

Service Quality, Facilities and Infrastructure, Interpersonal Communication, and Accommodation Image on Customer Satisfaction in Nakula Sadewa BBGTK Hospitality

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ABSTRACT

The purpose of this study is to test and analyze the influence of service quality, facilities and infrastructure, interpersonal communication and lodging image on customer satisfaction in using Wisma Nakula Sadewa in BBGTK Central Java Province. This type of research is quantitative research. This research took place in The research was conducted at the office of the Center for Teachers and Education Personnel (BBGTK) Central Java Province. Data collection techniques through questionnaires. The research sample was 100 respondents. Data analysis techniques used multiple regression tests, F tests, t tests, and determination tests (R²). Based on the results of research that has been done on the influence of Service Quality, Facilities and Infrastructure, Interpersonal Communication and Lodging Image on Customer Satisfaction in using Wisma Nakula Sadewa in BBGTK Central Java Province, it can be concluded that service quality influences customer satisfaction in using Wisma Nakula Sadewa. Facilities and infrastructure influence customer satisfaction. Interpersonal communication influences customer satisfaction. Image of the accommodation influences customer satisfaction. A positive image created through good service, adequate facilities, and a comfortable environment can increase customer trust and satisfaction in using Wisma Nakula Sadewa.

Keywords: Quality of service, facilities and infrastructure, interpersonal communication, accommodation image, customer satisfaction.

INTRODUCTION

Globalization has created competition in all sectors, including the service sector. Community health centers (Puskesmas) are one of the most essential healthcare providers for improving health, particularly through curative and rehabilitative approaches. The growing number of Puskesmas and increasing competition require each to provide high-quality services, while prioritizing patient safety and comfort.

Creating patient satisfaction is one of the keys to successful healthcare. Patient satisfaction also determines the volume of visits. Satisfied patients are more likely to return to the same health center and recommend it to family and friends (Situngkir, Handoko, Agustina, 2024).

Tania et al (2024) explained that patient satisfaction is an important indicator in assessing the quality of health center services because it reflects the effectiveness, efficiency and reliability of services. A high level of satisfaction shows that the health center is able to meet or exceed patient expectations which can contribute to increasing patient trust and loyalty, in addition, patient satisfaction is important in building the reputation of the health center.

Improving service quality is crucial for attracting and retaining patients in the digital age. Community health centers, particularly Tawang Sari Community Health Center in Sukoharjo, must improve service quality, adapt to new technologies, and implement quality management to remain competitive and satisfy patients. Patient satisfaction demonstrates the community health center's ability to meet patient requirements and expectations (Apriandhitah et al., 2024). Quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations. Service quality is an important element that patients consider when selecting a product (Nurahma, Kumalasari, Suwanto, 2023).

According to research by Apriandhitah et al. (2024) at the Manambai Abdulkadir Community Health Center, service quality has a positive effect on patient satisfaction, meaning the higher the service provided by the community health center, the higher the patient satisfaction. Meanwhile, research by Oktaviani and Nurhadi (2024) found significant findings related to the influence of service quality and facilities on patient satisfaction at the Citapen Community Health Center in Bogor.

One of the factors that influence service users is facilities, according to Andi et al (2022) facilities provide physical equipment to make it easier for customers to carry out their activities, facilities are a benchmark for all services provided, with the level of existing facilities customers can feel comfortable using the existing facilities.

In addition to quality services and facilities, the image of the community health center must also be maintained and improved to maintain patient satisfaction. The image of an organization is a representation of the values lived by everyone who has a relationship with the organization, in line with what was conveyed by Situngkir, Handoko, Agustina (2024). According to Yulianto, Yoesepa (2022), poor employee behavior in providing services to patients will have an impact on the poor image of the community health center.

