

Strategy to Increase Premier Futsal Consumer Satisfaction

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Abstract

Futsal is becoming increasingly popular in urban areas such as Kediri, driving the growth of the field rental industry, which not only serves as a sports facility but also as a center for community social interaction. Fierce competition in this business encourages managers to provide competitive advantages through service quality, facilities, price, and location. This community service activity aims to analyze the factors that influence customer satisfaction at Premier Futsal Kediri as a basis for developing strategies to improve service quality. The study used a quantitative survey method with a questionnaire involving 100 respondents. Data were analyzed descriptively and inferentially using a partial t-test. The results showed that the variables of facilities ($t = 4.214$; sig. 0.000) and location ($t = 1.759$; sig. 0.020) significantly influenced customer satisfaction, while service quality ($t = -0.552$; sig. 0.582) and price ($t = 0.663$; sig. 0.509) did not significantly influence customer satisfaction. The highest average scores were obtained for perceived field cleanliness and comfort (4.27) and ease of site access (4.21). Improvements in service quality are needed through staff training, facility upgrades, particularly lighting, the development of value-added pricing strategies, and optimization of site access. Follow-up plans include conducting periodic satisfaction surveys to monitor the effectiveness of improvements. This activity contributes to providing applicable, data-based recommendations for Premier Futsal Kediri management, while also having a positive impact on the community using sports services in urban areas.

1. Introduction

Sport has become a primary need for society, along with the growing trend of healthy lifestyles among various groups. One sport that is currently very popular is futsal, especially in urban areas like Kediri. Futsal has advantages over conventional soccer, including the ability to be played on smaller fields, indoors, and with flexibility in terms of time. The sport's popularity has driven significant growth in the futsal field rental industry. Many businesses see significant opportunities in providing these sports facilities, which not only offer field rental services but are also developing into centers of social activity and lifestyle for urban communities. (Ahmat Abdul Muis et al., 2022; Istiyono & Laely, 2024).

In Kediri City itself, competition in the futsal field rental business is increasingly fierce. Various operators are competing to offer superior service to attract customers, both in terms of rates, strategic locations, quality facilities, and additional services. One prominent futsal service

provider is Premier Futsal Kediri, which has transformed into a modern arena with various supporting facilities such as a food court, Wi-Fi, changing rooms, and even a karaoke room. The presence of these facilities not only adds comfort for users but also serves as a unique attraction amidst increasingly competitive business competition. Its location in an urban area with easy access also adds to its geographical advantages.

2. Problems and Solutions

Service is a key determinant of a company's success and development, particularly in the service sector, such as futsal court rentals. Companies engaged in this service must continuously improve service quality to ensure customer satisfaction. A high level of customer satisfaction is key to building loyalty, maintaining business continuity, and distinguishing themselves from competitors. Customer expectations of service are formed through various sources, such as information from vendors, other people's experiences, and recommendations from friends. When the service received does not meet these expectations, a gap arises, reducing satisfaction and potentially leading to customer turnover.

This is in line with the findings (Rusmahafi & Wulandari, 2020) in their study of the hospitality industry, which showed that the elements of reliability, responsiveness, assurance, and empathy have a significant influence on customer satisfaction. In the context of Premier Futsal Kediri, the aspect of excellent service needs to be balanced with other factors such as competitive prices, strategic location, and adequate facilities. Given the increasingly fierce competition in the futsal field rental business in Kediri, the company must be able to identify and prioritize the variables that most impact customer satisfaction. The right marketing strategy, responsive service, and understanding customer needs are crucial steps to ensure customers do not just come occasionally, but become loyal users of the service.

The purpose of this community service is to analyze and test the influence of service quality, facilities, price, and location variables on customer satisfaction at Premier Futsal Kediri, both partially and simultaneously. This study also aims to identify which variables are most dominant in influencing the level of customer satisfaction, so that it can become a strategic basis for management in determining service improvement and development priorities. Theoretically, this study is expected to enrich the scientific treasury in the field of service marketing management, especially in the context of sports services. Meanwhile, practically, the results of this study are expected to be used by Premier Futsal managers and similar business actors as a reference in formulating policies oriented towards improving service quality and customer retention.

3. Methods

3.1. Method of Implementation

The approach used in this community service activity is participatory and training-based, using workshops and outreach methods for partners. This activity also adopts the principles of Participatory Action Research (PAR), where partners are actively involved in the process of problem identification, activity implementation, and evaluation. The goal is to increase partners' capacity and awareness in understanding the importance of improving service quality to customer satisfaction. This approach was chosen because it has proven effective in facilitating the transfer of practical knowledge and creating a direct impact on partners' service behavior.

