

Exploration of Effects of Service Quality, Tariff, Motivation on Satisfaction and Loyalty in Pencak Silat Schools

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Abstract

Back ground: Pencak silat is Indonesiaa traditional martial arts sport which is management in several universities still conventional. This study aims to determine: the effect of service quality motivation, and tariff on satisfaction, and loyalty. Design / methodology / approach: This kind of research is descriptive with blended methods (qualitative and quantitative). The research subjects were 90 pencak silat students taken by random sampling. Data analysis techniques used (SEM) software. The result showed that: (1) service quality has a significant effect on loyalty with P(0.031), (2) service quality has not significant on satisfaction with P(0.07) which means that in the hand of service still some needs of improvement (3) motivation has a significant effect on loyalty (4) Price has no significant effect on loyalty with P(0.898) (5) All indicators have a significant effect on their connected variables with P value inferior than 0.05; except public indicator which showed that public doesn't enough supporting pencak silat athletes. Conclusion this study makes an important contribution to any research field as well suggested service quality, price, motivation, and satisfaction are strong tools to increase, and maintain customers.

Keywords: service quality, price, motivation, feeling, loyalty

1. Introduction

Competition in the service business world is so fast and fierce, that companies are required to work more effectively and efficiently[1], [2]. The pencak silat college is a coaching service in Yogyakarta that has high prospects in terms of service quality and quantity. The dimensions of service quality which include tangibles, empathy, reliability, responsiveness, and assurance have an effect on overall satisfaction [3], [4]. Many internal and external factors are influenced by customers as users of equipment and services in making payments. This factor has a very big influence in the decision process to become a regular consumer in a pencak silat school. The competition faced by companies in various industries seems to be increasing tight, the struggle for a place in the hearts of customers will affect their needs in the market [5]. Athletes in college will get a place to become customers if everything they offer is what they want. Because it needs a serious understanding of customer behavior[6], [7]. A college in its activities is mandatory for managing services well, besides that, the motivation of athletes to continue training in college needs to be considered.

The principles of professional management require marketing, operations and human resources, the integration of these elements is the key to the success of the pencak silat college to improve business performance. Giving good intrinsic motivation to employees can increase employee job satisfaction with the company[8]. Likewise the motivation given to the pencak silat school which consists of managers, employees, coaches, and students. Athletes who perceive high-quality relationships experience high degree of foundation

contentment. It takes gratification that predicts self-engaged need, which, in flip, is associated with increased well-being[9], [10].

The rapid development in all fields has brought changes in people's lives, including each pencak silat school which has its own curriculum and training program materials. The affect of curriculum exceptional and schooling service nice originally leads to modifications in perceptions of pupil quality; This exchange in perceived satisfactory then at once affects loyalty and circuitously influences loyalty via pleasure [11], [12].

This is a challenge and an opportunity for pencak silat schools that are engaged in service delivery. In the Special Region of Yogyakarta there are 12 pencak silat colleges that are members of the Indonesian Pencak Silat Association (IPSI). The growth of several pencak silat schools meant that there was competition between universities in Yogyakarta. Until now, no one has examined service quality, social environment, tariffs, motivation, satisfaction and loyalty. Pencak silat colleges do not yet know whether service quality, social environment, rates, are very beneficial for student motivation, satisfaction and loyalty.

The motive of this find out about was once to determine: (1) the impact of service pleasant on loyalty (2) the impact of provider fantastic on contentment; (3) the impact of the motivation on loyalty; (4) the influence of the delight on loyalty; (5) the effect of tariffs on loyalty (6) the impact of all factors on its related variables. This research is very important because it can contribute to the pencak silat schools in Yogyakarta to improve the management of service quality, social environment, tariffs that can affect student motivation, satisfaction and loyalty.

2.Methods and Materials

This is the descriptive research with blended approach qualitative and quantitative approaches. The populace in this find out about was Yogyakarta fitness customers, amounting of ninety. The study pattern was once decided by random sampling. Data series strategies used questionnaires. Data evaluation strategies the usage of PLS-SEM. This research hopes to found the current case between Pencak silat athlete and Coaches. The following study was based on indicators and variables. The research has three independent variables, and two dependent variables, the factors or indicators are connected on each variable:

- a. Service quality (X1) connected with (1) equipment, (2) parenting, (3) rooms, (4) facility
- b. Price(X2) with Tarif
- c. Motivation(X3) connected with (1) capacity, (2) comfortable, (3) gift, (4) public, (5) quality, (6) social.
- d. Satisfaction Feeling(Y1) connected with (1) nutrition, (2) parking, (3) prevention, (4) satisfaction, (5) service, (6) supporting, (7) treatment
- e. Loyalty(Y2) connected with (1) attitude, (2) communication, (3) competition, (4) interaction, (5) programs

