



The Influence of Service Quality on Customer Satisfaction of Users of Firza Betung Futsal Field Services

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Abstract

Objectives. This study aims to analyze the effect of service quality on customer satisfaction among users of Firza Betung Futsal Field services in Musi Banyuasin Regency, South Sumatra, Indonesia. The study addresses the growing relevance of quality-driven service management in sports facility businesses to retain and satisfy consumers.

Materials and Methods. A quantitative descriptive method was applied, using a correlational approach. The sample consisted of 40 users of Firza Betung Futsal Field, selected through accidental sampling. Data were collected through structured questionnaires based on five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. Data analysis involved validity and reliability testing, normality testing, simple linear regression, and hypothesis testing via t-tests.

Results. The findings revealed that service quality significantly influences customer satisfaction. The regression analysis yielded a significance value of 0.000 ($p < 0.05$), indicating a positive and significant relationship. The coefficient of determination (R^2) was 0.611, suggesting that 61.1% of the variation in customer satisfaction is explained by service quality.

Conclusions. Service quality has a substantial impact on customer satisfaction among futsal field users. It is recommended that sports facility managers focus on improving service quality dimensions—particularly responsiveness and reliability—to enhance user satisfaction and loyalty.

Keywords: service quality, customer satisfaction, futsal, sports facility management, user experience

Introduction

Futsal has emerged as one of the most popular sports in Indonesia (Rinaldi & Rohaedi, 2020), appealing to a wide demographic due to its fast-paced nature, accessibility, and relatively low infrastructure requirements (Saryono, 2006). As a result, futsal venues have proliferated across urban and suburban areas, serving not only as spaces for recreational activity but also as hubs for organized tournaments and youth development (Tenang, 2007). With this growth comes increased competition among futsal facility operators, making service quality a key determinant of user preference, satisfaction, and retention (Hidayat et al., 2024).

In the context of sports services, service quality refers to the degree to which a facility or organization meets or exceeds customer expectations through its physical environment, staff performance, reliability, responsiveness, and ability to provide personalized attention (Göksel et al., 2024). These dimensions—commonly known as tangibles, reliability, responsiveness, assurance, and empathy—serve as benchmarks for assessing how effectively a service-based institution delivers value to its users (Academy, 2008).

Customer satisfaction, meanwhile, represents a user's emotional response following the experience of a service (Dharmayanti, 2006). In sports facilities, satisfaction can be influenced by the cleanliness of the field, the friendliness and competence of the staff, the availability of equipment, the ease of booking systems, and the overall ambiance of the environment (Dugalić & Krsteska, 2013).

Despite the recognized importance of service quality in sports management, there remains a gap in localized research—particularly in regional or rural areas—where the implementation and perception of quality standards may vary significantly from metropolitan benchmarks. The Firza Betung Futsal Field, located in Musi Banyuasin Regency, South Sumatra, is one such facility that has become increasingly popular among futsal players and teams. While the venue is frequently used, anecdotal feedback suggests mixed levels of user satisfaction, with specific concerns raised about booking processes, facility maintenance, and staff responsiveness.

Given these circumstances, this study seeks to empirically investigate the influence of service quality on customer satisfaction among users of the Firza Betung Futsal Field. By assessing the five core dimensions of service quality and their impact on satisfaction, the research aims to provide practical recommendations to help the facility management improve service delivery. Moreover, the findings may serve as a reference for other sports facilities aiming to enhance user experience and foster long-term customer loyalty.

Materials and Methods

Study Participants.

The participants in this study were users of the Firza Betung Futsal Field, located in Musi Banyuasin Regency, South Sumatra, Indonesia. A total of 40 respondents were selected using accidental sampling, a non-probability technique where participants were chosen based on their availability and willingness to participate during their visit to the facility (Tan, 2022). All participants were active users of the futsal field services and aged between 17 and 35 years. This sample size was considered adequate for preliminary correlational analysis within the scope of this study.

Study organization.

This research employed a quantitative descriptive method with a correlational approach, aiming to analyze the influence of perceived service quality on customer satisfaction. The independent variable (X) was service quality, which was measured using five core dimensions based on the SERVQUAL framework: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). The dependent variable (Y) was customer satisfaction, operationalized through user feedback on their experiences with the futsal facility.

Data were collected using a structured questionnaire distributed in printed form to respondents at the futsal venue. The instrument employed a Likert scale with five response categories ranging from "strongly disagree" (1) to "strongly agree" (5). Prior to data collection, the questionnaire was tested for validity and reliability using Pearson product-moment correlation and Cronbach's alpha, respectively.

Statistical analysis.

Data analysis was conducted using IBM SPSS version 26. The first step involved testing the data for normality using the Kolmogorov–Smirnov method to confirm suitability for parametric testing. Once confirmed, a simple linear regression analysis was performed to determine the extent of influence service quality had on customer satisfaction. Hypothesis testing was conducted using a t-test at a significance level of 0.05. Additionally, the coefficient of determination (R^2) was used to calculate the proportion of variation in customer satisfaction explained by the service quality variable. All statistical interpretations followed standard criteria, with results considered significant at $p < 0.05$.

