

The Level of Customer Satisfaction on The Service Quality of The Sports Dormitory of The Faculty of Sports Science, Yogyakarta State University



Rulianta Dwi Mundita¹, Sumaryanto², Inas Gita Amalia³, Muhammad Fatih Humam⁴, Vistor Syapri Maulana⁵, Muh Batistuta Fitoni Nuradila⁶, Muhammad Rifqi Munaya⁷, R. Permana Wijaya⁸

^{1,2,3,4,5,6,7,8} Department of Sport Science, Faculty of Sport and Health Science, Yogyakarta State University, Indonesia St. Colombo No. 1, Karangmalang, Yogyakarta, 55281, Yogyakarta

ABSTRACT: This study aims to determine the level of customer satisfaction with the quality of services provided by the Sports Dormitory of the Faculty of Sports Science (FIK), Yogyakarta State University (UNY). This research is compiled from theoretical studies related to the level of consumer satisfaction with the quality of a service. This research is a quantitative descriptive study using a survey method with a questionnaire instrument. The sampling method used in this study is incidental sampling, which means that consumers who are encountered when researchers are at the FIK UNY Sports Dormitory will be given a questionnaire. Of the 60 population, there were 28 samples in this study. The data source was obtained from a questionnaire in the form of a statement of 40 items. The data analysis technique used in this research is quantitative descriptive statistical technique with percentage calculations. Based on the results of data analysis, it shows that the level of consumer satisfaction with the quality of service of the FIK UNY Sports Dormitory can be known to have a percentage, namely the category is very satisfying 3.6%, the category is satisfying 25%, the category is quite satisfying 39.3%, the category is unsatisfactory 28.6%, and very unsatisfactory 3.6%. From the above statement it can be said that the level of satisfaction of dormitory residents on the quality of dormitory services is in the quite satisfactory category with a percentage of 39.3%. The researcher's suggestion for the FIK UNY Sports Dormitory is to continue to improve the quality of its services, especially in terms of tangible and reliability factors, so that with better service, it is hoped that these services will be in great demand by the community.

KEYWORDS: customer satisfaction, service quality, dormitory

I. INTRODUCTION

The role of education in a person's life is very important. Starting from the birth of humans in this world, education consciously or unconsciously has become a necessity to be given to that person. According to Djamaluddin (2014: 135) in a simple sense education is often interpreted as an effort to foster humans in accordance with the values in society and its culture. Education is a means to process for anyone from backwardness to progress, from not understanding to understanding. Education plays a big role in the process of changing human civilization to this day. Changes in all aspects of life cannot be separated from the education process. Through education, the process of change and progress from era to era is getting better until now. Therefore, education is the milestone of all changes in all aspects of human life.

In particular, education is a process or activity in providing changes in attitude, character and knowledge to someone to change for the better. The current education process in Indonesia is getting better and more programmed. Law No 20 of 2003 article 1 explains that education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, nation and state. In line with the contents of the law, it shows that the education process aims to realize the ideals of the nation and state in particular. The education process, especially in Indonesia, involves various layers of society that have been regulated by the government through its policies. One of the programs launched by the

The Level of Customer Satisfaction on The Service Quality of The Sports Dormitory of The Faculty of Sports Science, Yogyakarta State University

government is through formal education. Formal education is a tiered or gradual education system organized by the government through educational institutions. Educational institutions are the most important formal institutions that foster the quality of human resources (Bangun, 2016: 162). Formal education is an important need for a person to improve the quality of his life. In this educational process, a person is given stimulants to develop all the potential that exists within him so that he is expected to be able to respond to his life needs in social life.

This formal education process occurs in stages starting from early childhood and elementary school, to the junior and senior high school levels, then to the university level as the highest educational institution in the current education system. Sociologically, there are two other models of education systems, namely non-formal and informal education, but it is not enough to determine the quality of self so that it requires a more formal educational institution in systematizing learning, one of which is higher education. Universities have a strategic function in developing and advancing human potential to be honed and developed into quality human beings. According to Nurul Qomariah, (2012: 177) improving the quality of human resources can only be done by higher education institutions, both public and private. Currently, higher education is not only focused on creating someone who is ready to be deployed into the world of work, but higher education must also be able to make students become human beings with character and ethics in accordance with the ancestral values of this nation and be able to apply them in social life in society.

