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The Influence of Facilities and Price on User Satisfaction with Rukita Brand Awareness as a Moderator

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Abstract: This study, titled "The Influence of Facilities and Rental Price of Rukita Boarding Houses on User Satisfaction with Brand Awareness as a Moderating Variable," was conducted in response to the growing competition within the property industry, particularly in the modern boarding house segment. It examines four variables: user satisfaction as the dependent variable, facilities and rental price as independent variables, and brand awareness as a moderating variable. The study aims to determine whether facilities and rental prices significantly affect user satisfaction and whether brand awareness strengthens these relationships. Using a causal research design and Structural Equation Modeling (SEM) with SmartPLS, the findings reveal that both facilities and rental price significantly influence user satisfaction. Moreover, brand awareness has a direct positive effect on satisfaction and moderates the relationship between facilities and satisfaction, though it does not moderate the relationship between price and satisfaction. These results suggest that brand awareness enhances perceptions of facility quality but does not reduce user sensitivity to price. The study offers valuable insights for Rukita and similar businesses to improve facility quality and consistently build brand awareness, while maintaining rational pricing strategies to ensure customer satisfaction in a competitive market.

Keywords: Facilities, Rental Price, User Satisfaction, Brand Awareness, Moderating Variable.

INTRODUCTION

The rapid development and urbanization of major cities, particularly Jakarta, have intensified the demand for living spaces, leading to significant architectural and environmental challenges. Amidst this urban growth, the emergence of *co-living* (*kost*) accommodations has become a preferred choice for students, workers, and local residents seeking flexible and comfortable housing solutions. However, the rapid expansion of these developments often overlooks essential aspects such as environmental sustainability and user-centered facility planning.

In the era of digital transformation, many *co-living* owners are utilizing property technology (*proptech*) to accelerate business growth and enhance property sales by attracting potential tenants through digital platforms. Leveraging *proptech* makes it easier for consumers

to search for homes through features like augmented reality, offering a more realistic view without the need for physical visits. Additionally, *proptech* streamlines payment transactions through digital payment technology and assists with property documentation (Ujianto & Maringka, 2019). One of Indonesia's leading *proptech* companies is Rukita, which is dedicated to enhancing the quality of rental housing in Indonesia by providing lifestyle residences with comprehensive services and superior hospitality.

Rukita actively manages all operational aspects, from addressing tenant needs and handling maintenance to significantly enhancing the overall tenant experience through events and personalized touches. This dedication to fostering a better *co-living* lifestyle has driven Rukita's growth, projecting over 5,000 residents and 6,000 rooms by 2025, primarily in the Jabodetabek area. Rukita's slogan, *"Home That Grows With You,"* reflects its commitment to providing flexible, high-quality housing suitable for various life stages. The company emphasizes three core pillars: Lifestyle, Connection, and Hospitality. Residents enjoy numerous benefits, including fully furnished units equipped with air conditioning, Wi-Fi, and water heaters, along with comprehensive services such as room cleaning, laundry, maintenance, and dedicated customer service accessible through the Rukita app.

Previous research highlights that facilities are both a necessity and an expectation for residents seeking comfort. Facilities encompass both tangible physical amenities and intangible services, playing a vital role in enhancing customer satisfaction (Susilowati, 2020). Adequate facilities significantly influence individuals' decisions when choosing a *co-living* space. Similarly, price serves as a critical factor in determining user satisfaction. Kotler defines price as the amount charged for a specific product, and pricing discrepancies—such as high prices for inadequate facilities—can lead to customer dissatisfaction (Amilia & Iriyani, 2020). Several studies, Research by (Purnamasari, 2015) have demonstrated a significant positive relationship between price and customer satisfaction (Ardini et al., 2023).

The research gap identified above lies in the varying influence of Facilities and Price on User Satisfaction, which necessitates this study to re-confirm their impact. This unique aspect sets the current research apart. Previous studies have shown a positive and significant influence of Price on Co-Living User Satisfaction at Rukita. Price represents the transactional value a customer is willing to pay for a particular product or service and is a key factor in achieving customer satisfaction through appropriate pricing. Research by Handayani (2013), as cited by (Hamid & Susanti, 2023), also indicates that price has a significant impact on customer satisfaction. This study distinguishes itself by incorporating Brand Awareness as a moderating variable, utilizing a total of four variables, unlike previous research which typically used only three or different independent variables. This approach aims to provide a novel and comprehensive discussion, building upon prior studies.

