

The Effect of Service Quality, Facilities, Price Perception, and Trust on Service User Decisions

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ABSTRACT.

This study aims to analyze the influence of service quality, facilities, price perception, and trust on the decision to use auction services at the Surakarta State Assets and Auction Service Office (KPKNL). This study uses a quantitative approach with a survey method. Data were collected by distributing questionnaires to 40 respondents who are auction service users at KPKNL Surakarta. Data analysis techniques used include classical assumption tests, multiple linear regression analysis, model feasibility tests, and hypothesis tests using the SPSS program. The results of the study indicate that service quality, facilities, price perception, and trust simultaneously have a significant influence on the decision to use services. Partially, service quality has a positive and significant influence on the decision to use services, as do facilities and price perception. The trust variable has a positive and significant influence and is the most dominant variable in influencing the decision to use auction services. The coefficient of determination value indicates that most of the variation in the decision to use services can be explained by the independent variables in this study. This study is expected to be a consideration for KPKNL in improving service quality and become a reference for further research in the field of public services and government services.

Keywords: *service quality, facilities, price perception, trust, service usage decisions.*

INTRODUCTION

Auctions are a sales method with unique characteristics, for both goods and services. Unlike conventional sales methods, which often involve fixed prices or bargaining, auctions allow the public to participate in the price-setting process. The auction process is conducted openly, with the price of the goods or services offered gradually increasing through bids from bidders, until the highest price is reached. This process begins with an auction announcement that provides information regarding the goods or services to be auctioned, the schedule, and applicable provisions. In Indonesia, there are several legitimate auction service providers, such as Auction Houses, Class II Auction Officials, and the State Assets and Auction Service Office (KPKNL), each with different authorities and operational mechanisms. The Surakarta KPKNL conducted 1,486 auctions in its jurisdiction in 2024. This high number indicates a strong tendency among sellers, both individuals and corporations, to choose the KPKNL as their partner in the auction process. This phenomenon is interesting to study further, as it can provide insight into the factors influencing sellers' decisions in selecting a particular auction institution, as well as the economic and social impacts resulting from successful auctions conducted by the Surakarta KPKNL. This tendency to use auction services through the Surakarta KPKNL may

reflect a high level of public trust in the institution's professionalism and transparency.

The sellers who most frequently use KPKNL auction services are from banks and non-banking financial institutions. The items auctioned are collateral for bad debts, such as land, houses, vehicles, and so on. In addition to using KPKNL auction services, banks and non-banking financial institutions can also sell directly privately with the consent of the collateral owner. In addition to these two methods, sales can also be submitted through court execution. The reasons behind sellers choosing KPKNL auction services are interesting to explore, as they are not legally required to use auction services.

Another vendor that uses KPKNL auction services is government agencies for the disposal of state assets (BMN). Government agencies have several options for disposing of state assets under their control, such as destruction or transfer. Transfers include sale, exchange, donation, and equity participation. Destruction is carried out if the BMN is uneconomical or no longer usable.

Micro, Small, and Medium Enterprises (MSMEs) and the general public can, in principle, use KPKNL auction services. Based on data obtained, it was discovered that on September 27, 2024, an individual sold a privately owned car using KPKNL Surakarta's auction services. The auction's opening limit price was Rp115,000,000.00, and it was successfully sold for Rp120,750,000.00. If the individual sold the car outside of an auction, it is likely that interested parties would bid lower than Rp115,000,000.00. This difference in the characteristics of buying and selling methods is one of the attractions of auctions.

Anwar and Putra (2020) stated that service quality, facilities, and location influence the decision to stay at the Travellers Suites Hotel Medan. Meanwhile, in a different context, consumer behavior, specifically sellers, tends to choose the KPKNL Surakarta auction service despite the availability of several other alternatives. Therefore, further analysis is needed to determine whether the factors influencing guests' decision to stay at the Travellers Suites Hotel Medan are similar to the factors that drive sellers to choose the KPKNL Surakarta auction service.

In many types of services, the perceptions generated from customer interactions with the facility influence the quality of service in their eyes. This is also true in the context of auctions, where the facilities used to facilitate the auction process can play a significant role in shaping the experience and satisfaction of auction participants. In Indonesia, the State Assets and Auction Service Office (KPKNL) utilizes information technology facilities that significantly support the auction process, one of which is the lelang.go.id application. This application allows auction participants to participate in the auction process online more easily, securely, and transparently, without having to visit the auction site in person. With its easy access and features, such as information on the highest bid submitted by auction participants and information related to the auctioned items, lelang.go.id has become a crucial facility that not only increases efficiency but also improves participants' perceptions of the quality of service provided by KPKNL. The application provides

greater convenience and trust for auction participants, who can access the auction process anytime and anywhere. Furthermore, the transparency offered by this platform allows the auction process to run fairly and measurably, which certainly further strengthens positive perceptions of the quality of auction services provided by KPKNL. As technology advances, the use of applications such as *lelang.go.id* has become a crucial factor in creating a better user experience, which in turn can increase public participation and interest in using the auction services provided.

