

## The Effects of Service Quality and Price on Athlete Satisfaction: A Case Study of Athletes at Badminton Clubs in Bantul District



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**ABSTRACT:** This study aims to analyse: (1) the effect of service quality on the satisfaction of badminton athletes in Bantul Regency. (2) The effect of price on the satisfaction of badminton athletes in Bantul Regency. (3) The effect between service quality and price on the satisfaction of badminton athletes in Bantul Regency. This type of research is quantitative with an ex post facto approach. The population in this study were badminton athletes in Bantul Regency. The sampling technique based on purposive sampling totalled 169 athletes from 7 badminton clubs. The instrument used was a questionnaire. Analysis was carried out using Social Sciences (SPSS) software, specifically version 21, p-value <0.05. The results showed that (1) There is a significant influence between service quality on the satisfaction of badminton athletes in Bantul Regency, with a p-value of 0.000 <0.05. (2) There is a significant influence between price on the satisfaction of badminton athletes in Bantul Regency, with a p-value of 0.000 <0.05. (3) There is a significant influence between service quality and price on the satisfaction of badminton athletes in Bantul Regency, with a p-value of 0.000 <0.05.

**KEYWORDS:** service quality, price, athlete satisfaction

### INTRODUCTION

Badminton is a game that can be played both on and off the court, where the court consists of lines demarcated in a certain length and width (Malwanage et al., 2022). The badminton game uses a racket as a bat and a shuttlecock as the object being hit. The playing field is rectangular and limited by a net to distinguish the opponent's playing area and their own playing area (Hikmad et al., 2022). Badminton has long been one of the most popular sports in many parts of the world. With indoor and outdoor badminton courts in almost every region, this sport has become popular. Especially in Indonesia itself that badminton is one of the sports that is favoured by the Indonesian people (Anwar et al., 2020). It can be seen in every place, people are playing badminton everywhere both indoors and in the open field.

Nowadays badminton in Indonesia is an achievement sport, not merely a recreational sport. Ideally in this increasingly competitive era, everyone is increasingly aware of the importance of the development aspect of achievement, especially in badminton. To score achievements, meeting athletes' expectations and satisfying athletes' needs are important elements in an organisation's efforts to retain its athletes and gain a competitive advantage over competitors. In this case, the availability of an adequate badminton club forum is one of the important keys in fostering the achievements of badminton athletes. (Yildiz et al., 2018) stated that the most desirable aspects are modern facility services, staff attitudes and skills, membership offers and price packages, programmes, hours of operation, security of personal belongings and consistent service conditions, these are important aspects needed for every badminton club. The most important thing in the business world, one of which is a sports club, is the concept of satisfaction used to attract consumers.

Customer satisfaction is the level of feeling where someone states the results of a comparison of the performance of the product or service received and expected when someone feels happy and satisfied in buying goods or services (Subaebasni et al., 2019). It is imperative that the club creates the best quality of service and pricing so that it can survive and remain the trust of customers. The creation of customer satisfaction can provide benefits including the relationship between the company and the customer being harmonious.

Service quality is an important aspect in service companies in shaping customer satisfaction and loyalty who use company services, including in the field of sports. Amplified (Šíma & Ruda, 2019) stated that service quality, customer satisfaction, and

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customer loyalty, are important questions in most service sectors including sports. The dimensions of service quality which include tangibility, reliability, responsiveness, assurance and empathy have an effect on overall satisfaction (Barshan et al., 2017). Some of the components of assurance are: communication, credibility of the trainer, assurance of safety and comfort of the exercise, competence of the trainer, and friendliness, courtesy. Service quality has been recognised as one of the key factors that influence customers and lead to organisational profitability in the long term (Yusof et al., 2018). Service quality as a measure of the difference between customer expectations or desires. In a study that the implementation of training there is a strong and positive relationship between the quality of service facilities and motivation as well as the quality of service facilities in coaching affects athlete satisfaction (Napitupulu et al., 2018). Service quality has a significant effect on satisfaction, and the effect of service quality on loyalty indirectly (Ndayisenga & Tomoliyus, 2019). So in choosing a badminton club, you must know how the quality of service is at the club. Service quality refers to the extent to which the club is able to provide positive experiences to athletes in terms of services and support provided. Athletes and parents who are satisfied with a club's services tend to have a strong intention to re-train, and recommend services to other athletes (Rashid & Rokade, 2019).

The next factor is price. Price is translated as the cost charged from producers to consumers. Price also refers to what consumers have to give to buy a good or service which usually uses monetary value (Cosguner et al., 2018). Price is an aspect that needs to be considered by sellers in an effort to market their products, and in terms of buyers, price is one aspect that helps determine whether to buy or not. Regarding pricing policies that are not transparent, often charging unexpected additional fees can make athletes feel dissatisfied. Athletes want to know clearly what they are paying and what they are getting in return. This can lead to club management conflicts, including disagreements about policies or feelings of disrespect. The registration price, private price, regular price or monthly dues payment system in each club is different. Some clubs require high membership fees or training fees, while others may offer needs-based programmes.

