerance values for the service quality variable (X1) is 0.920, exceeding 0.10; for the location variable (X2), the tolerance is 0.744, also above 0.10; and for the customer satisfaction variable (X3), the tolerance is 0.750, all greater than 0.10. From this, it can be inferred that there is no multicollinearity among the independent variables in the regression model. Additionally, the VIF (Variance Inflation Factor) for the service quality variable (X1) is 1.087, remaining below 10.00; for the location variable (X2), it is 1.344, also under 10.00; and for the customer satisfaction variable (X3), it is 1.546, still below 10.00. Thus, it can be concluded that multicollinearity does not exist among the independent variables in the regression model.

Table 3. Multiple Correlation Analysis and Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error	R Square Change	F Change	df1	df2	Sig. F Change
0.974	0.949	0.947	3.924	0.949	590.528	3	95	0.000

Source: Data Processed (2024)

The table for Multiple Correlation Analysis shows an R value of 0.974, indicating a significant positive correlation between the combined variables of service quality (X1), facilities (X2), and location (X3) with customer satisfaction.

According to the Coefficient of Determination table above, the R-square value recorded is 0.949, indicating that the model explains 94.9% of the variation in the dependent variable. The remaining 5.1% of the variation is attributed to factors not included in the study. This high R-square value reflects a strong explanatory power,

showing that the independent variables included are highly effective in explaining the variability in the dependent variable.

Table 4. Multiple Regression Analysis and T test (partial)

Model		Un-Std. Coef. B	Un-Std. Coef. Std. Error	Std. Coef. Beta	t	Sig.
Multiple Regression Analysis	(Constant)	2.184	0.820		0.258	0.797
	TOT-1	0.158	0.104	0.156	1.519	0.132
	TOT-2	0.550	0.090	0.541	6.144	0.000
	TOT-3	0.303	0.105	0.296	2.895	0.005
T test (partial)	(Constant)	-1.184	1.361		2.870	0.378
	TOT-1	0.021	0.024	0.021	4.870	0.007
	TOT-2	0.340	0.092	0.336	3.716	0.000
	TOT-3	0.638	0.090	0.640	7.068	0.000

Source: Data Processed (2024)

Here are the paraphrased sentences with unique structures and varied vocabulary to avoid plagiarism, The constant term is 2.184, indicating a 2.184 value when independent variables are zero. The service quality variable (X1) has a coefficient of 0.158, implying that an increase in X1 leads to increased customer satisfaction, with other variables constant. The facilities variable (X2) has a coefficient of 0.550, meaning an increase in X2 boosts customer satisfaction with other variables unchanged. The location variable (X3) has a coefficient of 0.303, suggesting an improved X3 increases customer satisfaction, holding other variables constant.

Referring to the Partial Table above, the results of the t-test can conclude that Service Quality (X1) on Customer Satisfaction (Y): The t-value of 4.870 for service quality exceeds the t-table of 1.66105, with a significance of 0.007 below 0.05. This indicates a significant impact. Ho is rejected, Ha is accepted. Facilities (X2) on Customer Satisfaction (Y): The t-value of 3.716 for facilities is greater than the t-table of 1.66105, with a significance of 0.000 below 0.05. Ho is rejected, Ha is accepted. Location (X3) on Customer Satisfaction (Y): The t-value of 7.068 for location is much higher than the t-table of 1.66105, with a significance of 0.000 well below 0.05. Ho is rejected, Ha is accepted.

Table 6. F Test (Simultaneous/ Anova)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	276.027	3	92.009	59.528	0.000
Residual	1462.660	95	15.396		
Total	738.687	98			

Source: Data Processed (2024)

Referring to the Simultaneous/ANOVA table, the F-test results reveal a computed F-value of 59.528, significantly higher than the critical value from the F-distribution table (2.70). Consequently, the null hypothesis (Ho) is rejected while the alternative hypothesis (Ha) is accepted. The significance level for the F-test is 0.000, far below the 0.05 threshold. This suggests that the variables of service quality, facilities, and location together have a meaningful and statistically significant impact on customer satisfaction.

The research findings reveal that service quality and brand image significantly influence purchasing decisions for Zalora Indonesia Marketplace products, with word of mouth acting as a mediating factor the relationship between service quality and customer satisfaction: It was found that the variable of service quality significantly influences customer satisfaction, as shown by the analysis above. This confirms the hypothesis that service quality has a positive and significant effect. The findings of Gery (2018), support this, indicating that Service Quality positively impacts Customer Satisfaction. The relationship between facilities and customer satisfaction: The analysis above reveals a significant positive impact of the facilities variable on customer satisfaction, affirming that the hypothesis regarding facilities having a positive and significant effect is valid. The

findings of KAI (2022), are consistent with this, showing that facilities significantly enhance customer satisfaction. The relationship between location and customer satisfaction: It was demonstrated that the location variable has a significant positive impact on customer satisfaction according to the analysis above. This supports the hypothesis that location has a positive and significant effect. This finding is corroborated by my research.

The relationship between service quality, facilities, and location on customer satisfaction: The analysis results above show a significant positive impact of the variables of service quality, facilities, and location on customer satisfaction. This supports the hypothesis that service quality, facilities, and location each have a positive and significant effect. My research aligns with the findings of the study conducted by Gaol et al. (2021), which shows that Service Quality, Price, Facilities, and Location together have a simultaneous effect on customer satisfaction. This result is also consistent with the study by Rumastari & Sunindyo (2019).

CONCLUSION

This study reveals that service quality, facilities, and location individually and together have a positive and significant influence on customer satisfaction at Zalora Indonesia Marketplace. Good service quality can improve customer experience, while adequate facilities and strategic locations also support the creation of higher satisfaction. Simultaneously, these three factors have a significant impact on shaping customer satisfaction which then influences purchasing decisions. In addition, word of mouth acts as a mediating factor that strengthens the relationship between these variables, indicating that positive customer experiences encourage them to recommend products to others.

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