

Differences in Influence of Service Quality, Financial, on Motivation, and Satisfaction in Individual and Tim Sports.

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ABSTRACT

In dealing with multi-event sports competitions, a good regional training center (TC) is needed to produce maximum performance. This requires training programs, service quality, and finances. This can affect the motivation and satisfaction of TC athletes, which consist of individual and tim sports. The research objectives were to analyze: (1) the effect of service quality on motivation in individual and tim sports; (2) the effect of service quality on satisfaction in individual and tim sports; (3) the effect of finance on motivation in individual and tim sports, (4) the effect of finance on satisfaction in individual and tim sports; (1) differences in the effect of service quality on motivation in individual and tim sports; (2) differences in the effect of service quality on satisfaction in individual and tim sports. (3) differences in financial influence on motivation in individual and tim sports; (4) differences in financial impact on satisfaction in individual and tim sports

The research method used is quantitative with a survey method of hypothesis testing (1) using Structural Equation Modeling (SEM) with the PLS approach, (2) to examine differences using Multi Group Analysis (MGA) using Smart-PLS. The research population consisted of all TC athletes in the PON XX Qualification Round, the total sample being 137 athletes consisting of 31 individual and tim sports.

The results of the research based on SEM analysis on individual sports are: (1) service quality has a positive and significant effect on motivation; (2) service quality has a positive and significant effect on satisfaction; (3) financial has a positive and not significant effect on motivation; (4) financial positive and significant effect on satisfaction. The results on tim sports are: (5) service quality has a positive and significant effect on motivation; (6) service quality has a positive and significant effect on satisfaction; (7) financial significant negative effect on motivation; (8) financial positive and significant effect on satisfaction. The results of the difference test between individual sports and tim sports are: (1) the effect of service quality on motivation has a significant difference; (2) the effect of service quality on satisfaction is not significantly different; (3) the effect of finance on motivation is concluded that there is no significant difference; (4) there is no significant difference between the financial effect on satisfaction. It was concluded that to motivate TC athletes by improving management, especially in service quality, finances for individual sports and team sports. It is necessary to pay attention that team sports have a more complex character such as; the number of athletes is greater, the need for greater equipment, the risk of injury, and the dominant teamwork factor, compared to individual sports which have a higher level of stress. In providing financial assistance between individual sports and team sports, KONI DIY does not need to differentiate, because the research results have no significant influence on the motivation of athletes at TC. Improving financial management at the KONI TC will have an impact on athlete satisfaction, which is expected to improve athlete performance.

Kata Kunci: *service quality, finance, motivation, and satisfactio*