

## THE EFFECT OF FACILITIES ON CUSTOMER SATISFACTION AT SATRIA FUTSAL NATAR DISTRICT

Miranda Ariyanti<sup>1</sup>, Vonny Tiara Narundana<sup>2\*</sup>

<sup>1,2</sup>Faculty of Economics and Business, University of Bandar Lampung, Indonesia

\*Corresponding Author:

[vonny.tiara@ubl.ac.id](mailto:vonny.tiara@ubl.ac.id)

### Abstract

This study aims to find out about the significant influence of facilities on customer satisfaction. The researcher implemented a quantitative type method with 200 populations and 133 samples obtained through the Purposive Sampling Technique. The researcher used a simple linear regression test using a hypothesis test, namely the t-test. This research results in a positive influence of facilities on customer satisfaction. Furthermore, with the overall influence of facilities on customer satisfaction, which is 68% while the remaining 32% is influenced by other variables. If the service business, especially Satria Futsal, pays attention to both the completeness and comfort of the facilities directly and indirectly, then this can cause a sense of satisfaction from customers.

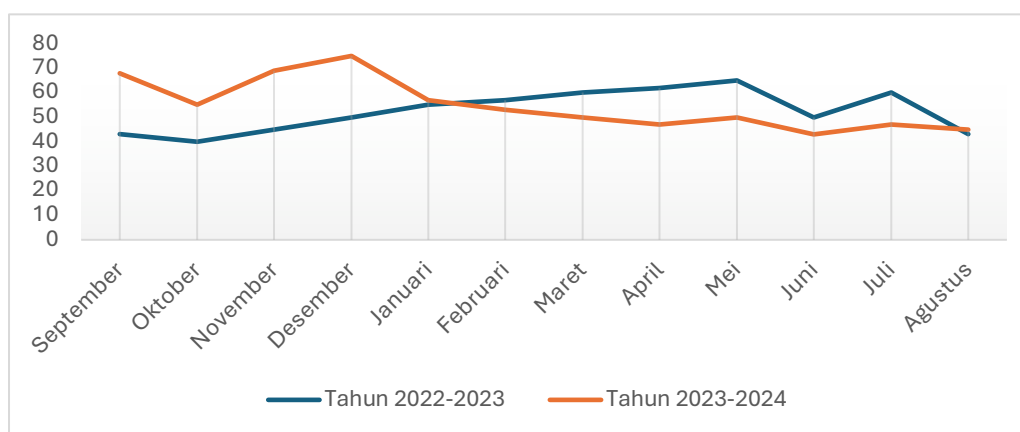
Keywords: Facilities, Futsal, Customer Satisfaction.

### 1. Introduction

Kotler (2019) assuming customer satisfaction as forms of expression of both happiness and disappointment that arise from the activity of comparing the results of the product thought with the desired performance. If the customer is satisfied with the service provided, then the customer or service user will tell the satisfaction of the service to other potential customers. However, if the customer is not satisfied with the service provided, then the customer will also talk about the disappointing experience. Futsal customer satisfaction can be seen when customers feel happy. Supporting the success of customer satisfaction in the field of sports is the existence of facilities and infrastructure. Sports facilities are something that is used in sports activities which are classified into two groups, including: equipment and equipment. In addition, infrastructure is something that can simplify and facilitate tasks and is permanent. (Fitrianto, Dwi, and Habibi, 2021). The following is a table of Satria Futsal Natar customer team data for 2022-2024:

**Table 1.** Satria Futsal Natar Customer Team Data 2022-2024

Moon	Year 2022-2023	Year 2023-2024	Increase/Decline
September	43	68	58%
October	40	55	- 19%
November	45	69	25%
December	50	75	9%
January	55	57	-24%
February	57	53	-7%
March	60	50	-6%
April	62	47	-6%
May	65	50	6%
June	50	43	-14%
July	60	47	9%
August	43	45	-4%



**Figure 1.** Satria Futsal Natar Customer Data

According to Observation, customer data for 2022-2024 reviewed in September 2023 has increased by 58%. In October 2023, there was a decrease of 19%. November experienced an increase of 25%. Furthermore, in December there was an increase of 9%. January, February, March, and April experienced a decrease of 24%, 7%, 6%, and 6% respectively. In May, there was a spread increase of 6%. June experienced a decrease of 14%. In July, there was a 9% increase. Then, in August, there was another decrease of 4%. Customer data that has increased and decreased is experienced because customers or consumers from the provision of futsal field rental services come from any circle and any age, but the main customers are students and students. Where young people with their busyness in studying still pay attention to health by exercising, for example playing futsal so that stamina and body are healthier.

