

THE EFFECT OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION THROUGH PURCHASE DECISION

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan melalui keputusan pembelian sebagai variabel intervening pada Maijo Barbershop. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 204 pelanggan yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan fasilitas berpengaruh positif dan signifikan terhadap keputusan pembelian dan kepuasan pelanggan. Keputusan pembelian juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan serta mampu memediasi pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pelanggan. Dengan demikian, peningkatan kualitas pelayanan dan fasilitas dapat mendorong keputusan pelanggan dalam menggunakan jasa sekaligus meningkatkan kepuasan pelanggan pada Maijo Barbershop.

Kata Kunci: Kualitas Pelayanan, Fasilitas, Keputusan Pembelian, Kepuasan Pelanggan, Barbershop.

Abstract

The research aims to analyze the effect of service quality and facilities on customer satisfaction through purchase decision as an intervening variable at Maijo Barbershop. A quantitative approach was employed with a sample of 204 customers selected using purposive sampling. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS. The results show that service quality and facilities have a positive and significant effect on purchase decision and customer satisfaction. Purchase decision also has a positive and significant effect on customer satisfaction and is able to mediate the effects of service quality and facilities on customer satisfaction. Therefore, improving service quality and facilities can encourage customers' decisions to use the service and increase customer satisfaction at Maijo Barbershop.

Keywords: Service Quality, Facilities, Purchase Decision, Customer Satisfaction, Barbershop

A. INTRODUCTION

The development of businesses in Indonesia has grown rapidly, particularly in the service sector. Based on Statistics Indonesia (BPS), Indonesia's economy grew by 5.11% in 2025, with the highest production growth recorded in other services at 9.93%. One of the growing service businesses is the barbershop industry, which has become part of the modern lifestyle. Customers increasingly consider not only the final service result but also service quality, comfort, and facilities during the service process.

Service quality and facilities are important factors that can influence customers' purchase decisions and satisfaction. Service quality includes tangibles, reliability, responsiveness, assurance, and empathy (Tjiptono, 2019), while adequate facilities support the service process and provide customer comfort. Maijo Barbershop is a local barbershop located in Kenongorejo Village, Pilangkenceng District, Madiun Regency, which began operating in July 2023. Despite its development, several problems remain, including inconsistent haircut results, relatively long waiting times, the absence of a queue numbering system, and limited waiting-area facilities.

Previous research has shown that service quality and facilities can influence purchase decisions and customer satisfaction (Manggala & Adirinekso, 2022; Herawaty & Fachri, 2024; Putri et al., 2025). However, the findings remain inconsistent, particularly regarding the effect of service quality on customer satisfaction and the role of purchase decision as an intervening variable. Manggala and Adirinekso (2022) found that purchase decision was unable to fully mediate the effect of service quality on customer satisfaction, whereas Putri et al. (2025) found a significant mediating effect. Herawaty and Fachri (2024) also found that service quality did not significantly affect customer satisfaction, while facilities had a positive and significant effect.

The research gap indicates the need for further examination of the relationships among service quality, facilities, purchase decision, and customer satisfaction. The novelty lies in integrating these variables into a single research model in the context of a local barbershop, specifically Maijo Barbershop. Therefore, the research aims to analyze the effect of service quality and facilities on customer satisfaction through purchase decision as an intervening variable at Maijo Barbershop.

Theoretical Studies

1. Theory of Planned Behavior

Theory of Planned Behavior (TPB) developed by Ajzen (1991) explains individual behavior through attitude, subjective norms, and perceived behavioral control. TPB is used to explain customers' purchase decisions in using Maijo Barbershop services, where service quality and facilities can influence customers' attitudes and perceived behavioral control.

2. Service Quality

Service quality refers to the level of excellence expected by customers to fulfill their needs (Tjiptono, 2019). At Maijo Barbershop, service quality reflects the ability to meet customer expectations and is measured through tangibles, reliability, responsiveness, assurance, and empathy (Tjiptono, 2019).

3. Facilities

Facilities are physical resources required to support service delivery and customer comfort (Tjiptono, 2019). At Maijo Barbershop, facilities support the service process and are measured through completeness, cleanliness and tidiness, comfort, and condition of facilities (Tjiptono, 2019).

4. Purchase Decision

Purchase decision refers to the stage in which customers decide to purchase and use a product or service (Kotler & Armstrong, 2024). At Maijo Barbershop, purchase decision

is measured through service selection, place selection, purchase timing, and purchase quantity (Kotler & Armstrong, 2024).

5. Customer Satisfaction

Customer satisfaction refers to customers' post-purchase evaluation of the services received compared with their expectations (Tjiptono, 2019). At Maijo Barbershop, customer satisfaction is measured through conformity with expectations, intention to revisit, and willingness to recommend (Tjiptono, 2019).

