

Football players' satisfaction with the quality of services provided by youth football coaching clubs

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ABSTRACT

The level of satisfaction with the services provided to youth soccer coaching in Kediri, East Java, Indonesia is one form of success that has been carried out by the club in coaching youth soccer players. The satisfaction includes the player's assessment of the services of the football player coaching club which includes aspects of satisfaction such as tangible, reliability, responsibility, assurance, and empathy. The purpose of this study was to assess football players' satisfaction with the services of a youth soccer coaching club in Kediri, East Java, Indonesia. The study used a descriptive research method with a survey research approach. The subjects of this study were 335 respondents from a youth soccer player coaching club in Kediri, East Java, Indonesia. We used a questionnaire to collect the data. The questionnaire was in the form of questions with a Likert scale. The results showed that the majority of respondents' assessment of each question item gave a good rating category. Based on the 19 question items given to the respondents, there are 58% or 11 items answering the satisfaction aspect with good results, then 32% or 6 items answering the satisfaction aspect with sufficient results, and 11% or 2 questions answering the satisfaction aspect with good results. very good. Based on the results of the study, it can be concluded that the level of player satisfaction with the services of youth football coaching clubs in East Java, Indonesia, is in the good category.

KEYWORDS

Quality of Service; Satisfaction; Football Coaching Club; Sport Management

1. INTRODUCTION

Currently, many football schools as a forum for coaching young football players are trying to improve the quality of service as a form of developing player talent. But related to the analysis of service quality is still very lacking. Even though this is very important in sports services.

Improvements and additions to infrastructure, updating of methods used in educating young athletes, strengthening marketing networks to professional clubs, and a friendly attitude are efforts to improve the quality of service to customers. The satisfaction of a customer is driven by several factors, namely product quality, price, service quality, and emotional factors (Bakotić, 2016; Wolter et al., 2019). Therefore, as a place to provide services, coaching young football players must pay attention to the quality of service applied to athletes as customers so that customers will feel satisfied with the services provided (Strandbu et al., 2019). The customer in this case is the player in the club. The hope is that customers can feel satisfied with their duties as talent developers in football. Football coaching clubs are aware that as a place for coaching young football players in preparing players, good coaching is needed, one of which is by improving the services provided by youth football coaching clubs (Geidne et al., 2013; Jacobs & Wright, 2018). In addition, as a task to prepare young football athletes, satisfying customers is one of the keys to success in carrying out tasks for customers or young players. One of the services in developing talent at a youth coaching club can be assessed if the customer feels that all his needs are met, and the customer's expectations for the coaching club can provide services and develop talent for young football athletes to succeed (DiSanti et al., 2019; Kokko, 2014).

Many youth football player development clubs are successful in carrying out their duties as coaches for youth players in football. In an area, football coaching clubs have many places, such as in the southern part of East Java Province, Indonesia has youth coaching clubs with more than 18 clubs. This is natural considering that Indonesia is a country that develops football so every region within the country of Indonesia conducts coaching of young football players in as many football clubs as possible. Each region that is part of the central PSSI (Football Association of Indonesia) association as the largest football organization in Indonesia is required to organize within the region to regulate youth football development. In addition, regional administrators who are members of provincial associations covering cities and regencies in the regions are obliged to foster and regulate football in their respective regions. The coaching carried out by young football clubs is one of the efforts in preparing football players to become professional football players, to raise the achievements of football in Indonesia. The real form of this regulation is that every city and district in every province

in Indonesia is required to have a player coaching club in every sports branch. Clubs for coaching young football players in Indonesia are in the form of football schools and football academies. Therefore, it is very important for an area to have a good youth coaching football club, so that it can prepare young football players (Jamalong, 2014). It is said that a good youth football club can develop talent and can make players at a professional level. The task of the youth coaching club in various sports is to be able to develop the talents of the players according to what the child wants (Kokko et al., 2009; Meganck et al., 2015). The existence of this youth football coaching club is to develop children's talents so that their abilities can be developed optimally.