However, there are a number of factors that are used as reasons before renting a field to play futsal. This factor is known from the price, location, facilities provided by many tenants and information received through promos carried out by futsal court owners. Talking about futsal, currently there have been many sports field constructions managed by private parties which indirectly increase the motivation and enthusiasm of sports enthusiasts. Along with the development of national sports, Indonesian sports are increasingly developing. This business has begun to be in demand by a number of entrepreneurs in Indonesia, especially futsal field rental services which began to develop since 2003. However, from 1999 to the 2000s, this business has been young and pioneered and the interest is increasing. (Hidayatullah, Ardiansyah, and Styawati, 2022).

The emergence of sports facilities is not surprising because this appears as an indication that human beings know that health is something important in their lives. Futsal is a sport that is in great demand, especially for the people of Lampung. The reason for this is because the football field facilities are decreasing so that people turn to futsal. Referring to the facts contained in Google Trends, it is known that Indonesia occupies the 3rd position after Portugal and Brazil. FIFA said that Futsal began to be known since 1930 in Montevideo, Uruguay (Hidayatullah, Ardiansyah, and Setyawati 2022).

According to relevant research according to (Dewi & Purnomo, 2022) It is known that the decline in the number of visitors is caused by a number of factors such as sports facilities that have not been maximized to meet the needs of visitors, expensive ticket prices or promotions that have not been maximized. The formulation of the research problem is: whether there is a significant influence of the facility on customer satisfaction?. The purpose of this application is to find out if there is an influence of facilities on customer satisfaction.

## 2. Theoretical Foundations

Kotler (2019) assuming customer satisfaction as forms of expression both happy and disappointed that arise from the activity of comparing the results of the product that is thought of with the desired performance. (Narundana & Fichan, 2022). Siregar, Elfikri & Daulay (2022) put forward a positive direction where every improvement in terms of location, promotion, and facilities run by the Tangkahan Ecotourism Area of Langkat Regency resulted in an increase in customer satisfaction simultaneously. (Wulandari et al. 2022) Opinion that tourism facilities, services, promotions that simultaneously have a positive and significant influence on customer satisfaction. The dimensions of customer satisfaction are the suitability of expectations, interest in returning, and willingness to recommend.

The game of futsal began to become a sport that was loved by many people in Lampung, this was influenced by the declining football field facilities so that futsal was an alternative. According to the facts contained in Google Trends, Indonesia occupies the 3rd position after Portugal and Brazil. FIFA describes that futsal first started in 1930 precisely in Montevideo, Uruguay (Hidayatullah, Ardiansah, and Setyawati 2022). Facilities become a significant aspect as physical evidence of the representation of the equipment. Facilities are a supporting factor to achieve the company's goals as a service company service to service customers. (Prasetya and Lelawati, 2022). Facilities as a significant thing in the service business sector (Paat, Moniharapon, & Rogi 2020). Perception arises because of the interaction between customers and facilities so that it affects the quality of service. Facilities as physical resources that have been available before services are offered. (Sugianto & Ginting, 2020). Tjiptono (Irawan, Sayekti, and Ekasari, 2021) explain the indicators of the facility which include special planning and rooms, colors, furniture and lighting.

