

Sport Human Connection as a marketing management application for sports service providers

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ABSTRACT

The management of the Indonesian sports industry provides no room for sport service providers to publicize their services. Consequently, Indonesian society is left with limited options in sport services, such as coaches, sport schools, masseurs, physiotherapists, and so forth. This research and development established a Sport Human Connection (SHC), an online smartphone software that facilitates the marketing and publication of sports services. The smartphone developed software is used extensively to promote services for sport. However, the online software required some adjustment so that the management of sport services can be better facilitated. In this study, a product was developed as a solution to the existing problems. The developed product was tried out on 60 sports actors (SA). The data were gathered using a questionnaire with open-ended and close-ended questions about the developed product. The SHC system carries various benefits for sports services, including service publication and promotion, along with the exhibition of the profession's legality and achievement. Besides, the system also facilitates communication between the service provider and society, along with the communication among sport service providers. The study suggest that the SHC has facilitated the sport service providers by helping them promote their services. Further, the SHC system should be promoted to sports service providers and to society.

KEYWORDS

Sport Human Connection System; Marketing Management Tool; Sport Service Providers

1. INTRODUCTION

Sport as a profession has different types of goals depending on the needs of the community. An instructor or sports trainer is needed to help people improve and maintain their physical fitness and health. However, sports actors tend to adjust their roles appropriately to satisfy the community's needs.

In Indonesia, adults utilize sports to preserve a healthy physical condition, specifically after Covid-19 in 2020. This makes parents who understand the benefits of exercise ensure their children are involved in athletes at an early age. According to Adi & Fathoni (202), the service provided by sports actors (SA) causes children to have good skills in certain sports.

The research by Liang (2021) explained that the community needs create jobs for sports actors who has experience. Several roles including coaches, clubs or schools, masseurs, and physiotherapists are needed for sports achievement in the country. The observation results showed that parents who want to nurture their children are involved in an athlete (Liang, 2021).

While pursuing a professional goal, athletes always go from childhood or adolescence to adulthood. However, the sports club or school tends to closely work with the coach, physiotherapist, and masseur. According to Nabhan et al. (2019) coaches help to train the physical skills, while physiotherapists assist in performing the recovery process after sports injuries. The masseur renders massage services to the athlete after undergoing a series of training activities. Meanwhile, the sports club or school assists to manage facilities and infrastructure as well as performing training activities (Nabhan et al., 2019).

The observation results showed that sports services are not only meant for people who have training programs but also for the community at large. These services tend to become an additional income for a coach, physiotherapist, and masseur because they help people in recovery from fatigue after exercising (Alguacil et al., 2021).

In Indonesia, there are several competent, experienced, and legal sports coaches, physiotherapists, and masseurs. People personally search for SA by asking (1) a sports club and (2) a friend or co-worker to recommend a competent one for them. The community prefers SA living around their house or area despite the requirements for an experienced one. This situation eliminates different opportunities for SA that is not closely related to sports clubs (Martins et al., 2021). Therefore, SA need to publish their experiences and competencies to enable people easily call for their services.

Previous research showed that a competent SA without a way to train children tends to have poor economic income (Brook, 2021). According to Omondi-Ochieng (2019); Leeds & Pham (2020), coaches switch their professions due to low salaries, weak security, and lack of commercial work opportunities. The research of Stamm et al. (2020) showed that a private SA receives a higher salary because the child's parents are ready to pay in line with their achievements and experience. Traditionally, the promotion of sports services has several weaknesses including the lack of target market and the limited time in allowing consumers to easily understand the service provided (Chiu et al., 2020). Online marketing management provides a more optimal and efficient way to reach a wider market (Tolstoy et al., 2022). Furthermore, Ma et al. (2021) explained that sports service promotion tends to overcome classical problems such as time and distance limitations.

The marketing manager of SA is the main factor affecting the economic welfare of the community. Therefore, it is necessary to develop a system to provide facilities for publicizing and promoting the profession. This makes sports actors easily promote their competence and experience to seek additional work. People who are directly connected to SA tend to be physically fit. This system of relationships helps to solve problems that are limited to a place, time, conditions, location, and distance. Furthermore, SA and the community need to be connected and communicate with each other under any conditions.

