

# THE EFFECT OF CUSTOMER MOTIVATION, SERVICE QUALITY AND SATISFACTION ON CUSTOMER LOYALTY FUTSAL IN DKI JAKARTA

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## Abstract

*Recently, futsal sport is very popular in Indonesia society especially young people. The demand of this sport is very high. Many entrepreneurs started business in the futsal sport, however, the increasing of the business causes a high competition, therefore, they should know what influence factors of customer motivation to play in futsal court. The managements have to meet of the standards of good quality to give a satisfaction for futsal customer, which end of the day could increase of consumer loyalty. The research was conducted on a futsal court in DKI Jakarta. The sample are 17 futsal court in DKI Jakarta. Method of sampling is a stratified random sampling, The results of multiple regression analysis, there are a significant influence simultaneously of Consumer Motivation, Quality of Service and Customer Satisfaction on Consumer Loyalty. The value of  $F$  is 22.716, moreover, the value of effect in simultaneously of consumer motivation, quality of service and customer satisfaction on customer loyalty is 27.8%. On other hand, the values of effect in partial are 22.4%, 18.7% and 12.3%. This research has suggested that each of independent variables have supported each other and the effect of significant has nearly same value when their run joint together and separate*

**Keywords:** *Futsal, Motivation, Quality of Service, Satisfaction, Customer Loyalty*

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## INTRODUCTION

People played the football game in all country. Particular in Indonesia, euphoria of football game began in the last twenty years. Therefore many assortments held football matches both local and international Silwan (2012), Furthermore, the media, especially television supported of the football fever by providing live broadcasts of football matches both local and

international Nugroho (2012). This condition made a motivation of Indonesia people for more frequent to play a football game, but the main obstacle is a lack of availability of a football field especially in the big city like Jakarta Prayogi (2014). Therefore, to solve the problem is futsal sport emerge which it has been played by two teams with 5 players including the goalkeeper on the small enclosed field with size = 25-42 cm. Rules of futsal are not different with the game of football. Makaje, N., Ruangthai, R., Arkarapanthu, A., & Yoopat, P. (2012). In terms of history, Futsal what it was developed from football was created by Juan Carlos Ceriani in Montevideo, Uruguay in 1930 Ardianto, M. (2013).

Because of the want of people have grown to play football so that makes a football match to multiply both local and national level. Therefore, the demand for indoor futsal field was very high thus a lot of futsal field growth in some areas Silwan (2012). The existence of futsal field has spread in almost every corner of Jakarta. In several of indoor futsal field was almost always crowded with customers schedule for practice or competition. Even the few of indoor futsal field opened until late night.

The main goal of the futsal field management is not only to increase the membership but the daily routine or rent a field to play futsal but also to increase visits viewers to use the existing facilities in the area futsal field Gurion (2014). Business entrepreneurs began to develop futsal both major and other facilities. The development was not only on the main line futsal facilities as futsal playing field, but also on support facilities that it was more complete. Business entrepreneurs futsal started made more businesses around the futsal court as food court and leisure facilities. In some locations futsal encountered massage center or reflexology, billiard and money changer Gurion (2014). However, whether of the increase on facilities connected to expected of service quality standards that meet of customer satisfaction and ultimately increase consumer loyalty to always playing and visiting the indoor futsal field Hadiman, M. (2013).