On the other hand, today's patients also demand healthcare services that adapt to developments in information technology. Online registration, digital queuing systems, schedule notifications, and even service communication via social media have become basic expectations. According to Alhammad's (2020) research in Bahrain, information technology is a crucial and effective tool for institutions to improve overall performance and customer satisfaction due to its direct impact on how work is done. According to Wirtz et al.'s (2023) innovative vision analysis, the use of technologies such as intelligent automation and digital services not only improves operational efficiency but also creates added value for customers and increases satisfaction in the healthcare sector, in line with the development of hospital smart systems. Research by Van de Wetering (2021) demonstrates that the concept of IT ambidexterity, namely the exploration of new technologies and the synergistic use of existing technologies, can significantly improve patient agility and patient service performance in the healthcare sector, in line with the development of hospital smart systems. Research by Van de Wetering (2021) demonstrates that the concept of IT ambidexterity, which involves exploring new technologies and utilizing existing ones synergistically, can significantly improve patient agility and patient

service performance. These studies demonstrate that outpatients now expect quality services not only from a medical perspective but also from a facility, technology, and communication perspective. Demands for healthcare services have become more complex and multidimensional, requiring community health centers to adapt their management strategies to a holistic and integrated service marketing approach.

Tawanghari Community Health Center, Sukoharjo, has a vision to become a leading community health center by prioritizing quality, professionalism, independence, and the community's primary choice. It has improved its health services through a series of infrastructure updates, health facilities, and service innovations. Major renovations have made the building more modern and organized, accompanied by improvements to waiting room facilities and more sophisticated diagnostic tools. Along with the increase in outpatient visits of up to 18% per year, service digitization continues to be developed through online registration, electronic queues, and a reservation application. Communication is also strengthened through social media with educational content uploaded daily. These changes demonstrate management's commitment to creating more professional, fast, and responsive services. However, improvements in facilities and systems do not automatically guarantee a patient experience that meets expectations. Consistency in service delivery remains a critical factor in determining the level of satisfaction, especially in aspects that directly impact patients.

Service transformation at the Tawanghari Community Health Center in Sukoharjo has been implemented through improved facilities, additional doctors, and the implementation of a digital queuing and registration system. However, infrastructure improvements have not fully addressed the challenges facing the patient experience. Direct interaction with healthcare workers, speed of administrative processes, and communication during services remain critical issues for some patients.

Research at the Wonosobo Community Health Center (Puskesmas) showed that service quality, particularly the speed and attentiveness of medical staff, significantly impacted patient satisfaction (Kurniasari et al., 2023). The study's results emphasized that inconsistent service reduces perceptions of the community health center's professionalism. Another study at a Yogyakarta Community Health Center (Puskesmas) found that reliability was a dominant factor in determining patient satisfaction (Anggraini & Nurlaelawati, 2022). When medical staff were untimely or less responsive, patient trust diminished even after facility improvements. A similar finding was conveyed by Fitriani et al. (2022), who found that empathy and responsiveness of outpatient staff significantly impacted patient satisfaction levels at urban community health centers. These findings reinforce the importance of consistent service quality as a key factor in maintaining patient satisfaction and loyalty.

While outpatient services at the Tawanghari Community Health Center in Sukoharjo have undergone significant improvements, patients still experience a number of challenges. Frequent complaints relate to long queues at registration, a

service flow that is not fully understood by patients after registration and in the outpatient clinic, and a lack of explanation from staff regarding test results or prescribed medications. When patients lack certainty about information or are forced to wait long periods without clarity, they begin to question the quality of the service system. In such situations, the speed and empathy of staff are key. Mismatches between queue order and call times are also common, particularly during peak hours. Calling patients in an unfriendly tone creates a negative image of the community health center. This situation indicates that despite the implementation of a digital system, the patient experience is not fully aligned with expectations. Unequal service quality across all units leads to dissatisfaction and undermines trust in the community health center.

