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Athlete Parents' Satisfaction on New Management Service in S Volleyball



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ABSTRACT: This study aims to determine the level of satisfaction of athletes' parents in the new management service at SELABORA volleyball FIK UNY, which was revealed by a questionnaire totaling 68 statement items, and was divided into two factors, namely customer satisfaction factors and service quality factors. This research is a quantitative descriptive research using survey methods. The data collection technique uses a questionnaire or questionnaire given to the parents of athletes who take part in training at SELABORA volleyball FIK UNY. The subjects of this study were parents of athletes who participated in training at SELABORA volleyball FIK UNY and the sample in this study was 50 children, which were divided into 25 men and 25 women. Sampling in this study used purposive sampling techniques whose sampling techniques were carried out by taking selected people, according to criteria that had been set by the researchers. The data analysis used in this study is descriptive percentage. The results showed that: (1) The customer satisfaction factor in this case is that the parents of athletes are included in the excellent category by reaching a percentage of 76%. (2) The service quality factor is included in the excellent category with a percentage of 74%. (3) The level of satisfaction of athlete parents in the new management service at SELABORA volleyball FIK UNY is included in the excellent category with a percentage of 76%. From the results described above, it can be concluded that the customer satisfaction factor is superior to the service quality factor owned by the new management service at SELABORA volleyball FIK UNY.

KEYWORDS: Satisfaction, athlete parents, management

I. INTRODUCTION

Customer or consumer satisfaction is a form of evaluation of a service or program carried out. The loyalty of customers or consumers depends on the results provided. Therefore, customer or consumer satisfaction is very important for a company / service provider. Service quality and customer or customer satisfaction are important elements that must be accounted for in order to improve company goals (Budur & Poturak, 2021; Kurdi et al., 2020; Otto et al., 2020). Customer satisfaction is the main key in creating customer or consumer loyalty. This is in line with the research conducted by Shokouhyar et al., (2020) which explains that the quality of service has a positive and significant effect on repurchase or reuse (services). The satisfaction felt by customers or consumers directly will make consumers feel that the company or service provider has given what he expects.

Related to the issue in the first segment of this study, consumers can be interpreted as parents of athletes who entrust and entrust their daughter's son to hone their skills in playing volleyball in the hope of becoming a professional athlete in a volleyball club. Good service management will also affect the interest of athlete parents to entrust their sons and daughters in volleyball training at a club. According to (Afthanorhan et al., 2019; Pradeep et al., 2020) states that the service is an appearance performance, intangible and quickly lost, more perceptible than owned, and customers are more able to actively participate in the process of consuming the service. At the Laboratory School of volleyball or known as SELABORA volleyball FIK UNY, there are changes or improvements in service management over time. This aims to provide the best service for customers or consumers to be comfortable and can attract prospective athletes to join the SELABORA FIK UNY club. With good management, of course, you can create a good volleyball club as well.

This topic is important to study because with this study, parents of athletes can find out how much their level of satisfaction with the new management services in SELABORA volleyball FIK UNY. Many parents have entered or entrusted their children to the training ground at SELABORA volleyball FIK UNY, parents are also willing and willing to drive and wait for their sons and daughters in volleyball training from the beginning until the training ends. In this case, athlete's parents have high hopes

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for their sons and daughters by training and honing their volleyball skills at SELABORA volleyball FIK UNY can become professional athletes. Parents see that many athletes are successful in the world of volleyball from the SELABORA FIK UNY club and have good service, so the parents of athletes have full confidence in the club they are visiting.

This topic has been researched by a number of researchers including research conducted by Dianto, (2014) about Analysis of the level of customer satisfaction with the quality of service at The Body Art Fitness; Aerobic Surabaya, research conducted by Akmal & Tohidin, (2019) namely about the study of the level of athlete satisfaction with health services in the Regional Technical Implementation Unit of the Center for Sports Education and Training (UPTD-PPLP) West Sumatra, research conducted by Veza & Hernuning, (2020) about Analysis of the level of customer satisfaction with GIC online shop services, research conducted by (Martono, 2019) about the effect of service quality on the satisfaction of swimming pool users Yogyakarta State University Wates campus, namely stating that the quality of service affects user satisfaction in the swimming pool Yogyakarta State University Wates campus.