Having the nickname as the city of students, Yogyakarta has many universities within its territory. One of them is Yogyakarta State University. This university is located on Jl. Colombo No.1 Karang Malang Caturtunggal, Depok District, Sleman Regency, Yogyakarta Special Region. Being one of the leading universities in Indonesia, it is certainly able to attract students from all over the country to continue their education at this university. For this reason, a place to stay during the lecture process is needed. Most students will usually choose to rent a boarding room around the campus with facilities that depend on the rent. The more expensive the rent, the better the facilities and vice versa. Reviewing this, under the management of the Faculty of Sports Science provides a residential place for students of Yogyakarta State University called the FIK UNY Sports Dormitory.

The Faculty of Sport Science is one of the faculties at Yogyakarta State University. This faculty really supports its students to be comfortable while studying. It can be seen from the facilities provided to its students to support students while studying, one of which provides a service in the form of a sports dormitory. A facility is something that is created or provided to facilitate the achievement of the user's wishes. According to Juliana et al., (2021: 3) facilities are supporting facilities used by a company in increasing customer satisfaction, the better the facilities, the more customer satisfaction will increase. The provision of this dormitory facility service, apart from being a place or residence for students while studying, is also an effort to facilitate mobility for its users to the campus because it is still quite close to the campus environment.

The sports dormitory, which is under the coordination of the Faculty of Sport Sciences, Yogyakarta State University, consists of two male dormitories and five female dormitories. To facilitate its identification, this dormitory is named Sparta Dormitory and Cik Ditiro is a special dormitory for male students and Athena, Olympics, Veni, Vidi, and Vici dormitories are special dormitories for female students. The location of this dormitory is divided into 3, the first complex is located east of the FIK UNY football and athletic fields and north of the HSC (Health and Sport Center) building which is the location of the Sparta, Athena, and Olympic dormitories. Complex two is within the FIK campus environment, more precisely around the brass FIK lecture building. That's where the Veni, Vidi, and Vici dormitories specifically for female students are located. For Cik Ditiro dormitory, it is located farthest from the two complexes, approximately 400 m, this dormitory is located on Jl. Cik Di Tiro No. 31A, more precisely opposite the Pantirapih General Hospital. The dormitory, which has the motto Smart, Smile, Professional, and Humanist, offers various types of rooms, namely type a, type b, and type c with the following prices:

Table 1. Sports Dormitory Price List

Dormitory Type	Cost
Tipe A	Rp. 3.500.000/Year
Tipe B	Rp. 2.500.000/Year
Tipe C	Rp.2.000.000/Year

With the offered fee, residents already get facilities in the form of beds, cabinets, electricity, water and wifi access. The fee offered is cheaper than boarding rooms outside the sports dormitory with a price range of Rp. 500,000 - Rp. 750,000 per month. In addition, the advantage that exists in the FIK UNY Sports Dormitory is a strategic location that facilitates access for residents who are active students to go to campus. Another advantage is the ease for residents to get information related to lectures to activities on campus because the management always provides information to residents through the Whatapps group. In addition to the advantages mentioned above, the management of the FIK UNY Sports Dormitory also has programs made for residents'

The Level of Customer Satisfaction on The Service Quality of The Sports Dormitory of The Faculty of Sports Science, Yogyakarta State University

activities both academic and non-academic, including workshops, inter-dormitory cleaning competitions, inter-dormitory sports competitions and many more.

