

Effect of Performance and Service Management on the Satisfaction of Basketball Athletes and Communities in Boyolali Regency

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Abstract

Back ground: Service quality and goof management are generally recommended to be important factors for maintaining customers. **The aim** of this research was to explore the current situation about service quality and management in Boyolali Basketball. **The methods research:** this study was a descriptive lookup with quantitative approach. The research sampling was 100 Basketball players taken by random sampling. Data collection technic using questionnaire through google form. Data analysis using descriptive statistic in percentage. **The result** showed that 61% from the subjects surveyed were not satisfied by the performance, only 39% who feel well with the Boyolali Organization. The management of sport basket still need to be improved in the hand of training program, service quality, equipment, facility, environment, and pedagogical materials. **Conclusion:** Thus, service quality and management are strong instruments to help sports management to decide the allocation of resources to increase customer satisfaction and loyalty. This study is the first to apply to explain career to the current situation in Boyolali Regency.

Keywords: *service quality, management, satisfaction, performance*

Introduction

Basketball, is a team ball sport between two teams of five players on a rectangular court. The team with the most points wins the game. Basketball is a team sport that is played by hand with a ball[1]. The goal is to score more points than the opposing team by scoring baskets, that is to say by passing the ball through a ring placed several meters above the ground[2]. Since the sporting world does not stop developing, it is a question of pay attention in each discipline to ensure a harmonious development in all its angles. Currently we have a multitude of ball games such as lead football, basketball, volleyball, rugby, net ball, racquet sports ... etc[3].

Many researches showed that football progressed because players improved their technics, tactics, game system. Moreover, others researchers investigated that the more players performed their game the more the discipline is very popular[4]. In rugby team service quality was a strong tool to all players to fast progress. In each company the good management was found as a strong factor to increase customers. The loyalty of clients was quite linked with the good organization[5].

All the organization of Sports ball have the commute to oversee, to manage the activities, this one can be seen in FIFA, FIBA, not only in the sports ball but all in all sports like athletic, martial art[6]. In Asia there many types of sports balls, but most of them still suffer from bad organization like lack of equipment, athletes are not good assisted, lack of nutrition for athletes, lack of follow-up for injured athletes, lack of awards for competitors. It almost the same in Indonesia, many teams in different cities were with national level but some problems still to take off. Indonesia has many islands and some time is very difficult to control all city about sports ball. Satisfaction has a very relative understanding, because customer satisfaction is very dependent on each individual who feels it. Consumer satisfaction is closely related to meeting the needs of the consumers themselves[7]. Satisfaction is defined as a post-consumption evaluation of alternative options that at least meet expectations[8]. Dissatisfaction, of course, is the result of expectations being confirmed negatively. In general, satisfaction is the feeling of being happy[9]. There are several important elements in quality defined by consumers like (1) Consumers should be the top priority for the organization because the survival of the organization depends on consumers, (2) Reliable consumers are the most important consumers. Reliable consumers are consumers who make multiple purchases from the same organization. (3) Consumers who are satisfied with the quality of products or services purchased from an organization become important consumers. Therefore, customer satisfaction is very important, (4) Consumer satisfaction is guaranteed by producing high quality products[7]. Satisfaction has implications for continuous improvement so that quality must be updated so that consumers remain satisfied and loyal. Consumers must be satisfied, if they are not satisfied, they will leave the company and become competing consumers, this will cause a decrease in sales and turn will cause a decrease in sales and will reduce profits and even losses (Szmigin, I. & Carrigan, M., 2001).

Based on the previous researches done about sports balls it can be concluded that the high performance, service quality, team management were the pillars of success. The previous researches can give inspiration to the research to conduct a study in one city named Boyolali Regency about Basketball.

Why this research is necessary to be done?

Basketball is a sport that has a big existence in many cities of Indonesia, but for Boyolali Regency with observation during the competitions, the training, it has been seen that is not popular comparing to others sports balls like football, volleyball, racquets sports, and badminton. During the competition Boyolali Regency basketball has less achievement those anxious push the author to seek a solution to remedy this challenge.

