The Customers' Satisfaction on the Quality Service of FIK UNY Tennis Court

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Abstract: The background of this research was the customer dissatisfaction toward the service provided by FIK UNY Tennis Court. The purpose of this research was to know the level of customer satisfaction toward the service provided by FIK UNY. This research is a descriptive quantitative research with the survey method. The population and the sample of this research include the customers of the tennis court, in which the total number of the customers is 75. In addition, this research employs accidental sampling technique, and the data was analyzed by converting the frequency into the percentage. The result of this research shows that the level of the customer satisfaction is good (on satisfied level). The result was gained from the average achievement of the five categorized levels (very satisfied, satisfied, fairly satisfied, unsatisfied, and very unsatisfied). The average of the satisfaction level reaches 72,42% which was obtained by each level of satisfaction as follows; very satisfied 18,67 % (14 customers), satisfied 80% (60 customers), fairly satisfied 1,33% (1 customer), unsatisfied 0% (no customer), and very unsatisfied 0% (no customer).

1. INTRODUCTION

To do a lot of activities requires healthy and fit body. Fitness nowadays becomes one of the popular phenomena in which many people are very curious about. For that, several questions have arisen like *What is fitness? How does fitness influence our daily activities?* and *How can we get fit body?* According to those phenomena and questions, it can be concluded that many people are interested in fitness. People start to realize that fitness is very important aspect for their activities. Thus, many people start doing some exercises or sports.

Many sport centers are built to facilitate people doing exercises or sports. The FIK Tennis Court is a means to fulfill people needs related to sports or exercises. By this means, people can do sport while they can also keep up the development of sports.

One of the good criteria of the FIK UNY Tennis Court is that the court has been adjusted to the national standard of court. There is also structured organization which is used to apply the healthy life principle especially by doing tennis.

Another good aspect from this court is that it also holds various events. Those various events include KR tournament, Post Graduate, UNY Rector Trophy, etc. All those events are supported by lighting facilities that can be used in the evening. There are also other facilities such as a mosque/ praying room, a toilet, a changing room, a canteen, a parking area, a spacious stand for seating in the outdoor field in which the audience can enjoy the events comfortably.

The management of the FIK UNY Tennis Court is adjusted to the management theory in which the administrative stuff, facility completeness, organization and service have to be well managed. That management will further influence the visitors' interest which depends on the satisfaction when they visit the court. In this case, the management will be good if it adjusts the visitors, need, comfort and satisfaction. Thus, the existence of the court will increase and will be more useful for customers.

Satisfaction is one of the biggest factors which affect the customers' interest to visit the court. This really depends on the services given by the court itself. Thus, the satisfaction is shown by the performance of the services and facilities in which they have to meet the customers' expectation (J. Supranto, 2006). According to Kotler in Supranto (2006) several factors which influence the customer satisfaction regarding the services are (1) reliability,

(2) responsiveness, (3) confidence/ assurance, (4) empathy, and (5) tangible.

One of the aspects establishing the development of tennis court is the customers' satisfaction on its service. A company has to know the need and eagerness of the customers. The tennis court management has to improve the quality of the service. The improvement can be done by enhancing the infrastructure for customers, the comfort of tennis court and employees' skills of service. The rented cost is also an important factor on its process of development. Those efforts have to be done in order to give customers' satisfaction. In other words, customers are satisfied by the service provided by the management of the court.

If the customers feel satisfied by the service, they will rent the tennis court regularly. Thus, the management of the tennis court has to maximize the operation of the facilities, services, promotions, products, prices and location.

To sum up, this research was conducted to know and to prove the customers' satisfaction level in using the tennis court. In addition, this research can also be used as a reference to improve the quality of tennis court management and the total number of customers using the FIK UNY Tennis Court in which as a public sport facility, it will be very crowded on the holidays or weekends.

Based on the background, the research problems are formulated as stated below: (1) The management of the tennis court has not understood well the customers' satisfaction in using the court; (2) The need and the eagerness of the court customers have not been met yet; (3) The quality of service in facilitating the need of the customers has not been identified well; (4) The quality of service for the customers related to customer satisfaction has not been applied yet.

