

Analysis of The Factors Affecting The Interest of Overseas Students In Choosing a Boarding House (Study In The District Of Labuhanbatu Bacpack)

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Submitted: 15-04-2023

Revised : 13-06-2023

Accepted: 15-08-2023

ABSTRACT. A boarding house is a place to live that is needed by overseas students. In choosing a boarding house there are several factors that are taken into account by students, including price, facilities, and location. The purpose of this study is to analyze how the influence of price, facilities, and location factors influence the interest of overseas students in choosing boarding houses. This research was conducted in Kec. Southern Region, Kab. Labuhanbatu using quantitative methods. Data was collected by distributing questionnaires to 74 overseas students living in boarding houses around the South Rantau sub-district. The results showed that there was a positive influence between price, facilities, and location on the interest of overseas students in choosing boarding houses by 63% while the remaining 37% were influenced by other factors not examined by researchers.

Keywords: Price, Facilities, Location, Students, Boarding House



<https://doi.org/10.31538/munaddhomah.v4i4.442>

How to Cite

Ristanti, N. R., Simanjorang, E. F. S., & Limbong, C. H. (2023). Analysis of The Factors Affecting The Interest of Overseas Students In Choosing a Boarding House. *Munaddhomah: Jurnal Manajemen Pendidikan Islam*, 4(4), 845-854.

INTRODUCTION

Boarding houses are places where overseas students need to live. By owning a boarding house, overseas students can live safely to carry out activities or activities abroad. The boarding house is also a place for students to start their days overseas. However, in choosing a boarding house students need to consider various factors. In this study, the factors analyzed that influence students' interest in choosing a boarding house are price, facilities, and location. With the right price, facilities, and location, it will provide comfort for students. According to (Alma, 2018: 171), price is the value of an item expressed in money, whereas according to Tjiptono quoted from (Murty & Khasanah, 2015) price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of a product or service. Apart from price, adequate facilities are also a reason for overseas students to consider choosing a boarding house, while the location is also very important for overseas students because a strategic location will make those of us who live there comfortable.

As we can see for ourselves in Indonesia, there are many students who after graduating from high school or the equivalent continue their studies outside the city, some even outside the province or island. There are several reasons for someone to make the choice to continue studying outside the area, including because they want to study at the faculty/department at the desired university that matches their interests, talents and universities not available in their area of

origin. Therefore, leaving the area or city of birth and settling in the area or city where the desired university is must be an option.

The interest that arises in the buyer is often contrary to the financial condition that is owned. Consumer buying interest is always hidden in each individual and no one can know what consumers want and expect. According to Keller's theory in (Dwiyanti, 2008), buying interest is how likely consumers are to be attached to this buying interest.

When prospective students move from their area of origin to the area or city where the university of their choice is located, it is necessary to fulfill other educational-related needs, such as the need for housing for students who come from outside the area. There are various types of buildings that are rented out to students, such as rented houses, dormitories, and boarding houses. Of the three types of accommodation, most students prefer boarding houses to renting or living in dormitories.

In choosing a boarding house, students have different criteria, some want a location near the campus, some want affordable boarding houses, some want boarding houses with luxurious facilities, and other criteria. Areas around the campus with a radius of less than one kilometer are areas that provide boarding houses for students. the surrounding community will compete to build boarding houses around the campus by providing standard and luxury facilities.

Judging from the data of overseas students in the South Rantau sub-district in choosing boarding houses with the phenomenon of increasing demand for boarding house provision services on the one hand, with offers on the other hand that are not comparable resulting in rents for rooms around the campus with a radius of less than one kilometer the price soars. With high prices that are not matched by appropriate facilities, new and old students will look for boarding houses that are more than one kilometer away in the hope that the prices will be cheaper.

The high price of boarding houses cannot be separated from consumer demand and the offers offered by boarding owners. Economists limit the elements that affect the mechanism of price formation to only two factors, namely demand and supply. The law of demand says that an increase in price will decrease the quantity demanded, and so will the supply. An increase in demand for a good or service tends to raise prices and encourage producers to produce more goods or services. The problem that causes price increases is a mismatch between demand and supply (Astari et al., 2022).

The function of this boarding house is that makes overseas students prefer alternative boarding houses because of cost-effective and time-saving considerations because a place that is close will be someone's initial goal of moving. The boarding house has a positive function, namely a place as a temporary home, a place to study, and a place to rest. If it is related to the function of the boarding house, it is found that there are several phenomena of moving boarding houses carried out by tenants in order to get a boarding house according to what they want. There are several factors that students might consider before deciding which boarding house to choose. Some of these factors include, for example, students choosing a boarding house by paying attention to the comparison of rental prices, the facilities provided by the boarding house owner, and the distance of the boarding house to various places such as campuses, shopping centers, and places to eat.