Many researchers have studied this topic, but there are other sides that need to be explored further, namely, from other studies that are widely used in hospitals, in market places, on campuses, in fitness venues and so on. Meanwhile, the research that the researchers researched was in SELABORA volleyball FIK UNY, with variable X in the form of customer satisfaction or parents of athletes and variable Y in the form of service quality in the management of SELABORA volleyball FIK UNY. Some of the changes to the new management are first, the more efficient administrative system that was originally held by the coach, now there is a section that takes care of the administration itself. Second, facilities and infrastructure that were once uncertain, are now clearer, such as the volleyball training ground being in the GOR and the badminton hall of FIK UNY, the rejuvenation of volleyball used for training. Third, a definite training schedule in training, so that coaches are more focused on training athletes. In addition, athletes who have been registered in the VOLLEYBALL SELABORA FIK UNY who one day are eligible to enter the youth category, will automatically enter the Yuso Sleman volleyball club. This is already stated in the letter of agreement to the new management of SELABORA volleyball FIK UNY. With this, athletes have a considerable opportunity in achieving achievements in the field of volleyball through new management at SELABORA volleyball FIK UNY.

This study aims to determine the level of satisfaction of athlete parents in the new management service at SELABORA volleyball FIK UNY. In this case, the hope is that the parents of athletes will be more excited and believe and feel satisfied with the new management changes at the CLUB SELABORA volleyball FIK UNY.

II. MATERIAL AND METHODS

This research is a descriptive research with a survey method. The place and time of research at the GOR Faculty of Sports Science, Yogyakarta State University. The population used in this study was all parents of athletes who participated in training at SELABORA volleyball FIK UNY. In this study, purposive sampling was used by taking subjects instead of based on class or group. The instrument in this study used a questionnaire or questionnaire to obtain data on the satisfaction of athletes' parents in the new management service at SELABORA men's volleyball FIK UNY.

The components of the questionnaire as a data collection tool are presented in the form of a grid of research instruments in table 1 as follows:

Table 1. Test Questionnaire Grids

No	Component	Variable	Indicators	Sub indicators	Question Item
1	Athlete Parents' Satisfaction with New Management Services at SELABORA Volleyball FIK UNY	Customer Satisfaction According to Hawkins and Lonney cited in (Oliver, 2010).	1. Conformity of Expectations	1.1 Products obtained in accordance with or exceeding the expected	1,2,3,4
				1.2 Services by the employees obtained in accordance with or exceeding the expected	5,6,7,8

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2	Quality of Service	1. Reliability (Reliability)	1.3 Supporting facilities obtained in accordance with or exceeding the expected	9,10,11,12			
			2. Interest in Revisiting	2.1 Interested in revisiting because the service provided by employees is satisfactory	13,14,15,16		
				2.2 Interested in revisiting because of the value and benefits obtained after consuming the product	17,18,19		
				2.3 Interested in revisiting because the supporting facilities provided are adequate	20,21,22,23		
			3. Willingness to recommend	3.1 Advise friends or relatives to buy the products offered due to satisfactory service	24,25,26,27		
				3.2 Advise friends or relatives to buy the products offered because the supporting facilities provided are adequate	28,29,30,31		
				3.3 Advise friends or relatives to buy the products offered because of the value or benefits obtained after consuming a service product	32,33,34,35		
						1.1 Accurate service	36,37,38,39

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	According to (Afthanorhan et al., 2019)		1.2 Accuracy of officers in service	40,41,42,43
		2. Responsiveness (Responsivennes)	2.1 Response to feedback	44,45,46,47
			2.2 Complaint handling	48,49
		3. Guarantee (Assurance)	3.2 Hospitality	50,51
			3.3 Safety and comfort	52,53,54,55,56,57
		4. Empati (Emphaty)	4.1 Professional trainers	58,59
			4.2 Providing services regardless of status or position	60,61,62,63
		5. Tangible (Tangibles)	5.1 Availability of facilities	64,65,66
			5.2 Comfort in the service space	67,68
		Sum		

The data collection technique in this study is by providing questionnaires to students who are the subjects of the study. The mechanism is as follows: (1) The researcher takes care of a research permit from the faculty, then the researcher meets with SELABORA to ask for permission. (2) Researchers look for data on the parents of athletes in SELABORA volleyball FIK UNY then the researcher determines the number of respondents who are the subject of the study. (3) After determining the size of the sample to be studied, the researcher distributes the questionnaire to the respondents by giving it directly to the parents of athletes who are around the UNY GOR and providing the questionnaire through the athlete's intermediary (their child) then taken home and returned to the next training. (4) Furthermore, the researcher collects a questionnaire and conducts a transcript of the results of filling out the questionnaire. (5) After obtaining the research data, Then coding is carried out and analyzed from the results of the questionnaire, then the researcher draws conclusions and suggestions. The total validity value of the research instrument is 0.820, so it can be said to be valid, and the reliability value is 0.805, which means reliable.

The data analysis technique in this study uses quantitative descriptive data analysis techniques. How data analysis is calculated to find the magnitude of the relative frequency percentage, with the following formula (Maizar et al., 2022).

$$P = \frac{F}{N} \times 100 \%$$

Information:

P: Percentage Number

F: Frequencies that are being sought for percentages

N: Number of Respondents (Children)

Sumber : (Maizar et al., 2022).

