



THE EFFECT OF LOCATION, FACILITIES, AND PRICE ON BOARDING HOUSE TENANT SATISFACTION IN SLEMAN

Fandi Achmad Akbar¹, Lucia Iswandari²

^{1,2}Universitas Cendekia Mitra Indonesia

¹fandiachmadakbar@gmail.com, ²lucia@unicimi.ac.id

ABSTRACT

This study aims to analyze the influence of location, facilities, and price on the satisfaction of boarding house tenants in Sleman Regency, Yogyakarta Special Region. The study was conducted using a quantitative approach and survey method on 97 boarding house tenant respondents. The independent variables in this study were location, facilities, and price, while the dependent variable was boarding house tenant satisfaction. Data analysis was performed using multiple linear regression using SPSS software. The results showed that all three, namely: location, facilities, and price, have a significant effect on boarding house tenant satisfaction. This study provides practical implications for boarding house owners in improving marketing strategies and service quality to achieve tenant satisfaction and loyalty.

Keywords: location, facilities, price, tenant satisfaction, boarding house

1. Introduction

Providing temporary housing, such as boarding rooms, is a vital need for students and workers in Sleman Regency, Yogyakarta Special Region. As a region with significant economic growth, Sleman is experiencing increasing demand for temporary housing facilities. Factors such as location, facilities, and price are key considerations for renters when choosing temporary housing. One way for service companies to remain competitive is by consistently providing services of a higher quality than their competitors (Cahyadi & Yulianto, 2024). Good quality has become the hope and dream of everyone, both consumers and producers (Febrianti, 2023).

Location is a crucial determinant in the decision to rent a boarding room. Proximity to the city center and accessibility to public facilities, such as educational institutions, shopping centers, and healthcare, are key considerations for renters. Research by Nurpita (2022) shows that the distance from a residence to public facilities significantly correlates with the transaction price of simple residential units in Sleman Regency. This indicates that the closer a residence is to the center of activity, the more likely renters are to choose that location.

In addition to location, the facilities offered by boarding house providers also play a crucial role in attracting tenants. The availability of basic amenities such as en-suite bathrooms, internet access, 24-hour security, and adequate parking are added value for tenants. Rahayu and Hartiningtyas (2022) found in their research that facilities significantly influence students' decisions to rent a boarding house. Tenants tend to choose boarding houses with facilities that support their comfort and daily needs.

Rental price is also a determining factor in rental decisions. Tenants will compare the rental price with the facilities and location offered to ensure value for money. Markandhya and Jatra (2023) found that rental price has a positive and significant effect on rental intentions in boarding house services. This suggests that competitive pricing and consistent service quality can increase tenant satisfaction and loyalty.

Tenant satisfaction is a crucial indicator of the success of a boarding house rental business. This satisfaction is influenced by the match between tenant expectations regarding location, facilities, and price and the reality they experience. Boarding house providers who can offer an optimal combination of these three factors tend to achieve higher levels of tenant satisfaction, which in turn can improve

their reputation and business sustainability.

Furthermore, boarding house providers need to consider comfort and safety as part of the facilities they offer. A safe and comfortable environment will increase tenant satisfaction and encourage them to re-rent or recommend the property to others. Rahayu and Hartiningtyas (2022) emphasized that comfort significantly influences students' decisions when renting a boarding house, so this aspect should not be overlooked by boarding house providers.

In the competitive context of the boarding house rental business in Sleman, providers must be able to offer added value that differentiates them from competitors. This can be achieved through improving the quality of facilities, setting competitive prices, and selecting strategic locations. In this way, boarding house providers can increase tenant satisfaction, which ultimately has a positive impact on business sustainability and growth.

2. Literature Review

According to Dharmmesta and Irawan (2019), consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in preparing and determining activities. There are two important elements related to the above definition of consumer behavior, namely: the decision-making process and physical activities, all of which involve individuals in assessing, obtaining, and using economic goods and services.