The physical space and completeness of community health center facilities influence patients' comfort and perceptions of professionalism regarding outpatient services. Well-designed facilities can reduce stress and improve service efficiency, thus directly impacting patient satisfaction. Various studies demonstrate the crucial role of facilities in healthcare. Saputra & Yulianti (2022) found that comfortable waiting rooms, clean restrooms, and free Wi-Fi significantly increased outpatient satisfaction. Hidayat & Permana (2021) studied how good physical space design and supporting facilities strengthen patients' perceptions of community health center credibility. Rahmawati et al. (2023) showed that cleanliness and the availability of complete medical equipment are positively correlated with patient satisfaction, as are healthy physical spaces and adequate medical equipment, which make patients feel more valued.

Improvements to facilities at the Tawang Sari Community Health Center in Sukoharjo have included renovations to the waiting room and upgrades to medical equipment, but a number of patients still voice complaints. Some complain that the waiting room is too small and fills up quickly, causing discomfort while waiting. Room temperatures that are too hot or too cold also increase patient fatigue, indicating that physical comfort has not fully met the expectations of service users.

Patient observations and feedback also revealed issues with supporting facilities. Charging stations are available in several corners, but they are insufficient for the number of patients during peak service times. Informational resources, such as digital signs indicating clinics and schedules, remain limited. This raises questions about whether the health center's facilities are truly designed with patient needs in mind. Previous studies have demonstrated that facilities designed with psychological and humanistic considerations can significantly improve patient satisfaction.

The image of a community health center plays a crucial role in shaping trust and loyalty among outpatients, influencing their decisions to return and recommend services. Perceptions built on reputation, professionalism, and public communication can strengthen public confidence in a health facility before the first visit. Research at a community health center in Damascus found that community health center image positively influenced patient satisfaction, even after accounting for cost and service quality. Studies at outpatient clinics in Nepal showed that a comfortable waiting room,

clear signage, and facilities for the disabled strengthened the image and significantly influenced satisfaction (odds ratios between 3–10 times higher). Furthermore, research at a GP Clinic confirmed that the interior decor and cleanliness of the clinic environment strongly influenced patient satisfaction and trust (path coefficient 0.118–0.265; $p < 0.05$). These results confirm that the holistic image is not simply a visual image, but rather a patient's overall perception of the service.

Tawang Sari Community Health Center, Sukoharjo, has renovated its building, added facilities, and increased social media activity to improve its public image. Several patients have provided feedback that the modern physical appearance is not fully reflected in daily services. Long queues, inconsistent clinic schedules, and unresponsive service are critical issues affecting the consistency of the clinic's image on the ground.

Patients also reported that despite daily educational content being posted on Instagram and TikTok, the in-person experience during visits hasn't seen the same increase. This discrepancy between the digital exterior image and the service experience within the health center raises questions about why the exterior isn't followed by positive perceptions once patients are inside. Previous studies have confirmed that a consistently managed image, proven, and connected to actual patient experiences significantly boosts satisfaction and loyalty.

The use of information technology in community health center services acts as a catalyst for improving the efficiency and quality of the outpatient experience. Technologies such as online registration, digital queues, EMRs, and telemedicine help shorten waiting times and meet patients' information needs more quickly. Research at a community health center in Semarang using the End User Computing Satisfaction method found that online registration technology positively impacted outpatient satisfaction, where improvements in system ease and reliability significantly increased user satisfaction. A study on the implementation of a community health center's management information system (SIMRS) in a community health center confirmed that the use of a community health center management information system significantly improved service speed, data accuracy, ease of information access, and patient satisfaction. A systematic review on digital hospitals concluded that information technology generally elicited positive patient sentiment and improved data access, although improvements were needed in clinician-patient interactions.

Information technology at the Tawang Sari Community Health Center in Sukoharjo has moved toward digitalization through an electronic queuing system, online registration, and social media platforms. Patients reported that online registration significantly reduced queues, but they occasionally encountered technical glitches such as server errors or slow loading times when accessing the system. These errors forced patients to re-queue manually, causing inconvenience and potentially eroding trust in the community health center's technology.