III. RESULTS AND DISCUSSION

Result

1) Research Subjects

Subject Validation

The validation subjects in this study were carried out at one of the volleyball clubs in Sleman district located in Jetis, Tirtomartani, Kalasan district which has the name PERVAS. The club often participates in official competitions held in the Special

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Region of Yogyakarta and also often gets achievements in the championship. With many achievements that are often achieved, both achievements from individual athletes and from club achievements, it is the reason for researchers to conduct questionnaire validation tests with validation subjects being parents of 14 athletes who are respondents in the questionnaire validation trial in this study.

Research Subjects

This research was carried out at the VOLLEYBALL SELABORA FIK UNYYang located at GOR FIK UNY which has a training schedule 3 times a week. The men's training schedule is held every Monday, Wednesday, and Sunday. As for the women's training schedule, it is held every Tuesday, Thursday and Saturday. The sample taken in this study was 50 athletes divided into 2 groups, namely men as many as 30 athletes and women as many as 20 athletes from a population of 300 athletes who participated in training at SELABORA volleyball FIK UNY.

2.) Validation and Reliability Results

The results of Aiken validity and Cronbach's Alpha Reliability in this study can be shown in the table below:

Table 2. Validity and Reliability Results

NO	COMPONENT	VALIDITY OF AIKEN	RELIABILITY
1	Conformity of Expectations	0.821	0.920
2	Interest in Revisiting	0.836	0.870
3	Availability Recommends	0.817	0.931
4	Reliability	0.848	0.896
5	Responsiveness	0.881	0.918
6	Guarantee	0.815	0.805
7	Empathy	0.933	0.824
8	Tangible	0.813	0.837

And after that, this research must be carried out a reliability test to measure whether or not the questionnaire is consistent in conducting the research. Testing reliability is carried out using Cronbach's Alpha method. A questionnaire is declared reliable if a person's answer to a statement is consistent or stable over time. The variable will be said to be reliable if Cronbach's Alpha value is 0.60 (Sürücü & MASLAKÇI, 2020). Variables are considered reliable if the value of the variables (each Indicator) is greater than 0.60. While the results obtained from the reliability using Cronbach's Alpha there is the smallest result of 0.805 and the largest of 0.931 so that with these results it can be said to be reliable.

The results of the study on the level of satisfaction and quality of service in this study were measured by 68 statements with a score range of 1-4. The following is a table of the distribution of research results on the level of satisfaction and service quality as follows:

Table 3. Description of Research Results on the level of satisfaction and quality of service

NO	INTERVAL	FREQUENCY	PERCENTAGE	CATEGORY
1	232 - 272	38	76%	Excellent
2	191 - 231	12	24%	Good
3	150 - 190	0	0%	Enough
4	109 - 149	0	0%	Less
5	68 - 108	0	0%	Very Less
Jumlah		50	100%	

The results of the overall research on the level of satisfaction and quality of service when displayed in diagram form can be seen in the figure below:

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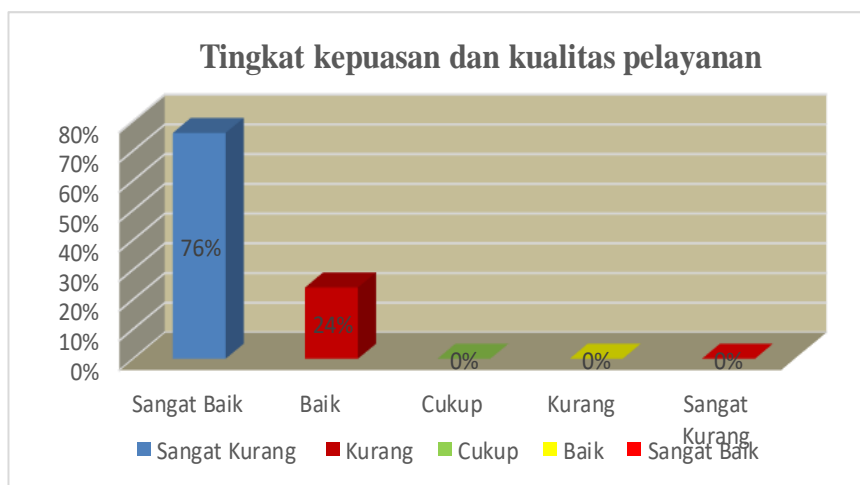


Figure 1. Graph of satisfaction level and quality of service

Based on the table above, it shows that the level of satisfaction and quality of service as many as 38 athlete parents (76%) are categorized as excellent, 12 athlete parents (24%) are categorized as good, while there are no parents who are categorized as sufficient, lacking and very lacking. So it can be concluded that the overall factor is included in the excellent category.

