

Correlation between Promotion and Service Quality with Training Interest and Customer Satisfaction at FIKK Tennis Courts Yogyakarta State University

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ABSTRACT: The FIKK UNY Tennis Court is a sports facility available to the general public. This study aims to analyze the relationship between promotion and service quality with training interest and customer satisfaction at the tennis court at the Faculty of Sport and Health Sciences, Yogyakarta State University (FIKK UNY). This research is a correlational study with a quantitative approach. This research was conducted on customers of the FIKK Tennis court, Yogyakarta State University, with a random sampling system with incidental sampling criteria of customers who come to play at the FIKK Tennis court, Yogyakarta State University with a sample of 120 people. Data collection was carried out on June 23-30, 2025. Data were collected using a questionnaire that had been tested for validity and reliability. The analysis technique used in this study was simple linear regression. Data analysis in this study used the Pearson Correlation Test. The results of this study indicate that there is a significant correlation between promotion and the interest in training customers of FIKK Yogyakarta State University tennis courts with a Pearson correlation value = 0.397 and a pvalue (sig-2tailed) of 0.022. There is a significant correlation between service quality and the interest in training customers of FIKK Yogyakarta State University tennis courts with a Pearson correlation value = 0.909 and a p-value (sig-2tailed) of 0.000. There is a significant correlation between promotion and customer satisfaction of FIKK Yogyakarta State University tennis courts with a Pearson correlation value = 0.541 and a p-value (sig-2tailed) of 0.001. There is a significant correlation between service quality and customer satisfaction or members of FIKK Yogyakarta State University tennis courts with a Pearson correlation value = 0.877 and a p-value (sig-2tailed) of 0.000. There is a significant influence between Promotion and Service Quality with Interest in Training and Customer Satisfaction of FIKK UNY Tennis Courts.

KEYWORDS: promotion, service quality, training interest, customer satisfaction

I. INTRODUCTION

Sports are physical activities that provide many benefits for both physical and mental health. In the modern era, sports are carried out in a planned, systematic, integrated, tiered, and sustainable manner, as well as being oriented towards achievement and improving the welfare of athletes. Therefore, development and management are directed towards achieving quality health and fitness for the community, equitable access and fulfillment of sports infrastructure, achievement and improvement of the sports climate, as well as sports governance in line with community development and competition (*Considering: A. PRESIDENT, n.d.*).

World sports, Regular physical activity is very important because it can minimize harmful effects on a person's physical and emotional health, especially by maintaining or improving the clinical condition of individuals with chronic diseases (Cristiano et al., 2020:36). Increasing awareness of sports is not just an activity to maintain health but has become a lifestyle for a growing community. In Law No. 11 of 2022 on sports, it is stated that for the quality of life and well-being of community development for sports has become an important government program to maintain public fitness. Along with the Indonesian government's aggressive campaign to public awareness of the importance of sports and physical activity in the form of a community movement campaign for healthy and prosperous living (GERMAS) as outlined in Presidential Instruction of the Republic of Indonesia Number 1 of 2017 concerning the Community Movement for Healthy Living.

The growth of in public interest in sports has increased, with tennis seeing a significant rise in popularity in recent years. Tennis is not only a sport that is enjoyable to play, but also offers various physical and mental health benefits. Along with the increase in interest in this sport, the availability of tennis courts as sports facilities has also grown. Tennis courts not only serve as a place to play tennis, but also as a place for training and competition. The Faculty of Sports Science and Health at Yogyakarta State University

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(FIKK UNY) provides tennis court facilities designed to meet the needs of students, staff, and the general public. However, with the emergence of similar sports facilities in Yogyakarta, competition has become increasingly fierce. This requires managers to continuously improve their promotional strategies and services to maintain and enhance customer interest and satisfaction.

This thesis proposal aims to analyze the relationship between the promotion and quality of services offered by tennis courts and customer interest in training and satisfaction. This study will explore in depth how these factors are interrelated and influence each other in the tennis industry. With a better understanding of these dynamics, tennis court managers can develop more effective strategies to attract and retain customers. The industrial revolution era has influenced many aspects of life, including technology, information, law, economics, and social aspects (Rohida, 2018). One of the positive impacts of technological developments is that it provides convenience and speed of information for human life (Jakhongir et al., 2022).