Pricing is not only at the discretion of the club, but also takes many things into consideration. Whether a price is cheap or expensive is very relative. Price is often used by consumers as an indicator of value between the perceived benefits and the price of a good or service. If the price set by the company does not match the benefits of the product, the level of customer satisfaction may decrease, and vice versa. If the value perceived by consumers is higher, it will create customer satisfaction. Research conducted by (Zhao et al., 2020) the results showed that price perception has a positive influence on customer satisfaction.

The above presentation is certainly interesting to study and research deeper, therefore, researchers are very interested in conducting research. This study aims to analyse (1) the effect of service quality on athlete satisfaction. (2) the effect of price on athlete satisfaction. (3) the effect of service quality and price on athlete satisfaction.

### METHODS

This type of research is descriptive quantitative with an ex post facto approach. Ex post facto is research that aims to find possible causes of changes in behaviour, symptoms or phenomena caused by an event, behaviour or things that cause changes in the independent variable that have already occurred. The population in this study were badminton athletes in Bantul Regency. The sampling technique based on purposive sampling totalled 169 athletes from 7 badminton clubs. The instrument used is a questionnaire. The statements compiled consist of two item components, namely favourable (positive statements) and unfavourable. The lattice of research instruments in table 1.

**Table 1. Instrument Grid**

Variable	Indicator	Item Numbers	
		Favorable	Unfavorable
Service Quality	Tangibility	1,3	2,4
	Empathy	6,8	5,7
	Reliability	10, 11,	9,
	Responsive	12, 13, 14	-
	Assurance	15, 16	-
Price	Pricing match to service quality	17,18,	
	Price	19, 20	
	Discounts	21, 22	
Athlete satisfaction Variable	Complaints and suggestions	-	35, 36
	Customer Satisfaction Survey	37, 38, 40	39,
	Customer loss rate analysis	-	41, 42, 43, 44

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The data analysis technique used is a prerequisite test consisting of normality test, linearity test, multicollinearity test, while the hypothesis test uses partial and simultaneous tests. The analysis was carried out using Social Sciences (SPSS) software, specifically version 21,  $p$ -value  $<0.05$ .

### RESULTS

The results of descriptive analysis of the variables of service quality, price, and athlete satisfaction based on the results of filling out the questionnaire. Descriptive statistical results based on mean and standard deviation are in Table 2.

**Table 2. Descriptive Statistics**

No	Variable	N	Statistik (Mean $\pm$ Std. Deviation)
1	Service Quality	169	39.65 $\pm$ 4.82
2	Price	169	15.53 $\pm$ 2.16
3	Athlete Satisfaction	169	24.65 $\pm$ 2.64

Uji normalitas data dalam penelitian ini digunakan metode Kolmogorov-Smirnov. Hasil uji normalitas data yang dilakukan pada tiap kelompok analisis dilakukan dengan program software SPSS version 20.0 for windows dengan taraf signifikansi 5% atau 0.05. Rangkuman data disajikan pada Tabel 3.

**Tabel 3. Hasil Uji Normalitas**

No	Variable	$p$ -value	Sig	Description
1	Service Quality	0.186	0.05	Normal
2	Price	0.211	0.05	Normal
3	Athlete Satisfaction	0.206	0.05	Normal

Based on the statistical analysis of the normality test that has been carried out using the Kolmogorov-Smirnov test in Table 6, the service quality variable ( $p$ -value  $0.186 > 0.05$ ), price ( $p$ -value  $0.211 > 0.05$ ), and athlete satisfaction ( $p$ -value  $0.206 > 0.05$ ), which means the data is normally distributed.

Testing the linearity of the relationship is done through the F test. The relationship between the independent variable (X) and the dependent variable (Y) is declared linear if the sig value  $> 0.05$ . The results of the linearity test can be seen in Table 4.

**Table 4. Linearity Test Results**

No	Functional Relationship	$p$	Sig.	Descripton
1	Service quality * Athlete satisfaction	0.360	0.05	Linier
2	Price * Athlete satisfaction	0.200	0.05	Linier

Based on the analysis results in Table 4 above, it can be seen that the relationship between service quality and athlete satisfaction ( $p$ -value  $0.360 > 0.05$ ) and the relationship between price and athlete satisfaction ( $p$ -value  $0.200 > 0.05$ ), so it is declared linear.

The multicollinearity test uses the Variance Inflation Factor (VIF) value in the regression model, if  $(VIF) < 10$ , then that variable has no problems with other independent variables. The multicollinearity test results can be seen in Table 5.

