Analysis of Sports Facility Service Quality on Goro Consumer Satisfaction Arena Makassar

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ABSTRACT
This research is a quantitative descriptive study that aims to clarify customer satisfaction at Goro Arena. The population in this study was 145 members registered at Goro Arena. Sampling technique with the accidental sampling method. The sample was 22 members who were doing sports activities at the Goro Arena. The instrument used to understand customer satisfaction is a questionnaire. The data analysis technique uses using quantitative descriptive analysis method with percentages. Based on the research analysis, the quality of sports facility services on customer satisfaction at the Makassar Goro Arena is very satisfactory with a percentage of 57%. According to Parasuraman in Jayanti (2016), the form of service quality application uses the concept of “RATER” which stands for Responsiveness, Assurance, Tangibles, Empathy, and Reliability. Viewed through the aspects of service satisfaction of the Goro Arena facility, the following data were obtained: the responsiveness factor (responsiveness) was included in the very satisfied group by 70%; the assurance factor (assurance) was included in the very satisfied group by 50%; the tangibles factor was included in the satisfied group by 53%; the empathy factor (empathy) was included in the very satisfied group by 60%; the reliability factor (reliability) was included in the very satisfied group by 50%. From these results, it can be seen that the quality of sports facility services to customer satisfaction in Goro Arena Makassar has a very satisfying category.

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C. Analysis and interpretation of data;
D. Manuscript preparation;
E. Obtaining funding

INTRODUCTION
Sports facilities and infrastructure are very important for the sports industry. Both efforts are important in fostering sports achievements and developing recreational
Sports in the community. Healthy living behaviour is associated with the availability of sports facilities and infrastructure (Kurnianto, 2015). Other sports infrastructure facilities have a significant influence on physical fitness (Sujana, 2018). Community participation in sports and recreation has a positive impact on healthy lifestyles, on a larger scale it also promotes economic development (Goslin et al., 2015).

The facilities owned by Goro Arena are of various kinds, this is evidenced by the fulfilment of one of the indicators of service quality, namely tangibles, in the form of futsal courts, badminton courts, toilets, parking lots, prayer rooms, etc.

It is recognized that in advanced and modern organizations, service developers have a priority on quality concerning the physical conditions they consider important. From this explanation, direct evidence/tangibles can be described into several assessment points that can be used, especially researchers in measuring customer satisfaction such as, whether the equipment in the sports hall meets the needs or not, whether there is damage to the available equipment, whether the equipment is according to the sop, whether the equipment and facilities are sufficiently available to support sports activities, etc. so that it can be concluded that to assess tangibles can be seen from the completeness and feasibility of the tools and facilities available at the sports hall.

There are several facilities used in Goro Arena, namely futsal courts, badminton courts, toilets, parking to cafes, and there are still other facilities. Based on the results of observations in the field by researchers, several complaints are usually made by consumers at Goro Arena, including regarding visitor schedules. Some visitors sometimes come late and not according to a predetermined schedule, causing the next visitor's schedule to be delayed and sometimes causing dissatisfaction by other visitors. In addition, the cleanliness of the restrooms at Goro Arena is still a concern. Sometimes consumers complain about the cleanliness and unpleasant odour in the toilet due to visitors who do not maintain cleanliness after using it, causing discomfort when using it. Another complaint felt by consumers at Goro Arena is the room temperature there are already fans in the building in Goro Arena but some fans in the place sometimes do not work, causing visitors to become overheated and uncomfortable when exercising.

Based on the description above public sports facilities have an important meaning for visitors, and society as a whole, and no research has been conducted on this topic, researchers are interested in investigating how the relationship between the quality of sports facility services and customer satisfaction. Some of these complaints caused the researchers to want to examine "Analysis of Sports Facility Service Quality on Consumer Satisfaction of Goro Arena Makassar".

From the problems that have been described, the formulation of this problem is: "How is the quality of sports facility services on customer satisfaction at Goro Arena Makassar? From a theoretical point of view, this research aims to make a significant scientific contribution to the advancement of science. This research is useful for the management of the Goro Arena in terms of its understanding of sports facility services, this research is used as a reference, especially the relationship between the quality of sports facility services and customer satisfaction."
According to Sunyoto, (2012), quality is a term used to describe something goods or services have the desired use value, that is, a service is considered to have quality if it performs its function as desired. Arif (2018) service is the activity of individuals or groups communicating paradigms about a product to others.

According to Amilin (2015), service is a situation that can provide everything that other people need. According to Martono (2019), Service quality is the primary aspect that decides success to influence quality power in the business sector. The main factor that influences customer satisfaction is the perception of good service quality provided by customers.

According to Arianto & Patilaya (2018), Service quality is the quality of service achieved or exceeded by customer expectations. The opinion of Cashmere (2017) regarding the quality of services, actions, or practices of companies or individuals who strive to provide satisfaction to workers or customers is called quality management. According to Mulyapradana & Lazulfa Indah (2018), Service quality is a major concern for organizations because it affects customer satisfaction and is achieved through superior service quality. Service quality according to Tjiptono and Chandra in Almadi et al., (2022) is used as a benchmark for how good the level of service is to achieve results.