Results

The findings of this study revealed a significant relationship between service quality and customer satisfaction among users of the Firza Betung Futsal Field. The instrument used in this research passed both the validity and reliability tests. All 10 items of the questionnaire showed Pearson correlation values greater than the critical value of $r = 0.3120$, indicating strong item validity. Furthermore, the reliability coefficient (Cronbach's Alpha) was 0.881, confirming that the instrument was highly reliable. Next, a normality test using the Kolmogorov–Smirnov method produced a significance value of 0.063, which is greater than the threshold of 0.05. This result confirms that the data were normally distributed and suitable for parametric analysis.

Table 1. Reliability Test Result

Variable	Number of Items	Cronbach's Alpha	Interpretation
Service Quality & Customer Satisfaction	10	0.881	Reliable

Table 2. Normality Test (Kolmogorov–Smirnov)

Statistic	df	Sig. (2-tailed)
0.130	40	0.063

To examine the effect of service quality on customer satisfaction, a simple linear regression analysis was conducted. The output showed a significance value of 0.000 ($p < 0.05$), confirming a statistically significant relationship. The computed t-value was 8.226, while the t-table value at $df = 38$ and $\alpha = 0.05$ was approximately 2.024. Since $t_{\text{count}} > t_{\text{table}}$, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. Additionally, the coefficient of determination (R^2) was calculated at 0.611, indicating that 61.1% of the variation in customer satisfaction can be explained by service quality. The remaining 38.9% is influenced by other variables not included in this study.

Table 3. Hypothesis Testing (t-Test and Significance)

Variable	t-count	t-table	Sig. (p-value)	Conclusion
Service Quality → Customer Satisfaction	8.226	2.024	0.000	Significant (H_1 accepted)

Table 4. Model Summary (R-Square)

R	R Square	Adjusted R Square	Std. Error of Estimate
0.782	0.611	0.601	2.687

These results demonstrate that service quality—including factors such as tangibility, reliability, responsiveness, assurance, and empathy—plays a major role in shaping user satisfaction at the Firza Betung Futsal Field. The strength of the correlation and the large proportion of explained variance underscore the importance of prioritizing quality improvements in facility management.

Discussion

This study confirms that service quality significantly influences customer satisfaction among users of the Firza Betung Futsal Field, with service quality accounting for 61.1% of variance in satisfaction ($R^2 = 0.611$, $p = 0.000$). This finding aligns with prior research in the sports context. For instance, Göksel et al. (2024) identified a strong and positive relationship ($r = 0.613$, $p < 0.01$) between service quality and customer satisfaction in fitness centers (Göksel et al., 2024). While Salsabila et al. (2024) reported a robust correlation in fitness and sports facility environments (e.g., gym $r = 0.636$, studio $r = 0.687$, pool/field $r = 0.504$; all $p = 0.000$) (Salsabila et al., 2024).

In the realm of sport-specific venues, Ariyanti & Narundana (2025) found that facility quality explained 68% of variability in customer satisfaction at Satria Futsal (Miranda Ariyanti & Vonny Tiara Narundana, 2025). This similarity in results reinforces the importance of factors such as tangibility, responsiveness, and reliability. These align closely with Parasuraman et al.'s widely accepted SERVQUAL framework for assessing service expectations across industries (Huang & Kim, 2023). More broadly, Tan Phat Le and colleagues (2025) emphasized the vital role of service quality in predicting customer loyalty in sports facilities, pointing specifically to its direct effects on satisfaction and facility image (Tan Phat Le et al., 2025). The present study extends this evidence by showing that in futsal-specific settings, service quality remains a key driver of satisfaction and likely loyalty.

These findings have practical implications for futsal operators seeking to differentiate their service offering. Emphasizing improvements in field maintenance (tangibles), promptness in booking and scheduling (reliability), swift resolution of customer requests (responsiveness), assured safety and staff competency (assurance), and personalized communication (empathy) is crucial. Addressing these aspects can elevate user satisfaction and foster repeat patronage in a competitive market.

However, the study's limitations must be acknowledged. The reliance on accidental sampling ($n = 40$) may affect the generalizability of findings. Additionally, other variables—such as pricing, competition from other facilities, and user preferences—were not examined.

Future research could use probability sampling, larger samples, and explore mediating variables like trust or behavioral intentions (Tufantoz & Yıldız, 2022).

In summary, this study enriches the literature by confirming that high levels of service quality are essential to customer satisfaction in sports facility management, while offering context-specific insights for futsal facility operators seeking to improve user experiences.

Conclusions

This study concludes that service quality has a significant and positive effect on customer satisfaction among users of Firza Betung Futsal Field. The regression analysis revealed that 61.1% of the variance in customer satisfaction is explained by the perceived quality of services, with a significance level of $p = 0.000$. This confirms that when futsal facilities deliver high-quality services—particularly in terms of responsiveness, reliability, and assurance—they contribute meaningfully to enhancing customer satisfaction.

These findings support the integration of structured service quality frameworks, such as SERVQUAL, in managing sports venues. Futsal field operators are encouraged to prioritize tangible improvements to facility conditions, invest in staff training, and cultivate user-centered experiences to build satisfaction and loyalty.

For future research, it is recommended to expand the scope by including larger samples and exploring additional variables such as pricing, accessibility, or user motivation. This will help deepen the understanding of what drives customer satisfaction in the rapidly growing field of recreational sports services.

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