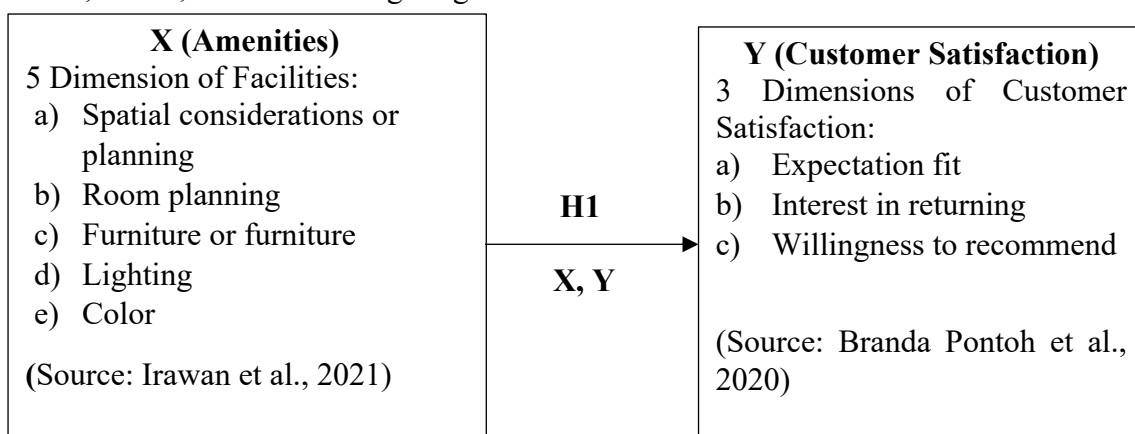


Figure 2. Thinking Framework

## 3. Methods

The researcher applied a quantitative approach of the Quasy Experimental type. In addition, the design of the research aim is in the form of a Posttest only control group design. Population is assessed as the sum total of units of analysis whose characteristics can be predicted. The population requirement that will be used as a population is all team members of the futsal satria from January-August 2024, which is as many as 20 team members. In 1 team member consisting of 10 people, the population is = 200 people. A sample is defined as for a portion derived from both traits and population numbers. The researcher implemented the Purposive Sampling Technique to determine the sample with

the Slovin formula with a confidence level of  $20 \times 100.05$ , namely  $n = \frac{N}{1+Ne^2}$ . The sample of this study is 133 people. The research data was generated directly by distributing a questionnaire to each Satria Futsal customer accompanied by documentation. The questionnaire scoring uses the Likert scale of the SS-S-TS-ST category. Statistical tests through reliability tests and validity tests. In addition, the prerequisite test is through a linearity test and a normality test. Then, the hypothesis was tested through a simple linear regression test. The general equation of simple linear regression is. The hypothesis test of this research is the t. This aims to understand whether or not there is an influence of the facility on customer satisfaction  $Y = a + bX$

#### 4. Results and Discussion

##### 4.1 Validity Test

The questionnaire can be determined whether it is valid or not, namely by going through a validity test. Each question is assessed for validity if it is calculated  $> r$ .table with a sign value of  $<0.05$ . The following are the calculation results, namely:

**Table 2.** Validity Test Results.

Variabel	No	Rhitung	Rtabel	Keterangan
Fasilitas	1	0.447	0.444	Valid
	2	0.456	0.444	Valid
	3	0.499	0.444	Valid
	4	0.479	0.444	Valid
	5	0.540	0.444	Valid
	6	0.586	0.444	Valid
	7	0.515	0.444	Valid
	8	0.639	0.444	Valid
	9	0.703	0.444	Valid
	10	0.697	0.444	Valid
Kepuasan Pelanggan	1	0.733	0.444	Valid
	2	0.481	0.444	Valid
	3	0.448	0.444	Valid
	4	0.541	0.444	Valid
	5	0.497	0.444	Valid
	6	0.632	0.444	Valid
	7	0.549	0.444	Valid
	8	0.679	0.444	Valid

Source: Data, 2024

The table is considered valid because each of the question items has a result of r calculation  $> r$  table (0.444) with a sig  $< 0.05$ .

##### 4.2 Reliability Test

This reliability test is intended to measure whether the instrument remains consistent at the time of measuring the research sample.

**Table 3.** Reliability test results

Variabel	Cronbach Alpha	Keterangan
Fasilitas	0,753	Reliabel
Kepuasan pelanggan	0,706	Reliabel

Source: Data 2024

The table states that the reliability test value in the facility questionnaire is  $0,753 > 0.444$  and the customer satisfaction questionnaire is  $0,706 > 0.444$ , so that it can be concluded that the instrument is reliable so that it can be distributed to 133 respondents.

#### 4.3 Normality Test

This analysis was carried out on the facility questionnaire and customer satisfaction questionnaire to assess whether the data was normally distributed or not.