Rantauprapat City is the capital of Labuhanbatu Regency where there are several universities in this city, such as Labuhan Batu University (ULB), Labuhanbatu Al-Washliyah University (UNIVA), Labuhanbatu Islamic University (UNISLA).

RESEARCH METHOD

This research is a descriptive research with quantitative data analysis. In this study, the population was overseas students who were boarding houses in the area around the South Rantau sub-district, totaling 72 students. The sample is part of the number and characteristics of the population (Sugiyono, 2009:73) . The sampling technique used in this study is *Total Sampling*, which is a sampling technique where the sample size is the same as the population (Sugiyono,

2007) . The reason for taking total sampling is because according to (Sugiyono, 2007) the total population is less than 100, the entire population is used as a research sample. Thus the sample of this research is 72 students who live in boarding houses in South Rantau District. The data collection technique used in this study used an instrument in the form of a questionnaire with a series of statements distributed to the research respondents. The questionnaire used is a closed questionnaire, namely a question model that already has answers and respondents choose from alternatives with their opinions or choices. Closed questions explain respondents' responses to the following variables, namely price, facilities, location, and interest.

RESULT AND DISCUSSION

Result

Validity test

The validity test of question items can be said to be valid if $r_{count} > r_{table}$ or a significance value < 0.05 . Following are the results of the validity test of each variable.

Table 1. Validity Test Results

Variable	Question Items	r _{count}	r _{table}	Information
Price Variable	1	0.787	0.232	Valid
	2	0.910	0.232	Valid
	3	0.872	0.232	Valid
Facility Variable	1	0.860	0.232	Valid
	2	0.776	0.232	Valid
	3	0.737	0.232	Valid
	4	0.726	0.232	Valid
	5	0.652	0.232	Valid
Location	1	0.831	0.232	Valid
	2	0.892	0.232	Valid
	3	0.829	0.232	Valid
Interest	1	0.840	0.232	Valid
	2	0.870	0.232	Valid
	3	0.882	0.232	Valid

Reliability Test

The reliability test was carried out to find out the results of consistent measurements when the same measuring instrument was measured, an indicator in the questionnaire is acceptable if the alpha coefficient has a value of > 0.6 .

Table 2. Reliability Test Results

Variable	Cronbach Alpha (CA)	Information
Price	,818	Reliable
Facility	,799	Reliable
Location	,793	Reliable
Interest	,830	Reliable

Normality test

Table 1 and Table 2 show that all statement items are valid and reliable. Normality testing uses the classic assumption test with Kolmogorov-Smirnov normality .

**Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		74
Normal Parameters ^{a,b}	Means	0.0000000
	std. Deviation	1.00285185
Most Extreme Differences	absolute	0.149
	Positive	0.076
	Negative	-0.149
Test Statistics		0.149
asymp. Sig. (2-tailed)		,062 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

From table 3, it is known that the Asymp. sig > 0.05, namely 0.062, the residual value is normally distributed.

Multicollinearity Test

The following are the results of the multicollinearity test in the study listed in Table 4:

Table 4. Multicollinearity Test Results

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics
		B	std. Error	Betas			
1	(Constant)	0.18	0.470		0.386	0.701	
	Price	0.355	0.095	0.360	3,744	0.000	0.572
	Facility	0.146	0.051	0.268	2,842	0.006	0.595
	Location	0.264	0.090	0.303	2,936	0.005	0.495
							2.020

a. Dependent Variable: Interest

Based on table 4, it is known that the tolerance value of the four variables is > 0.10 and the VIF value is < 10.00, so that multicollinearity does not occur.

Heteroscedasticity Test

Testing the classical assumptions with the heteroscedasticity test with the Glejser method in this study can be contained in Table 5:

Table 5. Heteroscedasticity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	0.181	0.250		0.386	0.462		
	Price	0.355	0.050	0.008	3,744	0.958	0.572	1,748
	Facility	0.146	0.027	0.071	2,842	0.620	0.595	1,682
	Location	0.264	0.048	0.437	2,936	0.066	0.495	2.020

a. Dependent Variable: reg2

Based on table 5, it is known that the significance value of variable X_1 is $0.958 > 0.05$. The variable X_2 is $0.620 > 0.05$ and the variable X_3 is $0.066 > 0.05$, so it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Test

The results of the research analysis by testing multiple linear analysis can be contained in Table 6:

Table 6. Multiple Linear Analysis Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	0.18	0.470		0.38	0.70		
	Price	0.35	0.095	0.360	3,74	0.00	0.572	1,748
	Facility	0.14	0.051	0.268	2,84	0.00	0.595	1,682
	Location	0.26	0.090	0.303	2,93	0.00	0.495	2.020

Based on these values, the following multiple linear regression equations are obtained: $Y = 0.181 + 0.355 X_1 + 0.146 X_2 + 0.264 X_3 + e$. Table 6 explains that the value of B at Price (X_1) is 0.355. The value of the facility (X_2) is 0.146 and the location value (X_3) is 0.264 and the constant value (a) is 0.181. The description of the multiple linear regression equation shows that the price variable (X_1), the facility variable (X_2), the location variable (X_3) have a positive coefficient direction on interest (Y).