As a service provider, service quality is a very important aspect, because a determinant of customer satisfaction is the main goal. According to Kasinem (2020: 333) service quality is the maximum form of service provided by the company with all the advantages in order to meet customer needs to meet customer expectations. These customer needs and expectations, if met, will increase customer satisfaction. Customer satisfaction is a person's reaction in the form of a perception of impressions of performance and expectations. In this case, students who live in the dormitory will get a sense of satisfaction if the services provided by the service provider match their needs and desires. Conversely, students will not feel satisfied if the services provided do not match expectations.

In attracting students, of course, the management needs to improve the quality of service of the sports dormitory. Starting with the renovation of the building around the end of 2021, the management of the FIK UNY Sports Dormitory wants to improve the quality of its facilities followed by how it is marketed. Marketing by the management continues to be carried out to provide information about what facilities are obtained when students live in the dormitory. Marketing is done both online and offline. Creating an Instagram account is one option to market the dormitory online to attract students with interactive content.

Based on the explanation of the above conditions, there is an interest from researchers to conduct research on the level of customer satisfaction with the quality of facilities provided to residents of the FIK UNY sports dormitory, because there is no research that focuses on this. The hope desired by the researcher is that the results of the study can be used as an illustration and benchmark for the management of sports dormitories, so that management can find out whether the services provided to consumers are very good, good, bad or even very bad. After knowing the level of customer satisfaction, managers can think about what services should be improved or may have to be improved based on the results of the research conducted so that customer satisfaction with the services provided can be fulfilled.

II. METOD

This research is a quantitative descriptive research. The method used in this research is the survey method. According to Sugiyono (2015: 13) survey research is generally carried out to take a generalization from observations that are not in-depth. The data collection technique in this study used an instrument in the form of a questionnaire. This study has two variables, namely the level of user satisfaction and the quality of dormitory services. Consumer satisfaction is a feeling that arises after someone uses goods or services in accordance with their expectations. The second variable is the quality of dormitory services. Dormitory service quality is a series of treatments that users will get while staying in the dormitory. An assessment of service quality needs to be carried out regularly in order to maintain the level of consumer confidence in service providers. Service quality in this study consists of five factors, namely; (1) Tangible, (2) Empathy, (3) Reliability, (4) Responsiveness, and (5) Assurance. In order to avoid misinterpretation in this study, the following operational definitions will be put forward in this study, namely: 1. Reliability is the ability provided by service providers to carry out services that have been promised, consistently and reliably. 2. Responsiveness is the willingness of service provider / service personnel to help customers and provide services / services quickly and responsively. 3. Confidence (confidence / assurance) is the knowledge and politeness of employees and their ability to generate trust and confidence or "assurance". 4. Empathy (empathy) is a form of care, namely service provider / service officers provide personal care and attention for customers. 5. Tangible is something that can be seen directly with the sense of sight, so that in this case it is tangible, namely the appearance of the physical facilities provided, the completeness of the equipment, the appearance of the personnel of the service provider / service and communication media. This sampling uses Incidental Sampling technique with the number of samples obtained totaling 28 students. The place of this research was carried out throughout the FIK UNY Sports Dormitory complex. This research was conducted on June 15-30, 2022. The instrument used in this research is a questionnaire or questionnaire containing statement items to be responded to by respondents. The data analysis technique in this study used descriptive statistical data analysis techniques. According to Sugiyono (2019: 206) descriptive statistics are statistics used in data analysis by describing or describing the collected data without intending to make general conclusions or generalizations. In order to facilitate the analysis process, the data will be categorized by making score interpretation criteria which will later be used to determine the final results of each aspect with reference to Norm Reference Assessment (PAN). According to Sulistiyono (2017: 165) the area of the normal curve criteria in the assessment with reference to the norm is 6 SD divided by the desired number of categories. In describing it, it is divided into five criteria, namely: very satisfying, satisfying, quite satisfying, less satisfying, and very unsatisfying. The score Interpretation criteria formula can be seen in table no. 2.

