

Survey On Public Satisfaction Toward Sports Facilities At The INGUB Klender Stadium

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ABSTRACT

Public satisfaction is an important indicator in assessing the quality of public services, because it reflects the extent to which user expectations are met by the services provided. This study aims to analyze the level of community satisfaction with sports facilities at the INGUB Klender Stadium, East Jakarta. This research uses a quantitative approach with descriptive methods. Data were obtained through distributing questionnaires to 75 respondents who are active users of sports facilities at the stadium. The research instrument was prepared based on the SERVQUAL model with six main indicators, namely physical evidence (tangible), reliability, location accessibility, security and safety (assurance), empathy, and conformance to expectations (conformance). The results showed that, in general, the community has a very high level of satisfaction with sports facilities at the INGUB Klender Stadium. 60% of respondents stated that they were very satisfied, and 38.67% stated that they were satisfied. The factor with the highest level of satisfaction is location accessibility (74.67%), followed by security and safety and empathy (65.33% each). This finding indicates that the sports facilities have met the expectations of the community, both in terms of service quality and convenience of use. The high level of community satisfaction indicates that the management of sports facilities at the INGUB Klender Stadium has been running well and properly.

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- A. Conception and design of the study;
- B. Acquisition of data;
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INTRODUCTION

Sports facilities are one of the strategic elements in improving the quality of life of the community through healthy and structured physical activity. The Ministry of Youth and Sports (Kemenpora, 2010) classifies sports facilities into three levels: basic, intermediate, and advanced, all of which play an important role in supporting community sports development and participation. However, there are still many facilities that are not optimal in terms of accessibility, quality of service, and management, resulting in low levels of sports participation among the community.

INGUB Klender Stadium, located in East Jakarta, is one of the DKI Jakarta Provincial Government's initiatives in providing international-standard sports facilities

that can be accessed inclusively. Managed by the Youth and Sports Agency (Dispora) and prioritized for the general public, amateur clubs, and youth activities, the stadium has great potential in encouraging sports participation. However, the effectiveness of this facility in meeting community expectations is not fully known.

Public satisfaction is a key indicator in evaluating the quality of public services. Kotler and Keller (2016) state that satisfaction arises when the service received exceeds user expectations. To measure it, the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988) offers five service indicators, namely: tangible (cleanliness and physical condition of facilities), reliability (service reliability), responsiveness (officer alertness), assurance (sense of security and professionalism), and empathy (attention to user needs). Wijaya (2018) adds an indicator of conformance, namely the suitability of services to the standards expected by users.

In its development, several studies in the last decade have adapted and expanded the SERVQUAL model. According to Ali et al. (2021), SERVQUAL remains relevant but needs to be adapted to specific contexts, such as public facilities and the sports sector, by adding indicators such as conformance or user experience. In addition, research by Ladhari (2016) emphasizes the importance of a contextual approach in the application of SERVQUAL, especially in non-commercial services, so that the measurement results are more accurate and reflective of user perceptions.

This study aims to analyze the level of public satisfaction with the sports facilities available at the INGUB Klender Stadium, East Jakarta, based on several service quality indicators. The results of this research are expected to provide input for facility managers and policy makers to improve service quality and optimize the use of public sports facilities.

METHODS

This study uses a quantitative descriptive approach to analyze the level of public satisfaction with sports facilities at the INGUB Klender Stadium, East Jakarta. This approach aims to provide a systematic, factual, and accurate description of the level of community satisfaction based on numerical data obtained from respondents (Sugiyono, 2018).

The research was conducted at the INGUB Klender Stadium, which is located in Malaka Sari Village, Duren Sawit District, East Jakarta. The research lasted for 7 days, including observation activities and distributing questionnaires. The population in this study were all users of sports facilities at the INGUB Klender Stadium. The sample used amounted to 75 respondents, consisting of active users of the facilities. The sampling technique uses random sampling, with the condition that the respondent is a user who has utilized the stadium facilities.

