
**THE IMPACT OF LOCATION, PRICE, AND FACILITIES ON TENANT LOYALTY
OF BOARDING HOUSE SERVICES IN POLTEKKES SURAKARTA MEDIATED
WITH SATISFACTION**

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Abstract

The growth of the current business has been rife. Today one of the industries that are in demand is the operation of boarding homes. Starting with the serious business area and working my way up. In order to analyze specific populations or samples, such as customers who rent out boarding homes in the Poltekkes Surakarta region, a quantitative research methodology was adopted. With a total of 150 respondents, sampling was done using a non-probability sampling technique, and the data used were primary data in the form of questionnaires. The use of Structural Equation Modeling (SEM) with SmartPLS 3.0 software aided the analysis in this study. The results of data analysis show that Location has a positive effect on Consumer Loyalty, Price has a positive effect on Consumer Loyalty, Facilities have a positive effect on Consumer Loyalty, Location has a positive effect on Consumer Satisfaction, Price has a positive effect on Consumer Satisfaction, Facilities have a positive effect on Consumer Satisfaction, Consumer Satisfaction has a positive effect as a mediation between Locations to Consumer Loyalty, Consumer Satisfaction positive effect as a mediation between Price to Consumer Loyalty, Consumer Satisfaction has a positive effect as a mediation between Facilities to Consumer Loyalty.

Keyword :

Location, Price, Facilities,

Loyalty, Satisfaction

1. INTRODUCTION

Since loyalty is a behavioural factor in the attitude of continued consumption of a good or service, it is an intriguing topic to examine particularly for marketers. Gremler and Brown (in Warnadi & Triyono, 2019) define loyalty as a customer's positive commitment to a company's goods or services beyond a single purchase. Consumer loyalty can be defined as a promise to keep using goods or services despite competitors' efforts to discourage you from doing so. In this study, the boarding house clients in the Poltekkes

Surakarta region were the topic of discussion.

The location gives information on the site where the business will be founded and operated. For marketers, choosing a site for a firm is crucial because poor choices can lead to failures before the business even gets off the ground. Students will take into account the boarding house's strategic and convenient location, such as its proximity to the college, dining options, locations to copy documents, shopping areas, or other entertainment venues. Stricter location refers to the actual location of the company's operations or the location of its production facilities for goods and services that are important to its economic elements (Kertajaya, 2006: 93). The location of the

business's headquarters is where it must conduct operations (Lupiyoadi, 2013:81).

Price is an exchange rate for commodities or services stated in monetary or non-monetary units that can be used to buy a good or service and have defined uses. Price, according to Swastha and Handoko in Nurullaili and Andi Wijayanto (2013, p. 92) is the sum of money required to purchase a variety of goods and services. Making a decision on pricing is crucial because it affects how much money a firm will make by selling its products as commodities and services, which can determine its success. To create customer loyalty, one of a company's goals a company must be able to design the appropriate marketing strategy. A good company, for instance, can create consumers satisfaction by setting prices that are appropriate for market share and local economic conditions. Satisfied customers can then foster customer loyalty. Therefore, the demands of the target market are typically taken into account when determining the selling price of a good or service, such as a boarding home. This serves as the litmus test for whether or not our clients can remain devoted to the business if it meets their preferences. We can infer from the argument above that price plays a crucial part in marketing. Additionally, prices are fluid, meaning they can readily alter depending on the situation.

The final independent variable is facilities, which, according to Haryanto (2013: 752), are all those that can make it simpler for customers to use the company's services. Facilities are physical requirements that must exist at the start before the service is made available to customers (Tjiptono, 2004: 19). Facilities, which are infrastructure and facilities made available for use by customers, are crucial in the growth of a company's future and can facilitate and ease the implementation of a business. If the facilities and services he will rent are complete and of high quality, then the consumers will be satisfied, and the borders will feel happy and joyful. Therefore, amenities are anything that is consciously made available for use in order to give customers simple access to security and comfort.

There is a clear correlation between price and facilities. The price will be higher

the more comprehensive the facilities offered. Conversely, the rental price offered will also be low if the cost rental service provider offers fewer facilities. The boarding house may provide a variety of amenities, including a huge parking lot, Wi-Fi access, and even furnished boarding rooms with mattresses, cabinets, and study tables so that potential tenants just need to provide their clothes and avoid the effort of transferring the essential furniture.