The implementation of the SIMRS has also had a tangible impact, resulting in faster data access and more integrated information processing. However, on the other

hand, information desk staff have not been able to provide immediate solutions when errors occur, resulting in patients still feeling underserved. This lack of human resource preparedness in managing IT raises questions about the sufficiency of system training and maintenance. This issue is relevant because previous papers have emphasized that the successful use of information technology is determined not only by sophisticated systems but also by user readiness and rapid response to disruptions.

Improved services at the Tawang Sari Community Health Center in Sukoharjo have brought significant changes to its physical appearance, service systems, and digital communications. A more modern building, more comprehensive medical facilities, and an increased number of specialist doctors are concrete steps toward service improvement. However, a number of complaints still arise from outpatients, particularly regarding long waiting times, irregular queues, and staff who are unresponsive in conveying information. The quickly filling waiting room, the lack of uniform air conditioning, and the limited availability of supporting facilities such as charging stations are factors that do not optimally support patient comfort. Furthermore, although the community health center's image is increasingly being built through social media and online promotions, patients' direct experiences in the field often do not align with the expectations formed from digital content. Online registration and digital queue systems have been implemented, but they are not yet consistent due to frequent technical glitches that often lead patients to revert to the manual system. This situation indicates that the reform efforts have not fully impacted patient perceptions and satisfaction. The discrepancy between the changes presented visually and the reality in the service room indicates a gap between patient expectations and the services received.

RESEARCH METHODS

This research is a quantitative study with an associative approach. The research was conducted at the Central Java Province Office of Teachers and Education Personnel (BBGTK), located in Dadapan Village, RT.06/RW.07, Jatikuwung, Gondangrejo District, Karanganyar Regency, Central Java. The time required to conduct this research was 6 months, starting from observation to the preparation of data results and research conclusions. The population in this study were all customers or users of BBGTK services in Central Java Province who had received training or administrative services within the period. The sample taken in this study was 100 respondents. The sampling technique used a census technique, where the entire population was sampled in this study. The analysis tool in this study was Multiple Linear Regression. 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	: Customer Satisfaction Variable
X1	: Service Quality Variable
X2	: Facilities and Infrastructure Variables

X3	:Interpersonal Communication Variables
X4	: Accommodation Image Variable
a	: constant
b1, b2, b3, b4	:correlation coefficient
e	: error term disturbing error

RESULTS AND DISCUSSION

Multiple Linear Regression

The multiple linear regression equation is as follows:

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

Where :

Y	:Customer satisfaction
a	: Constant
b1, b2, b3, b4	: Regression Coefficient
X1	:Quality of Service
X2	:Infrastructure
X3	:Interpersonal Communication
X4	:Accommodation Image
e	:Standard error

From these results, the regression equation can be obtained:

$Y = -0.330 + 0.362X_1 + 0.423X_2 + 0.086X_3 + 0.154X_4$. The equation can be explained as follows:

- 1). $a = -0.330$, this means that if the factors of Service Quality (X1), Facilities and Infrastructure (X2), Interpersonal Communication (X3) and Accommodation Image (X4) are considered constant, it will result in Customer Satisfaction (Y) in using Wisma Nakula Sadewa at BBGTK Central Java Province decreasing by 0.330.
- 2) $b_1 = 0.362$, this means, if the Service Quality factor (X1) increases by 1 unit and the variables of Facilities and Infrastructure (X2), Interpersonal Communication (X3) and Accommodation Image (X4) are considered constant, it will result in Customer Satisfaction (Y) in using Wisma Nakula Sadewa at BBGTK Central Java Province increasing by 0.362
- 3) $b_2 = 0.423$, this means that if the Facilities and Infrastructure factor (X2) increases by 1 unit, and the variables Service Quality (X1), Interpersonal Communication (X3) and Accommodation Image (X4) are considered constant, then it will result in Customer Satisfaction (Y) in using Wisma Nakula Sadewa in BBGTK Central Java Province increasing by 0.423.
- 4) $b_3 = 0.086$, this means that if the Interpersonal Communication factor (X3) increases by 1 unit, and the variables Service Quality (X1), Facilities and Infrastructure (X2) and Accommodation Image (X4)

are considered constant, then it will result in Customer Satisfaction (Y) in using Wisma Nakula Sadewa in BBGTK Central Java Province increasing by 0.086.