Sport human connection (SHC) is an online Android-based application that is used to promote and publicize their vocations. The SHC aids in facilitating the relationship and communication between SA and the community, as well as in managing challenges related to space, location, and distance. By using this method, new things can be learned without ever meeting up with somebody face-to-to-face. The reason for this is that it aids in the preservation and provision of community service data. Registration and account creation on this system necessitates the submission of an identity card by athletes and the general public. Furthermore, specialized assistants are required to present their expertise and a letter of legalities like a practicing permit or training permit, home address, place of employment, and working relationships with other professionals. In order to facilitate the selection of suitable sports actors, this data must be made available to the general public. Additionally, a chat tool is available to allow SA and the people to directly connect and bargain costs before committing to give services.

This research discusses issues related to several disciplines including sports, management, economics, and social sciences. Meanwhile, sports science strengthens the characteristics of an instructor, while management assists in analyzing how to manage their work. Economics helps to analyze the potential of sports actors to increase their income, while social science assists in

identifying characteristics of people's interactions in sports environments. Previously, marketing management was felt to be very slow and impractical, so it was necessary to innovate in the use of digital technology for marketing. In other fields, many have taken advantage of digital marketing. In other countries they have also carried out marketing through social media, but we chose to develop our own platform and media because it would be more accurate to get the market. This research and development aims to establish a Sport Human Connection (SHC), an online smartphone software that facilitates the marketing and publication of sports services.

2. METHODS

2.1. Design

This research is conducted using a development model to investigate the quality and benefits of the sport human connection (SHC). This research design adheres to the development model and the following steps are used:

- (1) A subject whose needs are performed through analysis.
- (2) The development of the SHC prototype becomes a solution for sports actors.
- (3) The development of instruments that measure if the system has solved the sports actors' problems (Hiruy & Eversole 2020).
- (4) The validation that is performed to measure the variable criteria and indicators of the product benefits (Wibawa 2021).

Validation is carried out by presenting experts to examine the products that have been developed and the data used to measure the benefits of the research products that have been developed. Figure 1 shows these steps.

Testing the product becomes the next stage after the prototype of the sport human connection. The trial is performed through sports actors that is operating the system. Therefore, the results of analysis are reported through the research instruments (Koningstein and Azadegan 2018). The next process is to analyze the data to know how the system becomes a solution for sports actors in marketing their services. In the final stage, the results have to be published immediately to inform the community broadly.

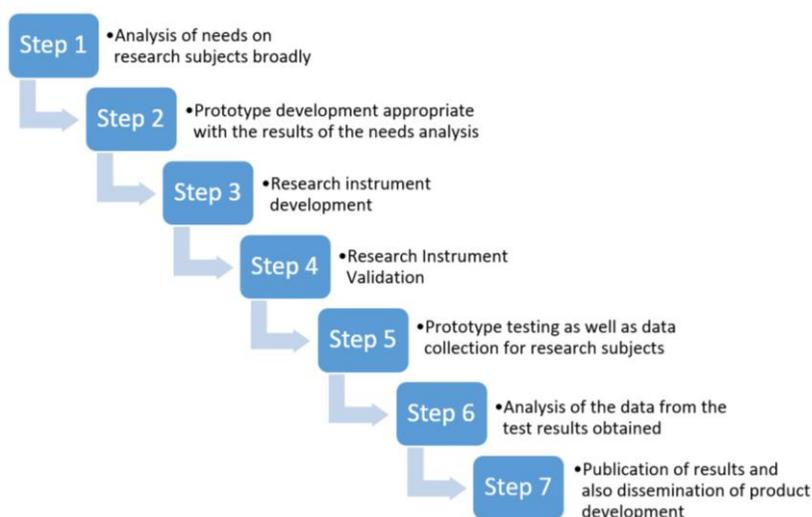


Figure 1. Research steps

2.2. Participants

A total of 60 sports actors (SA) including athletes, coaches, physiotherapists, clubs or schools, and masseurs were selected as the participants because they know what is needed in this professional environment. However, the product of the SHC truly matches the participants' needs. Table 1 shows that the subjects were selected from several provinces and regions in Indonesia. All SA are voluntarily involved in research to provide input on the performance of the products that have been developed.