The aim of this study was to explore the causes of less achievement of Boyolali Basketball team. This look up is very important because it will help coaches, athletes to know the strong points and less points in Basketball developing in order to allow the athletes to reach high performance. The researchers will conduct a study entitled” **Effect of Performance and Service management on the Satisfaction of Basketball Athletes and Communities in Boyolali Regency.**

METHODS

This research is an explorative study with quantitative approach. The research sample was 100 basketball players from Boyolali Regency taken by random sampling. Data collection technique using questionnaire distributed to the subjects. Analysis data using descriptive statistic using SPSSversion.21. The result has been presented in the form of percentage.

Procedures

This research was conducted by distributing questionnaires via google form due to the Covid-19 pandemic. When the research was conducted on May 6-19, 2020. The population used was the people of Boyolali Regency, especially Wonosegoro and Teras Boyolali Districts, as well as basketball athletes from Boyolali Regency from SMA N 3 Boyolali and SMA N 1 Banyudono.

The sample is part of the population with the characteristics that have been determined by the researcher. As for this study, 100 respondents consisting of the general public in Wonosegoro District, Teras District, basketball athletes at SMA N 3 Boyolali and SMA N 1 Banyudono.

Result

The result has been presented in the form of percentage

a. How is performance of basketball players in Boyolali?

This question has been asked 100 subjects or basketball players to assess how is the performance. The result showed that 39 basketball players or 39% were satisfied with the Boyolali Basketball performance. In other hand 61 subjects or 61% of the participants were not satisfied because of many lacks in the Boyolali Basketball. The performance of the Boyolali basketball management included the achievement got during the competitions, many factors which allow to achieve good performance have been assessed like training program, the coaches 'level, training equipment, nutrition. They were found in low status or they were not quite sufficient. So, the Boyolali Basketball Organization need to improve the latter suggested in order to expect the high score

b. How was service quality in Boyolali Basketball?

This item has asked to the athletes in order to know the whole basketball service. The result showed that 61% of the athletes were not agree with the service quality like (1) lack follow up of the athlete after competition, (2) the training program were not regular, (3) miss communication between all the team like athlete-Coaches; Coaches-staff, athletes-staff, (4) lack of facilities, for this one some good players miss facilities like shoes, cloths. The later issue will decrease the performance of Boyolali Basketball.

Discussion

The result found above showed that the performance of the Boyolali basketball still in critical situation because there no consistent follow up of the athletes, and this one decreased the score or the performance. The result showed that under 50% from the subjects surveyed were not satisfied with the training program, the equipment used was not comfortable, some time several lack of pedagogical material. One study done about to explore the differences in technical performances of players considering playing positions by controlling the effect of situational variables in each FIBA female continental basketball competition. Samples of 9,208 observations

from 471 games in the America, Africa, Asia, and Europe Championships during 2013–2017 were collected and analyzed by generalized mixed linear modeling. The result showed that

tactics, technics, position, attacks, and defenses were the main factors to allow good performance[10].

The above result showed that the management was not good in Boyolali Basketball, the later has a strong negative impact on the achievement because the lack of facility, miss communication between athlete-staff, coach-staff, and coach-athlete. In the study done by researcher Martinez showed that the expectation of basketball players was based on the facility, program of training, follow up of athlete during training or after competition[11]. Based on the result above Boyolali organization need to improve its strategies in order to allow athletes to reach the high performance. In Boyolali Regency the lack of response from the Boyolali basketball management makes talented athletes less developed and after participating in the tournament no follow-up is given to make the athletes continue to hone their abilities, because that is what makes Boyolali people's lack of interest or interest in basketball in Boyolali. Many researches showed that good management is a strong tool to improve and to maintain customers[12].

With worldwide development many organizations are competitive, to research the high product. The quality of product will interest customers[13]. China has entered into a new developmental phase where the government can promote countrywide fitness, the sports activities industry, and metropolis tourism, simultaneously. Rapidly turning into the largest single wearing activities in China, marathon activities help facilitate this integration. However, tournament organizers have a tendency to center of attention on triumphing bids for occasions as a substitute of enhancing tournament offerings and growing the loyalty of runners to the host city, which ought to gain the metropolis for sustainable development(Mel, Dean, & White, 1999, Chen et al., 2021). For every company service quality, good management are the pillars of development.

Conclusion

Based on the result found, it can be concluded that the current situation about Basketball in Boyolali still need to be improved from management, service quality, equipment, training program, facilities. Many researches have shown that loyalty of customers means that the product which has been given was very interested.

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Conflict of Interest

The researchers declare that there is no conflict of interest.

Reference

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