- 5) $B_4 = 0.154$, this means that if the Accommodation Image factor (X4) increases by 1 unit, and the variables Service Quality (X1), Facilities and Infrastructure (X2) and Interpersonal Communication (X3) are considered constant, it will result in Customer Satisfaction (Y) in using Wisma Nakula Sadewa in BBGTK Central Java Province increasing by 0.154.

For further details, please see the SPSS data processing results table as follows:

Table 1. Summary of Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,330	,756		-,437	,663
Quality of Service	,362	,035	,478	10,272	,000
Infrastructure	,423	,056	,460	7,612	,000
Interpersonal Communication	,086	,027	,124	3,168	,002
Accommodation Image	,154	,039	,215	3,952	,000

Source: SPSS Data Processing 2026

b. t-test

- 1) T-test relating to Service Quality (X1) on Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa at BBGTK Central Java Province

From the results of these calculations, the results of the calculated t value of service quality were $10.272 > t_{table} = 1.985$ and a significance level of $0.000 < 0.05$, so H_0 was rejected, meaning that service quality had an effect on Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa at BBGTK, Central Java Province.

- 2) T-test related to infrastructure (X2) on customer satisfaction (Y) in the use of Wisma Nakula Sadewa at BBGTK Central Java Province

From the results of these calculations, the calculated t result for infrastructure was $7.612 > t_{table} = 1.985$ and the significance level was $0.000 < 0.05$, so H_0 was rejected, meaning that infrastructure (X2) had an effect on Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa at BBGTK, Central Java Province.

- 3) T-test related to interpersonal communication (X3) on Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa at BBGTK Central Java Province

From the results of these calculations, the results of the t-count of interpersonal communication were obtained at $3.168 > t\text{-table } 1.985$ with a significance level of $0.002 < 0.05$, so H_0 was rejected, and it can be concluded that interpersonal communication (X3) has an effect on Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa at BBGTK Central Java Province.

- 4) T-test of the influence of accommodation image (X4) on customer satisfaction (Y) in the use of Wisma Nakula Sadewa in BBGTK Central Java Province

From the results of these calculations, the calculated t-value for the lodging image was $3.952 > t\text{-table } 1.985$ with a significance level of $0.000 < 0.05$, so H_0 was accepted, and it can be concluded that the lodging image (X4) does not influence Customer Satisfaction (Y) in using Wisma Nakula Sadewa at BBGTK Central Java Province.

From the results above, it can be summarized as follows:

Table 2 t-Test Results

Hypothesis	t-count	t-table	Sig	Standard	Information
H1	10,272	$> 2,021$	0,000	0.05	H0 Rejected
H2	7,612	$> 2,021$	0,000	0.05	H0 Rejected
H3	3,168	$> 2,021$	0.002	0.05	H0 Rejected
H4	3,952	$> 2,021$	0,000	0.05	H0 Rejected

Source: Processed data, 2025

So because $t\text{-count} > t\text{-table}$ and the level of significance < 0.05 , then partially there is a positive and significant influence, however if $t\text{-count} < t\text{-table}$ and the level of significance > 0.05 then partially there is no influence of the independent variable on the dependent variable.