The instrument used in this study is a questionnaire prepared based on the SERVQUAL model. The questionnaire consists of 20 statement items representing six indicators of service quality, which can be described in the table below:

Table 1.
Research Aspect Indicator

Number	Aspect	Indicator
1	Community Satisfaction	Tangible (Physical Evidence)
2	Community Satisfaction	Reliability
3	Community Satisfaction	Location Accessibility Assurance (Safety and Security)
4	Community Satisfaction	
5	Community Satisfaction	Empathy
6	Community Satisfaction	Conformance

In this study, each statement item in the questionnaire was measured using a 4-point Likert scale, with a range of 1 (very dissatisfied) to 4 (very satisfied). Can be described in the table below:

Table 2.
Likert Scale

Description	Score
Very Dissatisfied	1
Not Satisfied	2
Satisfied	3
Very Satisfied	4

In this study using a quantitative descriptive analysis approach was used in the form of percentages, with the aim of knowing the level of community satisfaction with sports facilities at the INGUB Klender Stadium. According to Sudijono (2000: 40- 41), this calculation is called a percentage table or relative frequency, because what is presented is not absolute frequency, but frequency in percentage form. The formula used is as follows:

$$P = F/N \times 100\%$$

Notes:

P = Percentage

F = Frequency of respondents in a particular category

N = Total number of respondents

In addition, the data were also analyzed using category grouping based on a Likert scale. The Likert scale in this study is used to measure respondents' opinions, perceptions, or responses to sports facility services, which are arranged in four categories, namely: Very Satisfied, Satisfied, Less Satisfied, and Very Dissatisfied (Sugiyono, 2007: 93-95). Categorizing the level of satisfaction is done by considering the ideal mean value (M_i) and ideal standard deviation (SD_i). According to Syarifudin in Fatoni, cited by Arif (2018), the satisfaction level category is formulated as follows:

Table 3.
Categorization Range

Range	Score
$(M_i + 1.5 SD_i) < X \leq (M_i + 3 SD_i)$	Very Dissatisfied
$(M_i) < X \leq (M_i + 1.5 SD_i)$	Not Satisfied
$(M_i - 1.5 SD_i) < X \leq (M_i)$	Satisfied
$(M_i - 3 SD_i) < X \leq (M_i - 1.5 SD_i)$	Very Satisfied

RESULTS AND DISCUSSION

Result

From the results of the analysis conducted by the author in this study, based on data processing regarding the level of community satisfaction with sports facilities at the INGUB Klender Stadium through questionnaire answers or questionnaires that have been tested using the validity test and reliability test, the results show that all questions presented in the questionnaire are valid or appropriate.

Based on the results of distributing questionnaires to 75 respondents who are users of sports facilities at the INGUB Klender Stadium, the data obtained shows that, in general, the level of community satisfaction is in the very satisfied and satisfied categories. The distribution of community satisfaction levels is as follows: Very Satisfied: 60% (45 respondents), Satisfied: 38.67% (29 respondents), Dissatisfied: 1.33% (1 respondent), Very Dissatisfied: 0%. Description of research on the level of community satisfaction with the INGUB Klender Stadium sports facilities can be seen in the figure below:

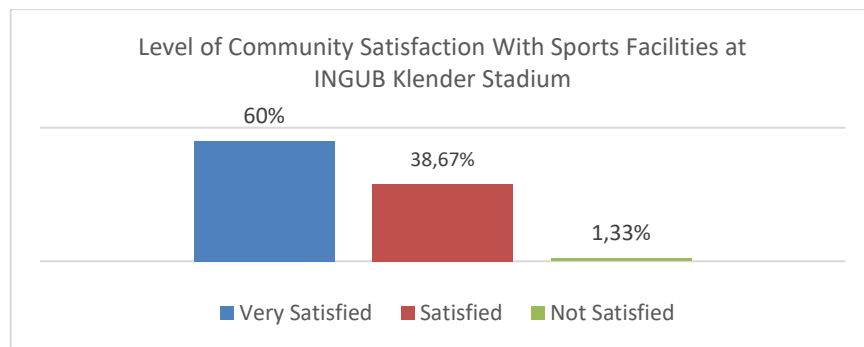


Figure 1.

Level of Community Satisfaction with Sports Facilities at INGUB Klender Stadium

Table 3.

