

The Effect of Service and Facility Quality on Customer Satisfaction A Case Study on My Dormy Hostel UMM

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Abstract

Introduction/Key Objectives: Indonesia's fast-growing accommodation industry has made Consumer Satisfaction a crucial indicator for business success, where Quality of Service and Facilities are two fundamental aspects. This study aims to explore the role of these two aspects in My Dormy Hostel UMM.

Background to the Problem: While guest reviews are generally positive, there are variations in perceptions (such as cleanliness and speed of service issues) that indicate that the consistency of service and facilities needs to be improved, so this study focused on the extent to which Quality of Service and Facilities affects consumer satisfaction.

Research Method: This study uses a qualitative descriptive approach to explore the phenomenon in depth. Data collection was conducted through semi-structured interviews with guests, staff, and management, supported by field observations and documentation. The collected data were analyzed using the Miles & Huberman interactive model (reduction, presentation, and drawing of conclusions).

Findings/Results: The results of the study show that Quality of Service (especially *the dimensions of Empathy and Responsiveness*) is the most significant factor driving satisfaction. However, there are recurring quality gaps in the facilities, particularly on the issue of noise in communal areas and inconsistencies of Wi-Fi and hot water.

Conclusion: The conclusion of this discussion is that very high Quality of Service has succeeded in acting as a mitigation factor that mitigates the negative impact of lack of facilities, so that consumers as a whole still feel *worth it* and recommend the hostel. The implications of this study suggest that hostel management should immediately address the issue of noise and technical inconsistencies in order to maintain consumer loyalty.

Keywords: Service Quality, Facility Quality, Consumer Satisfaction, Hostel, *Mitigation Factors*.



Introduction

The tourism and hospitality industry in Indonesia continues to show rapid development in line with the increasing need for comfortable, affordable, and quality accommodation. The growth of the mobility of students, tourists, and business people encourages fierce competition between accommodation service providers. In this context, consumer satisfaction is an important indicator that determines the success of service providers. The satisfaction achieved not only increases customer loyalty, but also affects the reputation and sustainability of the business (Widjaja et al., 2018).

Several previous studies have identified factors that affect consumer satisfaction in the hospitality industry. Generally, the variables studied include service quality, facilities, price, and physical environment (Prum et al., 2024). The quality of service that includes the friendliness, speed, accuracy, and empathy of the staff has been proven to have a significant effect on guest satisfaction. Meanwhile, facilities such as comfortable rooms, WiFi access, recreational areas, and other supporting facilities are basic expectations for modern consumers (Cahyani et al., 2024). This shows that the quality of service and facilities are two important aspects that cannot be separated in creating a satisfying stay.

My Dormy Hostel UMM, an accommodation managed by the University of Muhammadiyah Malang, presents a unique concept by utilizing used containers as an environmentally friendly building. Strategically located in the UMM campus area, this hostel offers a variety of facilities such as rooms with various types, café areas, lobby, prayer rooms, multifunctional rooms, and adequate internet access. The uniqueness of the eco-friendly concept combined with affordable prices makes this hostel not only attractive to students, but also domestic and foreign tourists.

My Dormy Hostel Customer Satisfaction The level of customer satisfaction at My Dormy Hostel UMM can be seen from various reviews on digital platforms such as Google Reviews and Traveloka. Most guests give positive ratings for the comfort, ambiance, and friendliness of the staff. However, some reviews also show dissatisfaction with the cleanliness of the room, the limitations of certain facilities, and the speed of service during peak hours. This variation in perception shows that although customers are generally satisfied, there is still room for improvement so that consumer satisfaction standards can be more optimal (BACHTIAR, 2024).

Quality of Service and Facilities of My Dormy Hostel. In terms of service quality and facilities, My Dormy Hostel UMM has tried to provide professional service with friendly staff, an efficient check-in process, and prompt handling of guest complaints. The facilities provided are also quite complete, ranging from WiFi connections, large parking areas, to relaxation rooms for students or tourists. However, some facilities such as air conditioning and room cleanliness need to be upgraded to meet customer expectations. This shows that the quality of services and facilities has an important role in determining the level of guest satisfaction at My Dormy Hostel UMM.