A person's behavior in making purchasing decisions is greatly influenced by the environment in which they live, so there are differences in desires and motives between one person and another. These differences in desires and motives are very natural, considering that there are various social classes with diverse backgrounds. This means that people from different social classes or environments will have different assessments of their needs, income, attitudes, and tastes. Dharmmesta and Irawan (2019) explain that marketing stimuli for service companies consist of:

a. Product

A product is the overall concept of an object or process that provides a number of benefits to consumers. It includes the quality offered to meet consumer desires and needs. In relation to purchasing decisions, product factors play a very important role because they are related to the benefits and value offered to consumers. If the benefits and value obtained by consumers are in line with or even greater than their expectations, then the likelihood of repurchasing the product will be greater, and vice versa.

b. Price

Pricing strategy is very significant in the process of providing value to consumers because it can influence the image of the product and consumers' decisions to buy. This influence is because price is the only marketing element that generates revenue; all other elements only represent price. It is also because prices are flexible and can change. Pricing strategy is also important in determining how much a service is valued by consumers, as well as in the process of building image. Pricing also gives a certain perception in terms of quality.

c. Promotion

Promotion is a means of communication between companies and consumers, as well as a tool to influence consumers to make decisions to use services to fulfill their desires and needs. Promotion plays an important role in influencing the consumer's purchasing decision process because it can be a means of fostering understanding between producers and consumers. In other words, promotion serves as a bridge of communication between the two parties.

d. Location (Place)

Location in services is a combination of location and distribution channel decisions, in this case related to how services are delivered to consumers and where the strategic location is. The selection of this factor is highly dependent on market criteria and the nature of the services offered. This is intended to support the purchasing decision process made by consumers because, in general, consumers will prefer effective, fast, and quality service delivery.

3. Research Methods

This research was conducted using a survey method, an approach applied to both large and small populations, where the data analyzed comes from that population. The purpose of this method is to identify relative incidence, distribution patterns, and relationships between sociological and psychological variables (Sugiyono, 2021).

This research employed a quantitative research design, a research method based on the philosophy of positivism. This method is used to study specific populations or samples, with data collection using research instruments and quantitative or statistical data analysis. The primary objective of this research is to test previously formulated hypotheses. It is called positivistic research because it relies solely on positive facts obtained from the field. Formulated numerical data is used as accurate information in the research. Furthermore, this method is considered a scientific method because it adheres to scientific principles: concrete/empirical, objective, measurable, rational, and systematic (Sugiyono, 2021).

A population is a generalized area that includes objects or subjects with a specific number and characteristics determined by the researcher to be understood and used as a basis for drawing conclusions (Sugiyono, 2021). A sample is a subset of that population and its characteristics. Sample size, on the other hand, is a step in determining the sample size to be taken in conducting research (Sugiyono, 2021).

$$n = (z^2 pq) / e^2$$

$$n = ((1.96)^2 (0.5)(0.5)) / [(0.10)]^2$$

$$n = 96.04 = 97 \text{ respondents}$$

Note:

n = sample

z = value in the normal curve for a 5% deviation, with a value of 1.96

p = 50% probability of being correct = 0.5

q = 50% probability of being incorrect = 0.5

e = 10% margin of error

4. Research Findings and Discussion

The characteristics of respondents in this study can be explained as follows in Table 1. Based on the table, it can be seen that:

- There were 58 male respondents (59.8%) and 39 female respondents (40.2%).
- There were 81 respondents aged 20-25 years (83.5%) and 16 respondents aged 26-30 years (16.5%).
- There were 66 respondents (68.0%) who were students and 31 respondents (32.0%) as employees.
- There were 26 respondents (26.8%) with a length of stay in the boarding house, 48 respondents (49.5%) 6 - 11 months, and 23 respondents (23.7%) 1 - 2 years.

