

## THE EFFECTS OF FACILITIES, SERVICE QUALITY, AND PRICE PERCEPTION ON CUSTOMER LOYALTY AT DEJAVU BILLIARD DENPASAR

Clarita Bunga Amunutur, Putu Indah Hapsari, A. A. Made Indra Wijaya Kusuma

<sup>1,2,3</sup>Faculty of Economics and Business, Warmadewa University, Indonesia

Corresponding author: Putu Indah Hapsari

E-mail: [pt.indahhapsari@gmail.com](mailto:pt.indahhapsari@gmail.com)

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**Abstract:** The development of Micro, Small, and Medium Enterprises (MSMEs), particularly in the entertainment sector, requires business actors to compete by providing adequate facilities and high-quality services in order to maintain customer loyalty. Dejavu Billiard Denpasar experienced a decline in the number of visits from 280 visits in 2023 to 220 visits in 2024, representing a decrease of 21.4%, which indicates low customer loyalty. This decline is presumed to be influenced by inadequate facilities, service quality especially in the tangible (physical evidence) aspect and price perceptions that are considered not fully comparable to the benefits received by customers. In addition, inconsistencies in previous research findings (research gap) regarding the influence of these three variables on customer loyalty provide an important basis for conducting this study. The sample used in this research consisted of 96 respondents drawn from customers of Dejavu Billiard Denpasar. Data were collected through observation, interviews, and surveys. The collected data were analyzed using multiple linear regression analysis. The results indicate that facilities have a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar. Service quality also has a positive and significant effect on customer loyalty. Likewise, price perception has a positive and significant effect on customer loyalty. Simultaneously, facilities, service quality, and price perception have a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar.

**Keywords:** Facilities, Service Quality, Price Perception, Customer Loyalty

## INTRODUCTION

The development of micro, small, and medium enterprises (MSMEs), particularly in the entertainment sector, requires business actors to remain competitive by providing adequate facilities and high-quality services in order to maintain customer loyalty. Dejavu Billiard Denpasar experienced a decline in the number of visits from 280 in 2023 to 220 in 2024, representing a decrease of 21.4%, which indicates relatively low customer loyalty. This decline is presumed to be associated with inadequate facilities, service quality issues, particularly in terms of tangible aspects, and price perceptions that are considered not fully commensurate with the benefits received by customers. In addition, inconsistencies in previous research findings regarding the influence of these three variables on customer loyalty provide an important rationale for conducting this study. This study involved 96 respondents selected from customers of Dejavu Billiard Denpasar. Data were collected through observation, interviews, and surveys, and were subsequently analyzed using multiple linear regression. The results indicate that facilities have a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar. Service quality also has a positive and significant effect on customer loyalty. Similarly, price perception exerts a positive and significant effect on customer loyalty. Simultaneously, facilities, service quality, and price perception have a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar.

One of the entertainment businesses operating in Bali is Dejavu Billiard Denpasar, which is located at Jalan Mahendradatta No. 678, Padangsambian, West Denpasar District, Denpasar City, Bali. Customer loyalty is a crucial factor in sustaining business continuity, as a higher level of loyalty



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increases the likelihood of business growth and long-term success. However, the number of customer visits declined from 280 in 2023 to 220 in 2024, or by 21.4%. This decline suggests that customer loyalty remains relatively low.

One of the factors influencing customer loyalty is facilities. Several visitors reported that the billiard cues provided were inadequate, particularly for break shots at the beginning of the game. This condition indicates the need for facility improvement to ensure that gameplay can proceed more optimally. According to Dedy and Alfandi (2022), facilities refer to the provision of physical equipment intended to provide convenience for consumers. Arifin et al. (2023) further argue that adequate facilities can increase customer satisfaction and encourage consumers to reuse the company's services.

In addition to facilities, service quality also plays an important role in shaping customer loyalty. Service quality can be measured through five indicators, namely tangibles, responsiveness, reliability, assurance, and empathy. At Dejavu Billiard, the main issue lies in the tangible dimension, particularly the inadequate availability of billiard cues. Tjiptono (2019:105) defines service quality as the expected level of excellence and the control over that level of excellence in fulfilling customer needs and expectations. Lestari (2021) states that high-quality service can encourage purchasing decisions and strengthen positive consumer perceptions.

Another factor affecting customer loyalty is price perception. Based on interview results, some visitors perceived that the rental prices for billiard tables, as well as food and beverages, were not entirely proportional to the facilities and services they received. Fahmi (2023) argues that when prices are perceived as being comparable to the benefits obtained, consumers are more likely to make a purchase. Virginia and Wati (2024) also explain that fair and competitive price perceptions can strengthen purchasing decisions and foster customer loyalty.

Previous studies have reported differing findings regarding the effects of facilities, service quality, and price perception on customer loyalty. Some studies found positive and significant effects, while others reported insignificant or even negative relationships. These inconsistencies indicate the presence of a research gap, thereby highlighting the need for further investigation to obtain a more comprehensive understanding of the issue.