The market share and capabilities of the firm will be impacted by even tiny differences in location, pricing, and even facilities when compared to the growing number of organizations or businesses that provide comparable products or services. Customers will feel disappointed if this is not in line with what they want. On the other hand, when customers are happy with the services a business provides—both in terms of location and amenities—affordable rates and favourable terms will result in customer happiness, and customer loyalty will grow in the service industry. Customer satisfaction, according to Schiffman and Kanuk (2007), is a person's assessment of a product or service in accordance with their expectations. Kotler and Armstrong (2008) state that the degree to which product performance meets customer expectations is also accurate. Consumer satisfaction is a metric used to assess how a customer feels after using a product or service and comparing it to their expectations. Consumers are not content and disappointed if service products operate less effectively than they had anticipated. Therefore, these study researchers are interested in researching phenomena that occur as research topics: the impact of location, price, and facilities on tenant loyalty of boarding house services in poltekkes surakarta mediated with satisfaction.

2. LITERATURE REVIEW AND HYPOTHESIS

Customer Loyalty

Consumer loyalty is a type of consumer loyalty that involves a person consistently using a good or service because they are happy with it. With an increase in the variety of enterprises, the competition in the business sector is increasingly fierce.

This is caused not only by globalization but also by the fact that consumers are becoming more educated, price-conscious, demanding, and exposed to a wide range of items. Consumer loyalty also an important role in a company and is used as a benchmark for marketing success and the quality of products or services. Loyalty is a commitment to repurchase or subscribe to a product or service consistently in the future so that it can cause a repeat of the purchase according to Endang (2013).

According to Tjiptono (2006), customer loyalty is the commitment of consumers to a brand, store or supplier based on a very positive nature in long-term purchases. Griffin (2005) states another concept of customer loyalty says that the concept of loyalty is more towards behavior than attitudes and loyal customers because it exhibits buying behaviors that can be interpreted as regular and long-term purchasing patterns, unit makers or decision makers. Loyal consumers will give a positive commitment and positive response to products and companies, not easily move to other companies and do not hesitate to recommend products or services to others.

Based on the statements of the experts above, it can be concluded that loyalty is loyalty to an object of goods or services formed due to experience in using the goods or services. Customer loyalty is an important factor that becomes a measure of repeat purchases

Customer Loyalty Indicators

According to Kotler & Keller (2006, p. 57), the following are signs of client loyalty:

1. Repetition: Consumers who purchase goods or services will frequently or constantly make purchases from the same business.
2. Retention: Because consumers believe the product they are using is the best product available, they are unaffected by the services provided by other parties.
3. Referral: The act of a customer recommending or promoting a product to others

Loyal customers are able to express Satisfaction with goods and businesses, are reluctant to leave their business

relationships with other firms, and are quick to promote goods and services to others. The business works to enhance the service process it offers in order to sustain high-performance levels and foster customer loyalty. Customers who are loyal to a business will frequently use its goods or services.

Location

The Location of a business or corporate activity determines where transactions between commercial actors and customers take place. The company's founding Location is the Location. Therefore, Location refers to the area in which a business is located or the area in which economic operations to generate goods and services are carried out. There are many significant aspects to consider when deciding where to place marketing, particularly in service businesses where it may have an impact on customer loyalty. Market potential, the environment surrounding the marketing area, convenient transportation, the availability of parking facilities, and the amenities offered to tenants are among the factors. Each company will have its own unique qualities and advantages, which will eventually turn into a positive value for the company, thanks to the diversity of the products and services offered and the high quality of those offerings. Entrepreneurs are thus faced with a challenge because they must develop novel methods in order to compete and outperform their rivals.

The company's Location is where it must be headquartered in order to conduct business and where customers may find it. According to Peter, J. Paul (in Nugroho and Paramitha, 2009), a good location ensures the availability of easy access, can draw big crowds of customers, and is potent enough to alter customer buying habits and patterns.

Businesses making these sales require a crucial location that is simple for customers to get to. Because if a location or other choice is made poorly, it will significantly affect the owner's chance of surviving. If the position is convenient for passing through public traffic lanes, the city centre, and the seat of government, it can be called to be strategically located. Jeni

Raharjani (2005) asserts that one of the key factors influencing consumer behaviour is Location or place strategy. As a result, businesses must carefully consider where to locate their minimarkets in relation to crowds and local events.