A total of 60 respondents divided into several fields of expertise and sports professions were selected randomly. This selection is performed by looking at the rate SA is needed to solve the community's problems. Table 1 below shows the respondents' professions.

Table 1. Research subject location and respondent's profession in sports

No.	Province	City/Regency	Percentage
1	South Kalimantan	Sports Coach	5,1%
		Sports Institute Management	5,1%
2	West Nusa Tenggara	Sports Coach	5,1%
		Sports Institute Management	5,1%
3	Bali	Sports Coach	5,1%
		Sports Institute Management	5,1%
4	Southeast Sulawesi	Sports Coach	5,1%
		Sports Institute Management	5,1%
5	Yogyakarta	Sports Coach	5,1%
		Athlete	3,5%
		Sports Institute Management	5,1%
		Physiotherapist	3,5%
6	West Java	Sports Coach	5,1%
		Athlete	3,5%
		Sports Institute Management	5,1%

		Masseur	3,6
		Physiotherapist	3,5%
7	East Java	Sports Coach	5,1%
		Athlete	3,5%
		Sports Institute Management	5,1%
		Masseur	3,6
		Physiotherapist	3,5%

2.3. Instrument

Data were collected using closed and open questionnaires. Closed questionnaires are used to obtain the research variables and indicators, while an open one is used to obtain the feelings expressed through the SHC system. The open questionnaire includes questions about SHC system potential, advantages of the SHC system, disadvantages and drawbacks of the SHC system and further development steps.

The questionnaire is validated through the clarity of title, items, instructions, statements accuracy, writing related to research objectives, statements indicating correct information, writing containing a complete idea, using an understandable and effective language, as well as the appropriate writing to the EYD. All aspects are scored using a Likert scale ranging from 1 to 5. The validation results obtained an average score of 4.7 indicating that the questionnaire is suitable for data retrieval. Table 2 below shows the instruments grid. The instrument grid is a guide in formulating the questions that will be presented in the questionnaire as a research instrument. It is obtained by adjusting the research variables and research objectives.

Table 2. Instrument grid

Indicator	Number	Total
Publication and promotion of the sports profession	1,2	2
Publication and promotion support	3,4,6,7	4
Helping communication	5,8,9	3
Benefits of the SHC system	10	1
SHC system potential	11	1
Advantages of the SHC system	12	1
Disadvantages and drawbacks of the SHC system	13	1
Further development steps	14	1

2.4. Data Analysis

The study employed descriptive statistical analysis to present the responses of sports actors regarding the SHC system. Data were summarized using percentages and frequency distributions, as

shown in tables and figures. A descriptive quantitative and narrative analysis were used to obtain data through closed and open questionnaires, respectively.

3. RESULTS

The results produce a SHC that is packaged in the form of an Android-based application. This system is formed through the help of developers from CV. Biznizo in Indonesia. The SHC is formed with its various features due to the collaboration and discussion in the application development. Table 3 below shows the system features.

Table 3. Sport Human Connection (SHC) system features

Features	Procedure	Benefit
User profile	Showing sports actors' profile	Profession publications Competency promotion
Legality File Viewer	Displaying legality /supporting files for sports actors	Competency promotion Displaying legality files/professional support files
Performance	Showing achievements	Competency promotion Showing achievements
Communication	Connecting communication between sports actors and also the community	Communication between the community and sports actors Communication between sports actors Profession publications Competency promotion
Relation	Showing relationships with sports actors	Connecting account relationships between sports actors Competency promotion Displaying service results seen from the relationships that have been served

The respondents were asked to provide feedback in line with the professional publications through the SHC system. The results showed that all sports actors answered that this system tends to be used to publicize their profession. A total of 100% of the respondents explained that SHC is used in promoting their competence. Also, these participants emphasized the system can display legality files in the sports sector. These SA explained that SHC is used to communicate with people. A total of 92.9% of the participants emphasized the system tends to help in displaying achievements. Table 4 below shows the SHC that supports the sports actors' profession.