The Level of Customer Satisfaction on The Service Quality of The Sports Dormitory of The Faculty of Sports Science, Yogyakarta State University

Table 2. Score Interpretation Criteria

Rentangan	Kategori
$M+1,8 SD < X$	Sangat Memuaskan
$M+0,6 SD < x = M +1,8 SD$	Memuaskan
$M-0,6 SD < x = M+ 0,6 SD$	Cukup Memuaskan
$-1,8 SD < x = M- 0,6 SD$	Tidak Memuaskan
$X = M-1,8 SD$	Sangat Tidak Memuaskan

III. RESULT AND DISCUSSION

A. RESULT

Based on the results of the research on the level of satisfaction of residents of Arama FIK UNY towards the quality of dormitory services, it can be seen that it has a percentage, namely, the category is very satisfying 3.6%, the category is satisfying 25%, the category is quite satisfying 39.3%, the category is unsatisfactory 28.6%, and very unsatisfactory 3.6%. From the above statement it can be said that the level of satisfaction of dormitory residents with the quality of dormitory services is in the moderately satisfying category with a percentage of 39.3%.

Table 3. Frequency Distribution of Consumer Satisfaction Level Toward Service Quality of Sports Dormitory FIK UNY

Kategori	Frekuensi	%
Sangat Memuaskan	1	3,6
Memuaskan	7	25
Cukup Memuaskan	11	39,3
Tidak Memuaskan	8	28,6
Sangat Tidak Memuaskan	1	3,6

Table 4. Distribution of Direct Evidence Factor Values

Kategori	Frekuensi	%
Sangat Memuaskan	1	3,6
Memuaskan	7	25
Cukup Memuaskan	11	39,3
Tidak Memuaskan	8	28,6
Sangat Tidak Memuaskan	1	3,6

Based on the results of research on the level of satisfaction of residents of Arama FIK UNY on the quality of dormitory services based on direct evidence factors, it can be seen that it has a percentage, namely, a very satisfying category of 3.6%, a satisfying category of 28.6%, a moderately satisfying category of 25%, an unsatisfactory category of 39.3%, and a very unsatisfactory 3.6%. From the above statement it can be said that in terms of direct evidence factors in the field, the level of satisfaction of dormitory residents with the quality of dormitory services is in the unsatisfactory category with a percentage of 39.3%.

Table 5. Distribution of Reliability Factor Values

Kategori	Frekuensi	%
Sangat Memuaskan	0	0
Memuaskan	9	32,1
Cukup Memuaskan	4	14,3
Tidak Memuaskan	14	50
Sangat Tidak Memuaskan	1	3,6

Based on the results of research on the level of satisfaction of residents of Arama FIK UNY on the quality of dormitory services, it can be seen that it has a percentage, namely, a very satisfying category 0%, a satisfying category 32.1%, a moderately satisfying category 14.3%, an unsatisfactory category 50%, and very unsatisfactory 3.6%. From the above statement it can be said that in terms of reliability factors the level of satisfaction of dormitory residents with the quality of dormitory services is in the unsatisfactory category with a percentage of 50%.

The Level of Customer Satisfaction on The Service Quality of The Sports Dormitory of The Faculty of Sports Science, Yogyakarta State University

Table 6. Distribution of Responsiveness Factor Values

Kategori	Frekuensi	%
Sangat Memuaskan	0	0
Memuaskan	10	35,7
Cukup Memuaskan	10	35,7
Tidak Memuaskan	8	28,6
Sangat Tidak Memuaskan	0	0

Based on the results of research on the level of satisfaction of Arama FIK UNY residents on the quality of dormitory services, it can be seen that it has a percentage, namely, the category is very satisfying 0%, the category is satisfying 35.7%, the category is quite satisfying 35.7%, the category is unsatisfactory 28.6%, and very unsatisfactory 0%. From the above statement, it can be said that in terms of the responsiveness factor, the level of satisfaction of dormitory residents with the quality of dormitory services is in the satisfactory category with a percentage of 35.7%.