Auction application services provided through the State Assets and Auction Services Office (KPKNL) are subject to an initial fee of Rp150,000.00. If the auctioned item is successfully sold, the party submitting the auction application will be charged an additional fee of 2% of the auction price. This fee is calculated based on the transaction value achieved in the successful auction. However, if the auctioned item is not sold or fails to sell, the 2% fee will not be charged, and only the application fee of Rp150,000 will remain. All fees received by the KPKNL in this auction process will become state revenue, which will then be used for state interests and management in accordance with applicable regulations.

When someone decides to use a service, they will inevitably go through several alternative steps to obtain the product or service they desire. When customers believe in something, they become more loyal to that brand and trust it more. This trust can foster a profitable relationship. Undoubtedly, this can help businesses survive and increase sales.

Trust is a thought or belief deeply rooted in a person that provides a clear picture of something. This belief is usually formed through experience, received information, or an assessment of a particular situation, individual, or object. With trust, a person has a stronger foundation in making decisions or responding to something because they feel certain about what they believe. Therefore, trust plays a crucial role in building confidence and a sense of security in various aspects of life.

In the context of professional and business relationships, trust is often defined as confidence in a service provider or business partner to establish a long-term, mutually beneficial relationship. This involves a willingness on both sides to build a strong, outcome-oriented collaboration. Trust contributes to a more stable business relationship, as each party believes the other possesses integrity, reliability, and good intentions. Strong trust not only supports successful collaboration but also fosters more productive and sustainable relationships.

Furthermore, in the consumer world, trust plays a crucial role in encouraging someone to purchase or use a particular product. When consumers feel confident in the reliability and integrity of a product or service, any lingering doubts can be dispelled. This trust is built through brand reputation, previous positive experiences, or recommendations from others. Thus, trust is a key element influencing purchasing decisions and strengthening long-term relationships between consumers and product or service providers.

The Surakarta State Assets and Auction Services Office (KPKNL) is a vertical unit under the Directorate General of State Assets (DJKN), Ministry of Finance of the

Republic of Indonesia. KPKNL Surakarta is tasked with providing services in the areas of state asset management, state receivables, and auction services, covering Surakarta and the surrounding area.

As a government agency providing auction services, the Surakarta KPKNL facilitates the implementation of auctions for various types of goods and assets. Auction objects that can be managed include movable goods, immovable goods (such as land and buildings), state property, state confiscated goods, goods resulting from court executions, bank/non-bank financial institution collateral, personal property, and so on. With a transparent and regulatory-compliant process, the Surakarta KPKNL ensures fair, accountable auctions and provides legal certainty for all parties involved.

Through a modern auction mechanism, the Surakarta KPKNL also provides online auction services (e-auctions), allowing participants to participate easily and efficiently from anywhere. With this advantage, the Surakarta KPKNL not only supports the optimization of state revenue but also helps the public and businesses utilize auctions as a legal, organized, and trusted sales instrument.

As an institution that prioritizes integrity and professionalism, the Surakarta KPKNL continues to innovate to provide the best service to the public. Through its role as a reliable auction service provider, the Surakarta KPKNL contributes significantly to supporting effective and sustainable state financial management.

RESEARCH METHODS

This study uses a quantitative descriptive approach. The author chose to use a quantitative descriptive method to determine the magnitude of the influence and significance between the variables of service quality, facilities, price perception, and trust on the decision to use services. This study was conducted at the Surakarta State Asset and Auction Service Office (KPKNL) located at Jalan Ki Mangun Sarkoro Number 141 Surakarta. The study was conducted for 3 months. The author conducted the study because he wanted to determine the real influence of service quality, facilities, price perception, and trust on the decision to use KPKNL Surakarta auction services. The population in this study were individuals, agencies, or corporations that use KPKNL auction services. The sampling technique used was non-probability sampling, a sampling technique that does not provide equal opportunities for each element or member of the population to be sampled. Meanwhile, the determination of the number of respondents (samples) was carried out through accidental sampling techniques. Data collection was carried out when individuals, agencies, or corporations used KPKNL Surakarta auction services. The number of samples to be studied was 40 respondents. The data will be quantified using a five-point Likert scale. The variables used in this study consist of 2 variables, namely the dependent variable is the decision to use services and the independent variables consist of service quality, facilities, price perception and trust. In this study, the data collection techniques used included observation, questionnaires, documentation, and literature review. After the data was collected, analysis was conducted using multiple linear

regression analysis tools using SPSS 25 software. The regression equation model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information :