Based on observations in the field, there has been an increase in interest in training on tennis courts, especially at the FIKK UNY tennis courts. This is in line with the increasing public awareness of the importance of exercise. With the increasing interest in training among the public, good court management is needed. Therefore, better service quality is required to satisfy both old and new customers. The loyalty of the management/administrators of sports facilities is essential to satisfy tennis court customers.

Supporting facilities are a crucial factor for customer comfort. *The Marketing Mix*, which includes supporting facilities or *physical evidence*, must be considered by tennis court management to enhance service quality. The public is becoming increasingly critical and selective in choosing places will certainly pay attention to the supporting facilities available at a service provider. The researcher also observed the supporting facilities provided by the FIKK UNY tennis court management.

Based on the observations conducted by the researcher at the FIKK UNY tennis court, it was found that the supporting facilities at the FIKK UNY tennis court are incomplete and not optimal. Many facilities are damaged and require immediate replacement or maintenance. Most of these supporting facilities are related to visitor safety and comfort. It is important to update or maintain supporting facilities because it can affect customer satisfaction and loyalty in using the services provided.

The current intense business competition requires service providers to work extra hard in determining their service strategies. The success of a tennis court business is not only influenced by the facilities provided, but also by how the promotion is carried out to attract consumer/customer interest. According to Syukron & Slamet (2016), a company will implement marketing strategies based on activities, factors, and promotional sources. In this case, the researchers also observed the management of the FIKK UNY tennis court to find out how the management utilizes social media for promotion.

Based on the observation results, data shows that the FIKK UNY tennis court has not optimized the use of social media as a promotional tool. Management should be more sensitive in using technology to provide faster information in customer service. Customer satisfaction should be the top priority for every business in various fields. Improving and maintaining service quality is a way to maintain and increase customer satisfaction. Consumer loyalty is obtained due to a combination of satisfaction and complaints, which consists of repeat purchases, using the same goods/services even though the manufacturers are different, and recommending the product to others (Griffin, 2015).

II. RESEARCH METHOD

The method used in this study is a survey research method with a correlational research type. Research methods are essentially scientific ways to obtain data for specific purposes and uses. Based on this, there are four keywords that need to be considered, namely scientific method, data, purpose, and usefulness (Sugiyono, 2016). Sugiyono (2016) states that correlational research is a type of research with characteristics of a correlational relationship between two or more variables. The purpose of this study is to determine whether there is a correlation between variables or to make predictions based on the correlation between variables. This type of research emphasizes determining the level of relationship obtained and can also be used to make predictions.

The approach used is a quantitative approach, which is a method of collecting and analyzing data using numbers and statistics, research that uses numerical data to test hypotheses and find patterns in the phenomena being studied. This data is usually collected through surveys, experiments, or analysis of existing data. The research method used is a quantitative research method, which is defined as a research method based on positivism, which is useful for researching a specific population or sample (Sugiyono; 2013). The purpose of quantitative research is to obtain an explanation of the significance in the hypothesized model as an answer to the problems formulated in the research.

The measurements were obtained from the results of questionnaires answered by respondents, namely customers of the FIKK tennis court at Yogyakarta State University. This study only focused on the influence of promotional strategies and service quality on the satisfaction and loyalty of customers of the FIKK tennis court State University of Yogyakarta. The results of this study are

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quantitative data (numbers) which are then explained in a description. Sugiyono (2017, p. 15) states that quantitative data is data in the form of numbers.

III. RESEARCH SETTING

This research was conducted at the tennis court of FIKK Yogyakarta State University. The research was conducted in June 2025.

IV. RESEARCH SUBJECT

In this study, the sample used was all users of the FIKK State University of Yogyakarta tennis court.

V. TECHNIQUE DATA COLLECTION

Data was collected using questionnaires distributed to relevant parties, supplemented by a Google Form questionnaire. The questionnaires were distributed directly to court users and via a Google Form link shared through platforms such as WhatsApp. The questionnaires used were closed- ended, meaning they provided predefined answers for respondents to select.