Location is a company's activity to make a product that can be produced or sold readily affordable and available to marketing objectives, claim Kotler and Armstrong (2012: 92).

Location Indicator

According to Tjiptono (2007: 92), there are various considerations when choosing a place or Location. In this study, the location indicators used to make this decision include:

- 1) Access is the ease of reaching locations which include:
 - a. Easy-to-reach Location,
 - b. Road conditions to the Location,
 - c. The time is taken to the Location.
- 2) Traffic and the large number of people passing by can provide a great opportunity for impulse buying to occur. Traffic congestion and congestion can also be obstacles.
- 3) Visibility is the Location of the object that can be seen from the main road, and there are clues to the Location of the object, including:
 - a. A location that can be seen from the highway,
 - b. Clear directions to the Location.
- 4) A large and safe parking space is a means of parking space that is guaranteed safety.
- 5) The environment is the state of the environment, including the cleanliness and comfort of the environment.

Price

Price is a key consideration when developing a marketing plan and must always be viewed in the context of the marketing strategy. Price is the primary determinant of consumer loyalty and has the power to influence consumer attention. Market share and competitiveness between businesses are both impacted by price. Consumers can choose where to purchase a good or service based on price. The only component of the marketing mix that may make business actors money is price. In

order to benefit both consumers and business actors, it is crucial for business actors to identify the proper and right selling price.

Price is an exchange rate that, for a person or group, at a specific time, can be equated with money or goods for a benefit derived from goods or services. According to Dovaliene and Virvilaite (2008), price is one of the most adaptable aspects of the marketing mix that may be easily modified when certain products' and services' qualities have changed. Price, according to Angipora (2002), is the sum of money required to purchase a particular combination of a good and a related service. According to Kotler and Armstrong (2008: p.132), price is the sum of money that customers must pay to business actors in exchange for a good or service that is being provided. According to the idea presented above, pricing can be defined as the sum of money required by each person to purchase a good or service that a business has offered in order to turn a profit.

Price Indicator

According to Stanton and Lembang (2010), the price is characterized by 4 indicators:

- 1) Price affordability. A component of pricing used by sellers that reflects consumers' purchasing power is affordability.
- 2) The price must be in line with the product's quality. The seller's pricing strategy is in line with the level of product quality that the buyer may purchase.
- 3) Reasonable price. The seller's pricing offer differs from and competes with those made by other sellers of the same kind of product.
- 4) The price's alignment with the product's advantages. The seller handles pricing matters in accordance with the advantages customers can obtain from the purchased product

Facilities

Before a service can be provided to a customer, facilities—which are tangible resources—must be present. Additionally, facilities might take the form of anything that makes it simpler for customers to be

satisfied. Customers must be happy because if they aren't, they'll go to a competitor and stop doing business with the company. This may result in a drop in sales, which would lower revenue and could even cause a company to lose money. Everything that service providers consciously give so that customers can utilize and enjoy it with the goal of maximizing Satisfaction is referred to as a facility (Kotler, 2002:45).

Facilities, according to Haryanto (2013: 752), are everything that makes it simpler for customers to use the business services. According to Tjiptono (2004:19), facilities are physical requirements that must be met initially before a service can be provided to customers. Facilities might take the shape of new construction that results from the presence of the primary facility, the major attraction. If the features of the products or services he will purchase are comprehensive and excellent so that it will satisfy customers, a person will feel delighted and happiness.

The physical feature of form assumes significance as a measure of service because a form of service cannot be seen, kissed, or felt. Customers will evaluate the level of service using their sense of sight. Customers who use a service from a service provider can also utilize a variety of physical facilities, including buildings and waiting areas, and the service provider manages parking availability throughout the service acquisition process.

In this study, the business is a boarding house service provider that offers a variety of amenities, including restrooms inside and outside of rooms, parking spaces for automobiles or motorbikes, and the fullness of a room's contents, among others. Consumers will utilize the facilities owned by the company while using the company's facilities at the same time. In this regard, the completeness of the facilities offered by the business will need to be taken into account. It is crucial to how the public views the business and whether it can satisfy customers with the facilities offered. If the facilities offered by the business are complete, customers who wish to feel comfortable throughout the implementation of service services will do so.