The purpose of this research is to know the customers' satisfaction level in using the services provided by the FIK UNY Tennis Court.

There are four relevant researches as follows: (1) Asih Suciati (2009) entitled "*Pengaruh Harga, Lokasi, dan Kenyamanan Terhadap Loyalitas Konsumen Menggunakan Kolam Renang Tirtonirmolo Prambanan*"; (2) Isnaini Pertiwi (2011), entitled "*Tingkat Kepuasan Peserta Senam di Delingsari Gamping Tengah Ambarketawang terhadap Instruktur Senam*"; (3) Retno Nurhayati (2007) entitled "*Tingkat Kepuasan Pasien Terhadap Kualitas Jasa Pelayanan di Klinik Terapi Fisik FIK UNY*"; (4) Asrida Noor Eka Puspitasari (2008) entitled "*Tingkat Kepuasan Konsumen Terhadap Jasa Pengelolaan Kolam Renang Galuh*".

2 LITERATURE REVIEW

2.1 The Quality of Service

Modernity and the development of technology will contribute to the tight competition among companies to gain and to maintain their customers' loyalty. The quality of service has become an important factor that has to be taken into account by companies in order to gain the trust of the customers. In this case, the consumption pattern and life style of the customers demand the companies to give best service.

Service is an important matter for companies who serve goods or services, so a manager should be aware of that. Added to this, in a business, there is a well-known saying "Customer is King" which means that a company has to serve its own customers well, in the same way they serve their king.

According to Wyckof (in Wisnalmawati, 2005) quality of service is an expected primacy level and a control of primacy to fulfill the customers' eagerness. If the accepted service meets the expectation, the service quality is perceived as good and satisfied service. If the accepted service exceeds customers' expectation, the service quality is perceived as ideal service. However, if the accepted service is below the expectation, the service quality is perceived as bad service (Tjiptono, 2005).

In addition, quality is a keyword that should be considered by service providers. The providers should serve the customer well and carefully. The quality of application like characteristic or visual or the performance of the product is the main strategy for company or good/service provider. As a result, the company or good/service provider achieves an excellent accomplishment that is the continuity to protect its existence. The primacy of goods/services depends on the uniqueness and the quality of services provided by the service providers. The service should meet the customers' expectation and customers' need or the users of the service.

According to the description above, service is a performance or effort to serve the costumers. Even though it does not have a visual appearance and cannot be owned, service can be felt and it gives the satisfaction to the customers who use the service.

2.2 The Nature of Customers' Satisfaction

The good or bad quality of the service of the FIK UNY tennis court management can be known through the satisfaction level of the users of the court.

Thus, it is really urgent to understand the meaning of customers' satisfaction itself. According to Kotler (2008: 16) customers' satisfaction depends on estimation of performance and presumption of relative product to the customer expectation. If the performance of produce does not meet the expectation, the customer will be unsatisfied. If the performance meets the expectation, the customer will be satisfied. If the performance exceeds the expectation, the customer will be very satisfied.

Band in Musanto (2004) also agrees with the theory. Band states that customers' satisfaction is a level where customers' need, eagerness, and expectation can be fulfilled. Then, it will bring the repurchase or continued loyalty.

Mowen (in Trisno Musanto, 2004) adds that a key of customer satisfaction lies on the performance that is shown by the agents which is interpreted as the quality of the agent. According to this theory, the customers' satisfaction has closed relationship to the quality of service or product provided by the service providers.

Satisfaction is a function of performance's impression and expectation. If the performance is below the expectation, customers will be unsatisfied. Then, if the performance meets the expectation, customers will be satisfied. Finally, if the performance exceeds the expectation, customers will be very satisfied or happy. Based on Richard Oliver quoted by Handi Irawan (2002) satisfaction is the fulfillment responses from the customers. Satisfaction is a result of customers' assessment. The goods/services have given satisfaction level in which fulfillment level can be more or less. In other words, customers' satisfaction is accumulated result obtained by the users of certain service.