3.2. Location and Duration Activity

This activity will be held at Premier Futsal Kediri, located in Banaran Village, Pesantren District, Kediri City, East Java Province. The program is planned to last two months, from September to October 2025, with activities ranging from preparation and workshops to evaluation and mentoring.(Caesar et al., 2020; Dasmen et al., 2021; Wicaksono et al., 2020).

3.3. Partner Group

The primary partner group in this activity is the management and operational staff of Premier Futsal Kediri, consisting of six managers and employees. This partner operates a futsal field rental business with a relatively high monthly visitor count, reaching approximately 960 visitors. The partners' characteristics indicate they have operational experience, but they still face challenges in maintaining consistent service and systematically understanding customer behavior.

To support the implementation of the activities, various learning tools and media have been optimally utilized, including training modules based on service excellence and customer satisfaction, PowerPoint presentations for material delivery, questionnaires for customer satisfaction evaluation, and educational posters displaying ideal service standards and facilities. In addition, short videos containing case studies on customer behavior and service were also shown, and stationery, whiteboards, and participatory worksheets were provided to support active participant engagement.(Lidiawan, 2024).

3.4. Tools and Media

The implementation process begins with a preparatory phase, which includes developing a questionnaire and training modules, initial coordination with Premier Futsal Kediri management, and scheduling and developing a technical implementation plan. Further coordination is then carried out through technical meetings with partners, the allocation of roles and responsibilities, and program outreach to staff and prospective training participants. Key activities include workshops and training on service quality, facilities, and pricing; a simulation of developing a service strategy based on customer feedback; the presentation of initial survey results related to

customer satisfaction; and interactive discussion sessions to formulate applicable service solutions.

The monitoring and evaluation phase was conducted through direct observation of service implementation in the field, interviews with selected customers, and evaluation of changes in partner understanding before and after the training. To ensure the sustainability of the activity's impact, follow-up was also conducted in the form of mentoring the implementation of new service strategies, preparing and submitting a report on service improvement recommendations to Premier Futsal management, and scheduling a follow-up evaluation session one month after the training.

3.5. Implementation Procedures

The data collection method was carried out through a combination of questionnaire approaches to measure customer satisfaction levels, semi-structured interviews with managers and customers, direct observation of facilities, service attitudes, and operational processes, as well as documentation in the form of photos, field notes, and training materials. (Lidiawan & Laely, 2024) The collected data was analyzed using a simple quantitative approach by calculating averages and percentages from customer questionnaires and comparing them before and after training. Furthermore, qualitative descriptive analysis was applied to contextually understand changes in behavior and service implementation based on observations and interviews.

4. Results and Discussion

4.1. Result

4.4.1. Overview of Implemented Activities

This community service activity was conducted through a structured training and survey approach with Premier Futsal Kediri customers. The main focus of the training was to improve partners' understanding of factors influencing customer satisfaction, such as service quality, facilities, price, and location. The training consisted of an interactive workshop and field observations, followed by primary data collection from 100 respondents. Respondents completed a questionnaire measuring their perceptions of Premier Futsal Kediri's services, which was then analyzed for evaluation and learning purposes by management.

Based on the results of community service conducted at Premier Futsal Kediri, descriptive analysis of respondents' answers shows that in general consumer perception is in the high category for all variables studied, although there are differences in the level of influence on satisfaction. In the service quality variable (X1) measured through four statements, the average score reached 4.15–4.27, reflecting that the cleanliness, neatness of the field, and the willingness of employees to listen to consumer complaints were considered good. The facility variable (X2) measured with six statements obtained an average score of 4.05–4.11, indicating that the texture

and quality of the field were appreciated by consumers, although there was still room for improvement, especially in lighting. The price variable (X3) with four statements obtained a score of 4.08–4.18, indicating that the price was considered affordable and commensurate with the quality, but this factor was not the main determinant of satisfaction. The location variable (X4) measured through eight statements was in a high position with an average score of 4.15–4.21, indicating that the strategic and easily accessible location were the main advantages. Meanwhile, the customer satisfaction variable (Y) obtained an average score of 4.00–4.03, indicating that the service has generally met expectations and encouraged customers to return. These findings form the basis for a follow-up plan, including improving service quality through staff training, improving facilities, especially lighting, innovating value-added pricing strategies, and optimizing location access, in order to improve the sustainability of service quality and provide sustainable benefits to the community using Premier Futsal Kediri.

4.4.2. Community Participation and Engagement

Participation from Premier Futsal Kediri's partners, including the management and staff, was high and active throughout the event. A total of 100 customers were involved as respondents in the survey, and staff participated in training and open discussions on how to improve service quality. Their enthusiasm was evident in their honest responses and direct discussions about customer feedback. This demonstrates the partners' commitment to improving performance and sustaining customer retention.