Conceptual Framework

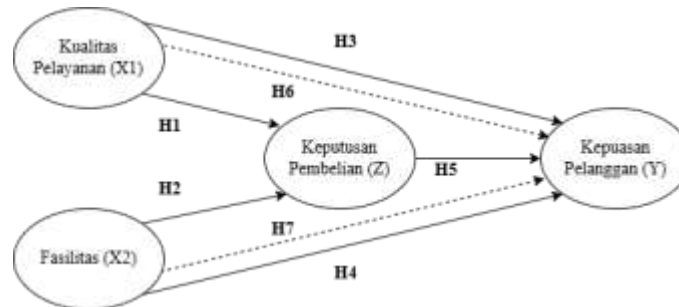


Figure 1. Conceptual Framework

Source: Modified from Manggala & Adirinekso (2022), Putri et al. (2025) dan Sari et al. (2024)

Hypotheses

H1: Service quality has a positive and significant effect on purchase decision at Maijo Barbershop.

H2: Facilities have a positive and significant effect on purchase decision at Maijo Barbershop.

H3: Service quality has a positive and significant effect on customer satisfaction at Maijo Barbershop.

H4: Facilities have a positive and significant effect on customer satisfaction at Maijo Barbershop.

H5: Purchase decision has a positive and significant effect on customer satisfaction at Maijo Barbershop.

H6: Service quality has a positive and significant effect on customer satisfaction through purchase decision as an intervening variable at Maijo Barbershop.

H7: Facilities have a positive and significant effect on customer satisfaction through purchase decision as an intervening variable at Maijo Barbershop.

B. METHOD

This research used a quantitative survey was conducted at Maijo Barbershop with 204 respondents selected using purposive sampling. Respondents were customers aged at least 15 years who had used Maijo Barbershop services at least once. Data were collected through questionnaires and analyzed using PLS-SEM with SmartPLS to examine the measurement model, structural model, and direct and indirect effects.

C. RESULTS AND DISCUSSIONS

The data were analyzed using PLS-SEM with SmartPLS to evaluate the outer model, inner model, and hypothesis testing.

1. Outer Model

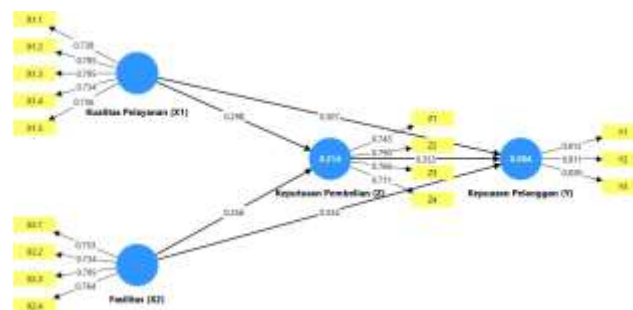


Figure 2. Path Diagram with Outer Model

Source: SmartPLS Data Processing, 2026.

Outer Loading

Tabel 1. Outer Loading

	Kualitas Pelayanan (X1)	Fasilitas (X2)	Keputusan Pembelian (Z)	Kepuasan Pelanggan (Y)
X1.1	0.738			
X1.2	0.785			
X1.3	0.795			
X1.4	0.734			
X1.5	0.736			
X2.1		0.753		
X2.2		0.734		
X2.3		0.795		
X2.4		0.764		
Z1			0.743	
Z2			0.790	
Z3			0.766	
Z4			0.711	
Y1				0.812
Y2				0.811
Y3				0.839

Source: SmartPLS Data Processing, 2026.

The outer loading test was conducted to determine the validity of each indicator in measuring its respective construct. An indicator is considered valid if its outer loading value is greater than 0.70 (Ghozali, 2023). All indicators have outer loading values above 0.70, indicating that all indicators meet the convergent validity criteria.

Reliability Test

The reliability test was assessed using Cronbach's Alpha and Composite Reliability, with a minimum acceptable value of 0.70 (Ghozali, 2023).

Tabel 2. Reliability Test

Variabel	Cronbach's Alpha	Composite reliability (rho_c)	Explanation
Kualitas Pelayanan (X1)	0.815	0.871	Reliable
Fasilitas (X2)	0.759	0.847	Reliable
Keputusan Pembelian (Z)	0.747	0.840	Reliable
Kepuasan Pelanggan (Y)	0.758	0.861	Reliable

Source: SmartPLS Data Processing, 2026.

