



Location and quality service to satisfaction student Akademi Pariwisata Medan Hotel School

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ABSTRACT

Medan Hotel School Tourism Academy is one of the campuses that creates human resources in the field of tourism. This supports the Government's program to advance and develop the tourism industry that had been asleep. The satisfaction of students studying at the Medan Hotel School Tourism Academy will make this service business increasingly have a long life. This study used the help of SPSS as a data processor before drawing conclusions, with 35 students in semesters 4 and 6. The purpose of this study is to see whether the location of the campus and the services that have been provided by lecturers and employees have provided satisfaction to students. The method used in this study is quantitative by distributing questionnaires to students. The results of the answers are measured on the Likert scale. The results of the study obtained that student satisfaction was obtained from the location of the campus location that is easily accessible to the community and located in a place that is often traversed by public transportation. It can be seen that location affects student satisfaction by $t_{count} > T_{table}$ ($4,078 > 2,036$) Service also affects student satisfaction, where bad or good service will certainly have a direct impact on student satisfaction. The result of this study is that the location of the Medan Hotel School Pariwisata Academy campus affects student satisfaction. Likewise, service also affects student satisfaction which is shown $t_{Calculate} > t_{table}$ $6.357 > 2.036$. Tested with Test F which obtained the result $F_{count} > F_{table}$ ($118.303 > 3.28$). which means that the conclusion, location and service simultaneously affect student satisfaction.

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INTRODUCTION

The growth of tourism as an industry shows a very increasing graph and is seen to boost Indonesia's economic growth for the better. Tourism activities are multi-sectoral activities, which are carried out by many parties who have the same interests and get mutual benefits. So it can also be called multi-dimensional which means that tourism requires encouragement or support from all

aspects of views, understandings, ideas of different opinions from various cross-sectors. Both non-government participates in handling and involves many: sectors, agencies, disciplines. So that the basic need of tourism is coordination(Isdarmanto, 2016)

One effort government in support The National Economy (PEN) for tourism and the creative economy is give attention full to the hotel and tourism sector. One of them with equip source Power quality Indonesian people . Which means that for that, we need the readiness of qualified human resources, which of course will more many were born from tourism and hospitality educational institutions or institutions . (Made Darsana, 2022)According to UUNo. 20 Year 2003 concerning the National Education System, where Tourism Colleges in Indonesia are required to implement the Tri Dharma of Higher Education coordinated with the Ministry of Research, Technology and Higher Education. Where in the context of competition, tourism higher education is faced with global competition with other higher education institutions that continuously make improvements and quality improvements, both in terms of input (*input*), process, and output quality (graduates).one campus in Medan that produces superior quality human resources is Academy Tourism Medan Hotel School. Where is campus This No only teach theory just However student taught For practice direct . With supported by qualified and supplemented lecturers a number of lecturer vocation cause campus This interested student . Locations that are close to consumers , businesses the have a competitive positioning and deliver fast service to consumers . Location by Tjiptono in study Arifa explain that location is place business operate or place business do activity For produce essential goods and services facet the economy(Hanggita, 2018). According to Basu swastha Location is place Where something business or activity business That done . (Sutanto, 2019). Location is the place where various company activities to make the products produced or sold affordable and available to the target market. Location is an important factor in running a business because the right location makes a business more successful than similar businesses that are located less strategically(Nurfalawati & Nurdin, 2020)

Determination location business is the most important thing For decision long term . For Businesses engaged in service with focused on income worked on choose close location and can _ accessible to consumers . indicators variable location is Near campus , nearby road highway and close Friend local and close with House eat (Amilia & Iriyani, 2020) . Opinion Tjiptono in study (Fitriyani et al., 2019) election place or location business service need careful consideration _ to a number of factor following :

Access , for example easy location passed or easy reached means transportation general, Visibility , for example possible location seen with clear from edge road, Traffic (traffic), Place sample and secure parking, Expansion , that is available quite place wide For expansion business later day .Environment business , that is area around support services offered, Competition, Regulation government.