Y : Service Use Decision Variables

X1 : Service Quality Variable

X2 : Facility Variable

X3 : Price Perception Variable

X4 : Trust Variable

a : constant

b1, b2, b3, b4 : correlation coefficient

e : error term/nuisance error

RESULTS AND DISCUSSION

Table 1 Results of Multiple Linear Regression Test (Coefficients)

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	1,214	0.487	-	2,494	0.017
Service Quality (X ₁)	0.312	0.118	0.321	2,641	0.012
Facilities (X ₂)	0.214	0.102	0.216	2,098	0.041
Price Perception (X ₃)	0.198	0.098	0.201	2,029	0.048
Trust (X ₄)	0.356	0.121	0.362	2,943	0.006

Based on Table 1, the multiple linear regression equation is obtained as follows:

$$Y = 1.214 + 0.312X_1 + 0.214X_2 + 0.198X_3 + 0.356X_4$$

The equation shows that all independent variables have positive regression coefficients. This indicates that improving service quality, facilities, price perception, and trust will increase the decision to use auction services at the Surakarta KPKNL.

Coefficient of Determination (R²) Test

Table 2
Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square
1	0.827	0.684	0.652

Based on Table 2, the values obtained are The adjusted R Square was 0.652. This means that 65.2% of the variation in service usage decisions can be explained by the variables of service quality, facilities, price perception, and trust. Meanwhile, the remaining 34.8% is influenced by other variables outside the research model.

Simultaneous Significance Test (F Test)

Table 3
F Test Results (ANOVA)

Model	F	Sig.
Regression	18,732	0.000

Based on Table 3, the valueThe significance value is 0.000, which is less than 0.05. Thus, it can be concluded that service quality, facilities, price perception, and trust simultaneously have a significant influence on the decision to use services at KPKNL Surakarta.

The results of the multiple linear regression test indicate that the regression model used in this study is feasible and significant. Both partially and simultaneously, the variables of service quality, facilities, price perception, and trust have a positive and significant influence on the decision to use services. Therefore, improvements in each of these independent variables can encourage increased public decisions to use auction services at the Surakarta KPKNL.

Model Feasibility Test

Table 4
Model Feasibility Test Results (F Test)

Model	F Count	Sig.
Regression	18,732	0.000

Based on Table 4, the calculated F value is 18.732 with a significance level of 0.000. This significance value is less than 0.05, so it can be concluded that the regression model used in this study is statistically significant. Thus, the variables of service quality, facilities, price perception, and trust simultaneously influence the decision to use services at the Surakarta State Asset and Auction Service Office (KPKNL). These results indicate that the constructed regression model has met the model feasibility criteria.

Hypothesis Testing

Table 5
Hypothesis Test Results (t-Test)

Variables	t count	Sig.	Information
Service Quality (X ₁)	2,641	0.012	Significant
Facilities (X ₂)	2,098	0.041	Significant
Price Perception (X ₃)	2,029	0.048	Significant
Trust (X ₄)	2,943	0.006	Significant

Based on the t-test results in Table 5, all independent variables have a significance value less than 0.05. This indicates that each variable has a significant influence on the decision to use services.

a. The Influence of Service Quality on Service Usage Decisions

The first hypothesis states that service quality has a positive and significant effect on the decision to use services. Based on the t-test results, the calculated t-value was 2.641 with a significance value of $0.012 < 0.05$. Thus, the first hypothesis is accepted. This means that the better the service quality provided by the Surakarta KPKNL, the higher the public's decision to use auction services. Service quality is an important factor in shaping positive perceptions and user satisfaction.

b. The Influence of Facilities on the Decision to Use Services

The second hypothesis states that facilities have a positive and significant influence on the decision to use services. The t-test results show a calculated t-value of 2.098 with a significance value of $0.041 < 0.05$. Therefore, the second hypothesis is accepted. This indicates that the availability and suitability of adequate service facilities can increase service user comfort, thereby encouraging the decision to use auction services at the Surakarta KPKNL.

c. The Influence of Price Perception on Service Usage Decisions

The third hypothesis states that price perception has a positive and significant effect on service usage decisions. Based on the t-test results, the calculated t-value was 2.029 with a significance value of $0.048 < 0.05$. Thus, the third hypothesis is accepted. These results indicate that public perception of the fairness and transparency of auction prices plays a significant role in influencing service usage decisions.

d. The Influence of Trust on Service Use Decisions

The fourth hypothesis states that trust has a positive and significant influence on the decision to use services. The t-test results show a calculated t-value of 2.943 with a significance value of $0.006 < 0.05$. Therefore, the fourth hypothesis is accepted. This indicates that public trust in the credibility, integrity, and professionalism of the Surakarta KPKNL has the strongest influence in driving the decision to use services.