The objective of this study is to re-confirm the influence of Facilities and Co-Living Rental Price on User Satisfaction, moderated by Rukita Brand Awareness. Additionally, this research seeks to understand how Brand Awareness strengthens the influence of Facilities and Price on User Satisfaction. Ultimately, the findings will provide valuable insights for Rukita's current and prospective residents, as well as the general public, regarding the factors that enhance user satisfaction in the *co-living* environment

The influence of facilities on user satisfaction

Facilities are anything that can simplify efforts and streamline work in achieving a specific goal. There are several indicators of facilities; one example is dorm room facilities, where tenants look for complete amenities such as wardrobes, study desks, and beds inside the room. Therefore, dorm owners must provide facilities that can make things easier for consumers (Amilia & Iriyani, 2020). Moreover, based on expert definitions of facilities, the research by Dedali (2022) concludes that facilities positively influence satisfaction (Famungka,

M., Alriani, I. M., Dharma, S., & Semarang, P. (2023). Pengaruh Fasilitas , Kualitas Pelayanan, 2015). Based on previous research and the above argument, the first hypothesis is established, namely *H_1: The Influence of Facilities on User Satisfaction.*

The influence of price on user satisfaction

The price of a product will be one of the considerations for consumers to decide to buy a product. If consumers or boarding house users feel that the price matches their expectations, it will create a feeling of happiness and desire to use the product/service again and recommend it to others (Ardini et al., 2023). In previous research, pricing can influence consumer mindset. According to Maulana (2016), a person or consumer will choose which product performance is more effective, efficient, suitable for their needs, and aligns with the value of a certain price or cost. If the performance is effective and matches the consumer's or user's expectations, then the consumer or customer will feel satisfied. This indicates a positive relationship between Price and User Satisfaction (Harga et al., 2020). Based on previous research and the above argument, the second hypothesis is established, namely *H_2: The Influence of Price on User Satisfaction.*

The Influence of Brand Awereness on User Satisfaction

According to Mawardi et al. (2022:12), Brand Awareness is becoming increasingly important for companies as the number of businesses grows rapidly over time, leading to fiercer competition (Priyono, 2024). Building strong Brand Awareness will make it easier for potential tenants or consumers to recognize the products and brand, such as Rukita. Previous research by Fais and Farida (2017) states that if a customer's level of awareness for a particular brand is high, it means that the customer is well-acquainted with that brand because they are satisfied with the products produced by that brand (Awareness et al., 2020). Based on previous research and the arguments above, the third hypothesis is established as: *H_3: The Influence of Brand Awareness on User Satisfaction.*

How Rukita's Brand Awareness Strengthens the Relationship Between Facilities and User Satisfaction

Brand Awareness is a customer's ability to recognize a brand in different situations, such as through brand recognition or consumer recall (Kotler & Keller, 2016). The general goal of marketing communication for brand awareness is that a high level of brand awareness is needed whenever there's a demand (Bangsa et al., 2024). If the quality of goods or services exceeds customer expectations, it leads to consumer satisfaction (Kepuasan et al., 2021). Based on previous research by Fais and Farida (2017), which proved that the brand awareness variable has a positive influence on consumer satisfaction, the fourth hypothesis is established as: *H_4: Brand Awareness Strengthens the Relationship Between the Influence of Facilities and User Satisfaction*

How Brand Awareness Strengthens the Relationship Between Price and User Satisfaction

Price represents the monetary cost consumers sacrifice to acquire, own, and utilize a combination of goods and services from a product (Hasan 2008: 298). This research highlights the price variable as it has a significant relationship with user satisfaction (Runtunuwu et al., 2014). According to Suwarsono's (2013) research, price significantly influences user satisfaction. When the price aligns with the quality, it encourages potential consumers or users to purchase the product. Therefore, a company's ability to set an appropriate price plays a crucial role for consumers in making decisions and will lead to consumer satisfaction with the existing price (Terhadap et al., 2016). Another study by Rendy Gulla, Sem George Oroh, and Ferdy Roring (2015), titled "Analysis of Price, Promotion, and Service Quality on Consumer