Based on Table 2, all research variables have Cronbach's Alpha and Composite Reliability values above 0.70. Service quality has a Cronbach's Alpha value of 0.815 and Composite Reliability of 0.871, facilities have values of 0.759 and 0.847, purchase decision has values of 0.747 and 0.840, while customer satisfaction has values of 0.758 and 0.861. Thus, all constructs are declared reliable and have good internal consistency.

Average Variance Extracted (AVE) Test

The Average Variance Extracted (AVE) is used to assess convergent validity. A construct is considered to have adequate convergent validity when the AVE value is greater than 0.50 (Ghozali, 2023).

Tabel 3. Average variance extracted (AVE) Test

Variabel	Average variance extracted (AVE)	Explanation
Kualitas Pelayanan (X1)	0.575	Reliable
Fasilitas (X2)	0.580	Reliable
Keputusan Pembelian (Z)	0.567	Reliable
Kepuasan Pelanggan (Y)	0.674	Reliable

Source: SmartPLS Data Processing, 2026.

Based on Table 3, All constructs have AVE values above 0.50, indicating that the measurement model meets the convergent validity criteria.

2. Inner Model

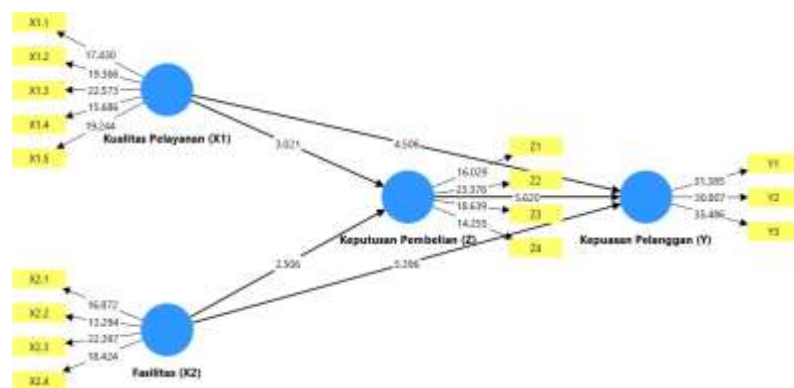


Figure 3. Path Diagram with Inner Model

Source: SmartPLS Data Processing, 2026.

R-Square (R^2) Test

Tabel 4. R-Square (R^2) Test

	<i>R-square</i>	<i>R-square adjusted</i>
Keputusan Pembelian (Z)	0.214	0.206
Kepuasan Pelanggan (Y)	0.584	0.578

Source: SmartPLS Data Processing, 2026.

Based on Table 4, The R-Square values are 0.214 for purchase decision and 0.584 for customer satisfaction, indicating the explanatory power of the structural model.

Q-Square (Q^2) Test

Tabel 5. Q-Square (Q^2) Test

	<i>Q²predict</i>	RMSE	MAE
Keputusan Pembelian (Z)	0.181	0.916	0.712
Kepuasan Pelanggan (Y)	0.465	0.740	0.586

Source: SmartPLS Data Processing, 2026.

The Q-Square values of 0.181 for purchase decision and 0.465 for customer satisfaction indicate that the model has predictive relevance.

Goodness of Fit (SRMR) Test

Tabel 6. Goodness of Fit (SRMR) Test

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0.073	0.073

Source: SmartPLS Data Processing, 2026.

The SRMR value of 0.073 is below 0.08, indicating that the model has an acceptable fit. Therefore, the structural model can be used to examine the relationships among service quality, facilities, purchase decision, and customer satisfaction.

3. Hypothesis Testing

Direct Effect

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. The significance criterion used was a T-statistic greater than 1.96 and a P-value less than

0.05 (Ghozali, 2023).

Tabel 7. Direct Effect

	<i>Original sample (O)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Kualitas Pelayanan (X1) -> Keputusan Pembelian (Z)	0.298	3.021	0.003
Fasilitas (X2) -> Keputusan Pembelian (Z)	0.256	2.506	0.012
Kualitas Pelayanan (X1) -> Kepuasan Pelanggan (Y)	0.307	4.506	0.000
Fasilitas (X2) -> Kepuasan Pelanggan (Y)	0.334	5.396	0.000
Keputusan Pembelian (Z) -> Kepuasan Pelanggan (Y)	0.353	5.62	0.000

Source: SmartPLS Data Processing, 2026.

Based on Table 7, all direct effects have T-statistics greater than 1.96 and P-values less than 0.05. Therefore, H1, H2, H3, H4, and H5 are accepted.

Indirect Effect

Tabel 8. Indirect Effect

	<i>Original sample (O)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Kualitas Pelayanan (X1) -> Keputusan Pembelian (Z) -> Kepuasan Pelanggan (Y)	0.105	2.926	0.003
Fasilitas (X2) -> Keputusan Pembelian (Z) -> Kepuasan Pelanggan (Y)	0.091	2.152	0.031

Source: SmartPLS Data Processing, 2026.