**Table 5. Multicollinearity Test Results**

No	Variabel	Tolerance	VIF
1	Service quality	0.572	1.748
2	Price	0.572	1.748

Based on Table 5 above, the variance inflation factor (VIF) value is obtained, the variable Service quality ( $X_1$ ) =  $1,748 < 10$  and Price ( $X_2$ ) =  $1,748 < 10$ . Both independent variables have VIF values smaller than 10, so it can be concluded that there is no multicollinearity between the independent variables.

Furthermore, hypothesis analysis is carried out, namely partial tests and simultaneous tests. The t test (partial) was conducted to determine the effect of each independent variable, namely service quality and price on the satisfaction of badminton athletes in Bantul Regency. The results of the t test (partial) analysis are presented in Table 6.

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**Table 6. Partial Test Analysis Results (t test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.150	.999		6.157	.000
	Service quality	.261	.032	.478	8.230	.000
	Price	.523	.071	.428	7.379	.000

a. Dependent Variable: Athlete Satisfaction

The service quality variable obtained a p-value of 0.000. Because the p-value of 0.000 < 0.05, then H0 is rejected, meaning that H1 "There is a significant influence between service quality on the satisfaction of badminton athletes in Bantul Regency" is accepted. The coefficient value is positive, meaning that if the service quality is getting better, the athlete's satisfaction will also be higher.

The price variable obtained a p-value of 0.000. Because the p-value of 0.000 < 0.05, then H0 is rejected, meaning that H2 "There is a significant effect between price and the satisfaction of badminton athletes in Bantul Regency" is accepted. The coefficient value is positive, meaning that if the price is getting better, the athlete's satisfaction will also be higher.

The F test is used to test the hypothesis whether the independent variables together (simultaneously) have an effect on the dependent variable. H3 reads "There is a significant influence between service quality and price on the satisfaction of badminton athletes in Bantul Regency". The analysis results are in Table 7.

**Table 7. F Test Analysis Results (Simultaneous)**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	793.252	2	396.626	176.303	.000 <sup>a</sup>
	Residual	373.446	166	2.250		
	Total	1166.698	168			

a. Predictors: (Constant), Price, Service quality  
b. Dependent Variable: Athlete satisfaction

Based on Table 7 above, the F-value coefficient is 176,303 and the p-value is 0.000 < 0.05, then Ho is rejected, meaning that H3 "There is a significant influence between service quality and price on the satisfaction of badminton athletes in Bantul Regency", is accepted. It can be concluded that the regression model chosen is suitable for testing data and the regression model can be used to predict that service quality and price simultaneously affect the satisfaction of badminton athletes in Bantul Regency.

The Coefficient of Determination is essentially used to measure how far the ability of the regression model to explain variations in the dependent variable. The analysis results are in Table 8.

**Table 8. Coefficient of Determination Analysis Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 <sup>a</sup>	.680	.676	1.49989

Predictors: (Constant), Price, Service quality

The Adjusted R Square coefficient of determination or service quality and price in explaining or predicting the athlete satisfaction variable is 0.676 or 67.60%. This means that the variables of service quality and price have an influence on the satisfaction of badminton athletes in Bantul Regency by 67.60%, while the remaining 32.40% is influenced by other factors outside this study.

## DISCUSSION

### The effect of service quality on athlete satisfaction

Based on the results of the study, it shows that there is a significant influence between service quality on the satisfaction of badminton athletes in Bantul Regency, with a p-value of 0.000 < 0.05. These results are in line with research (Agung Nugroho & Sumaryanto, 2021) that service quality affects athlete satisfaction. Furthermore, research (Ndayisenga & Tomoliyus, 2019) the

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results showed that service quality had a significant effect on satisfaction. Satisfied athletes tend to use the service more often, have a strong intention to train again, and recommend the service to other athletes (Rashid & Rokade, 2019). Furthermore, greater athlete satisfaction increases and results in a better reputation for the club. The recognition of a positive relationship between satisfaction, and athletes' intention to return to training emphasises the importance of identifying and explaining the conditions under which satisfaction is developed.

(Vieira & Ferreira, 2018) stated that measuring service quality using tangibility, reliability, responsiveness, assurance, and empathy factors. The most desirable aspects of service are: modern facilities, employee attitudes and skills, membership offers and price packages, programmes, hours of operation, security of personal belongings and consistent terms of service (Yildiz et al., 2018). The physical environment is the service quality dimension with the highest impact on satisfaction. The strong relationship between physical environment quality and satisfaction is explained by the high expectations that athletes have of service elements, as well as the importance for him or her to rely on scientific knowledge of their coaches, as their behaviour and attitude largely determine the customer experience.