Consumers must decide what items or services to purchase before engaging in a transaction for either. This comprises evaluating, obtaining, and using economic goods and services by humans.

Facilities Indicator

Many service providers are still unaware of the impact the facility's design has on the attitudes and behaviours of its patrons. However, there are no precise guidelines dictating how the facility should be laid out. However, service businesses must learn how customers react to different design elements of service facilities. The following is how facilities indicators were incorporated into this study:

- a. Boarding room facilities
- b. Public facilities
- c. Supporting facilities

Satisfaction

Customer satisfaction, according to Suprapti (2010:285), is the general attitude that customers adopt toward a good or service after utilizing it. From a managerial standpoint, maintaining and boosting customer happiness is crucial. Consumer views of how well products or services perform in relation to customer expectations impact customer happiness, according to Irawan (2008: 37).

Customer satisfaction demonstrates that a company's needs to satisfy customers' comfort in an effort to fulfil expectations and needs have been addressed. Customers who are pleased with the caliber of the services provided will influence consumer contentment, and they will make ongoing purchases and recommend the business to others in order to draw in new customers who can generate long-term profits through the development of customer loyalty. According to Kotler, Kartajaya, and Setiawan (2016), customers who are happy with the transaction process and the goods or services they receive are more likely to return, make more purchases, and tell their friends and family about the business and its offerings. Customers who are unsatisfied with the services provided are considered disloyal customers since they exist. Customer loyalty and customer satisfaction are strongly intertwined, and loyal customers can develop from satisfied

ones. Then, by recommending your company to other potential clients and spreading the word about your outstanding customer service, these devoted customers can work wonders for your business.

Every business actor must pay attention to the conditions of his internal and external environments in order to succeed in winning a competition in the business world. These conditions can serve as the foundation for the strategies that must be used to face competition. Each company actor may employ a different strategy depending on the circumstances, which is then matched with the demands of the moment so they may address the challenges of an upsurge in competition while still paying attention to customer wants. The goal of the customer retention strategy is to satisfy customers and earn their loyalty so that they will continue to do business with the company, making it difficult for them to switch to a rival.

For business actors, achieving customer happiness can have significant advantages, such as fostering a positive relationship with clients and increasing customer loyalty (Kurniasih, 2012). Consumer happiness can be influenced by tangible responsiveness, knowledge, and recovery, according to research by Olorunniwo et al. (2010) and Setiawan (2017). Consumer satisfaction is more influenced by *responsiveness* and *knowledge* factors than by *tangible* and *recovery* aspects. In contrast to the other three components, the tangible factor is less significant.

Customer Satisfaction Indicators

When something is delivered, and it matches the customer's expectations, they are satisfied. Common metrics for measuring customer satisfaction include:

- Availability of service.
- Responsiveness of service.
- The professionalism of service.
- Overall customer satisfaction level.
- Conformity of the products and/or services offered with customer expectations.

Framework

Research Framework

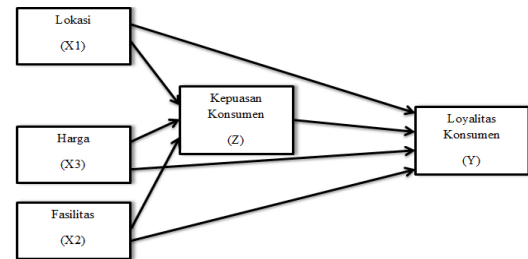


Figure 2.1 Framework

Hypothesis

- The Impact of Location on Consumer Loyalty
H1: A location has a positive effect on customer loyalty
- The Impact of Price on Consumer Loyalty
H2: A price has a positive effect on customer loyalty
- The Impact of Facilities on Consumer Loyalty
H3: A facilities has a positive effect on customer loyalty
- The Impact of Location on Customer Satisfaction
H4: A location has a positive effect on customer satisfaction
- The Impact of Price on Consumer Satisfaction
H5: A price has a positive effect on customer satisfaction
- The Impact of Facilities on Customer Satisfaction
H6: A facilities has a positive effect on customer satisfaction
- The Impact of Location on Consumer Loyalty mediated Satisfaction
H7: Consumer satisfaction has a positive effect as a mediated between locations and consumer loyalty
- The Impact of Price on Consumer Loyalty mediated Satisfaction
H8: Consumer satisfaction has a positive effect as a mediated between Price and Consumer Loyalty
- The Impact of Facilities on Consumer Loyalty mediated Satisfaction
H9: Consumer satisfaction has a positive effect as a mediated between facilities and consumer loyalty