Table 7. Empathy Factor Score Distribution

Kategori	Frekuensi	%
Sangat Memuaskan	0	0
Memuaskan	4	14,3
Cukup Memuaskan	13	46,4
Tidak Memuaskan	11	39,3
Sangat Tidak Memuaskan	0	0

Based on the results of research on the level of satisfaction of Arama FIK UNY residents on the quality of dormitory services, it can be seen that it has a percentage, namely, the category is very satisfying 0%, the category is satisfying 14.3%, the category is quite satisfying 46.4%, the category is unsatisfactory 39.3%, and very unsatisfactory 0%. From the above statement, it can be said that in terms of empathy factors, the level of satisfaction of dormitory residents with the quality of dormitory services is in the moderately satisfying category with a percentage of 46.4%.

Table 8. Assurance Factor Score Distribution

Kategori	Frekuensi	%
Sangat Memuaskan	6	21,4
Memuaskan	4	14,3
Cukup Memuaskan	10	35,7
Tidak Memuaskan	6	21,4
Sangat Tidak Memuaskan	2	7,1

Based on the results of research on the level of satisfaction of Arama FIK UNY residents on the quality of dormitory services, it can be seen that it has a percentage, namely, a very satisfying category of 21.4%, a satisfying category of 14.3%, a moderately satisfying category of 35.7%, an unsatisfactory category of 21.4%, and a very unsatisfactory 7.1%. From the above statement, it can be said that in terms of the guarantee factor, the level of satisfaction of dormitory residents with the quality of dormitory services is in the moderately satisfying category with a percentage of 35.7%.

B. DISCUSSION

Customer satisfaction is a person's reaction in the form of a perception of the impression of the performance and expectations of the services and products they buy. Customers will feel satisfied if the product or service they buy and use meets the expectations of each individual. Customer satisfaction is influenced by service quality which is important for every service or product provider to pay attention to. This is reinforced by the opinion of Kassa et al., (2017: 1010) companies must know how to measure service quality and customer satisfaction from a consumer perspective, so that they can understand consumer needs and satisfy consumers. Referring to the results of research that has been conducted by the author on the level of customer satisfaction with the quality of service of the FIK UNY Sports Dormitory, the results are very satisfying 3.6%, satisfactory category 25%, moderately satisfying category 39.3%, unsatisfactory category 28.6%, and very unsatisfactory 3.6%. From the above results it can be said that the level of satisfaction of dormitory residents with the quality of dormitory services is in the moderately

The Level of Customer Satisfaction on The Service Quality of The Sports Dormitory of The Faculty of Sports Science, Yogyakarta State University

satisfying category with a percentage of 39.3%. These results explain that consumers are quite satisfied with the quality of service of the FIK UNY Sports Dormitory. However, there is still a need for evaluation by the management of the dormitory to improve and always provide innovations that will encourage consumers to continue to use the services of the FIK UNY Sports Dormitory. In this study, there are five aspects of statements in the questionnaire, namely direct evidence, reliability, responsiveness, empathy, and assurance. Although it has quite satisfactory results overall, there are several factors that are found to have unsatisfactory scores. Based on the research table above, the direct evidence and reliability factors received unsatisfactory score criteria with a percentage of 39.3% and 50%. These results are an indicator that there are still shortcomings in the quality of service provided by the management of the FIK UNY Sports Dormitory.

IV. CONCLUSIONS

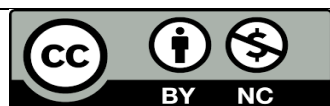
Based on the results of research conducted by the author regarding the level of consumer satisfaction with the quality of service of the FIK UNY sports dormitory, the percentage results are known, namely, the category is very satisfying at 3.6%, the category is satisfying at 25%, the category is quite satisfying at 39.3%, the category is unsatisfactory at 28.6%, and very unsatisfactory at 3.6%. From the above statement, it can be concluded that the level of consumer satisfaction with the quality of sports dormitory services is in the moderately satisfying category with a percentage of 39.3%. Although it can be categorized as quite satisfactory, it can be seen from the tangible and reliability factors that the results are not satisfactory with a presentation of 39.3% and 50% respectively.