The results show that both indirect relationships are significant because their T-statistics are greater than 1.96 and their P-values are less than 0.05. Therefore, H6 and H7 are accepted. Purchase decision is able to mediate the effects of service quality and facilities on customer satisfaction.

Hypotesis Discussion

The Effect of Service Quality on Purchase Decision

The results show that service quality has a positive and significant effect on purchase

decision, with an Original Sample of 0.298, T-statistic of 3.021, and P-value of 0.003, so H1 is accepted. This indicates that better service quality encourages customers to choose and use Maijo Barbershop services. The finding is supported by previous research by Perdanakusuma and Budiani (2024), Sabha et al. (2024), and Manggala and Adirinekho (2022).

The Effect of Facilities on Purchase Decision

The results show that facilities have a positive and significant effect on purchase decision, with an Original Sample of 0.256, T-statistic of 2.506, and P-value of 0.012, so H2 is accepted. This indicates that adequate facilities, including completeness, cleanliness, comfort, and condition, encourage customers to choose and use Maijo Barbershop services. The finding is supported by previous research by Angka and Sulawati (2025), Sirait and Sukma (2023), and Sari et al. (2024).

The Effect of Service Quality on Customer Satisfaction

The results show that service quality has a positive and significant effect on customer satisfaction, with an Original Sample of 0.307, T-statistic of 4.506, and P-value of 0.000, so H3 is accepted. This indicates that good service quality in terms of tangibles, reliability, responsiveness, assurance, and empathy can increase customer satisfaction at Maijo Barbershop. The finding is supported by previous research by Aqil and Amalia (2025), Augustine (2024), and Manggala and Adirinekho (2022).

The Effect of Facilities on Customer Satisfaction

The results show that facilities have a positive and significant effect on customer satisfaction, with an Original Sample of 0.334, T-statistic of 5.396, and P-value of 0.000, so H4 is accepted. This indicates that adequate facilities in terms of completeness, cleanliness, comfort, and condition can increase customer satisfaction at Maijo Barbershop. The finding is supported by previous research by Herawaty and Fachri (2024), Dewi et al. (2024), and Sari et al. (2024).

The Effect of Purchase Decision on Customer Satisfaction

The results show that purchase decision has a positive and significant effect on customer satisfaction, with an Original Sample of 0.353, T-statistic of 5.620, and P-value of 0.000, so H5 is accepted. This indicates that customers who make appropriate purchase decisions tend to experience higher satisfaction with Maijo Barbershop services. The finding is supported by previous research by Syafitri and Nainggolan (2023), Aziz et al. (2025), and Putri et al. (2025).

The Effect of Service Quality on Customer Satisfaction through Purchase Decision

The results show that service quality has a positive and significant effect on customer satisfaction through purchase decision, with an Original Sample of 0.105, T-statistic of 2.926, and P-value of 0.003, so H6 is accepted. This indicates that good service quality encourages customers to choose Maijo Barbershop and subsequently increases their satisfaction. Purchase decision therefore acts as an intervening variable in the relationship between service quality and customer satisfaction. The finding is supported by Febriyanti et al. (2025), Putri et al. (2025), and Manggala and Adirinekso (2022).

The Effect of Facilities on Customer Satisfaction through Purchase Decision

The results show that facilities have a positive and significant effect on customer satisfaction through purchase decision, with an Original Sample of 0.091, T-statistic of 2.152, and P-value of 0.031, so H7 is accepted. This indicates that adequate facilities encourage customers to choose Maijo Barbershop and subsequently increase their satisfaction. Purchase decision therefore acts as an intervening variable between facilities and customer satisfaction. The finding is supported by Amanda et al. (2025), Hidayat et al. (2022), and Sari et al. (2024)

D. CONCLUSIONS

Based on the research results, service quality and facilities have a positive and significant effect on purchase decision and customer satisfaction at Maijo Barbershop.

Purchase decision also has a positive and significant effect on customer satisfaction and mediates the effects of service quality and facilities on customer satisfaction. Therefore, Maijo Barbershop needs to continuously improve service quality and facilities to strengthen purchase decisions and customer satisfaction.

The research is limited to one research object and four variables, so the findings may not be generalized to other barbershops. Future research is expected to examine other relevant variables and involve broader research objects to obtain more comprehensive findings.

E. SUGGESTIONS

Future research is recommended to examine other relevant variables that may influence customer satisfaction, such as price, brand image, customer experience, promotion, or customer loyalty. Further research may also use the same variables with different research objects or apply different research objects with broader respondent characteristics to obtain more comprehensive findings.

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