

ANALYSIS OF USER SATISFACTION WITH THE QUALITY OF SPORTS FACILITIES SERVICES AT THE FACULTY OF SPORTS AND HEALTH SCIENCES UNY

by Ahmad Nasrulloh, Tri Ani Hastuti, Abdul Alim, Sumarjo

ABSTRACT

The quality of service at a sports facility has an important role in the progress and existence of the facility. Even sports facility management should have good quality service to users. An indicator of success in service quality is that facility users feel satisfied with the services provided. At the Faculty of Sports and Health Sciences, UNY has implemented sports facility service standards in accordance with standard operational procedures. However, until now it is not known whether user satisfaction with the quality of sports facility services at UNY's Faculty of Sports and Health Sciences. Therefore, this research aims to conduct an analysis of user satisfaction with the quality of sports facility services at the Faculty of Sports and Health Sciences, UNY.

Objective: Analysis of User Satisfaction with the Quality of Sports Facility Services at the Faculty of Sports and Health Sciences, UNY.

Method: This research uses a survey method using a questionnaire to sports facility users. The target number of respondents is 100 people. The survey was conducted for 2-3 months. The research subjects were all users of sports facilities at the Faculty of Sports and Health Sciences, UNY. Data analysis uses quantitative descriptive statistics to analyze user satisfaction with the quality of sports facility services at the UNY Faculty of Sports and Health Sciences.

Research results: This research carried out six categorizations to evaluate satisfaction with the quality of sports facilities at the Faculty of Sports Science and Health, UNY. The first categorization is satisfaction with service quality, where 41 respondents stated they were very satisfied, and 59 respondents stated they were satisfied with service quality. The second categorization is satisfaction with the tangibility dimension, where 45 respondents are very satisfied, and 50 respondents are satisfied with the quality of service. The third categorization is satisfaction in the reliability dimension, where 42 respondents are very satisfied, and 54 respondents are satisfied with the quality of service. The fourth categorization is the responsive dimension of satisfaction, where 42 respondents are very satisfied, and 54 respondents are satisfied with the quality of service. The fifth categorization is satisfaction in the guarantee dimension, where 45 respondents are very satisfied, and 58 respondents are satisfied with the quality of service. The final categorization is satisfaction in the empathy dimension, where 44 respondents are very satisfied, and 55 respondents are satisfied with the quality of service. Overall, the research shows that the majority of respondents are satisfied with the quality of sports facilities at the UNY Faculty of Sports Science and Health.

Kata Kunci: *satisfaction, quality services, sport facilities*