VI. DATA ANALYSIS TECHNIQUE

The data analysis techniques used involve Pearson's correlation test and simple linear regression. These two methods are used to statistically analyze the relationship between independent and dependent variables in order to determine the direction, strength, and influence of the relationship between variables.

A. Pearson Correlation Test (Pearson Product Moment Correlation)

The Pearson correlation test is used to determine the degree of linear relationship between two numerical variables. This correlation provides a correlation coefficient (r) value ranging from -1 to +1:

- A value of $r > 0$ indicates a positive relationship (the higher the value of X , the higher Y tends to be).
- A value of $r < 0$ indicates a negative relationship (the higher the value of X , the lower the value of Y tends to be).
- A value of $r = 0$ indicates no linear relationship.
- A value of $|r|$ close to 1 indicates a stronger relationship.

This correlation is used to test the significance of the relationship between two variables before further analysis with regression. This test is performed under the assumption that the data is normally distributed.

B. Simple Linear Regression

Once it is known that there is a significant relationship between two variables through a correlation test, further analysis is performed using simple linear regression. This regression is used to determine the effect of the independent variable (X) on the dependent variable (Y) and form a linear regression line equation in the form:

$$Y = a + bX$$

Explanation:

Y = dependent variable

X = independent variable
 a = constant (intercept)

b = coefficient regression (slope of the line)

Coefficient b shows how much Y changes for each unit change in X . If the significance value (p -value) is less than 0.05, then variable X is said to have a significant effect on Y . Analysis Steps:

- Normality test to ensure the data distributed normal (e.g., with Shapiro-Wilk or Kolmogorov-Smirnov).
- Pearson Correlation Test to determine the relationship between variables.
- Simple Linear Regression Test to see the effect and predict the dependent variable dependent based on independent variables.
- Interpretation of the regression coefficient, R^2 value, and significance value to draw conclusions.

VII. RESULTS AND DISCUSSION

This study is a correlation study used by researchers to analyze the relationship between promotions and service quality with interest in training and customer satisfaction at the FIKK tennis court.

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A. Relationship Promotion and Interest in Training

Correlation	Pearson Correlation	
	Promotion	Interest Practice
Promotion	1	0.397
Interest Training	0.397	1

Based on the results of the correlation test between promotion and interest in training, a Pearson coefficient of 0.397.

A significant correlation coefficient indicates a weak positive relationship between promotion and interest in training.

Correlation	Sig. (2-tailed)	
	Promotion	Interest Exercise
Promotion		0.022
Interest Training	0.022	

In addition, the *p-value* (Sig. 2- tailed) of 0.022 indicates that this value is higher than the commonly used significance level (e.g., $\alpha = 0.005$ or 95% confidence). This shows that there is sufficient statistical evidence to support the relationship between promotion and interest in training.

Overall, this study confirms a significant relationship between promotion and the interest in training of tennis court customers at FIKK UNY, although the correlation is relatively weak. This indicates that promotion plays a role in shaping people's decisions to train, but it is not the only determining factor. Therefore, promotion needs to be continuously optimized along with improvements in other factors that can strengthen overall interest in training.

B. Relationship Quality Service with Training Interest

Correlation	Pearson Correlation	
	Quality Service	Interest Training
Quality Service	1	0.909
Interest Training	0.909	1

Based on the results of the correlation test between service quality and training interest, a Pearson coefficient of 0.909 was obtained. This significant correlation coefficient indicates a weak positive relationship between service quality and training interest.

Correlation	Sig. (2-tailed)	
	Quality Service	Interest Training
Quality Service		0.000
Interest Training	0.000	

In addition, the *p-value* (Sig. 2- tailed) of 0.000 indicates that the value is higher than the commonly used significance level (e.g., $\alpha = 0.005$ or 95% confidence). This shows that there is sufficient statistical evidence to support the relationship between service quality and interest in training.