- j. The Impact of Customer Satisfaction on Consumer Loyalty
H10: A satisfactions has a positive effect on customer loyalty

3. RESEARCH METHODS

This type of research is explanatory research, which is a type of research that aims to expose (describe) something of a phenomenon such as describing the characteristics of a person, situation or event. This research uses a quantitative approach. The thing that needs to be considered in a study is the sampling method used. In this study, the sampling method used was a non-probability sampling method. The tool used for data collection in this study was to use a questionnaire. The target population in this study is consumers who rent boarding houses in the Poltekkes Surakarta area. The sample is part of the population studied (Arikunto, 2010). According to Sugiyono (2010) decent sample size is between 30 to 500. This study the researcher uses the Lemeshow formula as follows:

$$\eta = \frac{Z_y^2 Pq}{d^2} = \frac{Z^2 p(1-p)}{d^2}$$

$$\eta = \frac{Z_y^2 Pq}{d^2}$$

$$\eta = \frac{1,96^2 .0,1.0,9}{(0,05)^2}$$

$$\frac{0,345744}{0,0025} = 138$$

Information:

n = number of samples sought

Z = normal table value with a certain alpha

P = case focus

d = alpha (0.05) or 5% of the 95% confidence level commonly used in studies

Based on the results of the above calculations, the number of samples in this study was 138 which was rounded up to 150 respondents.

4. RESULTS AND DISCUSSION

Poltekkes Surakarta is a campus located on Jl. Letnan Jenderal Sutoyo, Mojosongo, Kec. Jebres, Surakarta City,

Central Java 57127. In this study, the object to be studied is a boarding house. Boarding houses in Surakarta are very easy to find, especially in the area around Poltekkes. The boarding house business has become rampant and has become a very profitable business field for boarding house entrepreneurs. Boarding houses are highly sought after by students in Surakarta as a place where they can live while seeking knowledge in an overseas city

Boarding houses or boarding houses have now become one of the business fields that are in demand. This is where the evolution of social values that were previously the relationship between boarding school children and hosts such as their own families, changed to commercial values between boarding house residents and boarding house service providers.

In this study using a sample of consumers of the tenants of the Surakarta Poltekkes regional boarding house, from these 150 samples, the following characteristics were obtained.

1. Description of gender characteristics

The following are the characteristic results of the sex description shown in the table:

Table 4.1 Description of gender characteristics

| No. | Gender | Sum | Percentage |
|-------|--------|-----|------------|
| 1. | Man | 40 | 26,7% |
| 2. | Women | 110 | 73,3% |
| Total | | 150 | 100% |

Source: Primary Data 2022

From table 4.1 above, it can be seen that the sample collected as many as 150 respondents were divided into 2 gender groups. Respondents with male sex totaled 40 people (26.7%) and women numbered 110 people (73.3%). In this study, it can be concluded that the majority of boarding house users in Poltekkes Surakarta are women.

2. Description of Age Characteristics

The following are the characteristic results of the age description shown in the table:

Table 4.2 Description of age characteristics

| No. | Age | Sum | Percentage |
|-------|-------|-----|------------|
| 1. | 17-20 | 29 | 19,3% |
| 2. | 21-24 | 93 | 62% |
| 3. | >25 | 28 | 18,7% |
| Total | | 150 | 100% |

Source: Primary Data 2022

From table 4.2 above, it can be seen that the sample collected as many as 150 respondents is divided into 3 age groups. Respondents aged 17-20 years were 29 people (19.3%), ages 21-24 years were 93 people (62%), and >25 years old were 28 people (18.7%).

3. Description of Characteristics of the length of stay

The following are the characteristic results of the description of the length of stay shown in the table:

Table 4.3 Description of Long Stay Characteristics

| No. | Length of Stay | Sum | Percentage |
|-------|----------------|-----|------------|
| 1. | <6 months | 22 | 14,7% |
| 2. | 1 year | 47 | 31,3% |
| 3. | >2 years | 81 | 54% |
| Total | | 150 | 100% |

Source: Primary Data 2022

From table 4.3 above, it can be seen that the sample collected as many as 150 respondents were divided into 3 groups of the length of stay. Respondents from 6 months of stay < were 22 people (14.7%), 1 year of stay was 47 people (31.3%) and > 2 years of stay was 81 (54%).