**Table 4.** Results of the Normality Test

		Fasilitas	Kepuasan
<b>N</b>		133	133
<b>Normal Parameters<sup>a,b</sup></b>	<b>Mean</b>	26.32	21.31
	<b>Std. Deviation</b>	4.218	3.331
<b>Most Extreme Differences</b>	<b>Absolute</b>	.072	.076
	<b>Positive</b>	.071	.074
	<b>Negative</b>	-.072	-.076
<b>Test Statistic</b>		.072	.076
<b>Asymp. Sig. (2-tailed)</b>		.088 <sup>c</sup>	.056 <sup>c</sup>

Source: Data 2024

Referring to the above, it is known that the significant value for the facility questionnaire data is 0.088, while the customer satisfaction questionnaire data is 0.056. Therefore, the two data are normally distributed because the second significant value is greater than 0.05.

#### 4.4 Descriptive Analysis

Descriptive Analysis is an analysis that describes in detail, with the interpretation of data obtained through a theoretical approach.

**Table 5.** Descriptive Facilities

No	Statement	Max Score	Real Score	Percentage (%)	Category
1	The structure of the Satria Futsal field is very satisfactory	532	354	67	keep
2	The condition of the building on the Satria Futsal field is very good	532	340	64	keep

3	Satria Futsal room facilities that are provided spaciouly	532	352	66	keep
4	The layout of Satria Futsal fits and is neatly arranged	532	345	65	keep
5	The placement of Satria Futsal equipment or furniture is very good	532	351	66	keep
6	Equipment or furniture for a complete field	532	343	64	keep
7	The lighting on the Satria Futsal field is very good	532	370	70	good
8	The color of the field line is clearly visible	532	351	66	keep
9	The paint of the room is very nice to see	532	340	64	keep
10	The color of synthetic grass is very good	532	354	67	keep
	Sum	5.320	3.500	658	
	Average	532	350	66	Keep

Based on the table above, it is known that the average indicator value of the facility variable is 66% which is included in the medium category.

**Table 6.** Descriptive Customer Satisfaction

No	Statement	Max Score	Score Real	Percentage (%)	Category
1	I feel that the service provided is in accordance with my expectations	532	355	67	keep
2	The Satria Futsal Field provides supporting facilities that are in accordance with what I expected	532	363	68	keep
3	The main facilities at Satria Futsal are good and in accordance with my expectations	532	364	68	keep
4	I am interested in returning to Satria Futsal because of the value and benefits obtained	532	361	68	keep
5	I am interested in reusing it because the supporting facilities provided are adequate	532	366	69	keep
6	I am willing to recommend to relatives because of the satisfaction with the Satria Futsal field	532	346	65	keep

7	I am willing to recommend to relatives because there is satisfaction with the Satria Futsal field through the media	532	345	65	keep
8	I am willing to recommend to relatives because there is satisfaction in using adequate facilities at Satria Futsal	532	334	63	keep
	Sum	4.256	2.834	533	
	Average	532	354	67	Keep

Source: Data,2024

Based on the table above, it is known that the average indicator value of the facility variable is 67% which is included in the medium category.

#### 4.5 Linearity Test

This analysis intends to understand whether the regression line between facilities and customer satisfaction will form a linear line or not. The results of the linearity test in table 5 are as follows:

**Table 7.** Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Fasilitas	Between Groups	(Combined)	820.604	21	39.076	6.738	.000
		Linearity	677.068	1	677.068	116.744	.000
		Deviation from Linearity	143.536	20	7.177	1.237	.238
Within Groups			643.757	111	5.800		
Total			1464.361	132			

Source: Data processed, (2024)

The table above describes the values of sig. on the line Deviation from Linearity which is 0.238. These findings are supported by research (Setiawan and Yosepha, 2020) that there is a relationship Green Marketing and purchase decisions. This explains that the > value of 0.05 therefore can be understood as a linear relationship between facilities and customer satisfaction.

#### 4.6 Simple Linear Regression Test

This analysis is intended to review the direction of the relationship of each variable whether there is a positive or negative influence and an increase or decrease. The results of the simple linear regression test are seen in table 8 as follows:

**Table 8.** Results of simple linear regression test

		Coefficients <sup>a</sup>			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	7.179	1.348		5.326
	Fasilitas	.537	.051	.680	10.614
					Sig.
					.000
					.000

a. Dependent Variable: Kepuasan

Source: Data, (2024)

In table 8, especially the Unstandardized Coefficients column, a simple linear regression equation is obtained, from the equation that has been obtained has the meaning, namely:

$$Y = a + bX$$

$$Y = 7,179 + 0,537X$$

- The value of the constant (a) is 7.179 which means that if the customer satisfaction value is 0, then the facility is worth 7.179
- The value of the regression coefficient (b) is 0.537 so that it is stated that every improvement in facilities is 1%, customer satisfaction increases by 0.537%.