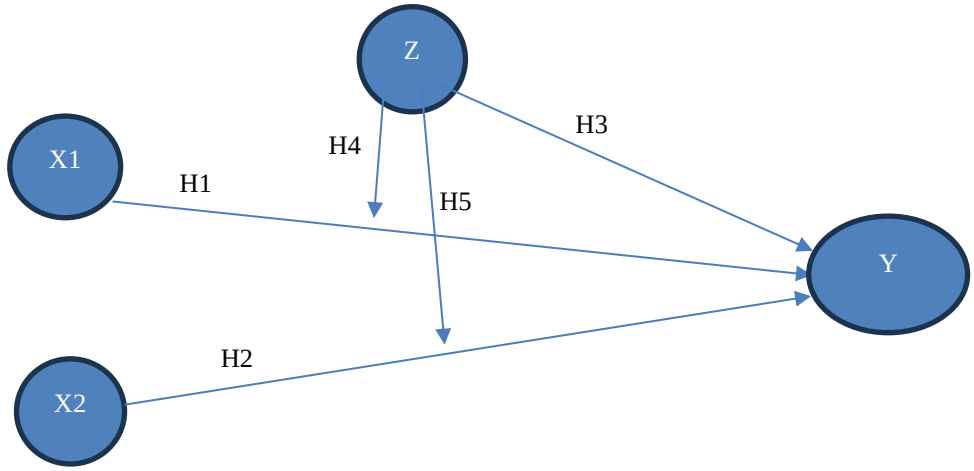
Satisfaction at Manado Grace Inn Hotel," showed significant partial calculation results (Stephani et al., 2017). Based on previous research and the arguments above, the fifth hypothesis (H5) is established as: *H_5: Brand Awareness Strengthens the Relationship Between Price and User Satisfaction*

METHODS

This research is a quantitative study employing Structural Equation Modelling (SEM) analysis. The research design adopts a causal approach aimed at testing both direct effects and moderating effects among variables. This study involves four variables. First, the independent variable Facilities Influence. Facilities refer to everything that can facilitate efforts and streamline work processes to achieve specific objectives. According to Hajar, Susilawati, and Nilakusmawati (2012), facilities comprise several indicators: public facilities, boarding house room facilities, and additional facilities (Amilia & Iriyani, 2020). Second, the independent variable Price. Price must be determined appropriately for goods or services, taking competitor pricing into account, although it does not necessarily have to match or undercut them. Price is also defined as the amount of money a person needs to acquire a good or service. Stanton (2005) mentions that pricing is influenced by certain factors, including internal factors such as company marketing objectives, organizational considerations, marketing mix strategies, and costs; and external factors such as market situation and demand, competition, intermediary expectations, and environmental factors like socio-economic conditions, government policies and regulations, culture, and politics (Ardini et al., 2023). The Price variable can be measured using several indicators: price affordability, price-quality suitability, price competitiveness, and discounts (Harga et al., 2021). Third, the dependent variable User Satisfaction. Customer satisfaction can be defined as the feeling of happiness experienced by a customer when comparing the impression of service quality to product expectations (Huda et al., 2015). Customer satisfaction is a perception according to Irawan (2008), representing product expectations (Khotimah et al., 2021). Daryono & Setyobudi (2014) describe consumer satisfaction as an emotional response after using a product, where consumer expectations and needs are fulfilled (Pada et al., 2023). According to Tjipto (2014:101), User Satisfaction can be measured using several indicators: expectation conformity, intention to repurchase or revisit, willingness to recommend, and perceived quality (Pada et al., 2023) (Istianah & Yustanti, 2022). Fourth, the moderating variable Brand Awareness of Rukita. Jakarta is known as a metropolitan city, a term used to describe a relatively large urban area in terms of land size, population, and scale of economic and social activities. Jakarta serves diverse roles and functions—it is a hub for trade and services, home to multinational companies, the center of political and administrative power, a place for the development and application of advanced technology and telecommunications, and a venue for other critical national activities. Rukita is a property technology company that enhances the quality of rental housing in Indonesia by providing lifestyle residences with comprehensive services and superior hospitality. Brand awareness refers to the extent to which a brand is recognized and recalled by consumers, influencing the value perception of the brand. The higher the brand awareness, the more likely the product is to occupy a top position in consumers' minds before other brands (Durianto et al., 2004; Andrologi, 2014; (Unud, 2017). According to Wilujeng & Edwar (2014), Brand Awareness is measured through several indicators: brand recall, recognition, purchase, and consumption . (Arianty & Andira, 2021).