However, the challenges faced by My Dormy Hostel UMM lie in the consistency of the provision of facilities and the quality of services provided. Several consumer reviews on online platforms show that there are variations in perceptions of cleanliness, room comfort, and staff responsiveness. This raises critical questions about the extent to which the quality of services and facilities affects consumer satisfaction (Ratnasari, 2019).

Research related to the influence of service quality and facilities on consumer satisfaction has been conducted on various types of hotels (Susepti et al., 2017). However, studies that focus on hostels with environmentally friendly concepts, especially in the campus environment, are

still relatively limited. Therefore, this research is important to be conducted in order to provide an empirical picture of the role of service quality and facilities in shaping consumer satisfaction at My Dormy Hostel UMM.

Previous research has shown that consumer satisfaction not only has an impact on the intention to return to using services, but also on positive recommendations through word of mouth and digital reviews (Susanti & Pranata, 2021). In today's digital era, customer reviews on platforms such as Traveloka, Google Reviews, and social media have a significant influence on the image and attractiveness of an accommodation. This makes the quality of service and the completeness of facilities a priority factor, as both will determine how consumers share their experiences with the public.

In addition, the existence of My Dormy Hostel UMM in an academic environment adds a unique dimension to this research. The diverse characteristics of consumers, ranging from students, academics, to tourists, make consumer satisfaction standards even more complex. This condition requires the management to be able to provide adaptive services and facilities that are relevant to the needs of each user segment. This phenomenon makes this research important, because the results can provide strategic recommendations related to improving the quality of services and facilities to maintain and increase consumer satisfaction in the midst of increasingly fierce competition in the hospitality industry.

Thus, this research is expected to be able to make an academic contribution to the development of service marketing studies, as well as provide practical benefits for hostel managers as a basis for evaluating and improving service strategies in the future. This research is also expected to contribute to the development of service management theory, especially in the context of educational and environmentally friendly accommodation. The results of this study are expected to be a reference for future research that examines the relationship between service quality, facilities, and consumer satisfaction in other accommodation sectors. With this research, it is also hoped that My Dormy Hostel UMM can continue to increase its competitiveness.

Research Methods

This study uses a qualitative descriptive approach. The qualitative approach was chosen because it aims to explore and understand in depth how the quality of services and facilities of My Dormy Hostel UMM is perceived and affects consumer satisfaction, as well as to elaborate and interpret the data obtained from the field as a whole. This research was carried out at My Dormy Hostel UMM, Malang. Primary data collection through field interviews was carried out on Friday, November 14, 2025. The subjects of this study were determined using the Purposive Sampling technique, where informants were selected based on criteria relevant to the research topic, namely those who had direct knowledge and experience in the hostel. The total number of informants interviewed was five people, consisting of three Consumers/Guests, one Operational Staff (colleagues), and one Management Representative (HRD). Data was collected through three main techniques: first, Semi-Structured Interviews conducted offline (face-to-face) and recorded for transcription. This interview allows for in-depth information about the experience of staying, satisfaction/dissatisfaction factors, and informant expectations. Second, observation is carried out to directly observe the physical condition of facilities and service interactions. Third, Documentation by collecting secondary data related to standard operating procedures (SOPs) and relevant online reviews. The collected data is then analyzed using an interactive model (Miles & Huberman, 2003), which includes the stages of Data Reduction (filtering relevant statements from transcripts), Data Presentation (grouping key findings), and Drawing Conclusions (verifying findings). To ensure the validity of the data, this study uses the Source Triangulation technique. This process is carried out by comparing

information obtained from the three informant sources (Guests, Staff, and Management) to see consistency. If there is similarity in the findings (e.g., all complain of noise), then the data is considered credible and strong to draw conclusions from the study.