Table 1. Respondent Characteristics

Category	Description	Frequency (people)	Percentage (%)
Gender	Male	58	59.8
	Female	39	40.2
Age	20-25 years	81	83.5
	26-30 years	16	16.5
Occupation	Student	66	68.0
	Employee	31	32.0
Length of Stay	< 6 months	26	26.8
	6-11 months	48	49.5
	1-2 years	23	23.7
Source: Primary Data (2025)			

The results of the validity test in Table 2 show that all statement items have a calculated r value greater

than the table r , so all statement items are declared valid, so that all statement items are suitable for use as instruments to measure research data.

The results of the reliability test in Table 3 show that the Cronbach's Alpha value for all questions is greater than 0.6 so that the questions in the research variables can be used for further research.

Table 2. Validity Test Results

Variables	Item	r count	r table	Description
Location	X1.1	0.873	0.199	Valid
	X1.2	0.857	0.199	Valid
	X1.3	0.829	0.199	Valid
	X1.4	0.840	0.199	Valid
	X1.5	0.852	0.199	Valid
Facilities	X2.1	0.601	0.199	Valid
	X2.2	0.699	0.199	Valid
	X2.3	0.718	0.199	Valid
	X2.4	0.736	0.199	Valid
Price	X2.1	0.747	0.199	Valid
	X2.2	0.608	0.199	Valid
	X2.3	0.663	0.199	Valid
	X2.4	0.735	0.199	Valid
Boarding House Tenant Satisfaction	Y.1	0.693	0.199	Valid
	Y.2	0.660	0.199	Valid
	Y.3	0.705	0.199	Valid
	Y.4	0.682	0.199	Valid
Source: Primary Data (2025)				

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	Description
Location	0.904	Reliable
Facilities	0.633	Reliable
Price	0.631	Reliable
Boarding House Tenant Satisfaction	0.621	Reliable
Source: Primary Data (2025)		

Figure 1 shows data points spread along the diagonal line, thus meeting the requirements for normality.

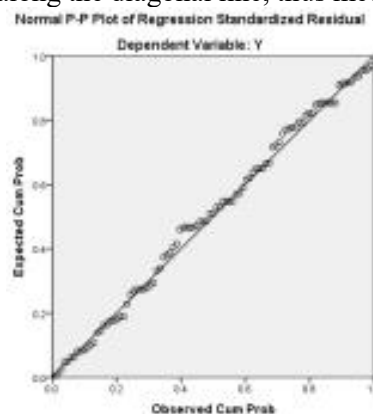


Figure 1

Figure 2 shows data points that are spread between the number 0 and do not gather and do not form a certain pattern so that the research data meets the requirements for heteroscedasticity.

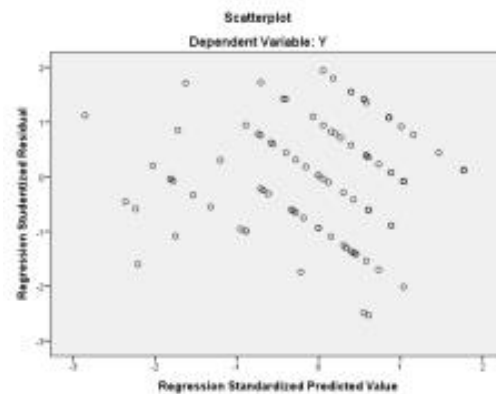


Figure 2

The results of the multicollinearity test in this study can be explained in Table 4.

Table 4. Multicollinearity Test Results

Variabel	Tolerance	VIF
Location	0.785	1.275
Facilities	0.845	1.184
Price	0.834	1.199
Source: Primary Data (2025)		

Based on the results in Table 5, the following equation is obtained:

$$Y = 3.338 + 0.164 \text{ location} + 0.295 \text{ facilities} + 0.326 \text{ price}$$

The multiple linear regression equation can be interpreted as follows:

- The constant value of 3.338 indicates that if the value is zero for the location (X1), facilities (X2), and price (X3) variables, the boarding house tenant satisfaction will be 3.338, assuming other variables remain constant.
- The location regression coefficient (X1) is 0.164, a positive value, indicating that if the location increases by 1 unit, boarding house tenant satisfaction (Y) will increase by 0.164 units, assuming other variables remain constant.
- The facility regression coefficient (X2) is 0.295, a positive value, indicating that if the facilities increase by 1 unit, boarding house tenant satisfaction (Y) will increase by 0.295 units, assuming other variables remain constant.
- The price regression coefficient (X3) is 0.326, a positive value, indicating that if the price increases by 1 unit, boarding house tenant satisfaction (Y) will increase by 0.326 units, assuming other variables remain constant.