Based on the explanation above, it can be concluded that customers' satisfaction will be materialized by the positive relationship of the customer expectation of the product quality or performance provided by producers. The level of customers' satisfaction depends on the quality/ performance of product which is provided, the greater the quality or performance of product, the greater the satisfaction of the customers.

The attention to the customers' satisfaction or dissatisfaction increases over the time. The enhancement happens because of the purpose of a company that is to create customers' satisfaction. The greater level of customers' satisfaction will bring the great profit for the company. It is because the customers will likely repurchase the companies' products. On the other hand, the less level of customers' satisfaction, it might lead the possibility of the customers to change the product. They will possibly buy the competitors' products.

Tse and Wilton (1988) in Lupiyoado (2004) customers' satisfaction or dissatisfaction is customers' responses of disconfirmation evaluation which is felt between the previous expectation and actual performance after using the service.

If good or service companies do not really understand about customers' expectation, their satisfaction is very difficult to be obtained. The similar quality of product or service gives the different satisfaction to different customers. Thus, a company has to frequently pay attention to the quality of product or service given to the customers.

According to the several theories, it can be summarized that customers' satisfaction is the responses of customers' reaction. The customers compare the given performance and the result of the customers' expectation. If the result is below the expectation, the customer will be disappointed, unsatisfied or very unsatisfied. On the other hand, if the service meets the expectation, the customer will be satisfied and if the service exceeds the expectation, the customer will be very satisfied.

Customers' satisfaction gives several benefits. Those benefits include the harmony relationship between companies and customers, the good basic willingness of repurchase, the creation of customer loyalty, oral recommendation giving the profit for company, good company reputation, and an increase in profit.

2.3 Affecting Factors of Customers' Satisfaction

Customers' or users' satisfaction is not easily obtained moreover with a different level between each customer. It shows that there are several affecting factors of customers' or users' satisfaction. Thus, it is needed to know what factors contribute in the satisfaction of each customer or user.

According to M oenir (in Yulaimi and Putu R, 2007), for a service to be satisfactory to a person or a group of people, there are four main requirements, namely; (1) polite attitude, (2) manners of saying what should be received by other people, (3) good timing in saying, and (4) hospitality.

Furthermore, there are other factors that can affect customers' satisfaction coming from the consciousness of the employees who work in that hospitality. Rules which are applied in the service factor and organization that runs the service factor also play a role. The other ones are facilities and infrastructures as the service supports to ease customers to get their product.

According to Philip Kotler in Supranto (2006) it can be specified from the theory of service, treatment and customers' satisfaction that affecting factors are said as follows: (1) Reliability, Reliability is the ability of service providers to execute the promised service with consistency and trustworthiness. Customers' satisfaction will be fulfilled if the product/service quality matches the promise made to the customer; (2) Responsiveness, Responsiveness is the will to help customers and execute the treatment swiftly and responsively. Responsiveness will give a good impact on customers' satisfaction, because a good response will give a great satisfaction value; (3) Confidence, Confidence is the knowledge and politeness of employees and also their ability to create assurance. Thus, customers will be satisfied if there is a guarantee to the service quality given by service providers or the goods taken by customers; (4) Empathy, Empathy is caring or giving personal attention to customers. This will become important because the customers' satisfaction will be achieved if the customers are comfortably using the given service; (5) Tangibility, Tangibility is the physical appearance of equipment, employees, and communication media. This also will give a positive impact to customers' satisfaction, because the greater the quality of the facilities used in the service the greater the customers' satisfaction will be.

2.4 Tennis Court Service

2.4.1 Tennis Court Management

Essentially, the word 'management'; according to Widasa (2007) is an activity to achieve goals through the work of someone else. On the details, he proposed that management includes planning and other groups' effort to achieve a goal, and with the less use of capital such as time, money, material and also obstacle met.

2.4.2 The FIK UNY Tennis Court

The growth of sport facilities cannot be separated from many factors coming from the facilities

themselves. One of the important means to promote sport facilities is trough marketing.

The FIK UNY Tennis Court has 6 courts which are convenient and ready for the night use, consisting of 4 indoor courts, and 2 outdoor courts. The FIK UNY Tennis Court is situated near the UNY Athletic and Football Stadium or besides the UNY Main Library, so it is easy to find and accessible by personal vehicles.