Customer loyalty itself can be observed through both behavioral loyalty and attitudinal loyalty (Zulviko Hakim, 2023). This study employs attribution theory, which explains that individual behavior is influenced by internal and external factors (Lestari, 2022). In this study, the internal factors include facilities and service quality, while the external factor is price perception. Based on this background, the researcher is interested in conducting a study entitled "The Effects of Facilities, Service Quality, and Price Perception on Customer Loyalty at Dejavu Billiard Denpasar."

## METHODS

This study was conducted at Dejavu Billiard Denpasar, located at Jalan Mahendradatta No. 678, Padangsambian, West Denpasar District, Denpasar City, Bali. The object of this research lies in the field of marketing, particularly focusing on facilities, service quality, price perception, and customer loyalty. In this study, the independent variables consist of facilities (X1), service quality (X2), and price perception (X3), while the dependent variable is customer loyalty (Y). The population of this study includes all customers of Dejavu Billiard Denpasar, although the exact number of customers is not known with certainty. The sample comprised 96 respondents selected from the customers of Dejavu Billiard Denpasar. Data were collected through several methods, namely observation, interviews, and surveys.

## Research Hypotheses

H1: Facilities have a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar.

H2: Service quality has a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar.



H3: Price perception has a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar.

H4: Facilities, service quality, and price perception have a significant effect on customer loyalty at Dejavu Billiard Denpasar.

**RESULT AND DISCUSSION**

Results of Panel Data Regression Estimation

**Table 1.** Validity Test Results

No	Variable	Instrument	Pearson Correlation Value	Description
1	Customer Loyalty (Y)	Y1.1	0,785	Valid
		Y1.2	0,932	Valid
		Y1.3	0,866	Valid
2	Facilities (X1)	X1.1	0,792	Valid
		X1.2	0,829	Valid
		X1.3	0,879	Valid
		X1.4	0,748	Valid
		X2.1	0,915	Valid
		X2.2	0,820	Valid
		X2.3	0,738	Valid
3	Service Quality (X2)	X2.4	0,896	Valid
		X2.5	0,845	Valid
		X3.1	0,895	Valid
		X3.2	0,847	Valid
4	Price Perception (X3)	X3.3	0,889	Valid
		X3.4	0,809	Valid

Source: Processed Data (2025)

Based on the analysis presented in Table 1, all statement items measuring customer loyalty, facilities, service quality, and price perception have Pearson correlation values greater than 0.30 and are significant at the 0.01 level. Therefore, all statement items are considered valid and appropriate for use as research instruments.

**Table 2.** Validity Test Results

No	Variable	Cronbach's Alpha Value	Description
1	Customer Loyalty (Y)	0,824	Reliabel
2	Facilities (X1)	0,825	Reliabel
3	Service Quality (X2)	0,897	Reliabel
4	Price Perception (X3)	0,881	Reliabel

Source: Processed Data (2025)

Based on the reliability test results presented in Table 2, all research variables have Cronbach's Alpha values greater than 0.60. This indicates that all research instruments demonstrate a good level of reliability and are therefore suitable for consistently collecting data in this study.

**Classical Assumption Test Results**

**Table 3.** Normality Test Results

		Unstandardized Residual
Normal Parameters <sup>a,b</sup>	N	96
	Mean	0,0000000
Most Extreme Differences	Std. Deviation	0,43733007
	Absolute	0,081
	Positive	0,073
	Negative	-0,081



Kolmogorov-Smirnov Z	0,081
Asymp. Sig. (2-tailed)	0,139 <sup>c</sup>

Source: Processed Data (2025)

Based on Table 10, the Asymp. Sig. (2-tailed) value is 0.139, which is greater than 0.05. Therefore, it can be concluded that the residuals in this study are normally distributed, indicating that the normality assumption has been satisfied.

**Table 4. Multicollinearity Test Results**

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Facilities (X1)	0,449	2,226
Service Quality (X2)	0,315	3,171
Price Perception (X3)	0,381	2,622

Source: Processed Data (2025)

Based on Table 11, all independent variables have tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that the regression model in this study does not suffer from multicollinearity.

**Table 5. Heteroscedasticity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
	(Constant)	0,303			
Facilities (X1)	-0,067	0,065	-0,158	-1,031	0,305
Service Quality (X2)	0,125	0,076	0,301	1,644	0,104
Price Perception (X3)	-0,053	0,063	-0,142	-0,851	0,397

a. Dependent Variable: ABRES  
 Sumber: data diolah (2025)

**Results of Multiple Linear Regression Analysis**

Based on Table 12, all independent variables have significance values greater than 0.05. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity.

**Table 6. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
	(Constant)	0,116			
Facilities (X1)	0,459	0,098	0,418	4,696	0,000
Service Quality (X2)	0,287	0,115	0,266	2,499	0,014
Price Perception (X3)	0,221	0,095	0,225	2,325	0,022

Dependent Variable: Customer Loyalty (Y)  
 Source: Processed Data (2025)

Based on the results of the multiple linear regression analysis presented in Table 6 above, the regression equation can be formulated as follows :



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$$Y = 0,116 + 0,459 X1 + 0,287 X2 + 0,221 X3$$

Based on the results of the multiple linear regression analysis presented in Table 6 above, the regression equation can be formulated as follows:

$$Y = 0.116 + 0.459 X1 + 0.287 X2 + 0.221 X3$$

Based on the equation above, the interpretation is as follows:

The constant value (a) is 0.116, which means that if the variables of Facilities, Service Quality, and Price Perception are assumed to be constant or equal to zero, Customer Loyalty will remain at 0.116.