For those in the service sector, providing quality services is important to create a good reputation at Goro Arena. Consumers appreciate Goro Arena's services, and effective customer management creates a positive association between Goro Arena management and customers. Goro Arena provides an experience for visitors to appreciate the quality of Goro Arena facilities.

Customer satisfaction with facility services is seen in 5 components: direct evidence, consistency, responsiveness, security, and empathy. In all five dimensions, some metrics assess the dimensions. Indicators are illustrated with related explanations.

**METHODS**

This research is descriptive research using a quantitative approach. The quantitative approach is an approach using data in the form of scores (Fraenkel & Wallen, 2012). This type of research is descriptive, this research method is a non-experimental method, which is research to reflect certain phenomena. The purpose of this research is to make systematic, factual, and accurate descriptions. (Jordan, 2019).

This research uses a survey combining descriptive quantitative research methods with data collection to support the research. Surveys usually collect information about the size of individuals by giving questionnaires to a small part of the population. (Ramli, 2020). Quantitative descriptive techniques are used to find facts through precise cross-examination. To find a systematic description and accurate facts. Sampling to obtain data using accidental sampling technique, namely consumers who happen to meet with researchers can be used as samples if they see that people happen to match the data source (Sugiyono, 2017). consumers who are being sampled happen to meet at the research location.
when searching for data. In this study, the sample was taken from 22 members who were 18 years and over and were doing sports activities at the Goro Arena on the research day. This research data collection technique uses a survey-style tool with previous answers, respondents need to choose one answer. The scale in this survey is the Likert scale which is varied by Arikunto (2010) through four alternative answers, namely: Strongly agree (SS), Point 4, Agree (S), point 3 Disagree (TS), point 2, Strongly Disagree (STS), point 1.

The response to each component of the research tool with a Likert scale includes a progression from (+) to (−) Sugiyono (2007) describes the Likert scale as measuring people’s attitudes, opinions, and perceptions on social issues.

### RESULTS AND DISCUSSION

#### Research Result

The purpose of this study was to determine how satisfied the services of Goro Arena are. Service satisfaction at Goro Arena was evaluated using a questionnaire consisting of 30 statements with different scores of 1 and 4. The desired ideal score is 30 to 120. The survey results on 30 participants got the lowest score = 68; maximum score = 120; mean = 99.67; median = 102.5; mode = 109 and standard deviation = 13.634. Description of Goro Arena facility service satisfaction study findings in this chart:

<table>
<thead>
<tr>
<th>No.</th>
<th>Rentangan</th>
<th>Kategori</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Mi+1.5SDi) &lt; X &lt; (Mi+3SDi)</td>
<td>Sangat Puas</td>
</tr>
<tr>
<td>2</td>
<td>(Mi) &lt; X &lt; (Mi+1.5SDi)</td>
<td>Puas</td>
</tr>
<tr>
<td>3</td>
<td>(Mi-1.5SDi) &lt; X &lt; (Mi)</td>
<td>Kurang Puas</td>
</tr>
<tr>
<td>4</td>
<td>(Mi-3SDi) &lt; X &lt; (Mi-1.5SDi)</td>
<td>Sangat Kurang Puas</td>
</tr>
</tbody>
</table>

#### Table 1.

Description of Research Results Satisfaction Analysis

<table>
<thead>
<tr>
<th>Interval</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>97.5 &lt; X ≤ 120</td>
<td>Very Satisfied</td>
<td>17</td>
<td>57%</td>
</tr>
<tr>
<td>75 &lt; X ≤ 97.5</td>
<td>Satisfied</td>
<td>12</td>
<td>40%</td>
</tr>
<tr>
<td>52.5 &lt; X ≤ 75</td>
<td>less satisfied</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>30 &lt; X ≤ 52.5</td>
<td>very less satisfied</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Description of Research Results Satisfaction Analysis

**Responsiveness Factor (Responsiveness)**

Satisfaction with the Goro Arena facility service was measured according to the responsiveness factor of the questionnaire including 6 statements scored from 1 to 4 to produce an ideal score of 6 to 24. The survey results of 30 answers got a minimum score = 13; maximum score = 24; mean = 21.17; median = 22.00; mode = 24 and standard deviation = 3.007.

**Assurance Factor**

Satisfaction with the Goro Arena service according to the assurance factor was assessed using a questionnaire including 5 statements with a range of 1–4, resulting in an
ideal score of 5-20. The results of research from 30 participants resulted in a minimum score = 11.5; maximum score 20.; average = 16.43; median = 16.50; mode = 16 and standard deviation = 2.555.

**Tangible Factors**

Service satisfaction of Goro Arena according to the direct evidence factor was measured through a questionnaire of 6 statement items with a range of 1 - 4, resulting in an ideal score of 6 - 24. The results of the study from 30 participants resulted in a minimum score of 6 - 24. Minimum score = 10, maximum score 24, and average 18.43, with a median of 18 and mode 17. It can be concluded that the research results from the direct evidence factor get a percentage of 53% in the satisfied category. These results are influenced by facilities such as fields that are up to standard, toilets that are always clean and comfortable, parking lots that accommodate many vehicles, managers also always pay attention to facilities if something is damaged immediately fixed, and the comfort of members when exercising is supported by many fan facilities that make the room not sultry.