Campus location is located on Jl. Juanda City of Medan is very easy found not Far from crossroads and lots skipped vehicle general . page for parking vehicle broad . The amount shops business and home eat around location campus the more make consumer satisfied. Research conducted by Anthony, Based on data analysis and results from study obtained results that location , facilities wifi and library influential significant in a manner Partial to satisfaction student . It means the more Good location , wifi and library campus so will the more increase satisfaction students (Anthony, 2019). While in research conducted by Ugeng Budi Haryoko and Hapid _ Rabbani obtained results that location matters positive and significant to satisfaction this customer _ show that location will increase decision purchase . (Ugeng Budi Haryoko, 2019). Another study was conducted by Desrianto and Sri Afridola obtain results that Testing ily statistics prove that Location matters positive to Satisfaction Consumers . It means that There is influence between Location variable with Satisfaction Consumers (Desrianto; Afridola, 2020). Another study

conducted by Joanita Pio and friends found that the location of Janji Jiwa Coffee Shop Volume 667 Tomohon partially did not affect customer satisfaction (Pio, J; Mamuaya, N, C; Angmalisang, 2022)

One of the things that makes consumers satisfied is the quality of service. Service quality is a long-term consumer perspective which is a cognitive evaluation of service transfer. Service quality is also a very important variable so that consumers feel satisfied with a product, because with satisfactory service it will certainly be an added value for consumers. (Setyawan et al., 2022) Quality service is hard thing imitated . kindly general Emotional Factors customers will feel satisfied (proud) because of the emotional value provided by product or service the . Satisfaction is a function of the closeness between claims and perceived product performance. (Yanny & Sianturi, 2022). According to Musqari and Huda (2016: 36) the definition of service quality which is often referred to as service quality is how far the comparison between reality and customer expectations for the service they get .then Service quality is the quality of a service that distinguishes between reality and expectations (Riyadin, 2019). According to Agus Dwiyanto in Riska Tyas Prahesti's research, satisfactory or unsatisfactory service quality for service users both through administrative services and technical services is the result of the hard work of each organization (Prahesti et al., 2021). Deep kotler study Taupik Ismail and Ramayani Yusuf elaborated There are five influential aspects or reject measuring in quality service namely Assurance, Reliability , Empathy . Responsiveness and Tangibility (Taupik Ismail , 2021) . Research that has completed by Susi Marta Tambunan obtain results that service academic and non- academic influential to satisfaction student . (Tambunan , 2022) . Another study conducted by Evi Kartini and friends bro answer formula problem in study they namely service _ Academic Influential To Satisfaction Students at STMIK ITMI Medan (Siringo, Evi Kartini Ndururu, 2021) Other studies that have completed by Setyawati show that variable quality service have direction regression coefficient positive with satisfaction consumer . Analysis results show that there is influence quality service to satisfaction consumer . (Setyawati , 2023).

Build A business For long term of course not Once free from consumers . Because Consumers is one _ thing that makes business A business become survive and move on . Speak about consumer not Once free than satisfaction obtained _ on product from A business Good service nor goods . Service business especially business in the education sector Once free from satisfaction student . Enhancement quality must Keep going improved to be more satisfied student so connection the more well , and the results business the the more increase . Satisfaction That Alone according to Tjiptono on the research of Erda Madalena and friends bro is behavior after purchase attitude satisfied nor not on consumers , satisfaction customer function hope buyer perceived service . So from That indicator satisfaction customer is suitability hope services , Perception performance services and Ratings consumer . (Lena et al., 2021) . Customer is a individual or buying group product physique or service with consider various type factor like price , quality , place , service and so forth based on decision they alone . (JS & Andayani, 2019) . Consumer satisfaction is the response shown by the consumer to the service or performance (results) received, then the consumer immediately compares the results obtained with the expectations he wants. If the results received are more than expectations, the consumer will definitely feel satisfied, and vice versa if the results received do not meet or are the same as expectations, it can be said that the consumer is dissatisfied with the performance (results) received .(Daga Rosnaini, 2019). Satisfaction is a condition in which desire, expectations are met. Each service provided is considered satisfactory if the service can meet one's wishes (Yanny & Afni, 2021). Research conducted by Hapsari Dyan Herdiany and friends obtained results that simultaneously location, and service affect customer satisfaction Art Samurai Koi Yogyakarta (Hapsari et al., 2023). Likewise, the research conducted by Haeriah and friends where partially and simultaneously location and service affect customer satisfaction at the Warkop Sipadecengie Ma'rang Business, Pangkep Regency (Haeriah, Mustari, Muhammad hasan, Muhammad Ihsan Said, 2021).