4.4.3. Outcomes and Impacts

The survey results indicate that customers are generally satisfied with Premier Futsal Kediri's services. Average scores for service quality, facilities, price, and location were all above 4.00 (on a scale of 5), indicating a favorable perception. For example, the statement "the field is clean, tidy, and comfortable" received an average score of 4.15, while the statement "easy to find and strategic location" received a score of 4.21.

However, the coefficient of determination (R^2) test showed that these four variables contributed only 12.4% to customer satisfaction. This opened up space for discussion and reflection with partners on other factors that may have not been optimized, such as digital promotions, customer experience, or additional services. This activity encouraged partners to improve their managerial capacity in interpreting data and using it as a reference for strategic decision-making. Staff also gained new experience in data collection techniques and the importance of data-driven evaluation in customer service.

4.4.4. Challenges and Mitigation Strategies

Several challenges emerged during implementation, one of which was coordinating training time with busy field operational schedules. To address this, training was conducted in stages and adjusted to accommodate downtime. Another challenge was partners' limited initial

understanding of the importance of customer data analysis. This was addressed through a practical approach and concrete examples in the training, such as direct interpretation of survey results tables and discussions of their impact on business strategy.

4.4.5. Community Feedback and Evaluations

Based on feedback gathered through discussions and observations, partners reported that this activity helped open new insights into service management and customer management. They recognized the importance of competitive pricing, field cleanliness, and additional facilities as key determinants of customer loyalty. Respondents to the survey also provided positive comments, including stating that they "felt cared for" by this activity and hoping Premier Futsal Kediri would continue to improve its quality.

4.2. Discussion

4.2.1. Discussion and Interpretation

Not all independent variables have a significant influence on consumer satisfaction partially. Based on the t-test, the service quality variable (X1) does not have a significant effect on consumer satisfaction (Y), with a calculated t-value of -0.552, smaller than the t-table of 0.677, and a significance value of 0.582 (> 0.05). This indicates that although service quality obtained a fairly high average value, namely 4.21, this positive perception does not necessarily directly affect the level of customer satisfaction significantly. This is in line with the opinion (Kotler & Keller, 2013) that service quality covers all aspects of products and services that influence the ability to meet customer needs, but the impact depends on the perceptions and expectations of the customers themselves.

The service quality variable partially does not have a significant relationship with the consumer satisfaction variable. Based on the results of the t-test with SPSS presented in the table above, the result of the calculated t of -0.552 is smaller than the t-table of 0.677 with a significance level of 0.582 greater than 0.050. Therefore, it can be concluded that the service quality variable does not have a significant influence on the consumer satisfaction variable partially. Therefore, it can be concluded that the hypothesis H_0 is rejected and H_a is accepted. According to (Kotler & Keller, 2013) Service quality encompasses all aspects of goods and services that influence the ability to meet customer needs. Good quality influences purchasing decisions. Respondents rated service quality with an average score of 4.21, a very high score, influenced by five indicators. The facility variable partially has a significant influence on the consumer satisfaction variable. The calculated t value for the facility variable (X2) is 4.214 more. The t-table value is 0.677 with a significance level of 0.000, which is less than 0.050. Therefore, it can be concluded that the facility variable has a significant relationship with the consumer satisfaction variable partially. This means that H_0 is rejected and H_a is accepted. The price variable partially does not have a significant relationship with the consumer satisfaction variable. The calculated t value for the

price variable (X3) of 0.663, smaller than the t-table of 0.677, with a significance level of 0.509, greater than 0.050. Therefore, it can be concluded that the price variable does not have a significant relationship with the consumer satisfaction variable partially. This means that H_0 is accepted and H_a is rejected. Findings, (Oktaviani et al., 2023) Price is the amount of money or other factors required to obtain a product. Price is crucial for the sustainability of a company and the exchange of goods/services. This study shows that competitive pricing improves purchasing decisions, with an average price of 4.02 and a high category, influenced by four price indicators. The location variable has a partial relationship with the consumer satisfaction variable. The calculated t value for the location variable (X4) is 1.759, which is greater than the t table of 0.677, with a significance level of 0.020, which is greater than 0.050. Therefore, it can be concluded that the location variable has a significant influence on the consumer satisfaction variable. This means that H_0 is rejected and H_a is accepted. The practical implication is that the location of Premier Futsal Kediri is not easy to reach and strategic, so what needs to be considered is that the location be developed or improved so that it can be more easily reached.