Results

This study presents empirical findings obtained from an in-depth interview conducted on Friday, November 14, 2025, with five informants. The results of the interviews were presented descriptively per informant (consumers, staff, and management) according to their roles and experiences at My Dormy Hostel UMM.

Consumer/Guest Interview Results

- Guest Informant 1 (Interview 13:00 WIB): Overall, the stay experience was considered very pleasant and positive because of the friendly atmosphere and strategic location. The main factors of satisfaction are "the staff service is very responsive, friendly" and "the cleanliness and common areas are very good." Even though I am very satisfied, there are things that must be evaluated, namely "the roof has started to mold, maybe it can be used as evaluation material later." This consumer found the price offered very *worth it* and recommended this hostel.
- Guest Informant 2 (Interview 13.25 WIB): Kak Sinta said that the overall stay experience was good and satisfying. He was particularly satisfied with the friendly and responsive staff service and clean room facilities. However, he noted that there are minor inconveniences related to noise from the hallway or next room, and sometimes Wi-Fi is unstable during rush hour. This consumer considers the price to be still appropriate and hopes that the hostel can add rules regarding quiet hours at night.
- Guest Informant 3 students (Interview 16.57 WIB): Kak Rio stated that the experience was quite good, the environment felt safe and comfortable, and the location was strategic because it was close to campus. He was satisfied with the cleanliness of the rooms, friendly staff, study desk, and Wi-Fi that was stable enough for online lectures. The shortcomings conveyed are the noise from the next aisle/room that is annoying, especially on weeknights, and the parking area that feels cramped. Kak Rio assessed that the price is still reasonable for students and hopes that there will be an addition to noise rules during the curfew.

Staff and Management Interview Results

- Operational Staff Informant (Amru): Amru staff mentioned that the overall guest response was very positive, especially in terms of staff friendliness and *check-in/out speed*. However, the most common complaints are Wi-Fi Stability, inconsistent Hot Water Availability, and Noise in Communal Areas due to the presence of 24-hour cafes. This staff said that the excellence of the hostel lies in the "Cleanliness of the Hotel Level" and the "Friendly Local Staff" with *genuine kindness*. The complaint handling system is carried out through a closed cycle: Record-Keeping, Immediate Resolution (< 10 minutes), Weekly Evaluation, and Corrective Action.
- HRD Informant (Mr. Hafiz): The Management explained that guest satisfaction is measured in two ways: Online Review (Google, Traveloka) and Internal Review (Google Form *Front Office*). The main factors that affect guest satisfaction are Cleanliness (rooms, cutlery, facilities), Comfort, and Security. Follow-up on complaints is carried out through *morning briefings* where each department formulates an immediate solution, including providing *an apologize letter* or *compliment* for fatal complaints.

Discussion

This chapter presents an in-depth analysis (Discussion) of the results of the interviews that have been presented per informant in Chapter (Result). This discussion focuses on the relationship between informants, isolating the key findings and connecting them with the theory of Service Quality (SERVQUAL) and Consumer Satisfaction.

The discussion shows that the Quality of Service dimension (especially *Empathy* and *Responsiveness*) is the most significant factor driving satisfaction (Yeong et al., 2022). Through Source Triangulation, the friendliness of the staff appreciated by the consumer is confirmed by the Operational Staff (as *genuine kindness*) and Management (HRD) (training *Service Excellent*). This reinforces the theory that in the service industry, superior personal interaction can create loyalty and *word-of-mouth* positive (Pohan, 2025).

Service Quality and Triangulation Keyword Analysis

A consistently emerging keyword analysis of all informants (Guest, Staff, and Management) shows that Staff Friendliness and Responsiveness are the hostel's main strengths. This finding is particularly relevant to the dimensions of the *Empathy* and *Responsiveness* in the SERVQUAL model. Consumer Satisfaction Management Mechanism (Ali et al., 2021)

Relationships Between Informants: There is a strong confirmatory relationship (Source Triangulation) between the three groups of informants:

- Consumers (Guests 1, 2, 3) explicitly praise the hospitality and responsiveness.
- The Operational Staff (Amru) confirmed that their advantage is having *genuine kindness* and friendly local staff.
- Management (HRD Pak Hafiz) confirmed the existence of systematic support in the form of *Service Excellent* training and a *Morning Briefing* system to ensure a quick response.