- c. Model Feasibility Test

From the results of SPSS data processing, the F-count value was obtained at $142.274 > F\text{-table } 2.47$ with a significance level of $0.000 < 0.05$. Because the F-count value of 71.558 is greater than the F table 2.47 and the significance level is $0.000 < 0.05$, then together the independent variables namely Service Quality (X1), Facilities and Infrastructure (X2), Interpersonal Communication (X3) and Lodging Image (X4) have an effect on Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa in BBGTK Central Java Province.

From the results of SPSS data processing, the following results were obtained:

Table 3 Model Feasibility Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	335,067	4	83,767	142,274	,000b
Residual	55,933	95	,589		

Total	391,000	99			
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Source: Processed data, 2026

d. Analysis of the Coefficient of Determination (R²)

Table 4 Test of Determination Coefficient (R²)

Model	R	R Square	Adjusted R Square
1	,926a	,857	,851

Source: SPSS data processing, 2026

By using the SPSS program, it can be obtained for R² of 0.851 or 85.1%, meaning that together there is an influence between the independent variables, namely Service Quality (X1), Facilities and Infrastructure (X2), Interpersonal Communication (X3) and Accommodation Image (X4) which influence Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa at BBGTK Central Java Province by 85.1%, while the remaining 14.9% is influenced by other factors, which were not studied such as leadership style, rewards, incentives, work environment and others.

C. Discussion

From the results of the data analysis, it can be explained that answering the hypothesis is as follows:

1. The Influence of Service Quality on Customer Satisfaction in the Use of Wisma Nakula Sadewa at BBGTK Central Java Province.

Based on the results of SPSS data processing summarized in Table IV.6, the t-test for service quality was $10.272 > t_{table} = 1.985$ and a significance level of $0.000 < 0.05$. From the results of the data analysis, it was found that there is a significant influence of service quality on customer satisfaction in the use of Wisma Nakula Sadewa in BBGTK Central Java Province. This result is supported by research Sundoro & Purnomo (2022), Sulaiman & Atmana (2020) and Hidayat, Piliang & Sugianto (2022) stated that service quality influences customer satisfaction.

The influence of service quality on customer satisfaction in the use of Wisma Nakula Sadewa at the Center for Teachers and Education Personnel of Central Java Province shows that service quality has a very important role in determining the level of satisfaction of users of the facility. Good service quality can provide a positive experience for customers so that they feel comfortable and satisfied in using the available facilities. Based on the results of the research that has been conducted, the quality of service provided by the management of Wisma Nakula Sadewa includes several aspects such as the condition of physical facilities, service reliability, staff responsiveness, service guarantees, and empathy for user needs. These aspects are important indicators that influence customer perceptions of the services received.

Good physical facilities, such as room cleanliness, tidiness, completeness of facilities, and a comfortable guest house environment, are among the factors that can increase customer satisfaction. Furthermore, reliable service, demonstrated through prompt service delivery, facility readiness, and the consistent service provided by staff, also contribute to user satisfaction. Staff responsiveness in assisting customers, providing clear information, and promptly handling complaints are also crucial factors in creating customer satisfaction.

Furthermore, the friendly, polite, and professional attitude of the guesthouse staff instills a sense of security and trust in guests. This demonstrates a guarantee of good service, making customers feel valued and cared for while using the guesthouse's facilities. Empathy demonstrated by staff, such as attention to customer needs and a willingness to assist when users encounter difficulties, is also a factor in enhancing customer satisfaction.

Thus, it can be concluded that the better the quality of service provided by the management of Wisma Nakula Sadewa in BBGTK, Central Java Province, the higher the level of customer satisfaction. Optimal service not only meets customer expectations but also increases trust and encourages repeat use of the Wisma in the future. Therefore, continuous improvement in service quality is necessary to maintain customer satisfaction and improve the quality of service provided.

2. The Influence of Infrastructure Facilities on Customer Satisfaction in the Use of Wisma Nakula Sadewa in BBGTK Central Java Province.