RESEARCH METHODS

Study This use method type study quantitative with use questionnaire with Likert scale as tool For retrieve data. Number of questionnaire data as many as 35 students from of the Derived Fourth and Sixth semesters from Academy Tourism Medan Hotel School. Data processing with SPSS assistance . Test done in study This is the reliability test , the assumption test classic , includes the normality test Multicollinearity test , heteroscedasticity test, Multiple Linear Regression test , Coefficient test Determination , partial test and simultaneous test

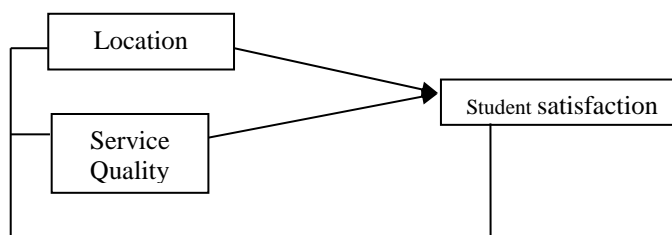


Figure 1. Framework conceptual

RESULTS AND DISCUSSION

Reliability Test

Reliability Test aim to determine how much variability occurs due to measurement errors and how much variability the actual test scores, because Instruments that are valid and reliable will also produce valid and reliable data so as to lead to conclusions that are in accordance with the actual situation.

Table 1. Reliability test results

| Variable | Cronbach Alpha | N of items | Information |
|----------------------|----------------|------------|-------------|
| Location | 0.942 | 7 | reliable |
| Service | 0.938 | 10 | reliable |
| Satisfaction Student | 0.941 | 8 | reliable |

In table 1 .visible variable location, service and satisfaction student have Cronbach alpha above 0,6 which means the instrument is valid and reliable according to circumstances actually .

Normality Test

a test conducted with the aim of assessing the distribution of data in a group of data or variables, whether the distribution of the data is normally distributed or not.

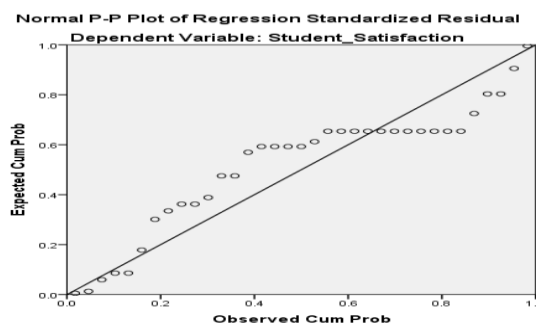


Figure 2. Normality test

In the Normality Test image seen where the P-Plot display point point always approach and follow approach and follow the diagonal line .Hence the regression model fulfil assumption normality

Multicollinearity Test

Multicollinearity Test aim for test whether there is a high or perfect correlation between the independent variables or not in the regression model.

Table 2. Value of Tolerance and Variance Inflation Factor

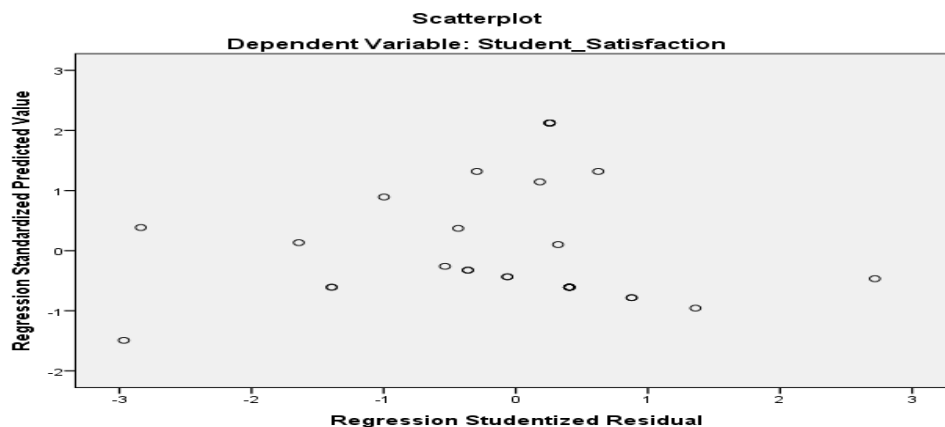
| Variable | tolerance | VIF |
|----------|-----------|-------|
| Location | 0.409 | 2,442 |
| Service | 0.409 | 2,442 |

From the multicollinearity test table seen that the value of Tolerance variable Location and Service

0. 409 > 0.10 means No happen multicollinearity. Temporary VIF value for location and service variable 2.442 < 10 no happen multicollinearity

Heteroscedasticity Test

Objective from the Heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another.

