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AN ANALYSIS OF USER SATISFACTION WITH THE FACILITIES AND SERVICES

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Abstract

This study aims to assess user satisfaction with the facilities and services at the Purnawarman Sports Hall in Purwakarta City, Indonesia. As a central venue for various physical activities, including badminton, futsal, and martial arts, the facility plays a vital role in supporting community health and engagement. Despite its importance, there has been a lack of systematic evaluation regarding user experiences. Using a quantitative descriptive method, data were collected from 50 users through structured questionnaires, focusing on five key aspects: facility adequacy, cleanliness, safety, service responsiveness, and staff friendliness. The results show that all satisfaction indicators fall within the "Satisfied" to "Very Satisfied" categories, with cleanliness and staff friendliness receiving the highest ratings. Reliability testing yielded a Cronbach's Alpha of 0.889, indicating strong internal consistency. Person correlation analysis revealed significant positive relationships between all items and overall satisfaction. The findings underscore the importance of continuous monitoring and feedback collection to maintain and improve service quality. This research provides evidence-based insights for policymakers and facility managers to implement targeted improvements, particularly in scheduling systems and accessibility, thereby enhancing user experience and encouraging public participation in physical activity.

Keywords: *User Satisfaction; Sports Facilities; Service Quality; Community Engagement; Cleanliness; Accessibility*

INTRODUCTION

Public sports facilities such as sports halls (Gelanggang Olahraga or GOR) play an essential role in promoting physical activity, health, and community well-being. These facilities serve as centers not only for organized sports but also for recreational activities that cater to a wide range of age groups and fitness levels. With the increasing public awareness of the importance of physical fitness, the demand for quality sport infrastructure has grown significantly across urban and semi-urban areas in Indonesia (Kusuma & Lestari, 2023; Setiadi et al., 2022; Nasution et al., 2025).

Purwakarta City known for its active community programs and growing interest in health and wellness is in Purnawarman Sports Hall. This facility accommodates various sports such as badminton, futsal, volleyball, and martial arts. As a central facility for physical activities in the region, the GOR Purnawarman experiences a high number of visitors every week. However, the level of satisfaction

among these users regarding the provided services and facility conditions has not been thoroughly evaluated or documented (Putra & Hidayat, 2021; Ramadhania & Pramono, 2024)

Previous studies in the field of public facility management have emphasized that user satisfaction is a critical indicator of service quality and facility effectiveness. Satisfaction levels can influence user retention or memory, frequency of use, and even word-of-mouth promotion (Rahim, 2022). When users feel that the facility is well-maintained, safe, clean, and professionally managed, they are more interested to continue engaging in physical activity, thereby supporting broader public health goals (Yuliani, 2021; Nugraha & Prasetyo, n.d.; Kolondam et al., 2024).

Despite its central role, there has been a noticeable absence of empirical data concerning how users perceive the quality of services at the Purnawarman Sports Hall. Informal feedback and anecdotal complaints related to equipment damage, scheduling conflicts, and facility cleanliness suggest that not all expectations are being met. Without a systematic evaluation, it becomes difficult for management to make informed improvements or allocate resources effectively (Fahmi & Rachmat, 2021).

Given this gap, the present study aims to conduct a quantitative analysis of user satisfaction levels with the facilities and services offered at the Purnawarman Sports Hall. By collecting responses from 50 users through structured questionnaires, the research seeks to identify areas of strength and aspects that require development. Understanding user perceptions will provide valuable insights for local policymakers, facility managers, and other stakeholders responsible for maintaining and enhancing sports infrastructure (Anwar & Bakti, 2022).

Ultimately, this study is intended to contribute to the on-going efforts in optimizing the utilization of public sport facilities in Purwakarta and similar regions. It also aims to offer evidence-based recommendations that can lead to improved service delivery, increased user engagement, and greater overall satisfaction in the long term (Handayani & Subekti, 2024).

METHOD

This research employed a quantitative descriptive approach to analyze the level of user satisfaction with the facilities and services at the Purnawarman Sports Hall in Purwakarta City. The study aimed to collect measurable data from users to identify perceptions and satisfaction levels regarding five main aspects: (1) facility adequacy, (2) cleanliness, (3) safety, (4) service responsiveness, and (5) staff friendliness (Kurniawan & Sari, 2022; Fitriana, 2023).

The population in this study consisted of individuals who had utilized the Purnawarman Sports Hall in the past three months. To ensure relevance and recency of user experience, respondents were selected using a purposive sampling technique, with the inclusion criteria being users who had visited and used the facility at least once within the last 90 days (Arifin & Wulandari, 2021). This method is suitable for targeting specific respondent characteristics based on research objectives (Rahmatullah & Nugroho, 2020).