Table 5. Results of Multiple Linear Regression Analysis

Variabel	Unstandardized Coefficient
	B
Constant	3.338
Location	0.164
Facilities	0.295
Price	0.326
Source: Primary Data (2025)	

Based on the table 6, it can be seen that the calculated F value has a significant effect of 33.414 and a significance value of $0.000 < 0.05$, so it can be concluded that location, facilities, and price simultaneously have a significant effect on boarding house tenant satisfaction.

Table 6. F Test Results

F	p value	Description
33.414	0.000	Significant
Source: Primary Data (2025)		

Based on the table 7, it can be seen that:

- The t-value for location is 4.108 with a significance level of $0.000 < 0.05$, indicating that location has a significant partial effect on boarding house tenant satisfaction.
- The t-value for facilities is 4.040 with a significance level of $0.000 < 0.05$, indicating that facilities have a significant partial effect on boarding house tenant satisfaction.
- The t-value for price is 3.958 with a significance level of $0.000 < 0.05$, indicating that price has a significant partial effect on boarding house tenant satisfaction.
- Based on the table above, it can be seen that the Adjusted R Square value is 0.503, which means that location, facilities and price can explain 50.3% of boarding house tenant satisfaction, while the remaining 49.7% is explained by other factors outside those studied by the researcher.

Table 7. t-Test Results

Variabel	t	p value	Description
Location	4.108	0.000	Significant
Facilities	4.040	0.000	Significant
Price	3.958	0.000	Significant
Source: Primary Data (2025)			

5. Conclusion

Based on the analysis and discussion, the following conclusions can be drawn:

- Location significantly influences tenant satisfaction in Sleman.
- Facilities significantly influence tenant satisfaction in Sleman.
- Price significantly influences tenant satisfaction in Sleman.
- Location, Facilities, and Price simultaneously significantly influence tenant satisfaction in Sleman.

References

- Armstrong, G., & Kotler, P. (2021). *Dasar-Dasar Pemasaran*. Jakarta: Prenhalindo.
- Arikunto, S. (2020). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Azzahra, F.F. (2023). *Pengaruh Harga, Fasilitas, dan Lokasi terhadap Kepuasan Konsumen Penghuni Kos di Sekitar UIN Raden Mas Said Surakarta*. Skripsi. Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Raden Mas Said Surakarta.
- Cahyadi, D.I., & Yulianto, D.W. (2024). *Pengaruh Harga, Promosi dan Kualitas Layanan terhadap Kepuasan Konsumen (Studi Kasus PT Anugrah Argon Medica Cabang Yogyakarta)*. Jurnal STIE Mitra Indonesia. 7(1), 25-39.
- Dharmmesta, B.S. & Irawan. (2019). *Manajemen Pemasaran Modern*. Yogyakarta: Penerbit Liberty.
- Febrianti, S.V. (2023). *Analisis Pengaruh Kualitas Pelayanan terhadap Kepuasan Pasien Unit Layanan Rawat Jalan Kesehatan Jiwa di Puskesmas Kabupaten Situbondo*. Jurnal STIE Mitra Indonesia. 7(1), 69-83.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26*. Semarang: Badan Penerbit Universitas Diponegoro.
- Irawan, H. (2020). *Prinsip Kepuasan Nasabah*. Jakarta: Elex Media Komputindo.
- Istiawati, Nurva, & Priya. (2024). *Survei Kepuasan Harga Kos di Desa Sebayon dan Tanjung Mekar Kabupaten Sambas*. Ekodestinas: Jurnal Ekonomi, Bisnis, dan Pariwisata. 2(1), 1-9.
- Jannah, F. (2019). *Analisis Pengaruh Lokasi dan Harga terhadap Keputusan Mahasiswa dalam Memilih Tempat Indekos (Studi Kasus Mahasiswa S1 Universitas Islam Negeri Walisongo Semarang)*. Skripsi. Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Walisongo Semarang.
- Jogiyanto, H.M. (2021). *Metode Penelitian Bisnis*. Yogyakarta: BPFE UGM.