Currently, many youth football player development clubs are established in various regions of Indonesia. However, many youth football coaching clubs have also failed in their efforts to develop the talent of young football players. Coaching young football players at youth football coaching clubs needs to think about efforts that can succeed in developing young talent (Cairney et al., 2018; Kokko, 2014). Many coaching clubs are unable to perform their duties properly because the facilities and infrastructure have not fulfilled the club's wishes (Meganck et al., 2015). In addition, a football coaching club that fails to carry out coaching indicates that the management carried out within the club is not supported by what is in the club, such as the club does not have players to be trained, the coach's qualifications and coach competencies are not appropriate, and do not have adequate facilities. Provincial associations as regional organizations of cities and districts in Indonesia are obliged to carry out coaching for young football players because provincial associations must prepare professional players.

Many factors make football clubs not successful in developing the talent of football players, one of which is not successful in managing management within the club (Hubertus et al., 2019). However, a youth football coaching club is a place for developing the talent of children who love football to do their job or provide the best possible service. Like a school as a place for the teaching and learning process to have a very important position in the world of education, because schools are a place to create a better human life through the educational process, youth football club development is the most appropriate place to develop talent for playing football (Gaudreau & Braaten, 2016; Lower & Czekanski, 2019). Therefore, youth football clubs need to provide good service to the devices in it such as players, coaches, and football clubs (Álvarez-García et al., 2019). Schools that provide good service in the form of facilities and infrastructure that support learning or in education that can be utilized by students and teachers, support all efforts of teachers in their work to provide knowledge to students, and parents who feel satisfied because their children have the knowledge and

good accomplishment. In football clubs coaching youth, satisfaction is an important thing to note, satisfaction in infrastructure, support for coaches when working, and providing services to parents of young athletes so that their children's talents can be maximized to become professional football players. Customers who feel satisfied because of the results of the services provided to them, besides being happy, will also recommend the services they get to their colleagues (Kwon & Remøy, 2020; Pavot & Diener, 2008), this shows the importance of service satisfaction that must be provided to customers so that customers feel that the place can fulfill their wishes.

This study of service satisfaction at the youth football player coaching club is a form of assessment of the services provided by the youth football coaching club to customers or potential customers to know the performance of the youth football coaching club. A study by Kurdi et al. (2020) reported that there is a relationship between the service relationship received and customer satisfaction and the results of this study are an important justification for being a reference that the relationship between trust and commitment felt by customers and customer satisfaction is positive. The importance of the quality of service provided to customers as consumer satisfaction for the products or services we provide can be the initial capital in attracting more customer interest. Football clubs must pay attention to service in arranging coaching clubs so that consumers can be satisfied. This satisfaction service study is also a real promotion so that the people around the coaching club area can be motivated by the performance of the youth football coaching club. However, based on the results of observations that service quality analysis at youth football player development clubs in Kediri is still very minimal.

2. METHODS

This cross-sectional study was aimed to describe the variable of satisfaction with football player coaching clubs at a young age that is felt following expectations which are divided into five factors, namely Tangible, Reliability, Responsibility, Assurance, and Empathy. The method used is a descriptive research method with a survey research approach. The data collection in this study is done with the help of a questionnaire. This can speed up and shorten the data collection process, as several written questions are put to several respondents who are asked to answer them. The distribution of the questionnaire was carried out online with a google form link containing questions related to research. The questions given to respondents had previously been reviewed by experts according to their fields, and a small trial study was conducted, the instrument validity was 0.633 and the reliability was 0.983.

The research was conducted at a youth football coaching club in East Java, Indonesia. The population in this study amounted to 482 respondents. The sampling technique in this study used purposive sampling with the inclusion criteria applied in this study included active players in youth coaching clubs, registered for approximately 1 year, coaches who worked at the youth clubs for more than 1 year, parents/guardians of players according to the registered data on coaching club data. Purposive sampling is a non-random sampling method based on a specific purpose or objective. The purposive sampling method takes samples from the population in a way that is deliberately selected based on certain criteria that are relevant to the research objectives. The type of purposive sampling in this study was criterion sampling, namely sampling which was carried out by selecting subjects who met the criteria determined by the researcher (Teddlie & Tashakkori, 2015). So that the overall number of respondents in this study was selected as many as 335 respondents. The research was conducted from April 2021 to July 2021.