Table 4. Features of the SHC system that supports the sports actors' profession

Category	Response				Facility	
	Very possible	Possible	Maybe	Impossible	Yes	No
Profession Publication	57.1%	35.7%	7.2%	0%		
Competence Promotion	67.9%	32.1%	0%	0%		
Viewing legality files					100%	0%
Showing achievements					92.9%	7.1%
Connecting relation accounts between sports actors					100%	0%
Communication between the community and sports actors					100%	0%
Communication between sports actors		100%		0%		

Furthermore, the respondents were asked for information and responses regarding the benefits of the SHC. The results showed all participants replied the system is more beneficial to them. Figure 2 shows the respondents' responses.

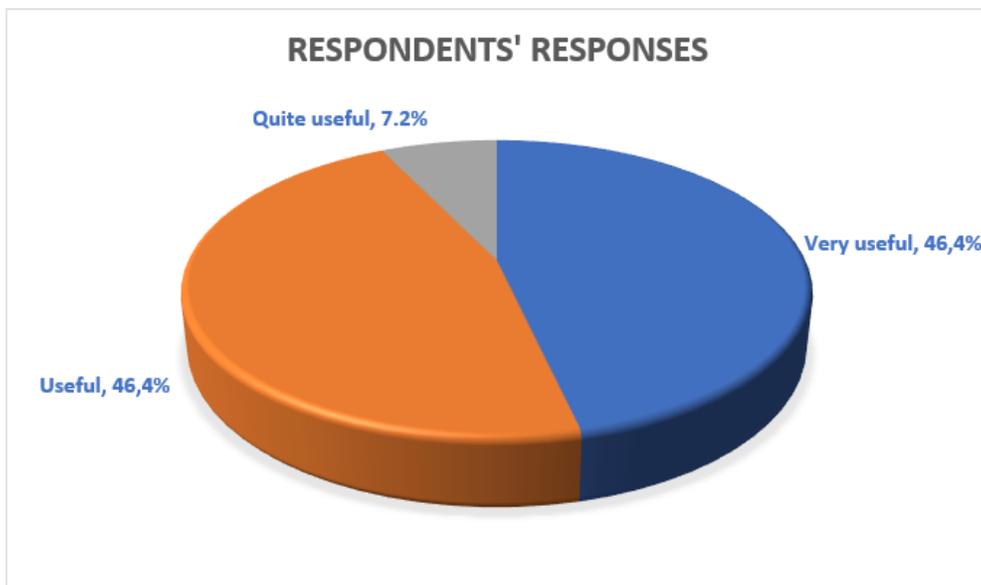


Figure 2. Percentage of respondents' responses to the benefits of the SHC system

Respondents were allowed to explain what they tend to do when using the SHC system. In general, the results are visualized in Figure 3.

