



## **The Relationship Between Service Quality and Training Satisfaction at Swimming Clubs in Brebes, Indonesia**

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### **Abstract**

This study aims to thoroughly analyze the relationship between service quality and training satisfaction at a swimming club. This is a quantitative study employing a causal relationship analysis method. The sample consisted of 77 members of a swimming club in Brebes Regency, Indonesia, with data collected via Google Forms. The variables for service quality included tangibles, empathy, reliability, responsiveness, and assurance. Meanwhile, the factors for training satisfaction encompassed quality of training, mental and emotional health, competitive performance, and competitive experience. The results showed that service quality significantly influenced training satisfaction, with a sig.  $0.000 < 0.05$ , while the Adjusted R Square was 0.757. Therefore, service quality has a significant and positive impact on training satisfaction at the Swimming Club in Brebes Regency, Indonesia, with a contribution of 75.7%. The conclusion is that training satisfaction is determined by the quality of services received. The implications of these findings are highly significant, as high training satisfaction fosters participant loyalty to the club, encourages consistent training discipline through a supportive and professional environment, and intrinsically enhances achievement motivation. Future research is expected to broaden the geographical scope, adopt a longitudinal design, integrate qualitative methods, and include other relevant variables.

**Keywords:** *Sports Management, Sports Club, Service Quality, Satisfaction*

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## **INTRODUCTION**

Swimming is a sport that enhances both physical and psychological health, as evidenced by the growing interest in swimming across Indonesia, including in Brebes Regency. Swimming clubs serve as vital entities that not only promote fitness and nurture talent but also provide a structured platform for community training (Sayekti & Lumintuarso, 2022). Previous studies have indicated that the success of sports clubs largely depends on service quality, a crucial factor encompassing coach competency, facilities, the comfort of the training environment, management responsiveness, and personal interactions with members (Praja et al., 2022). High-quality service can create a positive training experience, which directly influences participants' satisfaction levels (Salsabila et al., 2024).

Participant satisfaction is a fundamental indicator of the success of programs organized by swimming clubs. Previous research has shown that satisfied sports club members tend to exhibit loyalty, recommend the club to others, and actively participate in training sessions (Jeon et al., 2020), (Huang & Kim, 2023). Conversely, dissatisfaction may lead to decreased motivation, membership termination, and negative perceptions of the club (Broch et al., 2021). Therefore, gaining a deep understanding of the determinants of participant satisfaction is essential for swimming club managers to formulate effective service improvement strategies and maintain their membership base.

Although the relationship between service quality and customer satisfaction has been widely studied across various sectors (Min, 2022, Gu, 2022, Nurahmanah et al., 2023). Research that specifically examines this dynamic within the context of training in swimming clubs, particularly at the regional level such as Brebes Regency remains limited. Brebes Regency, with its unique social characteristics and evolving sports development, presents an intriguing context for exploring this phenomenon (Setyawan & Permana, 2023). The absence of comprehensive research on how service quality in Brebes swimming clubs affects member satisfaction reveals a knowledge gap that must be addressed, especially in efforts to optimize participation and member retention.

Therefore, this study aims to fill that gap by thoroughly analyzing the relationship between service quality and training satisfaction at swimming clubs in Brebes Regency, Indonesia. The findings are expected to offer dual contributions: theoretically, enriching the literature on sports management and service marketing; and practically, serving as a valuable guide for swimming club managers in Brebes to identify the most influential aspects of service, design targeted improvement strategies, and ultimately enhance member satisfaction and loyalty to support the advancement of swimming in the region.

## **METHOD**

### ***Study Organization***

This study employs a quantitative research design using a causal relationship analysis method. The independent variable in this study is service quality, while the dependent variable is training satisfaction. The research was conducted in four stages. The first stage involved a review of scientific literature to determine the research topic and gather supporting evidence. The second stage was observation, aimed at collecting preliminary data and clarifying research

objectives. The third stage involved data collection, while the fourth stage encompassed result analysis and the compilation of findings in the form of a publishable article.

The research was conducted from April to May 2025 in Brebes Regency, Indonesia. Data collection took place after swimming club members completed their training sessions. Questionnaires were distributed via Google Forms, allowing members to complete and submit them from home. The research instrument for the service quality variable was adapted from Salsabila et al., (2024) and included 4 statement items for each of the following factors: tangibles, empathy, reliability, responsiveness, and assurance. For the training satisfaction variable, the instrument was adapted from Prabowo, (2024) and comprised 4 statement items for each of the following factors: Quality of Training, Mental and Emotional Health, Competitive Performance, and Competitive Experience. A 4-point Likert scale was used for all items.

