

**TINGKAT KEPUASAN PELANGGAN FUTSAL TERHADAP
PELAYANAN JASA PENGELOLAAN BALI ARTHA FUTSAL
SINGARAJA**

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ABSTRAK

Tujuan penelitian ini adalah mengukur Tingkat Kepuasan Pelanggan Futsal terhadap Jasa Pengelolaan Bali Artha Futsal Singaraja. Penelitian tentang kepuasan pelanggan atau konsumen terhadap jasa pengelolaan lapangan futsal merupakan penelitian deskriptif. Metode penelitian kuantitatif merupakan salah satu jenis penelitian yang spesifikasinya adalah sistematis, terencana dan terstruktur dengan jelas sejak awal hingga pembuatan desain penelitian (Sugiyono 2014:13). Pengelolaan Bali Artha Futsal Singaraja diukur berdasarkan lima (5) dimensi kualitas pelayanan yaitu *tangible*, *reliability*, *responsiveness*, *assurance* dan *empathy*. Dari ke-5 dimensi tersebut, kemudian dikembangkan kedalam 25 butir pernyataan, dengan 5 alternatif jawaban atau respon, kemudian di skor mulai 1-5. Berdasarkan data yang diperoleh dari 70 *members* atau pelanggan sebagai responden diperoleh rentang skor ideal antara 25-125. Setelah data ditabulasi, diskor, dan dianalisis dengan diperoleh nilai minimum 75, nilai maksimum 125, rata-rata (*mean*) 103,67, median 101, modus sebesar 100 standar deviasi 13,12. Berdasarkan penelitian, kesimpulan yang diperoleh pada kriteria Tingkat Kepuasan Pelanggan Futsal terhadap Pelayanan Jasa Pengelolaan Bali Artha Futsal Singaraja adalah sebanyak 60% pelanggan sudah merasa cukup atau puas. Faktor yang mempengaruhi dengan dimensi kualitas pelayanan yang tertinggi adalah faktor *responsiveness* dan faktor *assurance* sebanyak 64,29%.

Kata-Kata Kunci : Kepuasan pelanggan, konsumen, kualitas pelayanan

**LEVEL OF FUTSAL CUSTOMER SATISFACTION WITH
BALI ARTHA FUTSAL SINGARAJA MANAGEMENT SERVICES**

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ABSTRACT

The aim of this research is to measure the level of Futsal Customer Satisfaction with the Bali Artha Futsal Singaraja Management Services. Research on customer or consumer satisfaction with futsal field management services is descriptive research. Quantitative research methods are a type of research whose specifications are systematic, planned and clearly structured from the start until the creation of the research design (Sugiyono 2014:13). The management of Bali Artha Futsal Singaraja is measured based on five (5) dimensions of service quality, namely tangible, reliability, responsiveness, assurance and empathy. From these 5 dimensions, they were then developed into 25 statement items, with 5 alternative answers or responses, then scored from 1-5. Based on data obtained from 70 members or customers as respondents, the ideal score range was between 25-125. After the data was tabulated, scored and analyzed, the minimum value was 75, the maximum value was 125, the mean was 103.67, the median was 101, the mode was 100, the standard deviation was 13.12. Based on research, the conclusion obtained on the criteria for Futsal Customer Satisfaction Level with the Bali Artha Futsal Singaraja Management Services is that 60% of customers feel sufficient or satisfied. The factors that influence the highest service quality dimensions are the responsiveness factor and the assurance factor at 64.29%.

Keywords : *Customer satisfaction, consumers, service quality*