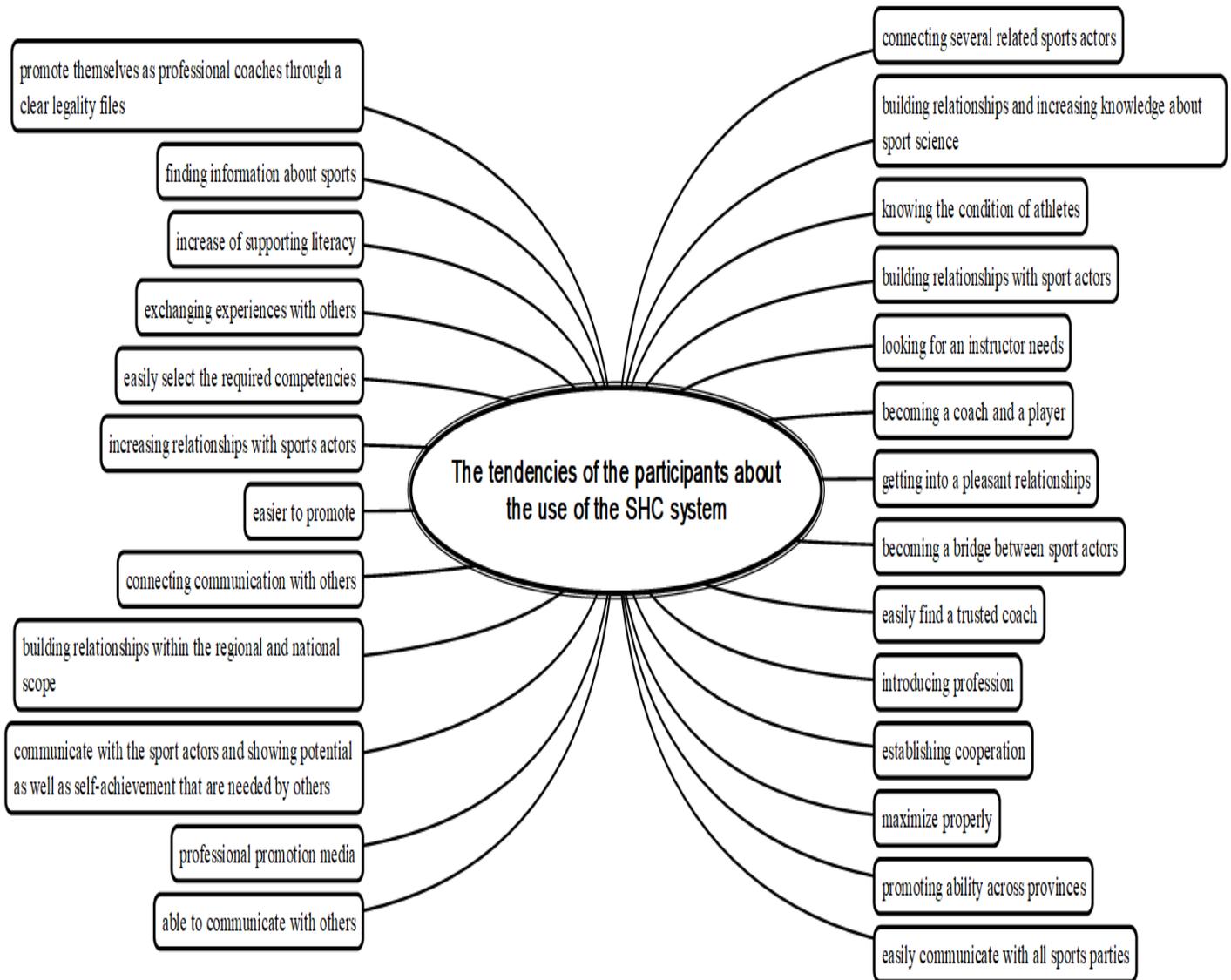


Figure 3. The tendencies of the participants about the use of the SHC system

Moreover, the participants were allowed to explain the advantages of the SHC. The results are visualized in Figure 4.