Based on the results of SPSS data processing summarized in table IV.6, the results of the t-count of infrastructure facilities were $7.612 > t_{table} = 1.985$ and a significance level of $0.000 < 0.05$, so H_0 was rejected, meaning that infrastructure facilities (X_2) had a significant effect on Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa in BBGTK Central Java Province. This research is strengthened by research Suhardi, et al., (2023), Sundoro & Purnomo (2022), Rosadi, Sobakh, & Indarti (2023) who stated that infrastructure has an effect on customer satisfaction.

The influence of facilities and infrastructure on customer satisfaction in the use of Wisma Nakula Sadewa at the Center for Teachers and Education Personnel of Central Java Province shows that the availability and adequacy of facilities have an important role in increasing the level of user satisfaction. Facilities and infrastructure are all forms of facilities provided to support service activities so that customers can feel comfortable while using these facilities. In the context of the use of Wisma Nakula Sadewa, facilities and infrastructure include the condition of the building, room space, meeting rooms, bathroom facilities, places of worship, parking areas, and various other supporting equipment.

Based on the research, adequate facilities and infrastructure can provide comfort and convenience for guests while using the guesthouse. Good building conditions, clean and well-organized rooms, and the availability of complete facilities will leave a positive impression on guests. This can increase customer satisfaction, as their needs during their stay or during activities at the guesthouse are adequately met.

Furthermore, the completeness of facilities such as comfortable beds, air conditioning, bathroom amenities, well-functioning electricity and water, and supporting facilities such as meeting rooms and presentation equipment also significantly impact customer satisfaction. If these facilities and infrastructure are in good condition and can be used optimally, customers will feel more comfortable and satisfied while using Wisma Nakula Sadewa.

It was concluded that facilities and infrastructure significantly influence customer satisfaction when using Wisma Nakula Sadewa at BBGTK in Central Java Province. The better the condition and completeness of the facilities, the higher the level of customer satisfaction. Therefore, the Wisma management needs to continuously maintain and improve the facilities so that the quality of service provided continues to meet user expectations.

3. The Influence of Interpersonal Communication on Customer Satisfaction in the Use of Wisma Nakula Sadewa at BBGTK Central Java Province.

Based on the results of SPSS data processing summarized in table IV.6, the t-test result was $3.168 > t\text{-table } 1.985$ with a significance level of $0.002 < 0.05$, so H_0 was rejected, and it can be concluded that interpersonal communication (X3) has an effect on Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa at BBGTK Central Java Province. This result is confirmed by research Adebay (2021), Sunardiyah, Pawito & Naini (2022), Handayani and Pandawangi (2021), Kartika, et al (2023) who in their research stated that there is an influence of communication on customer satisfaction.

The influence of interpersonal communication on customer satisfaction in the use of Wisma Nakula Sadewa at the Center for Teachers and Education Personnel of Central Java Province shows that good interaction between officers and customers plays an important role in creating user satisfaction. Interpersonal communication is the process of conveying messages, information, and understanding between two or more people directly, which allows for more effective relationships and mutual understanding. In guest house services, good interpersonal communication can help create a comfortable atmosphere and make it easier for customers to obtain the information and assistance they need.

Based on the research results, interpersonal communication between guesthouse staff and customers can be seen through several aspects, such as openness, empathy, support, positivity, and equality in communication. Open

communication allows customers to more easily convey their needs, questions, and complaints to staff. Meanwhile, empathy from staff demonstrates attention and concern for customers' needs, thus making customers feel valued and cared for while using guesthouse facilities.

Furthermore, a supportive and positive attitude from staff is also crucial in fostering positive communication with customers. Friendly, polite, and responsive staff will create a positive impression of service, making customers feel comfortable interacting with them. Equality in communication is also crucial, as staff treat customers with respect, regardless of their background.

It was concluded that interpersonal communication significantly influences customer satisfaction when using Wisma Nakula Sadewa at BBGTK in Central Java Province. Effective communication between staff and customers can increase comfort, strengthen service relationships, and create positive experiences for customers. Therefore, guesthouse managers need to continuously improve their staff's interpersonal communication skills to improve service delivery and increase customer satisfaction.