It is known that service quality (X1), facilities (X2), price (X3), and location (X4) together (simultaneously) have a significant relationship with the dependent variable, namely consumer satisfaction (Y). The table above shows an adjusted R-square of 0.124 or 12.4%. This means that the variables of service quality, facilities, price, and location influence consumer satisfaction by 12.4%. The remaining 87.6% is influenced by other variables not examined in this study.

The results of this data processing show that the variables of service quality (X1), facilities (X2), price (X3), and location (X4) have a significant influence on consumer satisfaction (Y), while other factors not included in the regression model also have an influence on consumer satisfaction (Y). This proves that the quality of Premier Futsal Kediri's service to consumers is good but still needs to be improved. If there is an improvement in providing service quality to consumers, it is hoped that it will further increase consumer satisfaction. The facilities at Premier Futsal Kediri are good, having received a high rating on the questionnaire. Signs or information signs at Premier Futsal Kediri are installed well so that they are easy for consumers to read and understand.

The facility variable (X2) was proven to have a significant influence on customer satisfaction. The t-test results showed a calculated t value of 4.214, greater than the t table of 0.677, with a significance value of 0.000 (<0.05). This means that the available facilities play an important role in shaping customer satisfaction. The average facility assessment score of 4.04 is included in the high category, although there is still room for improvement, especially in the lighting aspect. Facilities are one of the elements of the offering that differentiates services from competitors, and their presence has a direct impact on consumer comfort and perception.

The price variable (X3), the test results show that its effect on consumer satisfaction is not significant. The calculated t value is 0.663, smaller than the t table of 0.677, with a significance of 0.509 (> 0.05). This indicates that although the average price given by consumers is 4.02 in the high and competitive category, consumers tend to assess satisfaction based on factors other than price. This finding is in line with the opinion of Oktaviani et al. (2023) who stated that although price is an important factor in the exchange of goods/services, its effect on satisfaction will depend on the overall perceived value.

The location variable (X4) shows a significant influence on customer satisfaction, with a calculated t of 1.759, greater than the t table of 0.677, and a significance of 0.020 (< 0.05). This proves that the location of Premier Futsal Kediri is considered strategic and easily accessible by consumers. However, there is input for location accessibility to be continuously developed to improve customer comfort. Although Premier Futsal Kediri has received positive perceptions from customers regarding facilities and location, improvements in service quality and a more innovative pricing approach still need to be optimized to increase the overall level of customer satisfaction. This data-driven approach provides important insights for management in developing strategies to improve service quality in the future.

4.2.2. Sustainability and Follow-Up Plan

The results of community service at Premier Futsal Kediri found that facilities and location significantly influence customer satisfaction, while service quality and price have not shown a significant impact, although they are rated quite high. Good facilities, with an average score of 4.04, proved to be the dominant factor that increases customer comfort, followed by a strategic and easily accessible location. However, there is still room for improvement, especially in lighting and accessibility. Follow-up plans to be carried out include improving service quality through staff training, facility improvements, innovative value-added pricing strategies, optimizing location access, and conducting regular customer satisfaction surveys. These steps are expected to maintain sustainable service quality, increase customer loyalty, and provide sustainable benefits to the community using Premier Futsal Kediri services.

5. Conclusions and Recommendations

5.1. Summary of Key Activities and Achievements

Community service activities at Premier Futsal Kediri focused on analyzing factors influencing customer satisfaction, including service quality, facilities, price, and location. The results showed that facilities and location significantly influence customer satisfaction, while service quality and price had no significant impact. This activity resulted in a mapping of improvement priorities that can be directly utilized by management.

5.2. Impact on the Community or Target Group

This activity provided data-driven insights to Premier Futsal Kediri management to improve service quality in a targeted manner. Futsal users benefited through potential lighting improvements, increased comfort, and easier access to the facility, all of which are expected to enhance their sports experience.

5.3. Challenges and Lessons Learned

The main challenge faced was the gap between positive perceptions of service quality and its impact on customer satisfaction. Furthermore, although prices were considered competitive, this factor was not yet a primary determinant of satisfaction. A key lesson learned was the need to identify improvement priorities that truly impact customers, not just management assumptions.

5.4. Recommendations and Follow-Up Plans

The resulting recommendations include improving service quality through staff training, improving facilities, particularly lighting, innovating value-added pricing strategies, and optimizing location accessibility. Planned follow-up measures include conducting regular customer satisfaction surveys to monitor the effectiveness of improvements, thereby maintaining sustainable service quality and customer loyalty.

Declaration of Competing Interest

None

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CRediT authorship contribution statement

Meswanto: Conceptualization, Methodology, Formal analysis, Writing – original draft. Djunaedi: Data curation, Investigation, Validation, Writing – review & editing. Angga Rizka Lidiawan: Resources, Visualization, Project administration, Supervision.

Data Availability Statement

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