-t Test (Partial Test)

To test the research hypothesis, the t test can be used. This test was carried out to analyze the effect of the independent variables, namely price (X₁), facilities (X₂), and location (X₃) partially on the dependent variable, namely interest (Y). As for determining the t_{table value}, the following equation can be used: $df = nk = 74 - 4 = 70$. After calculating using this equation, the t_{table value} is 1.667. The results of the t test can be contained in Table 7:

Table 7. Simultaneous Test (t-test)

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	std. Error		
1 (Constant)	0.181	0.470		0.386	0.701
Price	0.355	0.095	0.360	3,744	0.000
Facility	0.146	0.051	0.268	2,842	0.006
Location	0.264	0.090	0.303	2,936	0.005

a. Dependent Variable: Interest

Based on table 7, it is known that the value of tcount X₁ > ttable, namely 3.744 > 1.667, the value of tcount X₂ > ttable which is 2.842 > 1.667 and tcount X₃ > ttable, namely 2.936 > 1.667, which means that there is a significant effect.

F Test (Simultaneous Test)

The F test was conducted to test the independent variables namely price (X₁), facilities (X₂), and location (X₃) simultaneously having a significant relationship or not with the dependent variable namely interest (Y). As for determining the value of F_{table}, the following equation can be used: $df = k; n - k = 4; 74 - 4 = 4; 70$. After calculating using this equation, $F_{table} = (4; 70)$ then the value of F_{table} is 2.503. The results of the F test in this study can be contained in Table 8:

Table 8. Partial (Test F)

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	125,245	3	41,748	39,805	,000
	residual	73,417	70	1,049		
	Total	198,662	73			

a. Dependent Variable: Interest

b. Predictors: (Constant), Location, Facilities, Price

calculated F value of 39.805 > F_{table} 2.503 with a significance value of 0.000 < 0.05. From these results, it can be concluded that price (X₁), facilities (X₂), and location (X₃) simultaneously have a positive and significant effect on interest (Y).

Coefficient of Determination (r^2)

The coefficient of determination is carried out to analyze the contribution of the independent variables namely Price (X_1), Facilities (X_2) and Location (X_3) to the dependent variable namely Interest (Y). The results of the test for the coefficient of determination can be contained in Table 9:

Table 9. Test Results for the Coefficient of Determination

Summary models					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	
1	, ^{794a}	0.630	0.615	1.024	

a. Predictors: (Constant), Location, Facilities, Price

R Square value of analysis of the coefficient of determination of 0.630 means that price (X_1), facilities (X_2), and location (X_3) have an effect of 63%, while the remaining 37% influenced by other factors not examined by researchers.

Based on the results of the research conducted, there are 5 locations that are in great demand by overseas students, the first is behind Gang Instore Jln. SM Raja Kec. South Region. The second, Behind the Alley of Roso's Sedap Restaurant Jln. SM Raja Kec. South Region. The third, Behind the Alley of the Kalasan Restaurant and Sinarmas Bank, Jln. SM Raja Kec. South Region. The Fourth, in front of the Univa Campus Jln. Perfect Kec. South Region. The fifth is in Alley Aektapa B Jln. Perfect Kec. South Region. Each of these locations has different price variations. In addition, the facilities of each location also have different variations.

Facilities at the boarding house located on Jln SM Raja Kec. South Rantau in the form of a bathroom inside the boarding house, where there are power outlets, water, electricity, and clothesline. The boarding house facilities which are behind the alley of the Sedap Roso restaurant have additional facilities such as cupboards and mattresses. Apart from that, in the alley behind the Sinarmas bank named Kost Oren, there are additional mattresses, a cooking area and a fan and in the alley behind the Kalasan restaurant called Kost chess there are also additional mattresses and cooking areas. The boarding house is located not far from Labuhanbatu University, therefore many overseas students studying at Labuhanbatu University choose boarding houses there. So there are three boarding houses located on Jln.SM raja, the first is behind the Instore alley, the second is behind the alley of the Roso Delicious Restaurant, and the third behind the Kalasan Restaurant and Sinarmas Bank. These three locations are boarding houses that are in great demand by overseas students studying at Labuhanbatu University because the distance to the campus is very close, students who do not have a vehicle can walk because the location of the boarding house is very strategic.