The discussion shows that the dimension of Service Quality (especially *Empathy* and *Responsiveness*) is the most significant factor driving satisfaction. Through Source Triangulation, the friendliness of the staff appreciated by consumers is confirmed by the validity of the Operational Staff (as *genuine kindness*) and Management (HRD) (the existence of *Service Excellent* training). This reinforces the theory that in the service industry, superior personal interaction can create loyalty and *positive word-of-mouth*.

Keyword Analysis of Facility Quality and Critical Issue Relationships

Although the keywords "Cleanliness" and "Strategic Location" emerged as advantages, the keyword analysis also identified a critical issue: Noise and Technical Inconsistencies.

Relationship Between Informants: There is a confirmatory relationship (triangulation) that this issue is real:

- Noise Complaints were submitted by two consumers (Guests 2 & 3).
- This issue was validated by the Staff (Amru), who admitted that Noise in Communal Areas (due to 24-hour cafes) was the most frequent complaint.
- The inconsistency of Wi-Fi and Hot Water, which was complained about by guests, was also acknowledged by the Staff (Amru) as recurring issues recorded in the *log book*.

This relationship indicates a quality gap (*service gap*) on the dimensions *Reliability* (reliability of technical facilities) and *Tangible* (physical conditions, such as a moldy roof noted by Guest 1) that need to be addressed immediately so as not to conflict with the cleanliness standards promised by management (Department of Architecture and Built Environment, Faculty of Engineering and Built Environment, Universiti Kebangsaan Malaysia, Malaysia et al., 2021).

Theoretical Implications for Consumer Satisfaction

The discussion concluded that although there is a quality gap in facilities, very high Quality of Service (Friendliness and Responsiveness) plays a strong mitigating factor (Purwaningtyas, 2025). This mitigating factor explains why consumers still say hostel prices are very *Worth It* and recommend it, despite minor inconveniences. This is in accordance with previous research which stated that the personalization aspect of service (*Empathy*) often has a greater emotional impact than physical facilities (Sidharta & Keni, 2024). In other words, a good emotional connection formed by the staff manages to dampen the dissatisfaction arising from technical problems. This hostel successfully applies the concept *Value for Money* because excellence in the service aspect (HR) compensates for the lack in the facility aspect.

Conclusion

Based on the results of qualitative research, it can be concluded that the Quality of Service (dimension *Empathy* and *Responsiveness*) is the main driving factor of satisfaction at My Dormy Hostel UMM. Sincere staff hospitality and responsiveness (*genuine kindness*) managed to create a very positive experience and was the main reason (Suesilowati et al., 2025). Consumers recommend hostels. Meanwhile, although the Quality of the Facility is assessed according to the price (*Value for Money*), issues Noise from communal areas and Technical Consistency (Wi-Fi/Hot Water) are challenges that have the potential to reduce satisfaction. The final analysis shows that superior quality of service acts as an effective mitigation factor to mitigate the impact of the lack of facilities (Arga Dewa Luthfi Latasi, 2019), so that overall, consumers remain satisfied and loyal.

The practical advice for My Dormy Hostel UMM is to immediately establish quiet *hours* rules or acoustic solutions to minimize interference from the 24-hour café and adjoining rooms, as well as conduct audits and permanent improvements to the stability of the Wi-Fi network and Hot Water Availability to address the inconsistencies found. In addition, repairs to the moldy roof of the room also need to be followed up to maintain cleanliness standards. Meanwhile, for further academic research, it is recommended to use a quantitative approach to measure the statistical significance between the dimension of Staff Friendliness and the consumer *Revisit Intention* variable, considering its very strong influence in this study.

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