Level Of Consumer Satisfaction With The Facilities And Infrastructure Of Siliwangi Futsal Centrekota Tasikmalaya

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Abstract: The aim of this research is to obtain information about customer satisfaction at the Siliwangi Futsal Center in Tasikmalaya City for Siliwangi Futsal Center consumers in Tasikmalaya City. This research method uses descriptive methods. The research population was 100 consumers of the Siliwangi Futsal Center in Tasikmalaya City. This research uses random sampling technique. Based on the research results, it shows that the level of consumer satisfaction with the facilities and infrastructure provided by the Siliwangi Futsal Center is in the satisfaction category at 72.25%. The level of consumer satisfaction based on the physical evidence factor is in the satisfied category 69.05%, the level of consumer satisfaction based on the reliability factor in the very satisfied category is 70.70%, the level of consumer satisfaction based on the responsiveness factor is in the satisfied category 80.00%, the level of consumer satisfaction based on guarantee is in the satisfied category at 71.93%,
and the level of consumer satisfaction based on the empathy factor is in the satisfied category at 84.80%.

Keywords: customer satisfaction, facilities and infrastructure, siliwangi futsal center

INTRODUCTION

The game of futsal is not only played for recreational purposes and to fill free time, but requires optimal performance or simply to take advantage of the available sports facilities, but more than that (Susilo et al., 2020). As time goes by, futsal is also experiencing changes, especially visible in the match regulations, field equipment, player equipment, referees, and the organizational body that oversees futsal itself. All of this aims to make futsal more enjoyable, popular and an interesting treat (Matzenbacher et al., 2016). For the players themselves, playing on a field that has good facilities and infrastructure will make the players safer and more protected in expressing their abilities in handling the ball. In Tasikmalaya City itself, there are many locations that provide futsal field services which have become a favorite place for the community, one of which is the Siliwangi Futsal Center futsal field for playing sports (Wimala et al., 2019). As for the many facilities, competition in the futsal pitch services business is increasingly fierce, each place that rents futsal pitch services must improve the quality of the products they have, such as completeness of facilities and infrastructure that are adequate and meet standards, in this case it has a big impact on several factors, playing comfort factors and injury risk levels. The comfort factor in this case is related to facilities and infrastructure. Meanwhile, the level of injury risk is related to the quality of the field and the futsal game itself (Academy, 2017).

The better the quality of the facilities and infrastructure that is owned will influence the satisfaction of the users of the futsal field, because a futsal field service center that is of good quality and can fulfill the interests of consumers will be able to survive and create superior value compared to its competitors (Ahcene et al., 2019). Consumer satisfaction will influence the next consumer’s attitude after using or experiencing the product or service offered, therefore consumers who feel satisfied will repeat using the services offered. For this reason, futsal field service providers should provide good quality to consumers, so that the number of consumers can be maintained and developed (Comportamentos Táticos No Jogo de Futsal, n.d.).

Lack of attention to the main facilities and supporting facilities as well as lack of attention to the safety and comfort of the futsal arena in Tasikmalaya City (Caregnato et al., 2015). Therefore, Tasikmalaya City needs to have a futsal arena that has adequate facilities and infrastructure or in accordance with futsal game standards. One effort to attract consumers of service products is by providing quality service that can create satisfaction after using the service. Efforts to improve the sport of futsal both in terms of achievements, hobbies...
or trends as well as to increase commercial value include a futsal field that complies with Indoor Sports building standards in terms of size and materials, a spectator area that is at a reasonable distance from the field, supporting facilities including a fitness room, smoking area, cafe or canteen, player changing room, as well as other supporting facilities such as billiards, prayer room, toilet, large parking area (Azita et al., 2019).

The large number of futsal field services that have different quality facilities and infrastructure is understandable because building a futsal field requires a lot of money (Ruiz-Pérez et al., n.d.). This causes problems to arise that focus on aspects of comfort and effectiveness when playing futsal on certain types of fields, many complain that the condition of the field is not as desired. For this reason, it is important to attract the interest of consumers or futsal field users so that futsal users can feel satisfied when using the futsal field services. Things that can be done to attract the interest of futsal field service users include prioritizing improving the quality of maintenance of existing facilities and infrastructure so that the goals of the futsal field service can be achieved (Academy, 2017).