Assessment of customer loyalty is reviewed from the quality of service to a product or service. In addition, the occurrence of athletes is often not loyal due to poor service quality or service quality that is decreasing from what athletes expect. The goal of providing high quality service so that customers are loyal to a particular club which has the impact of obtaining maximum profit. Unsatisfactory service will cause fewer customers or even disappear because customers move to other services. The existence of this kind of emotional bond allows the company to carefully understand the specific expectations and needs of customers where the company maximises pleasant customer experiences and minimises or eliminates experiences from customers that may be less pleasant.

### **The effect of price on athlete satisfaction**

Based on the results of the study, it shows that there is a significant influence between price on the satisfaction of badminton athletes in Bantul Regency, with a p-value of  $0.000 < 0.05$ . In line with research (Zhao et al., 2020) the results showed that price perception has a positive influence on customer satisfaction. The role of price in running a business, especially badminton sports clubs, is very important, because price is the key to creating and attracting consumer interest here athletes. Prices not only depend on club policy, but also by considering various things. Cheap or expensive prices are very relative in nature. Pricing that is too expensive will cause the results of enthusiasts to decrease, but if the pricing is too cheap it will reduce the profit earned by business actors, namely badminton clubs. In general, athletes will assume that if the price is high, then most likely the product will be of high quality, and vice versa if the price offered is low, then the product is likely to be of low quality.

Price perception is very closely related to athlete satisfaction because it can affect the results of product sales offered by the club because price is a factor determining market demand and price determines the level of customer satisfaction. Products or services that have low prices with good quality will provide a high level of satisfaction to their customers. The company should set the appropriate price, because what customers are looking for, apart from having good quality, are also looking for products that are cheap. Price represents the value contained in a product / service and the price itself and the customer must accept to get the product / service. This can lead to satisfaction and use of services for customer intentions to use services repeatedly (loyalty). Price information can also affect price adjustments to a product (service) with good facilities, of course, it will spoil customers. (Kim, 2019) stated that price has an important role to play in attracting new customers and retaining existing customers.

### **The effect of service quality and price on athlete satisfaction**

Based on the results of the study, it shows that there is a significant influence between service quality and price on the satisfaction of badminton athletes in Bantul Regency, with a p-value of  $0.000 < 0.05$ . Customer satisfaction results from measuring products and services according to previous customer experience as well as an overall evaluation of the consumer experience. Companies to fulfil customer satisfaction are required to carefully understand the ever-changing needs and desires of consumers. Customer satisfaction is an evaluation of the buyer, where the alternatives chosen are at least equal to or exceed customer expectations, so it can be said that the management control system can be used as an additional alternative to evaluate customer satisfaction.

Measuring customer satisfaction is an important factor in providing better, more efficient and more effective services. The company will take wise action by assessing customer satisfaction periodically, because one of the keys to retaining customers is customer satisfaction. Highly satisfied customers are usually loyal for a longer period of time. Therefore, the key to the company's success actually depends on the company's success in meeting customer needs.

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Service quality can be an important factor in determining consumer satisfaction, especially athletes. Because service quality is an effort made to fulfil what consumers need and want and how to deliver it appropriately to consumers. It can be said that service quality is an important part of maintaining athlete satisfaction when coming to the club for training. Service quality is an invisible activity that occurs due to interactions between athletes and coaches, or things provided by the club in providing services. That the image of good quality is not seen from the perception of the club, but based on the perception of the athletes.

Price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. Thus, at a certain price level, if the benefits perceived by consumers increase, the value will also increase, so that satisfaction will arise in athletes. At a certain price level that has been spent, athletes can feel the benefits of the product they have bought and athletes will feel satisfied if the benefits they get are comparable or even higher than the nominal money they spend.

### CONCLUSIONS

Based on the results of data analysis, description, testing of research results, and discussion, it can be concluded that: (1) There is a significant influence between service quality on the satisfaction of badminton athletes in Bantul Regency, with a p-value of  $0.000 < 0.05$ . (2) There is a significant influence between price on the satisfaction of badminton athletes in Bantul Regency, with a p-value of  $0.000 < 0.05$ . (3) There is a significant influence between service quality and price on the satisfaction of badminton athletes in Bantul Regency, with a p-value of  $0.000 < 0.05$ .

Club owners must improve and improve service quality continuously to attract athletes to feel comfortable and happy in training. Club owners also need to consider pricing policies to be adjusted to other competitors, especially oriented towards the benefits felt by athletes, in order to create athlete satisfaction. This study only analyses the effect of service quality and price on athlete satisfaction. There are still many other factors that can affect athlete satisfaction, for example product factors, promotions, location and others, so future researchers are expected to develop this research, add the number of respondents, and examine other factors not examined in this study.

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