Service quality has a very strong and significant positive relationship with customer satisfaction at the FIKK UNY tennis court. Therefore, managers need to make service quality as a key strategy to enhance customer satisfaction. Sustainable strategies and customer-centric approaches can strengthen FIKK UNY's position as a leading sports service provider in both academic and general community settings.

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C. Relationship Promotion and Customer Satisfaction

Correlation	Pearson Correlation	
	Promotion	Satisfaction Customer
Promotions	1	0.541
Satisfaction Customer	0.541	1

Based on the results of the correlation test between promotion and customer satisfaction, a Pearson coefficient of 0.541 was obtained. A significant correlation coefficient indicates a weak positive relationship between promotion and customer satisfaction.

Correlation	Sig. (2-tailed)	
	Promotion	Satisfaction Customer
Promotions	1	0.001
Customer Customer	0.001	1

In addition, the *p-value* (Sig. 2- tailed) of 0.001 indicates that this value is higher than the commonly used significance level (e.g., $\alpha = 0.005$ or 95% confidence). This shows that there is sufficient evidence statistics that supports the existence of a relationship between promotion and customer satisfaction.

Promotions play a significant role in influencing customer satisfaction at the FIKK UNY tennis court. With a significant positive correlation and a very low *p-value*, promotions have proven to be an important element in sports service marketing strategies. Therefore, management should incorporate promotions into their long-term strategies, tailored to digital trends and customer needs. Efforts to enhance satisfaction through appropriate promotions will support the sustainability of services and customer loyalty.

D. Relationship Quality Service Quality and Customer Satisfaction

Correlation	Pearson Correlation	
	Service Quality	Customer Satisfaction
Quality Service	1	0.877
Customer Satisfaction	0.877	1

Based on the results of the correlation test between service quality and customer satisfaction, a Pearson coefficient of 0.877 was obtained. The correlation coefficient is significant indicates a weak positive relationship between service quality and customer satisfaction.

Correlation	Sig. (2-tailed)	
	Service Quality	Customer Satisfaction
Quality Service		0.000
Customer Satisfaction	0.000	

In addition, the *p-value* (Sig. 2- tailed) of 0.000 indicates that the value is higher than the commonly used significance level (e.g., $\alpha = 0.005$ or 95% confidence). This shows that there is sufficient statistical evidence to support the relationship between service quality and customer satisfaction.

The implications of these results are very important for sports facility managers. They need to ensure that all aspects of service, from facility cleanliness and staff friendliness, toease of booking, are at an optimal level. Customer satisfaction is not only measured by the functional aspects of the service, but also by their emotional perceptions during their interaction with the service. For example, customers who feel valued and receive personal attention will be more satisfied even if the facilities provided are

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not particularly luxurious. High customer satisfaction will create long-term loyalty. This loyalty is important because loyal customers are more likely to make repeat visits, recommend the facility to others, and provide constructive feedback.

VIII. CONCLUSIONS

Based on the analysis of descriptive data, testing of research results, and discussion, it can be concluded that:

- A. There is a significant correlation between promotion and the interest in training among customers or members of the FIKK UNY tennis court. The *Pearson* correlation coefficient value is 0.397 and the *p-value (Sig.2-tailed)* $0.022 < 0.05$. This means that the higher the promotion, the better the interest in training among customers or members.
- B. There is a significant correlation between service quality and the interest in training among customers or members of the FIKK UNY tennis court. With a *Pearson* correlation coefficient of 0.909 and a *p-value (Sig.2-tailed)* of $0.000 < 0.05$. This means that the higher the service quality, the better the training interest of customers or members.
- C. There is a significant correlation between promotion and customer or member satisfaction at the FIKK UNY tennis court. With a *Pearson* correlation coefficient of 0.541 and a *p-value (Sig.2-tailed)* of $0.001 < 0.05$. This means that the higher the promotion, the better the satisfaction of customers or members.
- D. There is a significant correlation between service quality and customer or tennis court member satisfaction at FIKK UNY tennis court. With a *Pearson* correlation coefficient of 0.877 and a *p-value (Sig.2-tailed)* of $0.000 < 0.05$. This means that the higher the service quality, the better the satisfaction of customers or members

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