Based on research conducted by (Al-Awadi, 2002; Park & Kim, 2000) Costs for looking new customers more expensive than to keep existing customers. Therefore, in order to reduce costs and get the maximum benefit, the business entrepreneur should have a business plan and marketing strategy that fits in the trend of current business developments, They should make a good quality of services that can increasing customer loyalty. Issues of this study were about the loyalty of consumers who used or visited the indoor futsal field. Reichheld and Sasser (1990) states customer satisfaction increased of loyalty so customer used often a futsal field. Problem research on perceptions of service quality, customer satisfaction, and loyalty has been widely studied in recent years but there is no consensus how the conceptual of these variables

## **Literature Review**

### ***Motivation***

Kreitner and Kinicki (2007) states that motivation is a mental procedure of stimulating and coordinating goal-directed behavior. Vallerand and Rush's (1993) motivation definition is demonstrated that motivation would be excited by either or both outer and internal instigation. In addition Barlas and Kouthouri (2016) state that motivation is defined as an individual's behavior assigned by the internal and outside encountering of incentives, or the absence of thereof. This theoretical methodology executed by numerous researchers has been observed to be suitable and appropriate in the area of futsal supporter. There might be distinctive reasons why a person takes an interest in a futsal sport e.g. to evoke new sensations or feelings, expert complex attitudes, or overcome challenges. Along these lines, participants in futsal exercises set a few objectives (e.g. to have a great time, enhance their performance, and so forth.) (Barlas & Kouthouri, 2016). There have been numerous motivation theories created and connected in different fields.

Some researchers have been studied relationship between motivation of customer and customer loyalty, in Barlas and Kouthouris (2016) found the positive relationships between motivation and consumers loyalty when they investigated relationships between motivation and loyalty in the context of physical recreation, Therefore Hypothesis 1 is consumer motivation has a positive and significantly affects to Consumer Loyalty

### ***Services Quality***

Services characterizes as a "deeds, procedure, and performance" (Zeithaml and Binter,1996). Cook, Goh, and Chung (1999) states the supposition behind this definition infers that the services are not tangible objects that can not be touched, seen, or smell by customers. Also, The services have three imperative attributes, to be specific intangibility, heterogeneity and inseparability by Parasuraman, Zeithaml, and Berry (1985) and Zeithaml and Bitner (1996) included one more characteristic;; perishability. Fourth Services qualities are viewed as a vital element which recognizes service from product (Parasuraman, Zeithaml, and Berry, 1985; Zeithaml and Bitner, 1996).

First, services are intangible and are seen as a performances rather than a genuine item, so that the services can not be tried, measured, and benchmarks. From the outlook of the purchaser, when buying products, customers can feel in an unmistakable frame, for example (style, color or hardness) to survey the nature of the product. However, when purchasing the services, only a little tangible mark (Parasuraman et al 1985; Zeithaml

and Bitner, 1996). Second, the services are perishable or not durable, not as a genuine physical items, which can be saved or reestablished. Once the service is conveyed to purchasers, shoppers will instantly and subjectively rate the service conveyed and after that transform the choice into the impression of service quality (Parasuraman et al, 1985; Zeithaml and Bitner, 1996). Two elements that shape its perishable qualities of service are "time importance" and "time dependence" (Onkvisit & Shaw, 1991). Third, Zeithaml and Bitner (1996) states that services are heterogeneous and considered as a type of human performance, so that the services can not be created consistently by the service supplier as a salesperson. On other hand, Parasuraman, Zeithaml, and Berry, 1985; Zeithaml and Bitner, 1996 state the services will shift from circumstance to circumstance along these lines expanding the trouble for the organization as far as keeping up and dealing with the uniform quality. Moreover, base on Onkvisit and Shaw (1991) A few researchers believe that, to a specific degree, the attributes of heterogeneity that advantages to purchasers, to be specific the part of adaptability, customization, and separation. Fourth, Based on Parasuraman, Zeithaml, and Berry (1985); Zeithaml and Bitner (1996) the creation and utilization of services are inseparable, so they happen in the same time, and is the consequence of the interaction between the buyer and the service supplier. The qualities of inseparable nature would permit buyers to have a power that urges service suppliers to enhance or keep up service excellence. (Grönroos, 1978; Zeithaml, 1981). Reichheld and Sasser (1990) states service quality is constantly viewed as a standout amongst the most essential subjects in business management.