### ***Study Participants***

The population of this study consists of all members of swimming clubs in Brebes Regency, Indonesia. The sampling technique employed was total sampling, ensuring that all members of swimming clubs in Brebes Regency had an equal chance of being selected as respondents. Consequently, the total number of respondents who participated in this study was 77, drawn from various swimming clubs across Brebes Regency.

### ***Statistical Analysis***

The data analysis in this study was conducted in two stages. The first stage involved descriptive statistics to analyze the maximum and minimum values of the service quality and training satisfaction variables. The second stage used a simple linear regression test, with a significance level set at  $p < 0.05$ . Furthermore, the degree of influence of service quality on training satisfaction was indicated by the Adjusted R Square value. All statistical analyses were carried out using SPSS version 27 (George & Mallery, 2021).

## **RESULTS AND DISCUSSION**

### **Result**

The first stage of analysis in this study was to assess data distribution prior to conducting the simple linear regression test. Table 1 below presents the results of the data normality test.

Table 1. Normality test results

		Unstandardized Residual
N		77
Normal Parameters	Mean	0,0000000
	Std. Deviation	0,692831322
Most Extreme Differences	Absolute	0,116
	Positive	0,112
	Negative	-0,116
Test Statistic		0,116
Asymp. Sig. (2-tailed)		0,153

Based on the results in Table 1, the normality test was conducted using the Kolmogorov-Smirnov method, as the sample size exceeded 30 respondents. The normality test was performed using the residual values, since the raw data initially did not show a normal distribution. As shown in Table 1, the Asymp. Sig. (2-tailed) value was 0.153 or  $p > 0.05$ , indicating that the data are normally distributed.

Given that the data were normally distributed, the statistical analysis employed in this study was parametric, specifically a regression test. The results of the regression analysis examining the relationship between service quality and training satisfaction are presented below.

Table 2. Simple linear regression test results

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-11,857	2,636		-4,498	0,000		
Quality of Service	0,932	0,035	0,871	26,651	0,000	0,891	1,078

Based on the results in Table 2, the significance value was 0.000 or  $p < 0.05$ , indicating that service quality has a positive and significant effect on training satisfaction among swimming club members in Brebes Regency, Indonesia.

Following the confirmation of a significant and positive effect of service quality on training satisfaction, the next analysis measured the extent of this effect, or the contribution of service quality to training satisfaction, using the Adjusted R Square value. The results of the Adjusted R Square analysis are presented below.

Table 3. The level of influence of the independent variable on the dependent variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871	0,758	0,757	0,701

According to Table 3, the Adjusted R Square value is 0.757, indicating that service quality accounts for 75.7% of the variance in training satisfaction, while the remaining 24.3% is influenced by other variables.

## **Discussion**

This study aimed to analyze the relationship between service quality and training satisfaction at swimming clubs in Brebes Regency. Based on the results of the data analysis, it was found that service quality has a positive and significant influence on training satisfaction. This finding is consistent with previous research in the field of service management, particularly in the sports club sector, which consistently shows that consumers' perceptions of service quality are a key predictor of satisfaction (Nugroho et al., 2023). The dimensions of service quality is tangibles, empathy, reliability, responsiveness, and assurance, collectively contribute to the creation of a satisfying training experience (Salsabila et al., 2024).

More specifically, the findings of this study affirm that each aspect of service quality provided by the swimming clubs, from the condition of the facilities (tangibles), the coaches' attentiveness and understanding of participants' needs (empathy), the consistency and accuracy of training schedules (reliability), the promptness and responsiveness to inquiries or complaints (responsiveness), to the trustworthiness and competence demonstrated by staff and coaches (assurance) significantly enhances participants' training satisfaction (Nurahmanah et al., 2023). Training satisfaction itself, measured through dimensions such as the quality of training sessions (Quality of Training), impact on mental and emotional health (Mental and Emotional Health), improvements in competitive performance (Competitive Performance), and the overall competitive experience (Competitive Experience), is strongly influenced by how the services are delivered (Kim et al., 2022). This underscores that participants' satisfaction is not solely based on physical outcomes, but also on the holistic experience they perceive throughout the training process.