This study used a questionnaire in the form of questions using a Likert scale, which is a scale that can be used to measure a person's attitudes, opinions, and perceptions about a particular object or phenomenon (Creswell, 2012). On this Likert Scale, respondents answered research questions by giving a cross (x) or a checkmark (√), on the alternative answers prepared with 5 available possibilities. From the respondent's answer, a score is given, so that quantitative data can be processed. The weighting of the scores is arranged at a consistent level, the available answers are scaled in levels. After all the data has been collected, the next step is to analyze the data so that a conclusion can be drawn. The statistical methods used to analyze used descriptive percentage data analysis techniques. Percentage method analysis is a statistical method used to measure the percentage of a certain variable in a population or sample data (Agresti, 2018).

3. RESULTS

This section will present the results of customers' satisfaction with football player coaching clubs. In detail, the assessment of the club's services for coaching young football players to the players concerned for each question item, including tangibles (such as the condition of infrastructure, conditions of the training ground, the condition of human resources (the ability of the coach), and the condition of the facilities). Reliability (such as the suitability of the training schedule, the attention of the coach, the suitability of the training session schedule, and the club's handling of player complaints). Responsibility (such as clarity of training material by the coach, availability of training services outside of the training schedule, coach's response to helping players' difficulties, and coach's

response to player questions). Assurance (such as the club's managerial competence in coaching, the level of insight of the youth coaching club coaching staff, the level of ability or skill of the coaching staff, and patience in providing services to players). Empathy (including the friendliness of the coaching club staff to the players, the club staff's attention to the players, and the understanding of the coaching staff to the needs of the players, then the results of the questions will be described as follows). The socio-demographic characteristics of study participants are presented in Table 1.

Table 1. Socio-demographic characteristics of participants

Demographic characteristics	Frequency (n)	Percentage (%)
Gender		
Male	335	100.00
Total	335	100.00
Age (yrs)		
12	65	19.40
13	59	17.61
14	16	4.78
15	63	18.81
16	31	9.25
17	31	9.25
18	41	12.24
19	29	8.66
Total	335	100.00
Football training duration (yrs)		
1	12	3.58
2	47	14.03
3	49	14.63
4	30	8.96
5	56	16.72
6	44	13.13
7	44	13.13
8	44	13.13
9	9	2.69
Total	335	100.00
Category levels		
Foundation	63	18.81
Formative	72	21.49
Final Youth	200	59.70
Total	335	100.00

A total of 335 men took part in the study. Overall, 19.40% were 12 years old, 18.81% were 15 years old, 17.61% were 13 years old, 12.24% were 18 years old, 9.25% were 16 years old, 9.25% were 17 years old, 8.66% were 19 years old, and 4.78% were 14 years old. Regarding the duration of football training, 16.72% had football training for a total of 5 years, while 14.63% had football

training for 3 years. In terms of category, most of the participants (59.70%) belonged to the "final youth" category.

The following table (Table 2), presents the results of customer satisfaction in relation to football player coaching clubs.

Table 2. The results of customer satisfaction in relation to football player coaching clubs

Service Quality	Frequency (n)	Percentage (%)
Tangible		
1. Infrastructure		
a. Very good category	55	16.40
b. Good category	145	43.30
c. Enough category	83	24.80
d. Poor category	38	11.30
e. Very poor category	14	4.20
Total	335	100.00
2. Training ground		
a. Very good category	118	35.20
b. Good category	79	23.60
c. Enough category	78	23.30
d. Poor category	40	11.90
e. Very poor category	20	6.00
Total	335	100.00
3. Human resources (the ability of the trainer)		
a. Very good category	48	14.30
b. Good category	154	46.00
c. Enough category	93	27.80
d. Poor category	28	8.40
e. Very poor category	12	3.60
Total	335	100.00
4. Club facilities		
a. Very good category	83	24.80
b. Good category	94	28.10
c. Enough category	64	19.10
d. Poor category	55	16.40
e. Very poor category	39	11.60
Total	335	100.00
Reliability		
1. The suitability of the exercise schedule		
a. Very good category	33	9.90
b. Good category	182	54.30
c. Enough category	78	23.30
d. Poor category	29	8.70
e. Very poor category	13	3.90
Total	335	100.00
2. Trainer's attention		
a. Very good category	110	32.80
b. Good category	128	38.20
c. Enough category	71	21.20