The analysis process is carried out in several stages. First, presenting the demographic data of respondents, including the number of respondents based on gender, educational level, age group, and other relevant categories. Second, conducting descriptive statistics, which provide information regarding the minimum, maximum, and average (mean) values of the data. Third, performing validity and reliability tests to assess the feasibility of the research

instruments and the consistency of respondents' answers (Heryanto et al., 2023). Fourth, testing the model's strength through R Square, F Square, and Q Square tests, as well as assessing the Goodness of Fit by examining the SRMR and NFI scores, or by analyzing the Root Mean Square Theta (Ghozali & Latan, 2015). Fifth, conducting hypothesis testing and formulating regression equations, along with detailed explanations of the results (Lo et al., 2020). Sixth, elaborating on the discussion of research findings, which consists of interpretations and comparisons with previous studies. The research data will be processed using SmartPLS software.



Source: Research Data, 2025

Figure 1. Conceptual Framework

Hypotheses:

H1: The Influence of Facilities on User Satisfaction
H2**:** The Influence of Price on User Satisfaction
H3**:** The Influence of Brand Awareness on User Satisfaction
H4**:** The Moderating Effect of Brand Awareness on the Relationship between Facilities and User Satisfaction
H5**:** The Moderating Effect of Brand Awareness on the Relationship between Price and User Satisfaction

RESULTS AND DISCUSSION

This research utilized a purposive sampling method with a total of 101 respondents comprising university students, employees, and housewives. The respondents consisted of 53 females and 48 males. The respondents' ages were categorized into four age groups: 17–20 years old (9 respondents or 8.9%), 21–25 years old (49 respondents or 48.5%), 26–30 years old (32 respondents or 31.7%), and over 30 years old (11 respondents or 10.9%). In terms of occupation, 52 respondents (51.5%) were working professionals, 41 respondents (40.6%) were university students, and 8 respondents (7.9%) were housewives. The data quality testing in this study employed Partial Least Squares (PLS) analysis, which is a Structural Equation Modelling (SEM) approach based on variance or component-based structural equation modelling. The software used for data analysis was SmartPLS (Partial Least Squares).

SmartPLS Descriptive Statistics Test

Descriptive analysis is a statistical method that functions to describe or provide an overview of the studied object through sample or population data as it exists, without performing further analysis or drawing generalizable conclusions (Ferdinand, 2014). This section presents the respondent count and demographic information. The descriptive analysis

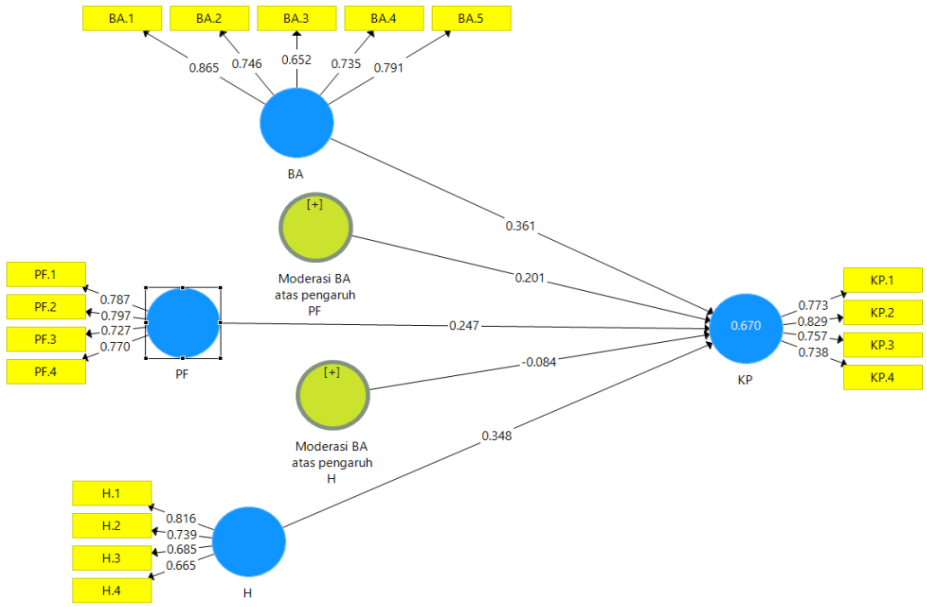
techniques used in this research include the minimum, maximum, mean, and standard deviation values for each variable: Influence of Facilities (X1), Price (X2), User Satisfaction (Y), and Rukita Brand Awareness as a Moderator (Z).