Results of Satisfaction Level Based on Indicators

Column 1	Column 2	Column 3
Tangible	61,33% of 75 Respondents	Very Satisfied
	37,33% of 75 Respondents	Satisfied
	1,33% of 75 Respondents	Not Satisfied
Reliability	58,67% of 75 Respondents	Very Satisfied
	38,67% of 75 Respondents	Satisfied
	2,67% of 75 Respondents	Not Satisfied
Location Accessibility	74,67% of 75 Respondents	Very Satisfied
	24% of 75 Respondents	Satisfied
	1,33% of 75 Respondents	Not Satisfied
Assurance	65,33% of 75 Respondents	Very Satisfied
	32% of 75 Respondents	Satisfied
	2,67% of 75 Respondents	Not Satisfied
Emphaty	65,33% of 75 Respondents	Very Satisfied
	32% of 75 Respondents	Satisfied
	2,67% of 75 Respondents	Not Satisfied
Conformance	57,33% of 75 Respondents	Very Satisfied
	38,67% of 75 Respondents	Satisfied
	4% of 75 Respondents	Not Satisfied

Research results based on the satisfaction level factor of the INGUB Klender Stadium sports facilities are described as follows:

Tangible

The results of the level of community satisfaction with the INGUB Klender Stadium sports facilities Tangible factor (Physical Evidence) have a very satisfied category of 61.33% with a frequency of 46 out of 75 respondents, a satisfied category of 37.33% with a frequency of 28 out of 75 respondents, a dissatisfied category of 1.33% with a frequency of 1 out of 75 respondents, a very dissatisfied category of 0% with a frequency of 0 out of 75 respondents. Description of research related to the level of public satisfaction with sports facilities based on the physical evidence factor (tangible) can be seen based on the following figure:

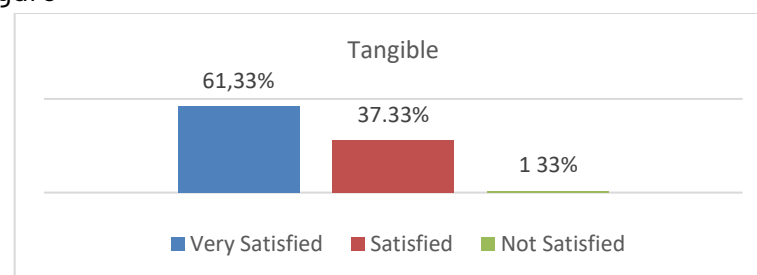


Figure 2.
Tangible Factor Research Results

Reliability

The results of the level of community satisfaction with the INGUB Klender Stadium sports facilities Reliability factor has a very satisfied category of 58.67%. With a frequency of 44 out of 75 respondents, a satisfied category of 38.67% with a frequency of 29 out of 75 respondents, a dissatisfied category of 2.67% with a frequency of 2 out of 75 respondents, and a very dissatisfied category of 0% with a frequency of 0 out of 75 respondents. Description of research related to the level of community satisfaction with sports facilities based on the Reliability factor can be seen based on the following figure:

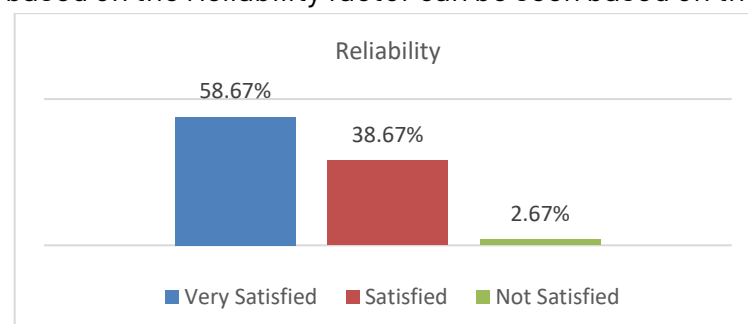


Figure 3.
Reliability Factor Research Results

Location Accessibility

The results of the level of community satisfaction with the INGUB Klender Stadium sports facilities, the Location Accessibility factor has a very satisfied category of 74.67%

with a frequency of 56 out of 75 respondents, a satisfied category of 24% with a frequency of 18 out of 75 respondents, a dissatisfied category of 1.33% with a frequency of 1 out of 75 respondents, a very dissatisfied category of 0% with a frequency of 0 out of 75 respondents. Description of research related to the level of community satisfaction with sports facilities based on the Location Accessibility factor can be seen based on the following figure:

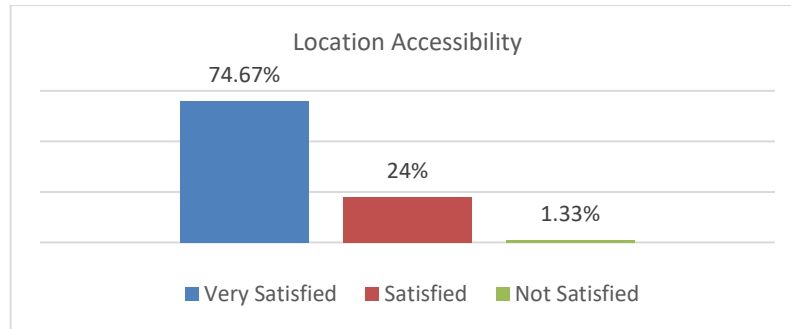


Figure 4.
 Location Accessibility Factor Research Results

Assurance

The results of the level of community satisfaction with the INGUB Klender Stadium sports facilities Security and Safety factor (Assurance) have a very satisfied category of 65.33% with a frequency of 49 out of 75 respondents, a satisfied category of 32% with a frequency of 24 out of 75 respondents, a dissatisfied category of 2.67% with a frequency of 2 out of 75 respondents, a very dissatisfied category of 0% with a frequency of 0 out of 75 respondents. Description of research related to the level of public satisfaction with sports facilities based on the Security and Safety (Assurance) factor can be seen based on the following figure:

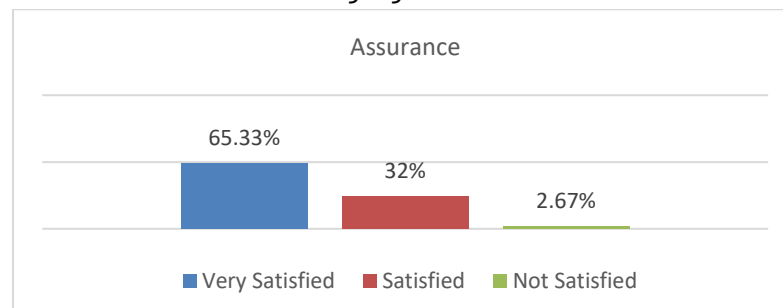


Figure 5.
 Assurance Factor Research Results

Empathy

The results of the level of community satisfaction with the INGUB Klender Stadium sports facilities for the empathy factor (Empathy) have a very satisfied category of 65.33% with a frequency of 49 out of 75 respondents, a satisfied category of 32% with a frequency of 24 out of 75 respondents, a dissatisfied category of 2.67% with a frequency of 2 out of 75 respondents, a very dissatisfied category of 0% with a frequency of 0 out of 75 respondents. Description of research related to the level of

public satisfaction with sports facilities based on the empathy factor (Empathy) can be seen based on the following figure:

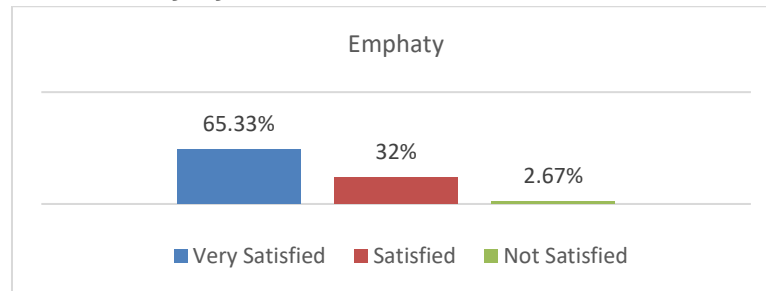


Figure 6.
Empathy Factor Research Results

Conformance

The results of the level of community satisfaction with the INGUB Klender Stadium sports facilities, the Conformance Factor has a very satisfied category of 57.33% with a frequency of 43 out of 75 respondents, a satisfied category of 38.67% with a frequency of 29 out of 75 respondents, a dissatisfied category of 4% with a frequency of 3 out of 75 respondents, a very dissatisfied category of 0% with a frequency of 0 out of 75 respondents. Description of research related to the level of public satisfaction with sports facilities based on Conformance Expectations can be seen based on the following figure:

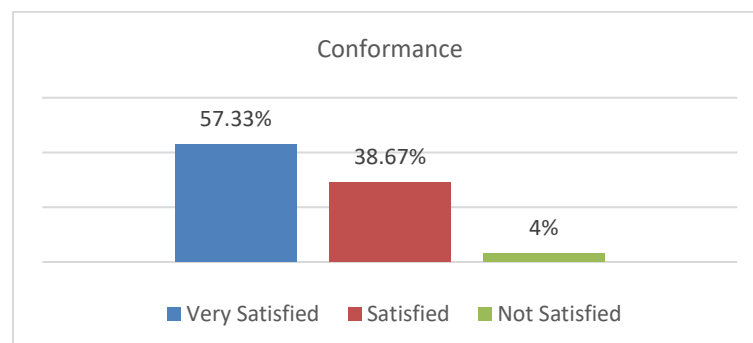


Figure 7.
Conformance Factor Research Results

Discussion

The results of this study indicate that sports facilities at the INGUB Klender Stadium have provided a high level of satisfaction for the community, especially in the aspect of an easily accessible location, as well as friendly and professional officer services. The dominance of very satisfied scores on the location accessibility indicator indicates that the strategic and easily accessible location of the stadium has a major influence on people's decisions to use sports facilities. Research by Chen et al. (2022) confirms that ease of access is a crucial factor in increasing community participation in public facility services, including sports. Good accessibility not only facilitates mobility but also increases the perception of service efficiency.

Furthermore, the high scores on the assurance and empathy dimensions reflect that the officers at the stadium can provide professional, courteous, and attentive

services to users' needs. This is in line with the findings of Al-Hubaishi & Ahmad (2021), who emphasize that the competence and warmth of public service officers contribute directly to increasing user satisfaction and loyalty. A humane and empathetic approach is proven to strengthen the emotional connection between users and service providers.

However, the scores on tangible and reliability dimensions can still be improved. Tangible includes the physical condition of facilities, such as the cleanliness of toilets, changing rooms, the availability of clean water, and the quality of the pitch. Reliability, which relates to service consistency, indicates the need for improvement in the timeliness of operations and the suitability of facility usage schedules. Research by Fitriani et al. (2021) states that the sustainability of the physical quality of public facilities must be supported by a good and sustainable maintenance management system.

The lowest value in the conformance dimension indicates a gap between expectations and service realization. Some users feel that the service is not fully in accordance with the expected standards. This finding supports the results of a study by Putra & Widiyanti (2023), which emphasizes the importance of periodic evaluation of service quality standards and community involvement in the service improvement process. This involvement is important to align the perceptions of users and managers, so that conformity of expectations can be achieved more optimally.

CONCLUSION

Based on the results of research conducted on the level of community satisfaction with sports facilities at the INGUB Klender Stadium, it can be concluded that, in general, the community is very satisfied with the facilities available. Of the 75 respondents involved in this study, 60% stated that they were very satisfied, 38.67% stated that they were satisfied, and only 1.33% stated that they were dissatisfied. There were no respondents who felt very dissatisfied. This shows that the INGUB Klender Stadium has been able to provide quite good services in accordance with the expectations of the community as users of sports facilities.

When viewed from each satisfaction factor, the location accessibility factor has the highest level of satisfaction with a percentage of 74.67%, followed by security and safety factors and empathy of 65.33% each, then the physical evidence factor of 61.33%, reliability of 58.67%, and conformity to expectations of 57.33%. All of these aspects are in the very satisfied category, which reflects the successful management of the INGUB Klender Stadium sports facilities in meeting the needs and expectations of the community as a whole. Those who expressed less satisfaction (14%) and very dissatisfied (6%).

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