ANALYSIS RESULTS

In this study, the test results were assisted with the help of the SmartPLS software version 3.0, the complete model can be presented in the figure as follows:

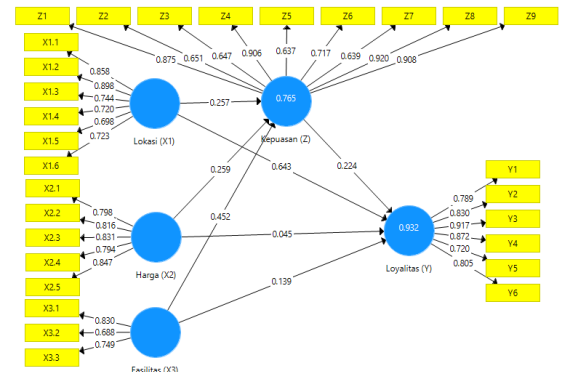


Figure 4.1 Outer Model

Convergent validity

Table 4.4 Convergent Validity

| Variable | Indicator | Outer Loading | Note |
|------------------|-----------|---------------|-------|
| Location (X1) | X1.1 | 0.858 | Valid |
| | X1.2 | 0.898 | Valid |
| | X1.3 | 0.744 | Valid |
| | X1.4 | 0.720 | Valid |
| | X1.5 | 0.698 | Valid |
| | X1.6 | 0.723 | Valid |
| Price (X2) | X2.1 | 0.798 | Valid |
| | X2.2 | 0.816 | Valid |
| | X2.3 | 0.831 | Valid |
| | X2.4 | 0.794 | Valid |
| | X2.5 | 0.847 | Valid |
| Facilities (X3) | X3.1 | 0.830 | Valid |
| | X3.2 | 0.688 | Valid |
| | X3.3 | 0.749 | Valid |
| Satisfaction (Z) | Z1 | 0.875 | Valid |
| | Z2 | 0.651 | Valid |
| | Z3 | 0.647 | Valid |
| | Z4 | 0.906 | Valid |
| | Z5 | 0.637 | Valid |
| | Z6 | 0.717 | Valid |
| | Z7 | 0.639 | Valid |
| | Z8 | 0.920 | Valid |
| | Z9 | 0.908 | Valid |
| Loyalty (Y) | Y1 | 0.789 | Valid |
| | Y2 | 0.830 | Valid |
| | Y3 | 0.917 | Valid |
| | Y4 | 0.872 | Valid |
| | Y5 | 0.720 | Valid |
| | Y6 | 0.805 | Valid |

Source: Primary Data 2022

To test convergent validity, the value of Outer loading or loading factor is used. Reflective size or criteria in this

test with *outer loading* value 0.05-0.60 (Ghozali 2015). Based on Table 4.4, all statement items proved to be valid.

Reliability test

Table 4.5 Reliability

| Indicator | Cronbach's Alpha | Composite Reliability | Ket |
|------------------|------------------|-----------------------|----------|
| Location (X1) | 0.866 | 0.901 | Reliable |
| Price (X2) | 0.878 | 0.909 | Reliable |
| Facilities (X3) | 0.654 | 0.801 | Reliable |
| Satisfaction (Z) | 0.917 | 0.930 | Reliable |
| Loyalty (Y) | 0.904 | 0.927 | Reliable |

Source: Primary Data 2022

Based on table 4.6 above, shows that *the composite reliability* of each variable shows a constructed value of > 0.60. This result shows that each variable has met *the composite reliability*, so it can be concluded that all variables have a high level of reliability.

Furthermore, in the table above *the cronbachs alpha* each variable shows a constructed value of > 0.70 thus this result shows that each of the research variables has met the requirements of *cronbach's alpha* value, so it can be concluded that the overall variable has a high level of reliability.

Hypothesis Testing

a. Direct Effects

This direct effect uses the t-test which aims to determine the influence of the independent variable on the dependent variable partially. This hypothesis is acceptable if the P Values < 0.05. Hypotheses accept independent variables have a significant effect on dependent variables (Efendi & Rahmat, 2019).