Table 1. Research Result, 2025

Variable	N	Minimum	Maximum	Mean
The Influence Of Facilities	**101**	**1**	**5**	**4.22**
Price	**101**	**1**	**5**	**3.95**
User Satisfaction	**101**	**1**	**5**	**4.07**
Brand Awereness	**101**	**1**	**5**	**4.03**

Source: Research Data, 2025

Based on the results of the descriptive statistical analysis, the data distribution can be described as follows: For the Facilities Influence variable, the minimum value is 1 and the maximum value is 5, with an average value of 4.22, which is equivalent to 0.843 or 84.3% of the maximum value. For the Price variable, the minimum value is 1 and the maximum value is 5, with an average value of 3.95, which is equivalent to 0.790 or 79% of the maximum value. The User Satisfaction variable has a minimum value of 1 and a maximum value of 5, with an average value of 4.07, which is equivalent to 0.814 or 81.4% of the maximum value. Lastly, the Brand Awereness variable has a minimum value of 1 and a maximum value of 5, with an average value of 4.03, which is equivalent to 0.806 or 80.6% of the maximum value.



Source: SmartPLS, 2025

Figure 2. Loading Factor Result

Based on the loading factor results, all values are above 0.05, indicating that all indicators are valid. This allows us to conclude that every indicator for the variables in this study is legitimate. Following this, a reliability test will be conducted to determine the consistency of the research respondents.

Validity and Reliability Testing

Data processing for this research begins with testing the validity and reliability of the data. The validity test assesses the research instruments—specifically, the statements or questions in the questionnaire—to determine if they are appropriate representations of the variables being studied. The reliability test, on the other hand, examines the consistency of respondent answers, indicating whether they seriously engaged with the research questionnaire.

Reliability testing is a measurement that shows the extent to which a measurement is unbiased (error-free), thereby ensuring consistent measurements across time and across various items within its indicators. In PLS, this test can be performed using two methods:

1. **Cronbach's Alpha:** This measures the lower bound of a variable's reliability value and is considered acceptable if its value is >0.6.
2. **Composite Reliability:** This measures the true reliability value of a variable and is considered acceptable if its value is >0.7.
3. **Average Variance Extracted (AVE):** This is considered acceptable if its value is above 0.5

Table 2. Validation and Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BA	0.817	0.837	0.872	0.579
H	0.706	0.718	0.818	0.531
KP	0.779	0.787	0.857	0.601
BA Moderation on the Effect of H	1.000	1.000	1.000	1.000
BA Moderation on the Effect of PF	1.000	1.000	1.000	1.000
PF	0.772	0.773	0.854	0.594

Description: *Facilities Influence, Price, User Satisfaction, Rukita Brand Awareness.*