Recently, firms concentrate on either keeping up or enhancing their service quality so as to survive in such an aggressive business world. Researchers have concentrated on the idea of service quality for various years, however no agreement has been achieved in terms of how to genuinely characterize service quality (Cronin and Taylor 1992). Parasuraman, Zeithaml, and Berry (1985) states the idea of service quality can be concentrated on from a few points of view and aspects because of the way that it is perceived as a multi-dimensional develop requiring various perceptual measures to be totally conceptualized .

A few of previous studies found positive relationship between service quality and customer loyalty. (Cronin and Taylor, 1992; Oliver, 1993). Overall, the discoveries demonstrated that great service quality could bring about satisfied customers. Once the customers' expectations of service quality is met or surpassed the consumer loyalty level could be raised. Therefore, Hypothesis 2: Service Quality has a positive and significantly affects to Consumer Loyalty

### ***Customer satisfaction***

Customer satisfaction is characterized as the satisfaction of buyer reaction. It is a judgment that the components of the item or service, or an item or service itself, provides at the level of the most extreme of the satisfaction

of utilization, including the level of under or over the level of consistence with the shopper reaction was "(Oliver, 1997, p .13). Study of Giese and Cote (2000) found that operational definitions for constumer satisfaction taking into satisfaction literature review and interview. They proposed constumer loyalty as: "... a synopsis of the full of feeling reaction of differing power, with a specific purpose of time of the assurance and of any length coordinated against parts of the procurement as well as utilization of the item" (p. 15). The idea of costumer satisfaction has been characterized in different ways. Researchers have done some methodologies, for example affective cognitive, or physiological point of view to the idea of the possibility of customer satisfaction but no agreement has been reached. Nevertheless, it doesn't make a difference whether the researchers utilized the idea of customer satisfaction or not, majority of them in view of the standards of disconfirmation of expectations view (Oliver and DeSarbo, 1988), which expresses that consumer satisfaction is the consequence of a correlation between the genuine performance of the item or service with past assumptions about the performance of the item or service. It can be kept down that if the earlier expectations are met or surpassed, the consumer satisfaction will happen.

A few previous studies directed in different businesses (Ford,1995; Gotlieb,Grewal,and Brown,1994; Cronin and Taylor,1992). Park and Kim (2000); Chan,Lau, Lui,Ng, Tarn, and Tong (2001); Al-Awadi (2002) found positive relationship between customer satisfaction and customerloyalty. They counclued that satisfied customers would bring about loyal customers.so numerous marketing research studies indicated two basic results: it is more difficult and expensive for organizations to attract in new customers than to hold a satisfied customer, and loyal customers could been fit to an organization.

Therefore, Hypothesis 3 is Consumer Satisfaction has a positive and significantly affects to consumer loyalty

### ***Customer loyalty***

Currently on the condition of the business world is very competitive and dynamic, the company will be more difficult and expensive to attract new customers than to retain satisfied customers (Al-Awadi, 2002). According to Park and Kim (2000), the cost to attract new customers is six times higher than keeping the consumer at the moment, so that efforts to increase consumer loyalty is the main purpose of business, because not only can increase the value of the business but also can reduce marketing

costs compared to the costs related to attract new consumers (Beerli, Martin, & Quintana, 2004).

Rowley and Dawes (1999) stated that if companies have many loyal costumers so they will reduce the need to attract new costumers, it is indicates that the service or product the company has met the expectations and needs of consumers. Jamieson (1994) found that the value of profits from 2% increase in customer retention is equal to 10% reduction in overhead costs. (Chan, Lau, Lui Ng, Tarn, and Tong, 2001) shows that the 5% increase in customer retention can lead to increased profit growth of 25-75%.

The concept of customer loyalty attract discussed of academia, especially in the field of consumer behavior and marketing practitioners. Theoretically customer loyalty is defined as a "commitment held customer to repurchase a product or service that is favored consistently in the future, despite the influence of circumstances and marketing efforts that reduce the potential causes of behavior that can alter that commitment" (Oliver, 1997, p .392).