REFERENCES

- 1) Abdurrahman. B. (2019). Analisis kualitas pelayanan terhadap kepuasan konsumen Hana Sport Yogyakarta. Skripsi. Yogyakarta: Universitas Negeri Yogyakarta
- 2) Arikunto, S. (2006). *Prosedur penelitian suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- 3) Apriyani, D. A. (2017). (*Survei pada Konsumen The Little A Coffee Shop Sidoarjo*). 51(2), 1–7.
- 4) Arifin, Z. (2012). Penelitian Pendidikan Metode dan Paradigma Baru. Bandung: PT Remaja Rosdakarya
- 5) Bangun, S. Y. (2016). *PERAN PENDIDIKAN JASMANI DAN OLAHRAGA KAJIAN PUSTAKA & PEMBAHASAN*. VI.
- 6) Bošnjakovic, J., & Radionov, T. (2018). Empathy : Concepts , Theories and Neuroscientific Basis. *Alcoholism and Psychiatry Research*, 54, 123–150. <https://doi.org/10.20471/dec.2018.54.02.04>
- 7) Djamaluddin, A. (2014). Filsafat Pendidikan. *Istiqlah: Jurnal Pendidikan Dan Pemikiran Islam*, 1(2), 135. <https://jurnal.umpar.ac.id/index.php/istiqlah/article/view/208/181>
- 8) Gumussoy, C. A., & Koseoglu, B. (2016). The Effects of Service Quality , Perceived Value and Price Fairness on Hotel Customer s ' Satisfaction and Loyalty. *Journal of Economics, Business and Management*, 4(9). <https://doi.org/10.18178/joebm.2016.4.9.446>
- 9) Hotimah, A. (2021) Tingkat kepuasan konsumen terhadap kualitas pelayanan kolam renang FIK Universitas Negeri Yogyakarta di masa pandemi covid19. Skripsi.Yogyakarta:Universitas Negeri Yogyakarta
- 10) Indrawati, I., Lestari, P., Belluano, L., Harlinda, H., Tuasamu, F. A. R., & Lantara, D. (2019). *ANALISIS TINGKAT KEPUASAN PENGGUNA SISTEM INFORMASI PERPUSTAKAAN MENGGUNAKAN PIECES FRAMEWORK*. 11(28), 118–128.
- 11) Juliana, Tanujaya, T., & Nathaniel. (2021). *ANALISIS PENGARUH PELAYANAN HOTEL DAN FASILITAS HOTEL TERHADAP KEPUASAN*. 2(1), 3. Kasinem. (2020). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serelo Lahat Kasinem. *Jurnal Media Wahana Ekonomika*, 17(4), 329–339.
- 12) Kassa, K., Chernet, M., Kelemework, G., Zewde, B., & Woldemedhin, A. (2017). Customer satisfaction survey: The case of urban water supply services in Southern Ethiopia. *Water Practice and Technology*, 12(4), 1009–1017. <https://doi.org/10.2166/wpt.2017.105>
- 13) Khan, R. D., & Wulandari, R. (2016). *STUDI KOMPARASI FASILITAS DAN STANDAR ASRAMA DI INDONESIA : Studi Kasus 5 Universitas Tujuan ragam dan standar fasilitas asrama yang disediakan oleh universitas universitas di Indonesia* 1(2), 193–205.
- 14) Kumar, P., & Gautam, D. (2021). Impact of service quality on customer satisfaction and customer loyalty: Evidence from hotel industry. *Asian Journal of Research in Social Sciences and Humanities*, 11(9), 1–5. <https://doi.org/10.5958/2249-7315.2021.00031.9>
- 15) Martono. (2019). *PENGARUH KUALITAS PELAYANAN JASA TERHADAP KEPUASAN PENGGUNA KOLAM RENANG UNIVERSITAS NEGERI YOGYAKARTA KAMPUS WATES*. XVIII(1), 27–32.