Source: SmartPLS, 2025

Based on the data above, the validity test was conducted by comparing the square root of AVE with AVE values greater than 0.5, which indicates that the validation test has been passed successfully. Therefore, the indicators used are valid and demonstrate adequate convergent validity. The results also show that the rho-A and Composite Reliability scores are above 0.7, meaning that the reliability test meets the required criteria. From the data above, it can be concluded that the Facilities Influence variable is reliable and dependable, where the Cronbach's Alpha value is 0.772, the Composite Reliability is 0.854, and the Average Variance Extracted (AVE) is 0.594, indicating that this variable is acceptable. Furthermore, the Price variable has a Cronbach's Alpha of 0.706, while the Composite Reliability and Average Variance Extracted (AVE) values are 0.818 and 0.531, respectively, which means this variable yields consistent results in the study and can be accepted as a research variable. Next, the User Satisfaction variable has Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) values of 0.779, 0.857, and 0.601, respectively, which indicates that this variable is acceptable. The Rukita Brand Awareness variable also shows positive and consistent results, with Cronbach's Alpha, Composite Reliability, and AVE values of 0.817, 0.872, and 0.579, respectively, confirming that this variable is acceptable. Moreover, the moderating variables on the relationship between Facilities Influence and Price have Cronbach's Alpha, Composite Reliability, and AVE values of 1.000, 1.000, and 1.000, indicating that these variables produce consistent results and can be accepted. The structural model test (inner model), which shows the relationships or estimation strength among variables, was measured using three criteria: R-square, F-square, and Path Coefficient Estimation. The following are the results of the hypothesis testing:

R-square is an index that indicates how well a measurement tool can determine the extent to which endogenous variables are influenced by other variables. Based on the data presented above, it is known that the R-square value for the User Satisfaction variable is 0.670. This result explains that 67% of User Satisfaction can be explained by the influence of Facilities, and looking at the Adjusted R-square, which is greater than 33% at 0.653 (65.3%), it can be concluded that the resulting construct is considered strong.

The F-squared (F^2) statistic assesses the effect size between variables. An F^2 value of 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect. Values below 0.02 are generally considered negligible or not significant. Based on the F-squared table, the Influence of Price demonstrates a medium effect size, with a value of 0.185. While 0.185 is slightly above the strict 0.15 threshold, it still falls within the broader interpretation of a medium effect given the established range, confirming that the Influence of Price exhibits a medium effect on the dependent variable.

In the moderating effect, the path coefficient indicates that, based on the diagram above, the following hypotheses are obtained: The moderation of Rukita Brand Awareness (Z) on the influence of Price (X2) on User Satisfaction (Y) has an insignificant effect. Meanwhile, the moderation of Rukita Brand Awareness (Z) on the influence of Facilities (X1) on User Satisfaction (Y) has a significant effect**.**

Hypothesis Testing

Next, we'll test the five hypotheses in this study using the table below. The results from the data processing can be used to answer the research hypotheses. Hypothesis testing in this study is done by looking at the T-statistics value and the P-value. A research hypothesis is considered accepted if the T-statistics value is > 1,96 and the P-value is < 0,05. The following image and table display the research results, which have been tested using PLS, allowing us to identify both significant and non-significant data.

Table 3. Hypothesis Testing Result

Hypothesis		Coefficient Value	Sample Mean	Standard Deviation	T Statistic	P Value	Decision
H1	The Influence of Facilities >> User Satisfaction	0.247	0.246	0.116	2.133	0.033	Accepted
H2	Price's Influence >> User Satisfaction	0.348	0.352	0.093	3.738	0.000	Accepted
H3	Brand Awereness of Rukita >> User Satisfaction	0.361	0.364	0.142	2.537	0.011	Accepted
H4	Brand Awereness Rukita >>The Influence of Facilities >> User Satisfaction	0.201	0.198	0.095	2.125	0.034	Accepted
H5	Brand Awereness Rukita >> Price >> User Satisfaction	-0.084	-0.085	0.079	1.056	0.291	Rejected

Source: SmartPLS Data Processing Results, 2025

Based on the data, we can conclude that out of the five hypotheses proposed in this study, four variables were accepted, and one was rejected.

Hypothesis Testing of the First Hypothesis: The Influence of Facilities on User Satisfaction

The test of the first hypothesis shows that the P-value is 0.033, which is less than the significance level of 0.05. The T-statistic is 2.133, which is > 1,96. Additionally, the original sample value is a positive 0.247, indicating a positive direction for the influence of Facilities on User Satisfaction. Therefore, the first hypothesis is accepted and deemed significant. This evidence demonstrates that facilities have a positive influence on User Satisfaction. When experienced and utilized by Rukita dorm residents, the facilities provided by Rukita will have a positive and satisfying impact. These facilities encompass three indicators: general facilities, dorm room facilities, and additional facilities. For instance, general facilities like parking for dorm residents already meet existing standards. Various dorm room facilities contribute to user satisfaction, and additional facilities such as laundry services further convenience tenants in washing their clothes. These aspects collectively provide a positive and beneficial impact for both current and prospective residents. This finding aligns with previous research conducted by (Maulidiah et al., 2023), (Susilowati, 2020), which also concluded that the influence of facilities in dorms has a positive effect on residents or users.