## **METHODOLOGY**

The population this study are 54 futsal field in DKI Jakarta (based <http://www.odesport.com/2013/01/daftar-lapangan-futsal-di-jakarta.html>) From 54 futsal field was taken 17 for sample, each the sample was taken 10 respondents, so the total of respondents were 170 person. The targeted respondent of each futsal field was a member or visitor. The sampling method using stratified random sample, which was taken a random sample proportionally from each group in each place of futsal field. The method for data collection used the questionnaire (Sugiyono, 2004). The questions on the questionnaire enclosed created with the Likert scale 1-5. The likert scale was used commonly in Indonesia for that measure attitudes, opinions, and perceptions. The general form multiple regression equation is as follows (Sugiyono, 2004)) :  $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$  .

Y=Consumer Loyalty; X1=Motivation of costumer; X2=service quality;X3=Customer Satisfaction; a = constant value; b1, b2, b3 = Regression coefficients quantify the size of the X and Y

Considering the several hypothesized relationships with which the constructs are interrelated, we used multiple regression to test our model. Following the two-step procedure suggested by Anderson and Gerbing (1988) to assess the quality of our measurements and to test our hypotheses, we began by evaluating the measurement models, validity, and reliability. We tested our hypotheses by simultaneously estimating structural equations in SPSS. We used lagged multiple regressions to test the model. The dependent variable was

predicted by the independent variable. In this study, the independent variable is the motivation of consumers, service quality, customer satisfaction, while for the dependent variable is customer loyalty.

Customer loyalty was used as the dependent variable in this research. instrument for measuring customer loyalty at the futsal sport in DKI Jakarta relied on the Attitudinal Loyalty Survey of Participant Sport/Fitness Clubs (ALSPSFC) modified by Chang (2002), with Cronbach's alpha .89, .85, and .69 in its three primary dimensions. The survey instrument consist of 17 (seventeen) questions. In order to measure service quality, the survey instrument was adopted from Lim's (2006) the modified Quality of Service Scale (QSS). The Quality of Service Scale (QSS) was developed originally by Alexandris and Palialia (1999) to effectively measure customers' perception of service quality. The survey instrument consist of 12 (tweleve) questions. With .92, .90, .90, 72, .91 Cronbach's alpha in its five primary dimensions. In this study, the instrument for measuring overall customer satisfaction in the context of fultsal sport in DKI Jakarta was the Customer Satisfaction Scale (CSS) developed originally by Lim (2006), who measured the overall customer satisfaction in fitness centers in Korea with result of the reliability testing was greater than .91. The survey instrument consist of 4 (four) questions. The scale for evaluation of motivation was developed by Pelletier et al (1995) with result of the reliability testing was greater than .89 The survey instrument consist of 16 (sixteen) questions

## RESULTS

All constructs displayed satisfactory levels of reliability and validaty, as indicated by the Cronbach's alpha ranging from customer satisfaction 0.842; motivation 0.870; service quality 0.817 and Customer loyalty 0.884

Based on SPSS output variable values Consumer Motivation, Service Quality, Customer Satisfaction and Customer Loyalty Asymp. Sig. (2-tailed) of 0.150, 0.095, 0.070 and 0.021 greater than the level of significance (0:05), thus the data are normally distributed.