3 METHOD

3.1 Research Design

This research is a descriptive quantitative research employing survey method and the data were measured by using questionnaires given to some respondents. This research aimed to know the level of customers' satisfaction towards the service quality of the FIK UNY Tennis Court in 2016. The value obtained was then analyzed using descriptive analysis and then written in the form of percentage.

3.2 Research Time and Place

This research was conducted in FIK UNY Tennis Court in May 2016. As for the test of research instrument was conducted in FIK UNY Tennis Court in March 2016.

3.3 Research Subject

This research subjects were customers of FIK UNY's Tennis Court. Research subject is determined using accidental sampling technique on customer of the FIK UNY Tennis Court.

3.4 Population and Sample

The population of this research included the customers of the FIK UNY Tennis Court. As for the sample of this research were customers of FIK UNY's Tennis Court.

3.5 Data, Instrument, and Data Collection Technique

Instrument is a tool used to obtain the data in a research. The instrument in this research is questionnaire to measure tennis court customers' satisfaction towards service of the FIK UNY Tennis

Court. This questionnaire was given to customers using the FIK UNY Tennis Court.

The data collection method in this research was through questionnaire: (1) First of all, the researcher found information about customers using the tennis court; (2) Secondly, the researcher made some appointments with some customers as the sample of the research; (3) Then, the researcher gave questionnaires to the sample of this research; (4) The researcher made a transcript of the questionnaires; (5) The next step was coding. In this step, if there is a missed data, there will be an extra addition of the data using the questionnaires; (6) After that, the obtained data were processed and analyzed.

Before being used as the instrument of this research, the questionnaires were tested in terms of their validity and reliability. They were tested on 20 customers using the FIK UNY Tennis Court. Their validity and reliability test was then processed using Microsoft Office Excel 2010 and SPSS V.18.

After the data were collected, the next step was to analyze the data so that they could be led into one conclusion. The data analysis technique in this research was descriptive quantitative analysis by using the precentage of relative frequency. The formula is as follows (Anas Sudijono, 2008:40).

$$P = \frac{F}{N} \ X \ 100\% \qquad (1)$$

Notes:

P = Questioned Percentage (Relative Frequency)

F = Frequency

N = Number of Respondents

The category of the obtained value in the result of this research is determined by the conversion criteria, according to Arikunto (2006: 2007), and then the data were interpreted into five levels, namely:

Table 1: Category Level.

No	Interval	F	P(%)	Category
1	81% - 100%	14	18,67	VS
2	61% - 80%	60	80,00	S
3	41% - 60%	1	1,33	FS
4	21% - 40%	0	0,00	US
5	0% - 20%	0	0,00	VUS
	Total	75	100	

(Arikunto, 2002)

4 RESEARCH RESULT AND DISCUSSION

4.1 Research Result

This part will show the research result of customers' satisfaction in using the FIK UNY Tennis Court. This research was conducted on 20 to 26 of May 2016 and it included 75 respondents. The result of this research can be described as follows:

1. **The Level of Customers' Satisfaction in Using the FIK UNY Tennis Court**

From the analyzed data, the result can be described into a table as follows:

Table 2: Statistical Description of Customers' Satisfaction in Using the FIK UNY Tennis Court Service.

Statistic	Score
Mean	95.6000
Median	93.0000
Mode	92.00
Std. Deviation	9.59166
Range	61.00
Minimum	60.00
Maximum	121.00

From the data above it can be described that the level of customers' satisfaction in using the FIK UNY Tennis Court service has the mean of 95.6, median of 93, mode of 92 and Standard Deviation of 9.59. Meanwhile, the maximum score is 121 and minimum score is 60. From the data above, the customers' satisfaction in using the FIK UNY Tennis Court service can be categorized as the table below.