Table 4.6 Direct Effect

| | T Statistics (O/STDEV) | P Values | Ket |
|---|-----------------------------|--------------|--------------------|
| Location (X1)- satisfaction > (Z) | 3.372 | 0.001 | Significant |

| | | | |
|--|--------|--------------|----------------------|
| Location (X1) - Loyalty > (Y) | 15.999 | 0.000 | Significant |
| Price (X2) - satisfaction > (Z) | 2.913 | 0.004 | Significant |
| Price (X2) - Loyalty > (Y) | 0.970 | 0.332 | Insignificant |
| Facilities (X3) - satisfaction > (Z) | 7.346 | 0.000 | Significant |
| Facility (X3) - Loyalty > (Y) | 3.884 | 0.000 | Significant |
| Satisfaction (Z) - > Loyalty (Y) | 4.525 | 0.000 | Significant |

Source: Primary Data 2022

b. Indirect Effects

Indirect influence analysis is useful for testing the hypothesis that a bound variable has an indirect influence on a free variable mediated by an intermediate variable (Juliandi, 2018).

Table 4.7 Indirect Effect

| | T Statistics (O/STDEV) | P Values | Information |
|--|-----------------------------|--------------|--------------------|
| Location (X1) -> Satisfaction (Z) - > Loyalty (Y) | 3.213 | 0.001 | Significant |
| Price (X2) -> Satisfaction (Z) - > Loyalty (Y) | 2.016 | 0.044 | Significant |
| Facility (X3) -> Satisfaction (Z) - > Loyalty (Y) | 3.894 | 0.000 | Significant |

DISCUSSION

The purpose of this study was to determine the impact of Location, Price, Facilities on Tenant Loyalty of Boarding House Services in Poltekkes Surakarta Mediated With Satisfaction. A total of 10 hypotheses were developed and tested using the Structural Equation Modeling (SEM) method assisted by SmartPLS 3.0 software and demographic characteristics were analyzed using SPSS software, where the results of the study showed the following:

First, the results of the first hypothesis in this study proved that location has a positive and significant effect on Loyalty. Based on the results obtained, the p-values of $0.000 < 0.05$ proves the existence of a positive and

significant influence, so hypothesis one which states that location has a positive effect on consumer loyalty is accepted. In this study, the location of the boarding house in Poltekkes Surakarta is very strategic where as it is close to places to eat, photocopy, laundry and minimarkets, the location of the boarding house is also passed by public transportation and also the traffic flow looks smooth.

Second, the results of the second hypothesis in this study proved that Price has no positive and significant effect on Loyalty. Based on the results obtained, the P-values of $0.332 > 0.05$ proves that there is no influence, so hypothesis two which states that prices have a positive effect on consumer loyalty is accepted. In this study, the cost price at Poltekkes Surakarta offered by the owner is not affordable, and the price offered is not cheaper than competitors with the same facilities, this makes consumers look for more affordable prices.

Third, in the results of the third hypothesis in this study proved that Facilities have a positive and significant effect on Loyalty. The greater the positive the facility will increase loyalty. Based on the results obtained, the p-values of $0.000 < 0.05$ proves the existence of a significant positive influence, so hypothesis three which states that facilities have a positive effect on Consumer Loyalty is accepted. In this study, the owner of a boarding house in Poltekkes Surakarta facilitated rooms such as mattresses, wardrobes and study desks, as well as wifi. The owner of the boarding house also provides public facilities such as a kitchen, parking lot, laundry and bathroom. With complete facilities in accordance with what consumers need, consumers will be loyal to the boarding houses they occupy.

Fourth, in the results of the fourth hypothesis in this study proved that location has a significant positive effect on satisfaction. Based on the results obtained, the p-values of $0.001 < 0.05$ proves the existence of a positive and significant influence, so hypothesis four which states that location has a positive effect on consumer satisfaction is accepted. In this study, the location of the

boarding house in Poltekkes Surakarta is very strategic as it is close to places to eat, photocopy, laundry and minimarkets. The location of the boarding house is also passed by public transportation and also the traffic flow also looks smooth, this is what makes consumers satisfied with the location of the boarding house in Poltekkes Surakarta.