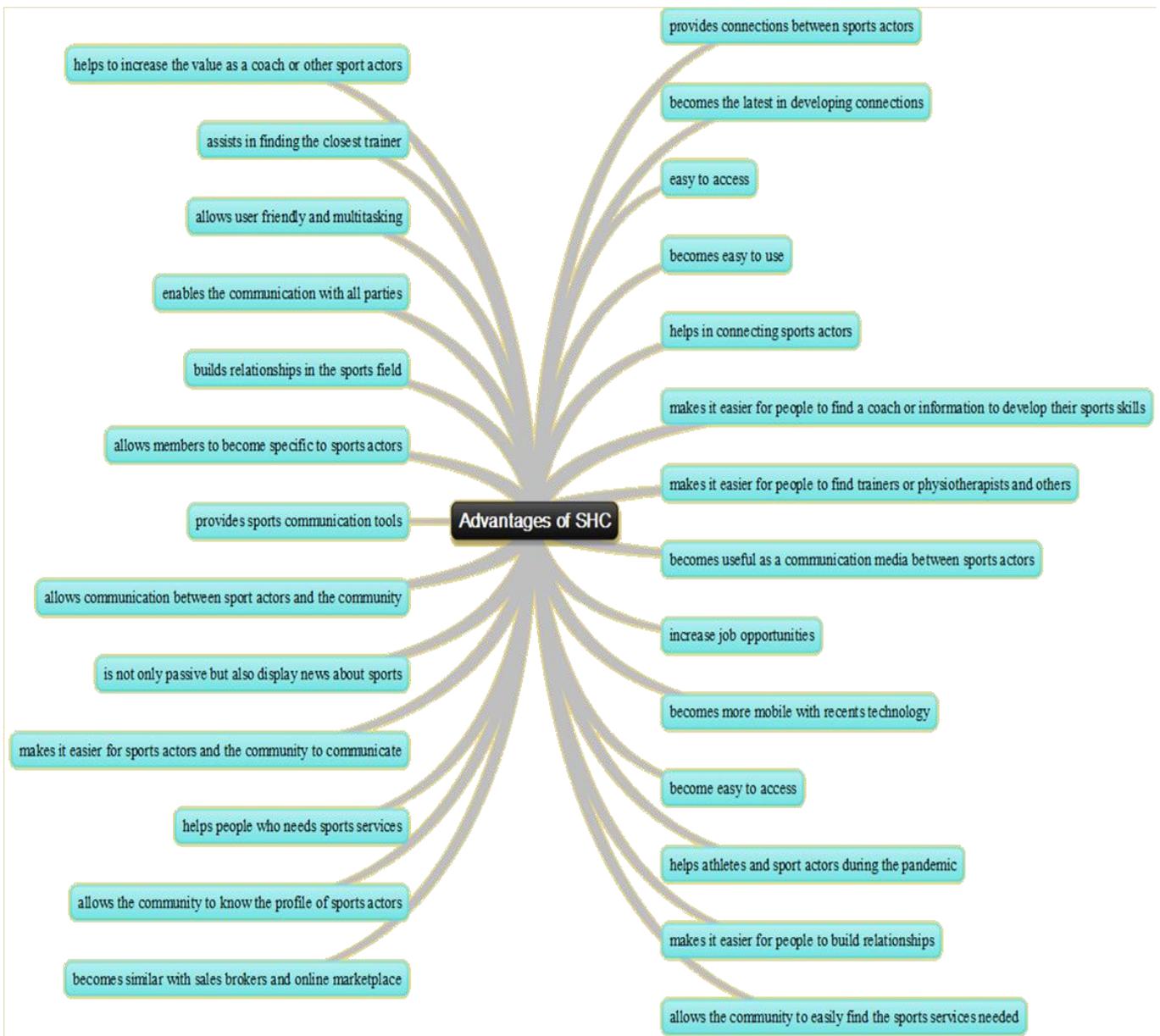


Figure 4. Advantages of SHC

The respondents also explained the shortcomings or weaknesses of the SHC because it can be used as improvement material in the future. These shortcomings of this system are shown in Figure 5.



Figure 5. Shortcomings or weaknesses of SHC

Moreover, the respondents were allowed to convey what needs to be improved or developed while upgrading the SHC in the future. Recommendations for sports actors as shown in Figure 6.