d. Poor category	18	5.40
e. Very poor category	8	2.40
Total	335	100.00
3. Training session schedule		
a. Very good category	138	41.20
b. Good category	156	46.60
c. Enough category	20	6.00
d. Poor category	11	3.30
e. Very poor category	10	3.00
Total	335	100.00
4. Club services to player complaints		
a. Very good category	43	12.80
b. Good category	113	33.70
c. Enough category	172	51.30
d. Poor category	7	2.10
e. Very poor category	0	0.00
Total	335	100.00
Responsibility		
1. The training material by the trainer		
a. Very good category	110	32.80
b. Good category	123	36.70
c. Enough category	87	26.00
d. Poor category	9	2.70
e. Very poor category	6	1.80
Total	335	100.00
2. The availability of training services outside the training schedule		
a. Very good category	48	14.30
b. Good category	91	27.20
c. Enough category	122	36.40
d. Poor category	74	22.10
e. Very poor category	0	0.00
Total	335	100.00
3. The coach's response in helping players with difficulties		
a. Very good category	48	14.30
b. Good category	91	27.20
c. Enough category	122	36.40
d. Poor category	74	22.10
e. Very poor category	0	0.00
Total	335	100.00
4. The coach's response to players' questions		
a. Very good category	10	3.00
b. Good category	133	39.70
c. Enough category	138	41.20
d. Poor category	51	15.20
e. Very poor category	3	0.90
Total	335	100.00
Assurance		
1. Club managerial competence		

a. Very good category	126	37.60
b. Good category	155	46.30
c. Enough category	47	14.00
d. Poor category	7	2.10
e. Very poor category	0	0.00
Total	335	100.00
2. Level of insight of the coaching staff		
a. Very good category	58	17.30
b. Good category	140	41.80
c. Enough category	133	39.70
d. Poor category	3	0.90
e. Very poor category	1	0.30
Total	335	100.00
3. Skill level of the coaching staff		
a. Very good category	23	6.90
b. Good category	269	80.30
c. Enough category	43	12.80
d. Poor category	0	0.00
e. Very poor category	0	0.00
Total	335	100.00
4. Patience in providing services to players		
a. Very good category	180	53.70
b. Good category	87	26.00
c. Enough category	65	19.40
d. Poor category	2	0.60
e. Very poor category	1	0.30
Total	335	100.00
Empathy		
1. Friendliness of coaching club staff to players		
a. Very good category	33	9.90
b. Good category	186	55.50
c. Enough category	82	24.50
d. Poor category	23	6.90
e. Very poor category	11	3.3
Total	335	100.00
2. Club staff's attention to players		
a. Very good category	38	11.30
b. Good category	53	15.80
c. Enough category	227	67.80
d. Poor category	12	3.60
e. Very poor category	5	1.50
Total	335	100.00
3. The coaching staff's understanding of player needs		
a. Very good category	28	8.40
b. Good category	113	33.70
c. Enough category	176	52.50
d. Poor category	15	4.50
e. Very poor category	3	0.90

Total	335	100.00
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The main findings of Table 2, based on several aspects of satisfaction, such as tangible, reliability, responsibility, assurance, and empathy indicate that the average respondent gives an assessment of each question item in a good category. Based on the results of the questions given from 19 question items to the respondents, 58% or 11 items answered the satisfaction aspect that was given to get good results, then 32% or 6 items answered the satisfaction aspect that was given to get enough results, and 11% or 2 items answered the satisfaction aspect that was given got very good results. Assessment of a business product is a strategy for maintaining product quality so that it can be enjoyed by users or product consumers.