Fifth, the results of the fifth hypothesis in this study proved that price does not have a positive and significant effect on satisfaction. Based on the results obtained, the P-values of $0.004 < 0.05$ proves that there is an influence, so hypothesis five which states that price has a positive effect on consumer satisfaction is accepted. Price is an important factor in a marketing strategy and must always be seen in relation to marketing strategy. Price can affect consumer attention and is the main factor that determines consumer loyalty. If a product requires consumers to incur greater costs compared to the benefits received, then what happens is that the product has a negative value. On the other hand, if consumers consider that the benefits received are greater, then what happens is that the product has a positive value.

Sixth, the results of the sixth hypothesis in this study proved that facilities have a positive and significant effect on satisfaction. The greater the positive the facility will increase satisfaction. Based on the results obtained, the p-values of $0.000 < 0.05$ proves the existence of a significant positive influence. In this study, the owner of a boarding house in Poltekkes Surakarta facilitated rooms such as mattresses, wardrobes and study desks, as well as Wi-Fi. The owner of the boarding house also provides public facilities such as a kitchen, parking lot, laundry and bathroom. With the existence of complete facilities in accordance with what consumers need, consumers will be satisfied.

Seventh, the results of this hypothesis prove that Satisfaction can mediate Location, to Loyalty. Based on the results obtained by the P-values of $0.001, < 0.05$, this proves the existence of a significant positive influence, so

hypothesis seven states that consumer satisfaction has a positive effect as a mediation between locations to consumer loyalty to consumer loyalty accepted. The location of the boarding house in Poltekkes Surakarta is very strategic as it is close to places to eat, photocopy, laundry and minimarket, the location of the boarding house is also passed by public transportation and also smooth traffic flow, which can affect consumer satisfaction and in the end can increase consumer loyalty. Fulfilling aspects of customer satisfaction and customer loyalty is the ultimate goal to be achieved for every company, both engaged in the manufacturing and service sectors.

Eighth, the results of this hypothesis prove that Satisfaction can mediate The Price of Loyalty. Based on the results obtained by the P-values of $0.044 < 0.05$, this proves the existence of a significant positive influence, so hypothesis eight which states that consumer satisfaction has a positive effect as a mediation between prices and consumer loyalty is accepted. An affordable price will make consumers satisfied and will increase consumer loyalty. Market demand is largely influenced by prices. The price will give a competitive position in the market. The positive experiences that have been experienced by customers towards a product or service are what will have an emotional effect and cause satisfaction in the customer's mind.

Ninth, in the results of this hypothesis proves that Satisfaction can mediate Facility to Loyalty. Based on the results obtained by the P-values of $0.000 < 0.05$, this proves the existence of a significant positive influence, so hypothesis nine states that consumer satisfaction has a positive effect as a mediation between facilities and consumer loyalty accepted. Boarding house owners in Poltekkes Surakarta facilitate boarding houses such as mattresses, wardrobes and study tables, as well as Wi-Fi. Boarding house owners also provide public facilities such as kitchens, parking lots, laundry stations and bathrooms according to what consumers need. This makes consumers

feel satisfied with facilities and will ultimately increase consumer loyalty.

Tenth, the results of the last hypothesis in this study, it proves that satisfaction affects loyalty. Based on the results obtained, the p-values of $0.000 < 0.05$ proves a positive and significant influence. In this study, what causes consumers to be satisfied with the boarding house at Poltekkes Surakarta is facilities that suit their needs, strategic location, and boarding house owners who are ready to help if consumers ask for help, as well as provide responses when there is damage related to boarding facilities. Consumers are satisfied and have the loyalty to settle in an already occupied boarding house, so the last hypothesis that states the effect of consumer satisfaction on consumer loyalty is accepted.

5. CONCLUSION

Based on the results of research related to The Impact Of Location, Price, And Facilities On Tenant Loyalty Of Boarding House Services In Poltekkes Surakarta Mediated With Satisfaction, the following conclusions can be drawn: Location has a positive and significant effect on Loyalty. Price has no significant effect on Loyalty. Facilities have a positive and significant effect on Loyalty. Location has a positive and significant effect on Satisfaction. Price has a positive and significant effect on Satisfaction. Facilities have a positive and significant effect on satisfaction. Satisfaction can mediate Location to Loyalty. Satisfaction can mediate Price to Loyalty. Satisfaction can mediate the Facility to Loyalty. Satisfaction affects loyalty.

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