4. The Influence of Accommodation Image on Customer Satisfaction in Using Wisma Nakula Sadewa in BBGTK Central Java Province.

Based on the results of SPSS data processing summarized in table IV.6, the t-count result was $3.952 > t\text{-table } 1.985$ with a significance level of $0.000 < 0.05$, so H_0 is accepted, and it can be concluded that the image of the accommodation (X4) does not affect Customer Satisfaction (Y) in the use of Wisma Nakula Sadewa in BBGTK Central Java Province. This result is supported by research Waluyo (2020), Purba & Talumantak (2023), Arisanti & Cahyani (2024) stated that brand or product image influences customer satisfaction.

The influence of accommodation image on customer satisfaction in using Wisma Nakula Sadewa at the Central Java Province Teachers and Education Personnel Center shows that customers' perceptions or views of an accommodation can influence their level of satisfaction in using the available facilities. Accommodation image is a picture or impression formed in the minds of customers regarding the quality, service, facilities, and reputation of a lodging establishment. A good image will generate trust and positive expectations from customers regarding the services provided.

Based on the research conducted, the image of Wisma Nakula Sadewa is formed from several aspects such as the reputation of the place, the comfort of the environment, the quality of service, and the customer experience during use of the guest house facilities. If customers perceive Wisma Nakula Sadewa as a comfortable, clean place, with adequate facilities, and supported by good service, this will create a positive image in the eyes of customers. This positive image will encourage customers to feel satisfied with the service they receive.

Furthermore, a guest house's image is also influenced by the guest house's experience, including staff service, the condition of the facilities, and the comfort of the accommodation environment. A positive experience reinforces the guest house's positive image, allowing customers to feel that their expectations have been met. Conversely, a negative experience can negatively impact the guest house's image and negatively impact customer satisfaction.

It was concluded that the image of the accommodation significantly influences customer satisfaction when using Wisma Nakula Sadewa in BBGTK, Central Java Province. The better the image of the accommodation in the eyes of customers, the higher the level of satisfaction experienced by them. Therefore, guesthouse managers need to maintain and improve the image of the accommodation through good service, adequate facilities, and a comfortable environment to continuously improve customer satisfaction.

CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the results of data analysis and hypothesis testing regarding the influence of service quality, infrastructure, interpersonal communication, and the image of the accommodation on customer satisfaction in using Wisma Nakula Sadewa at the Center for Teachers and Education Personnel (BBGTK) of Central Java Province, it can be concluded that service quality, infrastructure, interpersonal communication, and the image of the accommodation each have a positive and significant effect on customer satisfaction. The findings indicate that improving service quality, completeness and comfort of infrastructure, effectiveness of interpersonal communication between officers and customers, and a good image of the accommodation can increase the level of customer satisfaction in using Wisma Nakula Sadewa facilities. Based on the results of the study, the management of Wisma Nakula Sadewa at the Center for Teachers and Education Personnel of Central Java Province is advised to continue to improve service quality through developing the competencies of officers so that they are able to provide fast, friendly, responsive, and professional services in accordance with customer expectations. Management also needs to carry out maintenance and improvements to infrastructure on an ongoing basis by ensuring the cleanliness, comfort, security, and suitability of all available facilities. In addition, the interpersonal communication skills of officers need to be improved through excellent service training so that more effective relationships with customers are created and they are able to provide a satisfying service experience. Management is also expected to maintain and improve the image of the accommodation by providing quality facilities, consistent service, and implementing service standards oriented towards customer satisfaction. For future researchers, it is recommended to develop the research model by adding other variables that have the potential to influence customer satisfaction, such as price, perceived value, customer loyalty, quality of experience (customer experience), and customer trust, as

well as expanding the object and number of respondents so that the research results have a better level of generalization.

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