#### 4.7 Test t

This test is aimed at reviewing whether the facility has a significant effect on customer satisfaction. The results of the t-test calculation are as follows:

Table 9. Test Results

Type	T	Sig.
(Constant)	5.326	.000
Facilities	10.614	.000

Source: Data, (2024)

The table above explains the values of sig. As much as 0.000 which is less than 0.05. In line with the provisions of the t-test, if it is significant < 0.05, then H0 is rejected, (0.000 < 0.05) so that the conclusion determined is that the facility has an influence on customer satisfaction. And the t-count value is positive and has an increase on customer satisfaction. (Sudrajad and Suja'i, 2023) added that facilities have a positive and significant effect on customer satisfaction.

#### 4.8 Coefficient of Determination

This analysis is aimed at reviewing how much the facility affects customer satisfaction. Below are the calculation results:

Table 10. Determination coefficient test results

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680a	.462	.458	2.452

a. Predictors: (Constant), Fasilitas

Source: (Data processed, 2024)



The table above explains the R Square ( $R^2$ ) value of 0.680 as the value of the determination coefficient. Furthermore, the number is transformed into a percentage so that a result of 68% is obtained. This means that the influence of facility variables on customer satisfaction is 68% with the remaining 32% influenced by other variables.

#### 4.9 Discussion

Through the distribution of questionnaires related to facilities and customer satisfaction, it can produce many facilities from Satria Futsal that are reviewed with existing visits that show satisfaction. This is assessed through facilities related to the completeness of the facilities. A number of facility factors that affect customer satisfaction are spacious buildings, nets and fences so that spectators do not worry about being hit by balls, toilets, wifi, prayer rooms, free drinks available, synthetic grass and interiors with good colors and parking lots.

Satria Futsal is a service that rents futsal fields located in Natar District. This business is engaged in the service sector for the community where tenants rent fields with various facilities and relatively affordable rates. In addition, this effort can solve the problems experienced by futsal lovers where the area does not have a field to improve creativity and self-ability. For now, there are many who are running businesses in this field, but in order for business owners to be able to compete with other owners, they must make a number of improvements and services to the quality of the field. The hypothesis test describes the positive influence of the facility on customer satisfaction. This shows that the increasing number of sports facilities can increase satisfaction for Satria Futsal customers. Deep (Srijani & Hidayat, 2017) that is in line with research (J. & Yulianthin, 2022) mentioned that facilities have a positive and significant effect on customer satisfaction. Then overall the influence of facilities on customer satisfaction amounted to 68% with the remaining 32% influenced by other variables.

#### 5. Conclusion

Referring to the results of data analysis, it can be concluded that the facilities provided have a positive effect on customer satisfaction at Satria Futsal, Natar District. Several facility factors influencing customer satisfaction include the spacious building, safety nets and fences, toilets, WiFi, prayer room, free drinks, synthetic grass, attractive interiors, and parking area. With complete facilities, customers feel more satisfied when using Satria Futsal's services. Based on previous research, facilities contribute 68% to customer satisfaction, while the remaining 32% is influenced by other factors. Therefore, improving the quality of facilities is a crucial strategy for Satria Futsal to compete in the futsal field rental industry.

#### References

- Dewi, I. E. B., & Purnomo, H. (2022). Pengaruh Fasilitas Wisata, Promosi, Dan Harga Terhadap Minat Berkunjung Kembali Wisatawan (Studi Destinasi Wisata Taman Ghanjuran Trawas). *Jurnal Kajian Ilmu Manajemen*, 2(4), 391–400.
- Fitrianto, A. T., Dwi, D. R. A. S., & Habibi, M. (2021). Analisis Manajemen Pengelolaan Lapangan Futsal Di Kota Banjarmasin. *Riyadhoh : Jurnal Pendidikan Olahraga*, 4(1), 127. <https://doi.org/10.31602/Rjpo.V4i1.4833>
- Irawan, M. R. N., Sayekti, L. I., & Ekasari, R. (2021). Pengaruh Fasilitas Wisata, Promosi Dan Harga Terhadap Minat Wisatawan Berkunjung Pada Wisata Wego Lamongan. *Ecopreneur*.12, 4(2), 122. <https://doi.org/10.51804/Econ12.V4i2.1008>