The fourth is a boarding house located on Jln. Perfect Kec. South Rantau to be precise in front of the UNIVA Campus, the boarding house is named Kost Istanbul. After conducting research, it was found that the facilities provided were in the form of a bathroom inside the boarding house, a place for electric plugs, water, electricity, clothesline, fan, bed, cooking area, and chairs. From the results of research that chose a boarding house on Jln. Perfect Kec. Overseas South, to be exact in front of the Univa campus, are overseas students studying at Al-Washliyah Labuhanbatu University (UNIVA) and there is one student from Labuhanbatu Islamic University (UNISLA).

Besides that, the fifth boarding house is located on Jln. Perfect Kec. Rantau Selatan in Aektapa B alley called Kost Hijau and Putih. After conducting research, it was found that the facilities provided were in the form of a bathroom inside the boarding house, a place for electric

plugs, mattresses, water, electricity and clothesline. From the results of research that chose a boarding house on Jln. Perfect Kec. South Rantau are overseas students studying at Labuhanbatu University (ULB) and Labuhanbatu Al-washliyah University (UNIVA).

There are several other factors that are not examined, such as: 1). The security in the boarding house if the price is cheap but the security inside is lacking, of course students will consider choosing which boarding house to live in, 2). Free of commotion if the boarding house is free of commotion of course Students who occupy the boarding house will be comfortable living in it, 3). Cleanliness of the boarding house environment if the boarding house environment is clean, of course the students who occupy the boarding house will be happy to live in that environment.

From the results of the research that I did, the following is a table of variations in prices, facilities and boarding locations:

Table 10. Variations in Prices, Facilities and Locations of Boarding Houses

Information	Price	Facility	Location
Boarding house Behind the Instore alley	<ul style="list-style-type: none"> • Green boarding house 500,000 / room • Blue Kost 500,000 / Room 	The bathroom is inside, a place for electric plugs, water, electricity, clothesline	Jln. SM Raja Kec. South Region
The boarding house behind the Sedap Roso alley	<ul style="list-style-type: none"> • White yellow boarding house 600,000 / room 	The bathroom is inside, a place for electric plugs, water, electricity, clothesline, cupboards and mattresses	Jln. SM Raja Kec. South Region
The boarding house behind the Bank Sinarmas alley and the Kalasan restaurant	<ul style="list-style-type: none"> • Oren boarding house 700,000 / room • Chess Boarding House 500,000 / Room 	Inside bathroom, where to plug in electricity, water, electricity, clothesline, mattress, cooking area, fan	Jln. SM Raja Kec. South Region
Boarding House On Jln. Perfect in front of the Univa Campus	<ul style="list-style-type: none"> • Istanbul boarding house 600,000 / room 	The bathroom is inside, a place for electric plugs, water, electricity, clothesline, mattress, cooking area, fan and chairs	Jln. Perfect Kec. South Region
Boarding House On Jln. Perfect Aektapa B alley	<ul style="list-style-type: none"> • Green and White Boarding 400,000/room 	Inside bathroom, where to plug in electricity, clothesline, water, electricity	Jln. Perfect alley Aektapa B Kec. South Region

CONCLUSION

Based on the results of the multiple linear regression equation $Y = 0.181 + 0.355 X_1 + 0.146 X_2 + 0.264 X_3 + e$, it can be concluded that the main factor influencing students in choosing a boarding house is the price factor (X_1) with a value of 0.355 (35%). The second factor is location (X_3) with a value of 0.264 (26%), and the third factor is facilities (X_2) with a

value of 0.146 (46%). Besides that boarding house located on Jln. Perfect Kec. South Rantau also has more enthusiasts due to price, facilities and location which are considered quite strategic for students because it is close to the Al-Washliyah Labuhanbatu University campus, and Labuhanbatu Islamic University. Furthermore, it can also be concluded that price, facilities and location have a positive influence on the interest of overseas students in choosing boarding houses by 63% while the remaining 37% are influenced by other factors not examined by researchers.

The following suggestions can be put forward, namely for the price factor, boarding house owners should pay more attention to the suitability of the price of the boarding house with the facilities provided. for the facility factor, it is better if the boarding house owner completes enough facilities for people who will later occupy the boarding house. for the location factor, the boarding house owner should pay more attention to the place that was built to make the boarding house and choose a more strategic location so that it is easier to reach by students who will occupy the boarding house.

It is recommended that future researchers conduct research with more attention to question items so as to increase the validity of the measuring instruments used in measuring each variable so that the results of the research are even better. And also pay attention to the variable items that will be used according to the problems needed at the research site and develop other variables that can influence students in choosing a boarding house.

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