Hypothesis Testing of the Second Hypothesis: The Influence of Price on User Satisfaction

The testing of the second hypothesis shows that, based on the P-value of 0.000, which is smaller than the significance level of 0.05, and a T-statistic value of 3.738 (greater than the critical value of 1.96), the hypothesis is supported. The original sample estimate is positive at 0.348, indicating that the influence of Price on User Satisfaction is positive. Therefore, the second hypothesis is accepted or statistically significant. In practical terms, this finding implies that affordable and reasonable pricing significantly enhances user satisfaction, both for current tenants and for prospective customers seeking boarding houses (kost). The Price variable is measured by four indicators: Price Affordability, Price-Quality Appropriateness, Price Competitiveness, and Discounts. This means that the prices set by Rukita for kost seekers or current users are perceived as stable and affordable, which strongly affects user satisfaction through the alignment of pricing with the facilities provided. Additionally, Rukita offers prices that are competitive with its rivals and provides discounts to both new and existing customers.

This result is consistent with previous studies conducted by (Tengku Mahesa Khalid, 2021), (P, 2024), dan (Yulita & Safrizal, 2023), which state that Price has a positive influence on customer satisfaction.

Hypothesis Testing of the Third Hypothesis: The Influence of Rukita Brand Awareness on User Satisfaction

The testing of the third hypothesis shows that the P-value is 0.011, which is smaller than the significance level of 0.05, and the T-statistic value is 2.537, exceeding the critical value of 1.96. The original sample estimate is positive at 0.361, indicating that the influence of Brand Awareness on User Satisfaction is positive. Therefore, the third hypothesis is accepted or statistically significant**.** Brand Awareness refers to the extent to which consumers are familiar with, remember, and recognize the existence of a brand. In the context of Rukita as a provider of modern housing, brand awareness can be reflected in how often users hear, see, or interact with the Rukita name and image, either directly or through digital media. The Brand Awareness variable is measured by four indicators: Brand Recall, Brand Recognition, Purchase, and Consumption. When users are familiar with and remember the Rukita brand well, they tend to feel more satisfied with the services or products provided. This indicates that brand awareness has a positive and significant effect on Rukita's user satisfaction**.** Therefore, the higher the level of user awareness towards the Rukita brand, the higher the level of satisfaction experienced by the users (Mardani Setiawan & Marsi Fella Rizki, 2025).

This result is consistent with previous research conducted by (Mardani Setiawan & Marsi Fella Rizki, 2025), (Mahanani & Sari, 2019), dan (Bangsa et al., 2024), which also concluded that Brand Awareness has a positive influence

Hypothesis Test Results: Rukita Brand Awareness Moderating the Influence of Facilities on User Satisfaction

The test of the fourth hypothesis shows that the P-value is 0.034, which is less than the significance level of 0.05. The T-statistic is 2.125 > 1,96 and the original sample value is 0.201. Therefore, the fourth hypothesis is accepted and deemed significant. This indicates that Brand Awareness positively moderates the influence of Facilities on User Satisfaction. In my view, the facilities provided by Rukita will be more effective in increasing User Satisfaction when supported by a high level of Brand Awareness. The influence of facilities requires this combination with brand awareness because facilities alone are not strong enough to drive user satisfaction without good brand recognition. When users already know and trust the Rukita brand, the excellent facilities will be more highly valued and provide a sense of comfort and security during use. This demonstrates that the synergy between facility quality and brand awareness is crucial in shaping user satisfaction.

This finding is consistent with previous research by (Kepuasan et al., 2021), (Bangsa et al., 2024), (Mahanani & Sari, 2019) dan (Asih & Albari, 2024). All of which state that Brand Awareness positively strengthens the relationship between the influence of facilities and User Satisfaction.