- Jufrizen, & Hadi, F. P. (2021). Pengaruh Fasilitas Kerja Dan Disiplin Kerja Terhadap Kinerja Karyawan Melalui Motivasi Kerja. *Sains Manajemen*, 7(1), 35–54
- Dewi, I. E. B., & Purnomo, H. (2022). Pengaruh Fasilitas Wisata, Promosi, Dan Harga Terhadap Minat Berkunjung Kembali Wisatawan (Studi Destinasi Wisata Taman Ghanjangan Trawas). *Jurnal Kajian Ilmu Manajemen*, 2(4), 391–400.
- Fitrianto, A. T., Dwi, D. R. A. S., & Habibi, M. (2021). Analisis Manajemen Pengelolaan Lapangan Futsal Di Kota Banjarmasin. *Riyadhoh : Jurnal Pendidikan Olahraga*, 4(1), 127. <https://doi.org/10.31602/Rjpo.V4i1.4833>
- Irawan, M. R. N., Sayekti, L. I., & Ekasari, R. (2021). Pengaruh Fasilitas Wisata, Promosi Dan Harga Terhadap Minat Wisatawan Berkunjung Pada Wisata Wego Lamongan. *Ecopreneur*.12, 4(2), 122. <https://doi.org/10.51804/Econ12.V4i2.1008>
- Jufrizen, & Hadi, F. P. (2021). Pengaruh Fasilitas Kerja Dan Disiplin Kerja Terhadap Kinerja Karyawan Melalui Motivasi Kerja. *Sains Manajemen*, 7(1), 35–54. <https://doi.org/10.30656/Sm.V7i1.2277>
- Pontoh, B., Hermanto, B., Aputuleg, J., (2020). Pengaruh Kualitas Terhadap Kepuasan Pelanggan Pengguna Jasa Transportasi Online Grab. *Manajemen & Kewirausahaan*, 1(1), 1-15.
- Prasetya, A., & Lelawati, N. (2022). Analisis Pengaruh Pelayanan, Fasilitas Dan Lokasi Terhadap Kepuasan Konsumen Pada Bengkel Mulia Motor. *Jurnal Manajemen Diversifikasi*, 2(4), 999–1009. <https://doi.org/10.24127/Diversifikasi.V2i4.1398>
- Saputra, S., & Yulistianis, S. R. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Grand Setiabudi Hotel& Apartment. *Jurnal Bisnis Dan Pemasaran*, 9(2), 21–31.
- Siregar, N., Elfikri, M., & Daulay, R. P. (2022). Pengaruh Lokasi, Promosi, Dan Fasilitas Terhadap Kepuasan Konsumen (Studi Pada Pengunjung Kawasan. Sosek : *Jurnal Sosial Dan Ekonomi*, 3(1), 1–9.
- Srijani, N., & Hidayat, A. S. (2017). Pengaruh Fasilitas Terhadap Kepuasan Pelanggan Di Aston Madiun Hotel & Conference Center. *Wiga : Jurnal Penelitian Ilmu Ekonomi*, 7(1), 31–38. <https://doi.org/10.30741/Wiga.V7i1.336>
- Sugianto, R., & Ginting, S. O. (2020). Analisis Pengaruh Harga, Kualitas Produk, Lokasi, Fasilitas Dan Promosi Terhadap Keputusan Pembelian Rumah Pada Perumahan Medan Resort City. *Jurnal Wira Ekonomi Mikroskil : Jwem*, 10(1), 1–12.
- Wulandari, A., Adi Cakranegara, P., Widyo Widjajanti, W., & Yaelt Lemus Vergara, A. (2022). Pengaruh Fasilitas Wisata, Kualitas Pelayanan Dan Promosi Terhadap Kepuasan Wisatawan Di Kabupaten Pesisir Selatan. *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, 4 (11), 5339–5344. <https://doi.org/10.32670/Fairvalue.V4i11.1785>