Based on the Standardized Coefficients (Beta) values, the Facilities variable (X1) has the highest beta coefficient, at 0.418, compared to Service Quality (0.266) and Price Perception (0.225). This indicates that Facilities is the most dominant variable influencing Customer Loyalty.

**Partial Significance Test (t-test)**

**Table 7.** Partial Significance Test Result (t-test)

Independent Variables	t-value	Significance Value
Facilities (X1)	4,696	0,000
Service Quality (X2))	2,499	0,014
Price Perception (X3)	2,325	0,022

Source: Processed Data (2025)

**The Effect of Facilities on Customer Loyalty** Based on the calculation results, the t-value for the Facilities variable is 4.696, which is greater than the t-table value of 1.66159. This indicates that the t-value falls within the rejection region of  $H_0$ . In addition, the significance level is 0.000, which is lower than 0.05. Therefore, it can be concluded that Facilities have a positive and significant effect on Customer Loyalty. This result confirms that the hypothesis has been supported.

**The Effect of Service Quality on Customer Loyalty** Based on the calculation results, the t-value for the Service Quality variable is 2.499, which is greater than the t-table value of 1.66159. This indicates that the t-value falls within the rejection region of  $H_0$ . Furthermore, the significance level is 0.014, which is lower than 0.05. Therefore, it can be concluded that Service Quality has a positive and significant effect on Customer Loyalty. This result confirms that the hypothesis has been supported.

**The Effect of Price Perception on Customer Loyalty** Based on the calculation results, the t-value for the Price Perception variable is 2.325, which is greater than the t-table value of 1.66159. This indicates that the t-value falls within the rejection region of  $H_0$ . In addition, the significance level is 0.022, which is lower than 0.05. Therefore, it can be concluded that Price Perception has a positive and significant effect on Customer Loyalty. This result confirms that the hypothesis has been supported.

**Analisis K Coefficient of Determination Analysis (R<sup>2</sup>)**

**Tabel 8.** Results of the Coefficient of Determination (R<sup>2</sup>) Analysis

Model	R	R Square	Adjusted R Square	td. Error of the Estimate
1	0,820 <sup>a</sup>	0,673	0,662	0,44440

Source: Processed Data (2025)

The Adjusted R Square value is 0.662. This indicates that facilities, service quality, and price perception jointly explain 66.2% of the variation in customer loyalty at Dejavu Billiard Denpasar, while the remaining 33.8% is influenced by other factors not examined in this study.

**Simultaneous Significance Test (F-test)**



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**Tabel 9.** Simultaneous Test Results (F-test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	37,322	3	12,441		
Residual	18,169	92	0,197	62,99	0,000 <sup>b</sup>
Total	55,491	95		2	

Source: Processed Data (2025)

### Conclusion

Referring to the results of the analysis and discussion presented in this study, it can be concluded that facilities have a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar. This indicates that the better the facilities provided, the higher the level of customer loyalty at Dejavu Billiard Denpasar.

In addition, service quality has a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar. This means that improvements in service quality are associated with an increase in customer loyalty.

Furthermore, price perception has a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar. This suggests that a more favorable price perception contributes to higher customer loyalty.

Simultaneously, facilities, service quality, and price perception have a positive and significant effect on customer loyalty at Dejavu Billiard Denpasar. Therefore, it can be concluded that these three variables collectively play an important role in enhancing customer loyalty at Dejavu Billiard Denpasar.

### Recommendations

It is recommended that future researchers examine other variables that may influence customer loyalty beyond those investigated in the present study, taking into account additional factors, a larger sample size, and different research settings.

### Research Implications

The findings of this study indicate that facilities, service quality, and price perception play an important role in enhancing customer loyalty at Dejavu Billiard Denpasar. From a theoretical perspective, these results reinforce the concept that customer loyalty in service businesses is influenced by a combination of physical evidence, the quality of service interactions, and the alignment between price and the benefits perceived by customers. From a practical perspective, management should maintain and improve the quality of facilities, provide friendly and responsive service, and establish competitive pricing that reflects the value perceived by customers. Such efforts are essential to creating sustainable customer satisfaction, encouraging repeat visits, and motivating customers to recommend the business to others.

### Research Limitations

This study still has several limitations. First, it only employs three independent variables, namely facilities, service quality, and price perception, whereas other factors that may potentially influence customer loyalty, such as promotion, location, brand image, and



customer satisfaction, were not examined in this study. Second, the sample size used in this research is relatively limited; therefore, the findings cannot yet be fully generalized to all customers of Dejavu Billiard Denpasar more broadly. Third, the research data were collected through questionnaires, which may have introduced response bias, as the perceptions provided by respondents may not fully reflect the actual conditions in the field.

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