The Level of Customer Satisfaction on The Service Quality of The Sports Dormitory of The Faculty of Sports Science, Yogyakarta State University

- 16) Mongkaren, S., & Hotimah, A. I. K. (2013). *FASILITAS DAN KUALITAS PELAYANAN PENGARUHNYA TERHADAP KEPUASAN PENGGUNA JASARUMAH SAKIT ADVENT MANADO*. 1(4), 493–503.
- 17) Nurul Qomariah. (2012). Pengaruh Kualitas Pelayanan dan Citra Industri terhadap Kepuasan dan Loyalitas Pelanggan. *Jurnal Aplikasi Manajemen*, 10(1), 177.
- 18) Rohaeni, H., & Marwa, N. (2018). Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Jurnal Ecodemica*, 2(2), 312–318.
- 19) Sanyoto, P. (2011). Tingkat kepuasan konsumen terhadap pelayanan CentroFutsal. Skripsi. Yogyakarta: Universitas Negeri Yogyakarta
- 20) Selvakumar, J. J. (2015). Impact of Service Quality on Customer Satisfaction in Public Sector and Private Sector Banks. *Purushartha*, VIII(1), 1–12.
- 21) Sufiyanti, E., Sayutu, A. J., & Windarti, A. O. (2017). Tingkat Kepuasan Konsumen Terhadap Kualitas Pelayanan Minimarket. *Jurnal Riset Bisnis Dan Investasi*, 3(1), 43. <https://doi.org/10.35697/jrbi.v3i1.545>
- 22) Sugiyono. (2014). Metode Penelitian Kuantitatif, Kualitatif, Dan R&D. Bandung: Alfabeta.
- 23) Sugiyono. (2015). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : ALFABETA
- 24) Sugiyono. (2019). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D* (2nd ed.). Alfabeta.
- 25) Sulistiyono. (2017). *TES PENGUKURAN DAN EVALUASI OLAHRAGA* (1st ed.). UNY Press.
- 26) Sumadi, M. H. M. (2020). IMPLEMENTATION OF THE CONCEPT AND THEORY OF MANAGEMENT FUNCTIONS IN EFFORTS TO IMPROVE QUALITY. *International Journal of Economics*, 2020(2), 353–360.
- 27) Susnita, T. A. (2020). Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan pada Hotel Libra Kadipaten Kabupaten Majalengka. *Juripol (Jurnal Institusi Politeknik Ganesha Medan)*, 3(1), 73– 84. <https://doi.org/10.33395/juripol.v3i1.10485>
- 28) Tijabsoro, B. (2021). Analisis kepuasan pengunjung terhadap pelayanan pengelolaan fasilitas olahraga Halim Futsal Satharlan. Skripsi. Yogyakarta: Universitas Negeri Yogyakarta
- 29) Tjiptono, Fandy. (2014). Manajemen Pemasaran Jasa –Prinsip, Penerapan, dan Penelitian, Yogyakarta: ANDI OFFSET.
- 30) Tjiptono, Fandy & Chandra, G. (2016). *Service, quality and satisfaction*, Yogyakarta: AND OFFSET
- 31) Triartanto, A. Y., & Suriyanto, A. D. (2019). Literasi digital melalui aplikasi Microsoft Access sebagai komunikasi bisnis terhadap perubahan perilaku konsumen (Studi pada warga Jatikramat, Bekasi, Jawa Barat). *Jurnal Abdimas BSI*, 2(1), 166–173. <https://ejournal.bsi.ac.id/ejurnal/index.php/abdimas/article/view/5034>
- 32) Wantara, P. (2015). *The Relationships among Service Quality , Customer Satisfaction , and Customer Loyalty in Library Services*. 5, 264–269.
- 33) Widjaja, Y. R., & Nugraha, I. (2016). Loyalitas Merek Sebagai Dampak Dari Kepuasan Konsumen. *Ikonomika : Jurnal Ekonomi Dan Bisnis Islam*, 1(1), 1–13. <http://ejournal.radenintan.ac.id/index.php/ikonomika/article/view/138>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.