

ANALISIS KUALITAS LAYANAN, FINANSIAL, LINGKUNGAN SOSIAL, DAN KEPUASAN KINERJA ATLET PUSLATDA PON XX DIY DI MASA PANDEMI COVID-19

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ABSTRACT

This study aims to determine how much the Quality of Service, Social Environment, Financial, Satisfaction, and Performance of Athletes of XX PON Central Java in DIY. This type of research is descriptive quantitative research with survey method. The data collection technique used a questionnaire instrument and the data analysis technique used descriptive statistics with percentages. The population of this study was the athletes of Puslatda PON DIY level I and II totaling 137 athletes, the sampling technique used random sampling with a total of 79 athletes. The results of the study concluded that: (1) the service quality factor in the good category was 27.85%, there was still an unfavorable gap of 26.58%, it was necessary to increase the realization of the Puslatda equipment and facilities; (b) social environmental factors in the good category of 39.24%, there is still a gap of 20% that needs an increase in school/college support; (c) financial factors in the good category of 40.51%, there is still an unfavorable gap of 36.71%, it is necessary to improve the provision of pocket money, transport, and extra fooding for athletes; (e) good category satisfaction factor of 20.25% there is still a gap of 29.11% that must be improved by meeting the needs and expectations of athletes; (f) good category athlete performance factor of 6.33% there is still a gap of 18.98%, with improvement in service quality, the social environment will increase motivation and satisfaction, so as to improve athlete performance. The existence of a fairly large gap in the Puslatda PON PON, it is necessary to further in-depth research to find the factors that affect the Puslatda PON XX KONI DIY.

Kata Kunci: Keywords: quality; financial; satisfaction, athlete performance