### Regression equations and significance *Effect of X1, X2 and X3 together to Y*

Table 1. The value of F calculated on a multiple regression

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3545,641	3	1181,880	22,716	,000 <sup>a</sup>
	Residual	8636,647	166	52,028		
	Total	12182,288	169			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

The value of F calculated from the table above is 22.716. It turned out that the value of F is greater than the value of F table ( $22.716 > 2.659$ ) and can be seen also from the  $\text{sig.} = 0.000 < 0.05$ , which means that  $H_0$  is rejected and  $H_a$  accepted. Thus the X1, X2 and X3, together have a significant effect on Y. T value for Motivation (X1) is 4.329,  $t \text{ count} > t \text{ table}$  ( $4.329 > 1.654$ ). This shows that  $H_0$  Rejected and  $H_a$  accepted means, X1 significant influence on Y. T value for Quality of Service (X2) is 3.775.  $T \text{ count} > t \text{ table}$  ( $3.775 > 1.654$ ). That is  $H_0$  rejected and  $H_a$  accepted, thus Quality of Service (X2) significantly affect the Consumer Loyalty (Y). T value for Consumer Satisfaction (X3) is 2.168.  $T \text{ count} > t \text{ table}$  ( $2.168 > 1.654$ ). That is  $H_0$  rejected and  $H_a$  accepted, thus Customer Satisfaction (X3) influence significantly on Consumer Loyalty (Y).

Based on t-test above, for the partial effect, three independent variables Motivation Consumers (X1), Quality of Service (X2) and the Consumer Satisfaction (X3) partially significantly affect Consumer Loyalty (Y), to determine which formula multiple regression for influence consumer motivation (X1), Quality of Service (X2) and the Consumer Satisfaction (X3) on Consumer Loyalty (Y). Constants, a and the regression coefficients, b1, b2 and b3, can be seen in Table 2, as follows,  $a = 28.792$ , regression coefficient = 0.340 b1, b2 and  $b3 = 0.397 = 0.039$ . Effect of X1, X2 and X3 together to Y, can be expressed by the following formula:  $Y = 28,792 + 0.340 X1 + 0.397 X2 + 0.039 X3$ .

Table 2. Multiple Regression coefficients X1, X2, and X3 on Y

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	28,792	4,375		6,581	,000
	X1	,349	,081	,362	4,329	,000
	X2	,397	,105	,289	3,775	,000
	X3	,039	,236	,015	2,168	,000

a. Dependent Variable: Y

***Value-R<sup>2</sup> adjusted for the effect of X1, X2 and X3 on Y***

From Table 3 found that the adjusted coefficient of determination (Adjusted  $R^2$ ) is 0.278. This value indicates that the variation in the Consumer Loyalty (Y) can be explained jointly by the Consumer Motivation variable (X1), Quality of Service (X2), and Customer Satisfaction (X2), amounting to 27.8%, while the remaining 72.2 % is determined by other factors as yet unknown. Or in other words can be explained that the influence of the Consumer Motivation variable (X1), Quality of Service (X2), and Customer Satisfaction (X2) on Consumer Loyalty (Y) was 27.8%.

**Table 3 Adjusted R Square X1, X2 and X3 on Y**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.539 <sup>a</sup>	.291	.278	7.213

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

## CONCLUSION

Based on the results achieved related to Influence Consumer Motivation, Service Quality, Consumer Satisfaction on Consumer Loyalty Futsal in DKI Jakarta, it can be concluded that: 1. Based on the results of multiple regression analysis, three independent variables consumer motivation, service quality and customer satisfaction in together running have a significant and positively on Consumer Loyalty, the formula is  $Y = 28,792 + 0.340 X1 + 0.397 X2 + 0.039X3$ . This influence has been tested by the F-test. Value F count is 22.716, the value was greater than the value of F table ( $22.716 > 2.659$ ), with sig. = 0.000 < 0.05. Value of effect of the independent variable Consumer Motivation, Quality of Service, and Customer Satisfaction on Consumer Loyalty is 27.8%. The remaining 72.2% were caused by other factors.

The value of effect separately from the independent variable Consumer Motivation, Service Quality and Customer Satisfaction on Consumer Loyalty Futsal in Jakarta is 22.4%, 18.7% and 12.3% . This shows that the influence of each independent variable was supported each other, moreover, the result of independent variables and dependent variable when they run together produced a greater value than when they run separately.

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