The lookup model and hypothesis in this examine about can be described and explained:

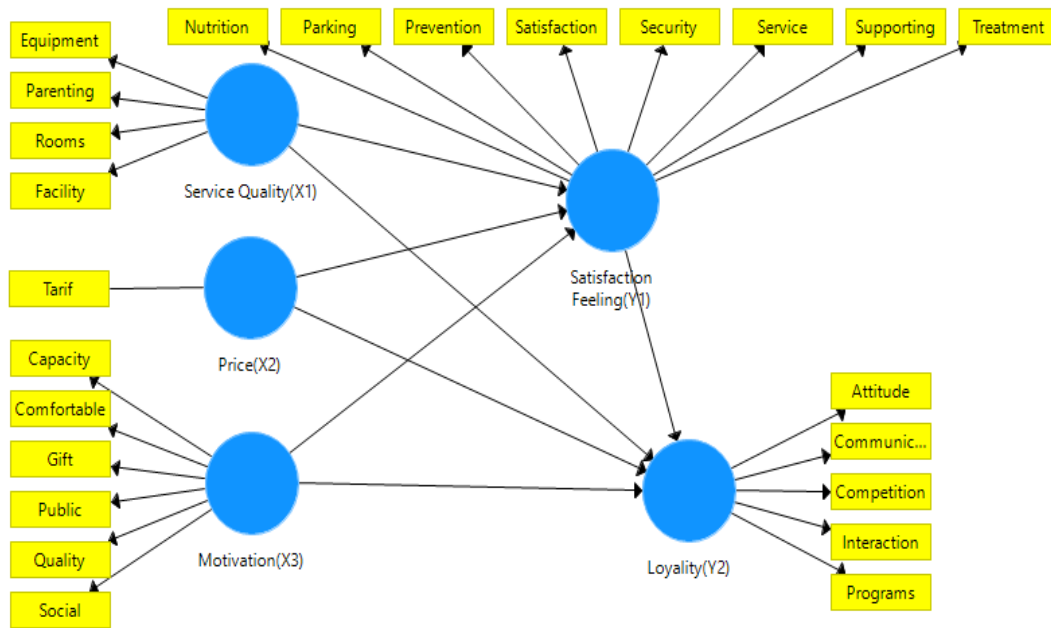
3.Research Hypothesis

1. There is relationship between items and Variable.
2. There is relationship between based and unbiased variable.

.3.1.The Research Structural Equation Modeling

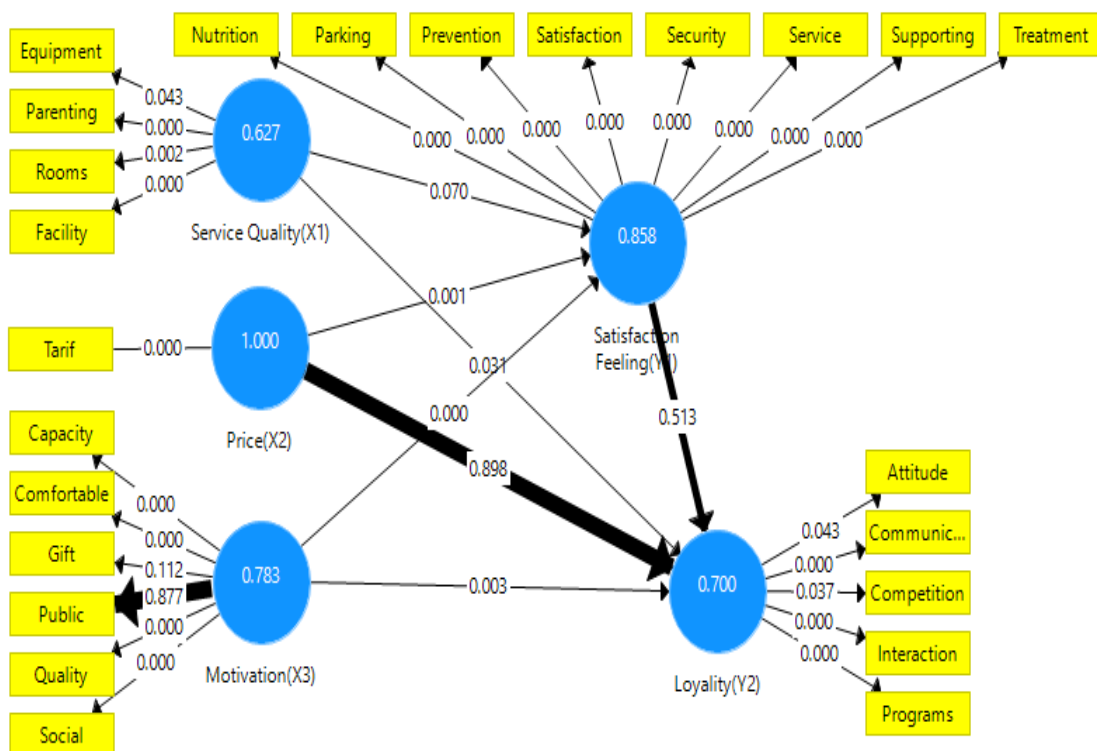
The format underneath will help us to discover the relationship that will be found between the warning signs and the variables, secondly the connection that will be between the variables themselves as the research hypotheses verified above in A. This search for structural equation modelling has five variables and 24 factors