**Figure 3.** Heterocedasticity tes

Scatter chart above, it is clear that no particular pattern is formed because the points spread irregularly above and below the 0 axis on the Y axis. So it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Test

Multiple linear Regression Test This aims to examine the effect of two or more independent variables on one dependent variable

Table 3. Multiple linear regression test

Coefficients ^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
| | B | std. Error | Beta | | | tolerance | VIF |
| (Constant) | -1.185 | 2,259 | | -0.525 | 0.603 | | |
| 1 Location | 0.425 | 0.104 | 0.389 | 4,078 | 0.000 | 0.409 | 2,442 |
| Service | 0.521 | 0.082 | 0.606 | 6,357 | 0.000 | 0.409 | 2,442 |

Dependent Variable: Student_satisfaction, Multiple Linear Regression Test Table show satisfaction Student (Y) is influenced by grades constant of -1.185 which means If location and service The same with 0 then satisfaction student experience decline . Temporary mark Coefficient location 0.425 and service 0.521. Then $Y = -1.185 + 0.425X_1 + 0.521X_2$

Coefficient Test Determination (R2)

Table 4. Coefficient test determination

| Model | R | R Square | Adjust R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-----------------|----------------------------|
| 1 | 0.939 ^a | 0.881 | 0.873 | 1.135 |

- a. Predictors: (Constant), Location_Service
- b. Dependent Variable: Student_satisfaction

Result of table 4 coefficient test determination of R Square of 0.881 (88.1%), with thereby can said that Location and Service is able to explain by 88 , 1 % of Satisfaction student , meanwhile the rest (11.9 %) is influenced by other variables outside research , like price , performance , quality services , image brands , facilities and others

Partial Test (t)

Partial Test aim to determine the partial effect between the independent and dependent variables by looking at the t value at the 5% significance level. In the Multiple Linear Regression Test table can We get results (a) t value count For location variable (X_1) as much as 4.078 more big compared to t table 2.036 ($4.078 > 2.036$) or sig.t value for variable more than 0,000 locations small of 0.05 ($0.000 < 0.05$). meaning Location matters significant to Satisfaction Student. (b) t value count For variable Service (X_2) as much as 6,357 more big compared to t table 2.036 ($6.357 > 2.036$), or sig.t value for variable Service 0.000 more small from 0.05 ($0.000 < 0.05$) means service influential to satisfaction student

Simultaneous Test (F test)

Unison test aim For know influential or No in a manner significant variables _ independent in a manner together (simultaneously) against variable dependent . From table 5 obtained results

Table 5. Simultant test

| Model | Sum of Squares | df | Mean Square | F | Sig |
|------------|----------------|----|-------------|---------|--------------------|
| Regression | 304,931 | 2 | 152,465 | 118.303 | 0,000 ^b |
| Residual | 41,241 | 32 | 1,289 | | |
| Total | 346,171 | 34 | | | |

- a. Dependent Variable: Student_satisfaction
- b. Predictors : (Constant), Location, Service

From the table above visible ser e impact test can seen that $F_{\text{count}} = 118.303$ with level significance 0.000. If compared with F_{table} on the rate 5% confidence ($\alpha = 0.05$) is 118.303 then $F_{\text{count}} > F_{\text{table}}$ ($118,303 > 3.28$). Because $F_{\text{Count}} > F_{\text{table}}$ so that said that variable free consisting from x_1 and x_2 respectively simultaneous influential significant to variable bound that is Satisfaction student . together variable *dependent* Satisfaction student able to influence the *independent variables* (location and service) significantly . In contrast to the research conducted by Pio and friends where location did not have a significant effect on consumer satisfaction where the results of the significance value shown were $0.231 > 0.05$.

CONCLUSION

From the results of the discussion, it was obtained that the strategic location on the campus of the Medan Tourism Academy Hotel School significantly affects student satisfaction. The services provided by lecturers and administrative staff affect student satisfaction. Simultaneously, campus location and campus services affect student satisfaction. The results of this study are in line with research that has been conducted by Anthony, Ugeng Budi Haryoko and Hapid Rabani, Desrianto and Sri Afridola . Where Location matters satisfaction student. However, this research is not in line with the results of research conducted by Pio and friends, where location partially does not affect consumer satisfaction Temporary from facet Service obtained results study that service influence satisfaction compatible students with research conducted by Susi Marta Tambuna , Evi Kartini and Setiawati . kindly together location and service influential to satisfaction student Academy Tourism Medan. This is in line with research conducted by Hapsari Dyah herdiany and friends where location and service quality simultaneously affect customer satisfaction Hotel School. And in line with research conducted by Haeriah and friends where simultaneously location and service affect customer satisfaction Thus the implication of this research is to have a unidirectional influence. If Academy Medan Hotel School Tourism wants increase satisfaction student so location and service is also a must improved. The contribution of this research is that by the quantitative method obtained the results of a strategic location in the sense that it is always traversed by public transportation and always given maximum service, resulting in student satisfaction for the services they enjoy. Expectations for further research development can include other variables such as price, performance, service quality, brand image, facilities and others.

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