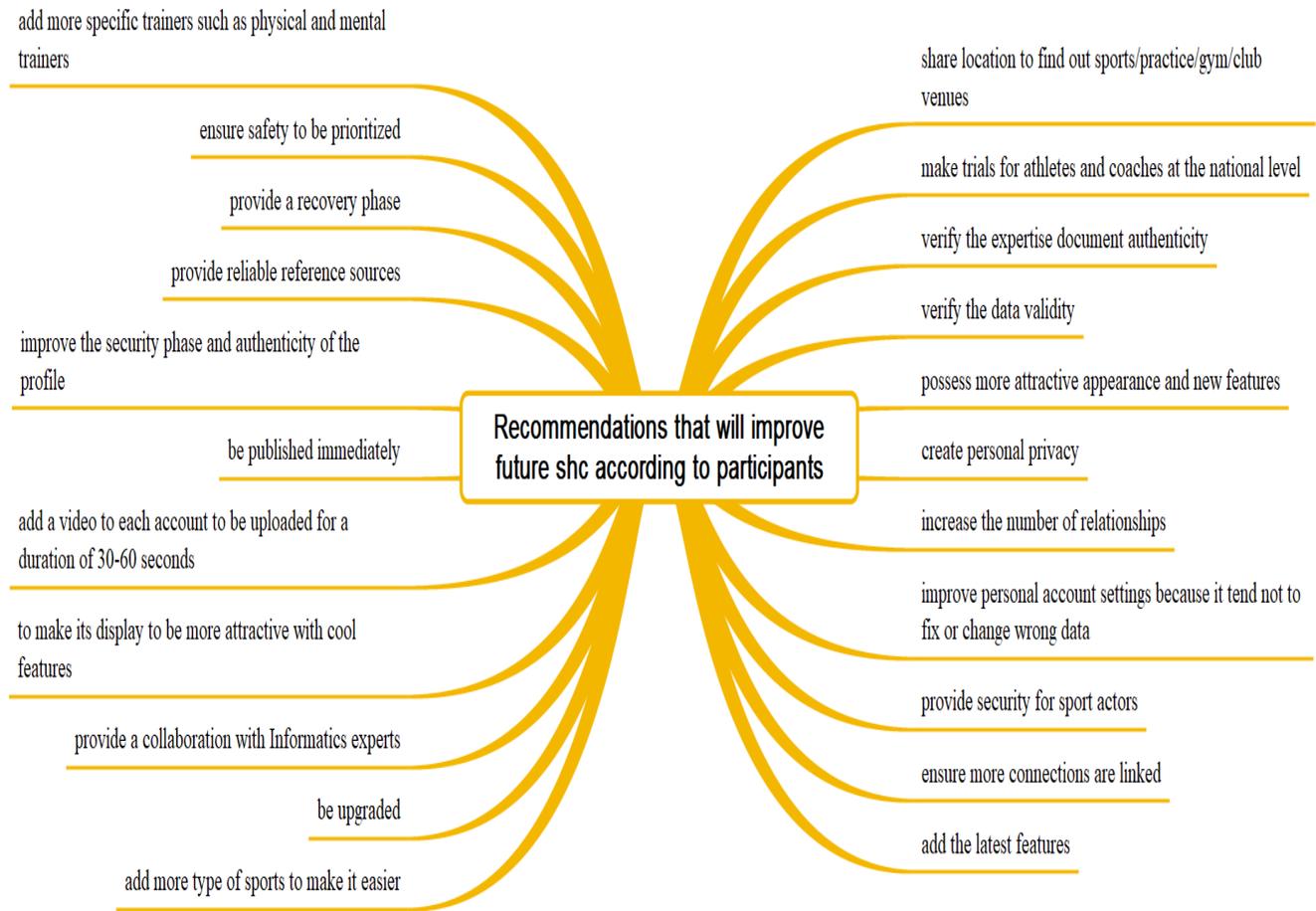


Figure 6. Recommendations that will improve future SHC according to participants

4. DISCUSSION

Using the SHC system to market SA’ careers and abilities is an excellent use of the technology. Practitioners such as masseurs and physiotherapists are also included in the term "athletes, coaches, and clubs.". An online marketplace for the marketing and publication of sports stars is essential in this digital age (Na et al., 2020).

This research's results showed that the majority of the SA accept the presence of this system. However, this is a natural thing because the SHC is relatively new in the sports environment (Molavi et al., 2020). Few of the SA are still not clear on how to implement the system in promoting and publicizing their professions and competencies. The results showed that some SA accept the presence of this SHC by giving appreciation and positive responses. This is indicated in how the participants convey what to do in promoting their profession and competence to the community. SA increase their relationship and publication through the SHC. Therefore, the coach invited colleagues and athletes to register an account in this system to communicate with each other. This research discusses the SA’

needs in promoting their profession using the SHC. The system is tested and corrected to examine if it has met the respondents' requirements.