- Krisdayanto, I., Haryono, A. T., & Gagah, E. (2019). Analisis Pengaruh Harga, Kualitas Pelayanan, Fasilitas, Dan Lokasi Terhadap Kepuasan Konsumen Di I Café Lina. Fakultas Ekonomika Dan Bisnis Universitas Pandanaran Semarang Abstrak, 2(2), 2–16.
- Lupiyoadi & Rambat. (2021). Manajemen Pemasaran Jasa Berbasis Kompetensi. Jakarta: Salemba Empat.
- Markandhya, I.W.L., & Jatra, I.M. (2023). Pengaruh Harga Sewa, Fasilitas dan Lokasi terhadap Niat Menyewa Kembali pada Jasa Rumah Kos di Desa Jimbaran. E-Jurnal Manajemen. 12(10), 1016-1035.
- Nurpita, A., Prativi, F.P., Ardianti, R., & Andjani, I.Y. (2023). Analisis Hubungan Faktor Lokasi dengan Harga Transaksi Rumah Tinggal Tipe Sederhana (Studi Kasus Kabupaten Bantul, Kulonprogo dan Sleman). Journal of Economics, Assets, and Evaluation. 1(2), 1-10.
- Praneta, J.A.T., Nuryadi, & Zaman, K. (2023). Pengaruh Harga Sewa dan Kualitas Layanan Terhadap Kepuasan Pelanggan Pada Apartemen PT Gunawangsa Merr. Cemerlang: Jurnal Manajemen dan Ekonomi Bisnis. 3(4), 18-27.
- Rahayu, W.P., & Hartiningtyas, L. (2022). Pengaruh Lokasi, Harga, Fasilitas, dan Kenyamanan terhadap Keputusan Mahasiswa MBS dalam Menyewa Kamar Kost. Sentri: Jurnal Riset Ilmiah. 1(3), 620-631.
- Saputra, A., & Wongsosudono, C. (2017). Analisis pengaruh penerapan e- commerce dan kualitas pelayanan terhadap kepuasan konsumen. Jurnal Manajemen Bisnis STIE IBBI, 27(1), 53–62.
- Sugiyono. (2021). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: CV. Alfabeta.
- Sunarsi, D., Barsah, A., Hastono, H., & Akbar, I.R. (2020). Pengaruh Harga dan Fasilitas terhadap Minat Sewa Kost yang Berdampak pada Prestasi Belajar Mahasiswa di Yogyakarta. Journal of Education, Humaniora and Social Sciences (JEHSS). 3(2), 601-609.
- Susilowati, L. (2020). Kualitas Pelayanan, Harga dan Fasilitas Rumah Kos di Desa Plosokandang dalam Memberikan Kepuasan kepada Penghuninya. An-Nisbah: Jurnal Ekonomi Syariah. 7(2), 561-595.
- Tjiptono, F. (2020). Manajemen Jasa. Yogyakarta: Andi Offset.
- Utomo, P., & Maskur, A. (2022). Pengaruh Kualitas Produk, Persepsi Harga, Kualitas Layanan Dan Store Atmosphere Terhadap Kepuasan (Studi Pada Pelanggan Antariksa Coffeeshop Semarang). Fokus Ekonomi: Jurnal Ilmiah Ekonomi, 17(1), 40–60.