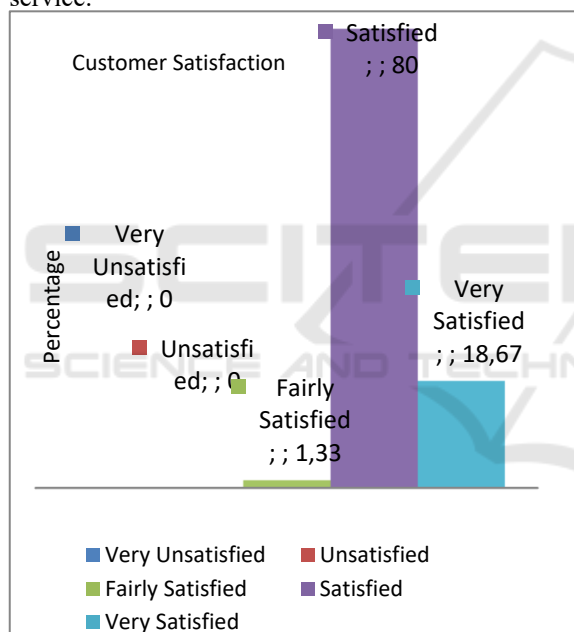Table 3: The Category of Customers' Satisfaction in Using the FIK UNY Tennis Court Service.

No	Interval	F	P(%)	Category
1	81% - 100%	14	18,67	VS
2	61% - 80%	60	80,00	S
3	41% - 60%	1	1,33	FS
4	21% - 40%	0	0,00	US
5	0% - 20%	0	0,00	VUS
	Total	75	100	

Notes:

F= Frequency
P = Percentage
VS = Very Satisfied
S = Satisfied
FS = Fairly Satisfied
US = Unsatisfied
VUS = Very Unsatisfied

From the table above, it can be seen that the level of customers' satisfaction in using the FIK UNY Tennis Court service is **satisfied** with the average achievement of 72,42%. It included 14 respondents or 18.67% with very satisfied, 60 respondents or 80% with satisfied, 1 respondent or 1.33% with fairly satisfied, and 0% for unsatisfied and very unsatisfied.

Below you can see the graphic for customer's satisfaction in using FIK UNY's tennis court service:

Graphic 1: The Diagram of the Customers' Satisfaction Level in Using the FIK UNY Tennis Court Service.

From the data above, it can be seen that the level of customers' satisfaction is categorized satisfied with the average achievement of 72,42%. The category was obtained from the average result consisting of 14 respondents or 18.67% with very satisfied, 60 others or 80% with satisfied, 1 respondent or 1.33% with fairly satisfied, and 0 % for both unsatisfied and very unsatisfied.

Tennis as sport is known as a prestigious and expensive sport. Therefore, its service providers tend to give the maximum service aiming to please the customers to get highest satisfaction. Thus, providing good service by attitude or performance will affect the customers' satisfaction in using FIK UNY Tennis Court.

According to Band in Musanto (2004: 125), the customers' satisfaction is an improvement where needs, wants and hopes from customers can be fulfilled that it will result in repeat buying and continuous loyalty. Supranto (1997: 227) adds that service is invisible, intangible and quickly disappeared work. It can be easily felt rather than owned, and if it works well, the users can actively participate in its consumption.

Essentially, the fulfillment of the customers' needs has become the most necessary aspect in the service process. Apart from performance and attitude of the providers, the customers' satisfaction is also affected by the quality of the facilities and tools equipped in the FIK UNY Tennis Court. With suffice facilities, the customers will easily get what they want and need when they use the court.

5 CONCLUSION AND SUGGESTION

5.1 Conclusion

According to the research finding and discussion, it can be concluded that the customers' satisfaction in using the FIK UNY Tennis Court is categorized **satisfied** with average achievement of 72,42%. The category was obtained from the average result consisting of 14 respondents or 18.67% with very satisfied, 60 others or 80% with satisfied, 1 respondent or 1.33% with fairly satisfied, and 0 % for both unsatisfied and very unsatisfied.

5.2 Suggestion

According to the drawn conclusion above, it is suggested that: (1) The FIK UNY Tennis Court management should be able to improve the quality of the service provided; (2) The quality should be improved holistically so that the customers will be comfortable in using the FIK UNY Tennis Court.

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