Hypothesis Test Results: Rukita Brand Awareness Moderating the Influence of Price on User Satisfaction

The testing of the fourth hypothesis shows that the P-value is 0.291, which is greater than the significance level of 0.05. The T-statistic value is 1.056, which does not exceed the critical value of 1.96, and the original sample estimate is -0.084, indicating a negative direction. Therefore, the fourth hypothesis is rejected or not statistically significant. This means that Rukita's Brand Awareness does not have a significant moderating effect and may even have a negative influence on the relationship between Price and User Satisfaction. In this case, Price does not require a moderating variable, as it is already strong enough to independently influence User Satisfaction. This result suggests that the Price variable has a substantial direct effect on User Satisfaction without needing to be moderated by Brand Awareness. Price reflects various company strategies in delivering value and comfort to users, such as transparent pricing, flexible payment schemes, and alignment between service quality and the offered price. Therefore, the influence of price on user satisfaction in Rukita can stand on its own without support from Brand Awareness perceptions. This finding is inconsistent with previous research conducted by (Darmawan, 2019), (Soraya et al., 2025), which stated that Brand Awareness strengthens the relationship between Price and User Satisfaction in a positive manner. From this study, it can be concluded that this variable or hypothesis does not have a significant effect on User Satisfaction.

CONCLUSION

Based on the results of the analysis conducted, this study concludes the following findings:

1. This research was carried out through a field study by distributing questionnaires to 101 respondents**,** consisting of Rukita kost users and individuals familiar with the Rukita Brand. The purpose of this study is to examine the Influence of Facilities and Price on User Satisfaction with Rukita Brand Awareness as a Moderating Variable. To analyze the

relationships between variables, this study employed Partial Least Squares (PLS) using SmartPLS version 3 software.

2. After conducting the analysis using SmartPLS, the following results were obtained:
   a. The influence of Facilities on User Satisfaction shows a significant positive relationship. This means that better facilities enhance the satisfaction of Rukita's kost residents.
   b. Price also has a significant and positive influence on User Satisfaction, indicating that affordable pricing increases user satisfaction.
   c. Rukita Brand Awareness shows a significant positive effect on User Satisfaction. This demonstrates that the stronger the brand awareness, the easier it is for users to find satisfying kost facilities.
   d. The moderating effect of Brand Awareness on the relationship between Facilities and User Satisfaction is also significant and positive. This means that brand awareness strengthens the relationship between facilities and satisfaction.
   e. Brand Awareness as a moderating variable between Price and User Satisfaction is not significant**,** indicating that brand awareness does not influence the relationship between price and satisfaction.

Research Limitations

This study has several limitations that should be considered for future research development, including:

1. The data used in this study is quantitative, collected through questionnaires, which limits the depth and richness of the information obtained.
2. The independent variables are limited to Facilities and Price, thus not encompassing other factors that may influence users' decision-making when choosing Rukita's co-living services.
3. The respondents are limited to existing Rukita users and individuals familiar with the brand, which does not fully represent the perceptions of those who have never used Rukita's services.

Recommendation

Based on the research findings and analysis conducted, this study still has several shortcomings that need to be addressed and improved in future research. Several recommendations are provided to enhance the quality of subsequent studies, as follows:

1. For Future Researchers
   a. It is recommended to combine quantitative and qualitative data to achieve more accurate results and capture deeper insights into respondents' experiences, including those from individuals who are not yet familiar with Rukita.
   b. Future research should consider adding other variables such as service quality, brand image, and user loyalty to enrich the analysis of user satisfaction.
   c. It is advisable to describe the characteristics of respondents more comprehensively**,** as Rukita's users are not only students but also workers and families
2. For Rukita

   Based on the research findings, Rukita is advised to continuously enhance it**s** brand awareness through more intensive marketing strategies and to strengthen the quality of facilities offered to users**.** Effective management of facilities, including cleanliness, security, and comfort, will provide a positive user experience that contributes to higher satisfaction levels. Additionally, adjusting competitive pricing that aligns with the value of services provided should also be considered, ensuring that Rukita remains the top choice for individuals seeking modern and reliable co-living accommodations.

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