According to 92.8% of respondents, the SHC is used to advertise sports-related jobs. While providing services, promotion is essential (Skille & Fahlén 2020). In the context of service needs, this publication makes it easier for the community and sports actors to interact and transact.

The sport human connection makes it easier for instructors to promote their services. This system enables the sports actors to provide information related to their competence, achievements, and relationships. Therefore, this becomes the basic key to promoting self-ability in the community (Lopez-Gonzalez et al., 2020). Most people who need service assistance tend to see how the instructor performs their work. This makes it easier for the community to select a service provider that can interest them.

The community usually assesses and ensures that the service provider is truly recognized by an official institution that protects certain professions (Chen et al., 2021). This is necessary because improper acknowledgment and assessment make sports actors incompetent. Therefore, the SHC provides a feature for SA to display legality files. People are no more worried to use the services of sports actors because this legality file tends to be a practice permit, license, or certificate.

Instructors can display their successes in the sport human connection. In order to raise awareness of the offered services, it is critical that this achievement data be made public. It is evidence that SA has the greatest ability in terms of the quality of their work (Turetken et al. 2019). Therefore, consumers tend to be more assured when they utilize the services of a sports actor with a distinguished track record.

The sport human connection allows the communication between SA as service providers and the community. This system confirms the seller and the buyer during transactions (Menelec & Jones 2015). The confirmation is performed to ensure that the service provider is no more any other person than the sports actors. Moreover, there tends to be a transaction process and a cooperation agreement through communication and interaction. According to Tansiri & Devahastin (2019), people who need the service are considered as the customers. These consumers want to ensure they know about the competency of service providers (Cole et al., 2017). Moreover, people tend to verify if SA are collaborating with other parties or institutions. The SA tends to receive a special assessment from the consumers if they have collaborated with a popular party. For instance, the coach gets more evaluation from the community if the athlete has great achievements.

The research by Ardolino et al. (2018) showed that SHC allows communication between sports actors and the community. This collaboration tends to provide a separate level of assessment for the people. For instance, communication begins through this system if an athlete wants to be trained privately by a coach. Moreover, a sports club that wants to recruit a coach tends to maintain a good relationship and interact using the SHC. Most of the features contained in this system are more beneficial to sports actors in the aspect of publication, promotion, and communication. The research of Wouters et al. (2020) explained that the resulting product provides what the respondents need to solve their problems. Therefore, the SHC tends to be useful for an instructor in the community.

The SA' enthusiasm is indicated in the submitted input and criticism of the system prototype. This show that they want the SHC to be maximized by providing input for better improvements (Kern et al., 2020; Pfund et al., 2018). For instance, the community added that this security system needs to be improved and provided with a location-finding feature to easily get their desired coach. People also want legality file validation to seek a competent and safe sports actor.

The SA' responses in the testing of the prototype helped to improve the SHC in the future. This is because the system is designed to promote and publicize the instructor profession to the community. Furthermore, it is necessary to make widespread publications to follow up on the implementation of this system. The publication is performed in different ways including collaborating with sports organizations, holding workshops, spreading advertisements in media, and others. However, the team tends to provide education for sports actors to use this system appropriately. Education is not only for the instructor but also for the community because the SHC is properly used to meet the community's needs.

5. CONCLUSIONS

The results showed that the SHC is accepted by almost all the participants. This is because the system helps to promote and publicize their profession. However, it is necessary to upgrade the SHC to be properly used by sports actors and the community. Education needs to be provided to enable the SA and people to understand the benefits of the system.

The SHC is ranked 3rd nationally in the Applied Sports Technology and Innovation Competition organized by the Indonesia Ministry of Youth and Sports in 2021. This makes cooperation and coordination with the country's government continue obtaining policies related to the use of this system. All SA are well-coordinated to use the SHC to benefit in terms of publication and promotion of their profession.

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The authors declare no conflict of interest.

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