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4.Result

The results presented below were analyzed by P value between indicators and variables. The correlation analysis was used between variables themselves.



The result from the research showed that all indicators associated to the service quality were positively significant with P Value < 0.05. Equipment with P (0.043) showed that pencak silat athletes were satisfied with materials used during training. Parenting with P(0.000) means that coaches, parents supported the athletes. Rooms, and facility respectively P(0.002; 0.000) showed that athletes were satisfied with rooms, and the facility given was strong enough for them.

About the price the question asked was to know if athletes were satisfied with the tariff, the result showed that the ticket was expensive. The high price brock people who want to practice pencak silat. In every business

the tariff is a strong tool to manage and to maintain customers. It can be seen that the correlation analysis between tariff and loyalty with $P(0.898) < 0.05$, the later result showed that price is an obstacle for athletes who want to play pencak silat.

the hand of satisfaction feeling which was connected with (1) nutrition, (2) parking, (3) prevention, (4) satisfaction, (5) service, (6) supporting, (7) treatment all presented a P value inferior than 0.05; which means that during the training, athletes got enough food which help the body to produce energy, about the treatment all athletes who got a trauma has gotten a fast treatment, however the prevention was also guaranteed. The service was so good which encourage athletes. Service quality is strong to increase productivity, customers.

About Loyalty(Y2) connected with (1) attitude, (2) communication, (3) competition, (4) interaction, (5) programs, the result showed that all the factors were significant with P value inferior than 0.05. Even though price was expensive, athletes who abled to pay ticket they have loyal. The good communication helps all participants to improve service quality. The interaction was good and has a strong impact in improving skills and performance. About competition all athlete has an opportunity to compete, and if they win or achieved, they have gotten gift which encouraged them. All parenting has good attitude.

Service quality, and motivation were directly significant to the loyalty with respective $P(0.031, 0.003)$. The later result showed that the more the service was good, and the more athletes were motivated the more they return back to practice pencak silat, the quality of service is good method to increase customers.

Price, and satisfaction were not significant to the loyalty with respectively $P(0.898, 0.513)$. The later result that people have complain about price which is very expensive, there still some lack about nutrition, and the security is still need to be improved.

5. Discussion

The result showed that the service quality of pencak silat athletes which included indicators (1) equipment, (2) parenting, (3) rooms, (4) facility was strongly significant. Good service quality also has a significant effect on students' intrinsic motivation. Through the motivation variable, service quality has an indirect effect of 8% on loyalty [13], [14]. The influence of a good social environment, consisting of indicators of the family, school, and community environment has a significant influence on students' intrinsic motivation, according to the opinion [15], [16].

The tariff variable was found expensive and that one has a strong negative effect on the customers. Good rates also have a significant effect on student loyalty, according to opinion [17], [18], [19]. **This potential that excellent fees given at universities will make college students return to practice, participate in merchandising school and comply with regulations. However, it turns out that an accurate price does now not have a good-sized impact on student contentment.**

In this study, motivation has a good-sized effect on scholar pride and loyalty. But motivation has an influence on student loyalty, according to opinion [7], [20], meaning that loyal students will return to practice, participate in promoting, and obey the rules of the martial arts school.

Research also proved that student satisfaction with pencak silat does not have a positive effect on loyalty. It can be said that students who are satisfied practicing at the pencak silat school after practicing do not always return to school, do not help promote, and do not obey the rules.

6. Conclusion

Based on the results of the research and discussion that has been stated, it can be concluded that service quality on student satisfaction has no significant effect in pencak silat schools. Service quality has **a strong impact on loyalty**. The motivation has a **positively impact** on loyalty.

Tariffs have no changeset on student motivation, and loyalty. The big influence makes students loyal to the college. This proves that motivation has modifications on student loyalty.

For further researchers, suggest that indicators of satisfaction variables such as athlete's expression, recommendations from fellow athletes, and athletes' attitudes need to be reviewed in order to have a positive impact on other variables.

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Conflict of interest

The authors declared that there is no conflict of interest

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