Furthermore, the analysis results show that the contribution of service quality to training satisfaction reaches 75.7%. This is a highly significant figure, indicating that the majority of the variation in participants' training satisfaction levels can be explained by the quality of

services they receive. Previous studies have demonstrated that service quality is the dominant factor in determining whether participants feel satisfied or dissatisfied with their swimming training (Kurniawan et al., 2021). This high level of contribution underscores the urgency for swimming club management to prioritize the continuous improvement and maintenance of service quality standards, as investments in this area will have a substantial impact on member satisfaction. The remaining 24.3% of the variation in training satisfaction may be explained by other factors not included in this research model, such as internal individual factors like personal motivation and initial expectations, or external factors such as social support (Juita et al., 2024, Wibowo et al., 2024).

High training satisfaction, as a consequence of excellent service quality, has a direct impact on participant loyalty to the swimming club. Satisfied members are more likely to develop both emotional and rational bonds with the club (Sevilmiş et al., 2022). Not only are they more likely to retain their membership, but they also act as “ambassadors” for the club, recommending it to friends, family, or acquaintances through word-of-mouth marketing (Ferreira-Barbosa et al., 2022). This high level of loyalty is vital for the operational sustainability and growth of swimming clubs, as retaining existing members is significantly more cost-effective than attracting new ones. When participants feel that the services provided meet or exceed their expectations, trust and commitment toward the club are fostered, encouraging them to remain loyal (Cho et al., 2022).

A training environment supported by superior service quality can also significantly enhance participant discipline. Training discipline includes punctuality, regular attendance, adherence to coaches’ instructions, and dedication to training programs (Prabowo et al., 2025). When participants perceive that their training is of high quality, delivered by competent coaches, with well-structured schedules and responsiveness to their needs, they are more motivated to arrive on time, train consistently, and follow directions (Wijayanti et al., 2024). Satisfaction with services creates a positive and supportive learning environment where participants feel valued and recognize the worth of their efforts.

The positive and significant relationship between service quality and training satisfaction is also closely correlated with participants’ achievement motivation (Putro et al., 2020). Achievement motivation refers to an individual's intrinsic or extrinsic drive to reach a certain standard of excellence, whether in personal or competitive contexts. When participants are satisfied with the quality of training, particularly regarding the quality of the training sessions (Quality of Training) and their impact on competitive performance (Competitive Performance), their motivation to achieve increases (Prayoga et al., 2024), (Abdhi et al., 2024).

Supportive and professional coaches, adequate facilities, and well-structured training programs foster participants' self-confidence and belief in their ability to reach higher goals (Yusup et al., 2025). This conducive environment encourages them to set more ambitious targets, work harder, and persevere in the face of challenges.

This study has limitations, particularly in terms of its geographically narrow scope, being focused solely on Brebes Regency, and its use of a cross-sectional design, which limits the generalizability of the findings and the ability to observe dynamic changes over time. Additionally, the reliance on self-reported data through questionnaires introduces potential subjective bias, and the research model was able to explain only 75.7% of the variation in training satisfaction, leaving 24.3% unexplained. Therefore, future studies are recommended to expand the geographical scope, adopt longitudinal designs, integrate qualitative methods, and include additional relevant variables (e.g., demographic, psychological, or organizational factors) to provide a more comprehensive understanding of causal relationships and more complex mechanisms, as well as to explore the long-term impact on loyalty, training discipline, and achievement motivation.

## **CONCLUSION**

This study clearly demonstrates that service quality has a significant and positive impact on training satisfaction at swimming clubs in Brebes Regency, Indonesia. All dimensions of service quality examined, tangibles, empathy, reliability, responsiveness, and assurance, collectively and substantially contribute to enhancing participants' satisfaction with their training experience. Another key finding is that service quality accounts for 75.7% of the variation in training satisfaction, indicating that the majority of participants' satisfaction is determined by the quality of services they receive. The implications of these findings are highly important: high training satisfaction fosters participants' loyalty to the club, promotes training discipline by creating a supportive and professional environment, and intrinsically boosts achievement motivation, as participants feel valued and recognize their potential for self-improvement. Therefore, improving and maintaining high service quality standards is a fundamental strategy for swimming clubs to ensure operational sustainability, attract new members, and optimize both the training experience and participants' performance potential.

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