**Empathy Factor**

Satisfaction with the Goro Arena service according to the empathy factor was measured by a questionnaire including 6 statements with a range of 1–4, resulting in an ideal range of 6–24. The results of the study from 30 participants resulted in a minimum score = 15; a maximum score of 24; a mean of 20.57; a median of 21.00; and a mode of 24. The standard deviation of the study is 3.148.

**Reliability factor**

Satisfaction with the Goro Arena service according to its reliability was measured using a questionnaire with 7 statements with a range of 1-4, resulting in an ideal satisfaction range of 7-28. The results of the study from 30 participants resulted in a minimum score of 16, a maximum score of 28, a mean of 23.07, a median of 22.50, and a mode of 20. The mode standard deviation is 3.523.

It can be concluded that the research results from the reliability factor are 50% with a very satisfied category. This is due to all Goro Arena managers who are always alert if something happens to members and the readiness of managers to maintain the cleanliness of the Goro Arena.

**Discussion**

From the data calculation, the results show that the overall level of satisfaction with the Goro Arena service is 17 people (57%) feel very satisfied, 12 people (40%) feel satisfied, and 1 person (3%) feels less satisfied. 0 people (0%) surveyed all felt very dissatisfied. The highest frequency was achieved when users felt very happy. The majority of these results are above 57%, which shows that users are satisfied with the service of the Goro Arena facility. It can be concluded that the level of customer satisfaction with the Goro Arena facility services is very high.
Customer satisfaction is the level of conformity of product performance to consumer preferences (Kotler, 1998). High-quality products at competitive prices are the key to successful competition, ultimately leading to higher levels of customer satisfaction. Customer needs are increasingly broad and diverse, and have more choices available to them, because they are faced with a variety of choices in terms of goods and services that can be purchased. Merchants are obliged to sell high-quality products that will not be replaced by competitors.

The research findings related to the level of customer satisfaction with the Goro Arena service are very positive. The degree of customer satisfaction can be determined by five different components of service quality, namely: responsiveness, assurance, direct evidence, empathy, and reliability.

**Responsiveness factor**

Responsiveness is the act of taking action automatically, the manager's goal is to help users provide services quickly and accurately. The manager's authority is to provide the most effective service to users. Goro Arena has different managers in different areas. Each area is dedicated to providing services to users accurately and efficiently. Services that consistently show a consistent response to other people's emotions that are specific to the service provider's brand make an impression on users (Rahman, 2009).

**Assurance factor**

When members believe in managers who instil a sense of security, then members will be more focused on doing sports activities. This is very important because when members are not focused, it can cause imperfections in exercise. When sports movements are not perfect, members can experience injuries and become traumatized and afraid to do sports activities again. In line with Hardyanto & Nirmalasari (2020) sports injuries from internal factors are caused by improper training methods.

**Tangibles Factor (Direct Evidence)**

Service facilities based on direct experience or tangible evidence are all things that consumers can feel about all aspects of their condition at Goro Arena. Users can directly feel the condition of the Goro Arena building, the existence of facilities and infrastructure around the Goro Arena, the condition of supporting facilities such as toilets, rest areas, places of worship, and parking, as well as the impact that Goro Arena has on them.

**Empathy Factor**

Empathy is the ability to understand the needs of others through communication, personal attention, and understanding consumer desires, this makes it easier to manage or utilize Goro Arena. The interaction occurs when users communicate before, during, and after using the Goro Arena facility. Parasuraman Riyanto (2014) "A service can take place easily and with quality if all parts involved in the service process empathize or show the same commitment to the implementation and management of these services."
Reliability factor

The reliability factor is the consistent quality of the Goro Arena service, this service is provided quickly, and accurately and satisfies users. Users evaluate this quality when using resources. The dependability factor is seen when users interact with the event manager or organizer, such as the crew's willingness to help members, and the crew's readiness to deal with members, the schedule provided by Goro Arena can make it easier for members.

Moenir in Rohmadi (2015) describes good service, namely, there is an understanding of the manager in the service, has rules that become the basis of service, and the organization functions as a service system. Darmawati (2015) states that the quality and performance of human resources influence the success of the organization. Rahmawati (2015) argues that effective attention to consumers has a direct influence and understands emotions, which causes happiness or sadness.

CONCLUSION

Based on the results of this study, it can be concluded that the analysis of the quality of service of the Goro Arena facility is a very satisfying category. From these results, the satisfaction of each indicator can be described as follows: (1) The responsiveness factor has a level of satisfaction with the very category. (2) The guarantee factor has a level of satisfaction in the very satisfied category. (3) The direct evidence factor has a level of satisfaction in the satisfied category. (4) The empathy factor has a level of satisfaction in the very satisfied category. (5) The reliability factor has a level of satisfaction in the very satisfied category. It can be concluded that the level of satisfaction of the Goro Arena facility service is a very satisfying category.

REFERENCES