DISCUSSION

This study aims to find out how much the level of satisfaction of athlete parents in the new management service at SELABORA volleyball FIK UNY, which was revealed with a questionnaire totaling 68 statements, and was divided into two factors, namely customer satisfaction factors and service quality factors. The customer satisfaction factor has 34 items of statements consisting of three indicators, namely the expectation conformity indicator has 12 statement items, the return visit interest indicator has 10 statements and the availability indicator to recommend has 12 statement items. While the service quality factor has 34 statement items consisting of five indicators, namely reliability indicators have 8 statements, responsiveness indicators have 6 statement items, assurance indicators 8 statement items, empathy indicators have 6 points of statement and tangible indicators have 6 statement items.

Based on the results of the study, it shows that the level of satisfaction of athlete parents in the new management service at SELABORA volleyball FIK UNY is in the very good category. In detail, the category is very good at 76% with a frequency of 38 athlete parents, the good category is 24% with a frequency of 12 athlete parents, while in the category it is enough, less and very less by 0% with a frequency of 0 athlete parents.

From the description above, it shows that the satisfaction of athletes' parents in the new management service at SELABORA volleyball FIK UNY is very good when viewed from the results of the study. This is because the quality of services provided by service providers in this case the management of SELABORA volleyball FIK UNY is in accordance with what is expected by consumers or customers in this case the parents of athletes.

The good and bad quality of service provided by the service provider in this case is the management of SELABORA volleyball FIK UNY can be known through the satisfaction of athlete parents with the quality of new management services at SELABORA volleyball FIK UNY. The service quality factor is based on 5 indicators, namely (1) reliability, (2) responsiveness, (3) assurance, (4) empathy, (5) tangible. Based on research, it can be seen that the quality of service factor as many as 37 athlete parents (74%) are categorized as very good, 13 athlete parents (26%) are categorized as good, while there are no parents who are categorized as enough, less and very lacking, so it can be concluded that the new management services at SELABORA volleyball FIK UNY only need to increase 26% so that in the factor of service quality in management services at SELABORA volleyball FIK UNY becomes very good.

Customer satisfaction is the main issue in sales and satisfied customers want to stay loyal longer, are less sensitive to price and give a good opinion about the industry (Hill et al., 2017). Customer satisfaction is the meaning of comparing what consumers expect with what consumers experience when using products or services (El-Adly, 2019; Hill et al., 2017; Leninkumar, 2017) Reporting that satisfaction is an emotional reaction to a comparison between what a customer expects and what a customer receives. Achieving the highest level of customer satisfaction is the main marketing goal that can increase the turnover of a service industry. The satisfaction experienced by the parents of athletes with the new management services at SELABORA VOLLEYBALL FIK UNY obtained during the service process was provided. Satisfaction is the feeling of happiness or

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disappointment of a person after equating between his assumptions or impressions of the performance or results of a product and his expectations (Yussoff & Nayan, 2020). Customer satisfaction is the level of a person's feelings after equating the performance or results he feels with his expectations (Ismail & Yunan, 2016; Khairawati, 2020). Universally it can be concluded that the quality of service is a meaningful aspect in order to obtain a large level of customer satisfaction.

Service quality is a level of good not good that is intangible but can meet the needs of customers or residents related to the products or services produced. Not only that, the quality of service services should be perceived well if the services received reach let alone exceed customer expectations. In line with the comments Hassan et al., (2015) who reports that if you want to achieve customer satisfaction, until the quality of service must meet or exceed expectations or wills customer. Pan & Nguyen, (2015) report that the quality of service can increase customer satisfaction. Good service quality is indicated by the good condition of the facilities. The image of good service quality is not seen from the assumptions of the provider, but is sourced from customer assumptions. This matter is also suitable for research Afthanorhan et al., (2019) which creates if the quality of service affects customer satisfaction. The customer's assumption of service quality is an even evaluation of the advantages of a product. One of the markers of service quality is also supported by reliable employees by distributing good service to consumers. One of the meaningful aspects of getting customer satisfaction is through a good bond between employees and customers (Al-Tit, 2015).

IV. CONCLUSION

Based on the results of research conducted at SELABORA volleyball FIK UNY so that researchers are able to explain the discussion as described above, the following conclusions can be drawn: (a) The customer satisfaction factor consists of 3 indicators, namely indicators of conformity of expectations, indicators of interest in visiting again, and indicators of availability to recommend. With the acquisition of an overall score on the satisfaction factor of 76% of the excellent category and 24% of the good category, (b) The service quality factor consists of 5 indicators, namely reliability indicators, responsiveness indicators, assurance indicators, empathy indicators, and tangible indicators. With the acquisition of an overall score on the service quality factor of 74% of the excellent category and 26% of the good category, (c) The level of customer satisfaction in this case, namely the parents of athletes and the quality of service in the new management at SELABORA volleyball FIK UNY is in the excellent category with a score of 76%, and a good category of 24.

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