Based on the results of the hypothesis testing, it can be concluded that all research hypotheses are accepted. The variables of service quality, facilities, price perception, and trust partially have a positive and significant influence on the decision to use auction services at the Surakarta KPKNL. These results confirm that improvements in these four variables individually can encourage increased public decisions to use auction services.

Discussion

1. The Influence of Service Quality on the Decision to Use Services at KPKNL Surakarta

The research results show that service quality has a positive and significant influence on the decision to use auction services at the Surakarta State Assets and Auction Services Office (KPKNL). This finding indicates that the better the service quality perceived by service users, the greater their likelihood of using the auction services provided.

Service quality is defined as the comparison between customer expectations and perceived service performance (Parasuraman, Zeithaml, & Berry, 1988). If the service received meets or exceeds expectations, service users will form positive perceptions that lead to a decision to use the service (Zeithaml, Bitner, & Gremler, 2018). In the context of public services, service quality is also an important indicator in assessing the success of government service delivery oriented towards public satisfaction.

The results of this study align with the findings of Anwar and Putra (2020) and Safariah et al. (2023), which stated that service quality significantly influences the decision to use services. Therefore, service quality at the Surakarta KPKNL plays a strategic role in increasing public decision to use auction services, particularly through professional, responsive, and transparent service.

2. The Influence of Facilities on the Decision to Use Services at KPKNL Surakarta

Based on the results of the hypothesis test, facilities were proven to have a positive and significant influence on the decision to use services. This indicates that the presence of adequate and comfortable facilities can increase public interest and decisions in using auction services at the Surakarta KPKNL.

According to Kotler and Keller (2016), facilities are part of the physical evidence that can influence consumer perceptions of service quality. Good facilities create comfort, improve service efficiency, and strengthen an organization's professional image. In public services, facilities also reflect the government's commitment to providing adequate, user-centered services.

This finding is consistent with research by Ara Putri Sakita and Dewi Comala Sari (2024), which concluded that facilities have a positive and significant influence on service usage decisions. Therefore, the provision of physical facilities and technology-based support at the Surakarta KPKNL is a crucial factor in driving the decision to use auction services.

3. The Influence of Price Perception on Service Use Decisions at KPKNL Surakarta

The research results show that price perception has a positive and significant influence on service usage decisions. This indicates that public perception of the fairness and transparency of auction prices is an important consideration in service usage decisions.

Price perception is a consumer's subjective assessment of the appropriateness of the costs incurred and the benefits received (Kotler & Keller, 2016). Zeithaml (1988) stated that price perception acts as an indicator of perceived value, directly influencing purchasing or service usage decisions. In the context of government auction services, transparency and clarity of pricing are crucial aspects in shaping positive public perception.

The findings of this study align with those of Diana Aqmala (2022) and Zulstra et al. (2024), which found that price perception significantly influences service usage decisions. Therefore, the Surakarta KPKNL needs to ensure that auction price information is communicated clearly, openly, and easily understood by the public to strengthen service usage decisions.

4. The Influence of Trust on the Decision to Use Services at the Surakarta KPKNL

The results of the study indicate that trust has a positive and significant influence on the decision to use services and is the most dominant variable. This finding indicates that public trust in the integrity, credibility, and professionalism of the Surakarta KPKNL is a primary factor in driving the decision to use auction services.

According to Morgan and Hunt (1994), trust is the primary foundation of long-term relationships between service providers and users. Trust can reduce perceived risk and increase consumer confidence in the service they receive. In public services, public trust serves as a crucial social capital in creating legitimacy and sustainability for government services.

The results of this study align with the findings of Annisa (2023) and Safariah et al. (2023), which stated that trust significantly influences the decision to use services. Therefore, efforts to maintain transparency, accountability, and legal certainty in the auction process are key to increasing trust and decisions to use services at the Surakarta KPKNL.

CONCLUSION AND SUGGESTIONS

Based on the results of research and discussion regarding the influence of service quality, facilities, price perception, and trust on the decision to use auction services at the Surakarta State Asset and Auction Service Office (KPKNL), the results of simultaneous regression analysis showed that service quality, facilities, price perception, and trust had a significant influence on the decision to use auction services at the Surakarta KPKNL. The research model used was declared feasible and able to explain most of the variations in the decision to use services. The results of the determinant coefficient found a value of An R-square of 0.652 means that 65.2% of the variation in service usage decisions can be explained by the variables of service quality, facilities, price perception, and trust. Meanwhile, the remaining 34.8% is influenced by other variables outside the research model.

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