4. DISCUSSION

This study assessed the satisfaction of youth football coaching clubs in the southern part of East Java, Indonesia to consumer users, namely the club's players. Of the 18 youth football coaching clubs in the southern part of East Java Province, Indonesia, which were the respondents of this study, 335 players were involved as subjects. Football players in youth player coaching clubs answer research questions based on their experience of approximately 1 year. As consumers of a product or service, players in a coaching club are consumers or users of the services of a youth football player coaching club. Previous research stated that the quality of a service is determined by the assessment of users or consumers because they are users and connoisseurs of the services provided (Singh & Loncar, 2010; Wolter et al., 2019). Wolter et al. (2019) explain the level of customer satisfaction in terms of the quality of service provided. Megheirkouni (2019) also explains that many benefits can be obtained when a customer is satisfied with the services offered. One of the benefits is to increase customer loyalty and appreciation for the services provided. Services at youth coaching clubs in the form of services from the managerial and coaching staff to players. Young football players who are fostered in youth coaching football clubs receive training and talent development from the club. Coaches who provide training program services to support the development of player talent and managerial staff are tasked with supporting talent from the sector of fulfilling training facilities, coaching management, and providing support to coaches to develop player talent. The club's coaching and managerial staff synergize with each other to carry out the club's vision and mission so

that the goal of developing the talent of young football players can run optimally (Post et al., 2018; Schilhaneck, 2008; Sugito et al., 2020).

The level of service quality for a service is closely related to the value of the quality of services provided to consumers, if the quality is bad or does not meet consumer desires, it can be concluded that there is a discrepancy in terms of the quality of the product. Youth football club development is the most important place for developing talent so that players can be prepared to become footballers who have good skills. Football players must be right in developing their talents, the age of 7-8 years is the right time to develop the sports talent that children have (Newman et al., 2018; Strandbu et al., 2019). The age of under 10 years is the age when children perfect their fine and gross motor skills (Bedford et al., 2016). For children aged 6-10 years, the improvement of the movements they master can be done through the provision of stimulation in the form of movement development so that they can help children's physical and spiritual development based on age development. The motor development process at the age of 6-10 years includes the elements of developing and controlling movement using smooth muscles that coordinate with the brain in carrying out gross motor activities which is the development of controlling body movements through coordinated activities between the nervous system, muscles, and parts of the brain (Joschtel et al., 2021; Stanley et al., 2016). Motor development can occur due to nerve and muscle maturity, while fine motoric includes movements that use smooth muscles or certain parts of the body, which are influenced by opportunities to develop movement and practice motor development develops with terms and muscle maturity. Meanwhile, fine motor skills include movements that use fine muscles or certain parts of the body, which are influenced by opportunities to learn and practice.

Satisfaction with this youth football player development club can be a reference for parents or players from any region to join or take advantage of the coaching carried out by this football club in the southern part of East Java as a talent developer for young football players. The coaching system provided by this player coaching club is proven to get an assessment of satisfaction in carrying out services in developing football player talent. Factors that make the success of youth coaching clubs include many of the coached players at the club becoming professional players, success in youth football championships and an assessment of the quality of coaching the club does to players (Hubertus et al., 2019; Newman et al., 2018). The attributes used in forming satisfaction are the suitability of expectations, ease of obtaining, and availability to recommend. If the youth football player coaching club can provide services that match the athlete's expectations and make it easy to get these services, then customer satisfaction can continue to increase. In addition, if the youth

football player coaching club can improve the quality contained in the coaching to recommend to its consumers, it can be ascertained that the youth football player development club in the southern part of East Java can further enhance its existence or increase public confidence in the development of young football players in the southern part of East Java.

5. CONCLUSIONS

Based on the results of the study, the level of satisfaction of users of youth soccer club coaching services for players was very good, but further research is needed that examines similar research with a wider target subject. At the national level, it is deemed necessary to conduct further studies to map the satisfaction level of youth soccer club coaching considering the large number of youth soccer club coaching clubs in Indonesia. So that in the future there will be research that examines the satisfaction of club coaching for young soccer players, so that clubs can be mapped in which areas have good soccer player development. Indonesia, as a country whose football has developed, has the image of a club that can produce professional players and has good skills resulting from the development of the club's talents.

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CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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