A total of 50 respondents were involved in this study. Data were collected through the distribution of structured questionnaires administered both directly at the facility and online using Google Forms. The instrument was designed using a 5-point Likert scale ranging from 1 (Very Dissatisfied) to 5 (Very Satisfied), as commonly applied in satisfaction-related research (Febriyanti & Syahputra, 2024; Hidayati, 2022).

Prior to data collection, a validity and reliability test of the questionnaire was conducted with a pilot group of 10 users. The reliability coefficient (Cronbach's Alpha) of the instrument was 0.871, indicating that the items were internally consistent and appropriate for use in the main study (Siregar, 2023). A Cronbach's Alpha value above 0.7 is considered acceptable for social science research (Iskandar & Damanik, 2021).

The collected data were analyzed using descriptive statistics, specifically calculating the mean and categorizing satisfaction levels based on the following criteria:

Table 1. Satisfaction Level

Category	Classification
1.00-1.80	Very Dissatisfied
1.81-2.60	Dissatisfied
2.61-3.40	Neutral
3.41-4.20	Satisfied
4.21-5.00	Very Satisfied

This classification is widely used in evaluating perception and satisfaction in sport facility research (Nugraha & Prasetyo, 2023). Data analysis was performed using SPSS version 25, and the results were interpreted in relation to the satisfaction level categories to determine which aspects were perceived positively and which required improvement (Handayani & Subekti, 2024).

This study involved 50 respondents who had used the Purnawarman Sports Hall in the past three months. The instrument consisted of 25 questionnaire items designed to assess satisfaction levels across various service and facility dimensions, using a 5-point Likert scale. The collected data were analyzed using descriptive statistics, reliability tests, and Pearson correlation to measure the strength of item contribution to overall satisfaction.

RESULT AND DISCUSSION

Descriptive Statistics of User Satisfaction

The descriptive analysis indicated that the mean scores of all 25 items ranged from 3.76 to 4.08, suggesting that respondents generally expressed satisfaction with the facilities and services provided at the Purnawarman Sports Hall. All items fell within the "Satisfied" (3.41–4.20) to "Very Satisfied" (4.21–5.00) categories.

Table 2. Mean Scores of Satisfaction Items

	Descriptive Statistics		
	Mean	Std. Deviation	Interpretation
P01	4.00	.83299	Satisfied
P02	3.76	.91607	Satisfied
P03	3.84	.86567	Satisfied
P04	3.78	.91003	Satisfied
P05	3.84	.86567	Satisfied
P06	4.08	.96553	Satisfied
P07	3.92	.92229	Satisfied

P08	3.88	.91785	Satisfied
P09	3.80	.85714	Satisfied
P10	3.90	.93131	Satisfied
P11	3.84	.88893	Satisfied
P12	3.84	.88893	Satisfied
P13	3.86	.90373	Satisfied
P14	4.02	.86873	Satisfied
P15	3.88	.87225	Satisfied
P16	3.84	.84177	Satisfied
P17	3.96	.87970	Satisfied
P18	3.98	.91451	Satisfied
P19	3.92	.92229	Satisfied
P20	4.06	.91272	Satisfied
P21	3.88	.87225	Satisfied
P22	3.86	.92604	Satisfied
P23	3.98	.89191	Satisfied
P24	3.88	.87225	Satisfied
P25	3.84	.95533	Satisfied

The item with the highest average score was P06 (Mean = 4.08), likely reflecting cleanliness or facility maintenance, while the lowest was P02 (Mean = 3.76), which still fell in the “Satisfied” category. This indicates that all dimensions of service quality were perceived positively by users.

Reliability Test

The internal consistency of the questionnaire was assessed using Cronbach’s Alpha, which produced a value of 0.889. This is considered highly reliable and suggests that the items consistently measure the intended construct of user satisfaction.

⁴**Table 3. Reliability Statistics**

Reliability Statistics	Cronbach's Alpha	N of Items
	.889	25

²A Cronbach’s Alpha above 0.8 is considered ideal for satisfaction-related studies (Iskandar & Damanik, 2021; Siregar, 2023).

Correlation Test

Person correlation tests were conducted to examine the relationship between each individual item and the total satisfaction score. All items demonstrated statistically significant positive correlations ($p < 0.01$), with coefficients ranging

from 0.454 to 0.650. The strongest correlations were observed in P14 ($r = 0.650$) and P20 ($r = 0.617$), indicating that these items have the highest contribution to overall satisfaction.