Kotler in Alma (Panjaitan, Januar Efendi 2016: 266), stated that service quality is “a way of working of a company that tries to continuously improve the quality of the processes, products and services produced by the company (Iqbal, 2020)”. So the level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, then customers will be disappointed and conversely, if it meets expectations, satisfaction will arise (Iqbal et al., 2019).

METHOD

The research method used in this research is descriptive, for the reason that it wants to highlight facts, circumstances, variables and phenomena that occurred during the research so that the data obtained is as is (objective). The opinion regarding the descriptive method put forward by Sugiyono (2016:11) is "Research is carried out to determine independent variables, either one or more variables (independent) without making comparisons, or connecting them with other variables". Another opinion regarding the descriptive method put forward by Surakhmad, Winarno (2004:139) is Descriptive research aims at solving problems that exist today. Because there are so many different types of research, descriptive method is a general term that includes various descriptive techniques. These include investigations using survey techniques, questionnaires, interviews, observations, or technical tests, case studies, comparative or operational studies.

In this research, researchers used a simple random sampling technique. According to Riduwan (2004:58) simple random sampling is "a method of taking samples from members of a population in a random manner without paying attention to the strata (levels) within the members of the population". This technique is considered the most suitable to use because all
members of the population are considered homogeneous. This is in accordance with the opinion of Sugiyono (2017: 82) who explains “that simple random sampling is carried out if members of the population are considered homogeneous”. So the number of consumers sampled is 100 people.

In quantitative research, the quality of research instruments is related to the validity and reliability of the instrument, while the quality of data collection is related to the accuracy of the methods used to collect data. Therefore, instruments that have been tested for validity and reliability may not necessarily produce valid and reliable data, if the instrument is not used appropriately in data collection. Sugiyono (2016:222) explains that “Instruments in quantitative research can be tests, interview guidelines, observation guidelines and questionnaires”. Based on this quote, the research instrument that researchers will use in this research is a questionnaire.

RESULTS

Based on the research results, it shows that the level of consumer satisfaction with the facilities and infrastructure provided by the Siliwangi Futsal Center is in the satisfaction category at 72.25%. The level of consumer satisfaction based on the tangibles factor is in the satisfied category 69.05%, the level of consumer satisfaction based on the reliability factor is in the very satisfied category 70.70%, the level of consumer satisfaction based on the responsiveness factor is in the satisfied category 80.00%, the level of consumer satisfaction based on the assurance factor is in the satisfied category at 71.93%, and the level of consumer satisfaction based on the empathy factor is in the satisfied category at 84.80%.

DISCUSSION

Based on the results of the research above, it was found that the level of consumer satisfaction with the facilities and infrastructure provided by the Siliwangi Futsal Center was mostly in the satisfied category with a percentage of 72.25%. These results can be interpreted as the service provided by the Siliwangi futsal center to consumers is quite good and can be accepted by the majority of consumers.

In this case, the tangibles factor is a factor that includes physical facilities, equipment, employees and communication facilities. This means that the Siliwangi Futsal Center has adequate service facilities, communication facilities and good employee service. In this case, the reliability factor includes the ability to provide the promised service promptly, accurately and satisfactorily. Thus, these results mean that the Siliwangi Futsal Center really pays attention to fast service.
The responsiveness factor is the staff's desire to help customers and provide responsive service. These results mean that the Siliwangi Futsal Center management staff are quite responsive in providing services to consumers. This is shown by the staff always being ready on the spot to provide service, namely cleaning services that are quick to respond when they see a dirty room, front liners are always ready to respond when a customer comes and serve them in a friendly manner.

Assurance factors include the knowledge, ability, politeness and trustworthiness of staff, free from danger, risk or doubt. This means that the staff have good knowledge, especially about the Siliwangi Futsal Centre. The empathy factor is the ease of communicating well and understanding customer needs. This means that Siliwangi Futsal Center employees always communicate with customers, this is intended to provide friendliness to consumers and also to provide solutions to consumers if consumers experience complaints.

CONCLUSION

The level of consumer satisfaction based on the tangibles factor is in the satisfied category 69.05%, the level of consumer satisfaction based on the reliability factor is in the very satisfied category 70.70%, the level of consumer satisfaction based on the responsiveness factor is in the satisfied category 80.00%, the level of consumer satisfaction based on the assurance factor is in the satisfied category at 71.93%, and the level of consumer satisfaction based on the empathy factor is in the satisfied category at 84.80%.

REFERENCES