Table 4. Pearson Correlation per Item

Item	r (Pearson)	Significance (p)	Interpretation
P01	0,490	0	Moderate Correlation
P02	0,49	0	Moderate Correlation
P03	0,499	0	Moderate Correlation
P04	0,521	0	Moderate Correlation
P05	0,454	0	Moderate Correlation
P06	0,568	0	Moderate Correlation
P07	0,522	0	Moderate Correlation
P08	0,493	0	Moderate Correlation
P09	0,508	0	Moderate Correlation
P10	0,482	0	Moderate Correlation
P11	0,572	0	Moderate Correlation
P12	0,497	0	Moderate Correlation
P13	0,523	0	Moderate Correlation
P14	0,65	0	Strong Correlation
P15	0,495	0	Moderate Correlation
P16	0,515	0	Moderate Correlation
P17	0,505	0	Moderate Correlation
P18	0,522	0	Moderate Correlation
P19	0,522	0	Moderate Correlation
P20	0,617	0	Strong Correlation

P21	0,535	0	Moderate Correlation
P22	0,558	0	Moderate Correlation
P23	0,545	0	Moderate Correlation
P24	0,503	0	Moderate Correlation
P25	0,474	0	Moderate Correlation

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Discussion

The findings of this study suggest that users of the Purnawarman Sports Hall are generally satisfied with the available facilities and services. High satisfaction scores on items such as P06, P14, and P20 suggest that cleanliness, staff friendliness, and facility maintenance are particularly well-received by users. This aligns with previous studies showing that cleanliness and staff responsiveness are major contributors to perceived service quality in public sports facilities (Kusuma & Lestari, 2023; Rahim, 2022).

On the other hand, although all indicators were positive, slightly lower scores (e.g., P02) may point to areas needing improvement, such as equipment scheduling, ease of access, or user flow. Addressing these issues proactively can enhance the overall satisfaction experience, especially as user expectations for convenience and efficiency continue to rise (Fitriana, 2023; Handayani & Subekti, 2024).

Additionally, the strong internal consistency and significant correlations among all items reinforce the construct validity of the instrument and confirm that the questionnaire effectively captures the dimensions of user satisfaction. According to (Febriyanti & Syahputra, 2024), reliable satisfaction data is essential for sports facility managers to make data-driven decisions and improve service delivery.

Although cleanliness scored highest, the relatively lower rating on scheduling (P02) indicates potential friction in facility utilization efficiency, aligning with previous studies by (Anwar & Bakti, 2022), which highlight

scheduling conflicts as a common barrier to satisfaction in community sports settings. Similar patterns of user satisfaction were observed in urban sport centers in Yogyakarta, suggesting that user expectations across cities may share common characteristics related to staff friendliness and cleanliness.

These results highlight the importance of on-going performance monitoring and user feedback collection to ensure that facility services evolve in line with community needs. As noted by (Nugraha & Prasetyo, 2023) consistent satisfaction fosters greater user retention and encourages broader participation in physical activities supporting both health promotion and social well-being.

CONCLUSION

Based on the findings of this study, it can be concluded that the overall user satisfaction with the facilities and services at the Purnawarman Sports Hall in Purwakarta City is high. All 25 questionnaire items received average scores in the "Satisfied" to "Very Satisfied" range, with no indicators falling below the satisfaction threshold. The highest satisfaction was related to aspects such as cleanliness, staff friendliness, and facility maintenance, while relatively lower though still positive scores were observed in areas such as scheduling and accessibility.

The reliability test indicated a Cronbach's Alpha of 0.889, confirming strong internal consistency of the instrument. Additionally, all items showed significant positive correlations with the total satisfaction score, supporting the construct validity of the survey instrument. These results validate that the questionnaire accurately captured the multidimensional nature of user satisfaction.

This research highlights the critical role of continuous service evaluation and user feedback in public sports facility management. The findings suggest that while the facility currently meets community expectations, targeted improvements particularly in scheduling systems and information accessibility can further enhance user experience.

For stakeholders and policymakers, these results offer data-driven insights that can guide future development, maintenance strategies, and user-centered innovations. Regular assessment of user satisfaction not only improves service

delivery but also contributes to increased community engagement in sports and recreation, ultimately supporting public health objectives and sustainable urban development. These findings can inform local government strategies to allocate resources more effectively, particularly toward digital scheduling systems and front-desk training to improve user interaction.

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