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Level of customer satisfaction on service quality of Yogyakarta state universitas swimming pool in the pandemic time of COVID-19

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Abstract
Customer satisfaction and sarvice quality are the most important thing to increase the amount of the visitors. The demange facilities must be repaired and services during the covid- 19 pandemic muat be improved. It can increase consumer pepacy towords the FIK UNY swimming poll. The objective of this reserch is to find out how high level of customer satisfaction toward the FIK UNY (faculty of sport science, yogyakarta state university) swimming pool during the COVID-19 pandemis.
This reserch was a descriptive quantitative study using a survay method with the questionnaire technique. The reserch population was all visitors of FIK UNY swimming pool with the sample consisted of 50 respondent. The sampling technique used the incidental sampling method. The validity test used theAiked formula and the reability test used the cronbach's alpha formula and it geined the coefficient at 0.956. the data analysis used the descriptive analysis elaborated in the form percentages.
The result of this study indicate that the satisfaction received by the customers of FIK UNY's swimming poolis quite satisfying. The result show that the level of the satisfaction recevied by the FIK UNY swimming pool customers is in the level of quite satisfying whit a percentage of 50% or approximately 25 responden.

Keywords: level of satisfaction, service quality, FIK UNY swimming pool

Introduction
At the beginning of 2020 the world was shocked by an outbreak of the corona virus (COVID-19) which spread to almost all countries in the world. Corona viruses (CoV) are part of a family of viruses that cause illness ranging from the common cold to more severe illnesses such asMiddle Eart Respiratory Syndrome (MERS-CoV) dan Severe Acute Respiratory Syndrome (SARS-Cov) (Nurmidin *et al*., 2020) [7].
The disease caused by the corona virus is a new type that was discovered in 2019 and has never been identified to attack humans before (WHO, 2020). Common signs of COVID-19 infection include acute respiratory distress, fever, cough and shortness of breath, and this virus has an average incubation period of 5-14 days (Arianto & Sutrisno, 2021) [3].
The number of COVID-19 cases continues to increase rapidly over time. On March 2 2020 Indonesia reported its first confirmed cases with a total of two patients, then on March 25 the spread of cases had entered 24 provinces in Indonesia including DIY. It was recorded that on January 18 2021 there were 917015 positive confirmed cases of COVID-19, 745935 recovered, and 2628 cases of COVID-19 deaths (Abdulloh, 2020) [1].
This emergency condition requires that several ongoing activities or activities that will take place soon must be stopped until an undetermined time limit. In everyday life, in order to support health, it is necessary to take actions or efforts to avoid being infected with the corona virus.
These efforts are physical activities that need to be done even in conditions like this. the physical activity carried out in the form of sports that must be accompanied by adequate sports facilities. When using sports facilities, you still have to follow the established COVID-19 protocol. With all the restrictions on the space for movement to keep moving, avoiding infection of the body with the corona virus, this does not become an obstacle for not doing proper exercise.

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For the sake of convenience, how can a facility provide sports facilities and infrastructure that are quite safe and also comply with applicable regulations.

The sports carried out are usually in accordance with the sports that are usually chosen. There are several sports that are still allowed during COVID-19, for example, swimming is a sport that is carried out in a swimming pool with quite a lot of community interest and can be used as an achievement sport or recreational sport. The addition of rules was made to comply with ongoing government regulations such as reducing the capacity of visitors who are allowed to enter and having their body temperature checked and washing their hands before entering for safety and comfort during the COVID-19 pandemic.

FIK UNY swimming pool is one of the swimming poolsoutdoor those in Yogyakarta officially reopened on the date July 18, 2020. The swimming pool manager explained that consumers of the UNY FIK swimming pool need not be afraid to go back to swimming in the UNY FIK swimming pool. Regulations are strictly prepared so that consumers of FIK UNY swimming pools can swim safely without fear of contracting the corona virus (COVID-19).

Consumers in using swimming pool facilities certainly consider a lot of factors and a sense of satisfaction with the quality of service provided by the swimming pool manager. There are also pros and cons to the changes in the regulations implemented because there are some consumers who feel uncomfortable with the added rope limit when swimming this is due to reduced space for movement when swimming. Changes in conditions caused several services to be stopped because the number of officers working experienced a reduction in the number during the COVID-19 pandemic. Another satisfaction factor, namely cleanliness, cleanliness in the FIK UNY swimming pool was very neglected, especially in the bathroom area and the place for rinsing funds which had also experienced damage at the entrance to the women's locker room at that time.

One of the factors that influence users to always visit a swimming pool is their satisfaction when using swimming pool services. So, the notion of customer satisfaction means that the performance of a service or item is at least the same as what is expected (Martono, 2019) [6]. According to (Indraisuara, 2016) [4], service quality is the level of excellence expected and control over that level of excellence to fulfill consumer desires.

The quality of service must be improved this is very important because quality Service is providing service perfection to achieve customer desires or expectations.

Quality Service has an important effect on an image that needs to be created so that it has a positive value and will become one of the most important assets of a company or organization. According to Philip Kotler in (Los, 2014) [5] the factors that influence a person's satisfaction with services, namely: (1) the reliability factor (reliability), (2) responsiveness factor (Responsivenes), (3) confidence factor (confidence/ assurance), (4) empathy factor (emphaty), (5) tangible factors (tangible).

In facing the current conditions a facility management must understanding the behavior of swimming pool users, this understanding has important meaning because every activity carried out is shown to provide satisfaction to swimming pool users. Thus there is an increase through marketing that focuses on users because achieving user needs and satisfaction will provide decent benefits in the long term. The availability of sports facilities is expected to meet the needs of the whole community for sports, such as children, youth, parents, and the elderly. The management of sports facilities cannot be separated from the satisfaction of facility users.

Based on the statement above, this research was conducted to find out and prove the level of visitor satisfaction with service quality in using the UNY FIK swimming pool so that sports activities reach their goals as expected, so several components are needed that bind the availability of facilities and infrastructure. If the swimming pool user is satisfied with the services provided, then the user will return to use the FIK UNY swimming pool as a sports facility of interest.

Research Methods
Types of research
This research is a quantitative descriptive study using a survey method (Education, 2010), while the data collection technique uses a questionnaire that aims to determine the level of customer satisfaction with the quality of service at the UNY FIK FIK swimming pool during the COVID-19 pandemic.

Time and Place of Research
This research was conducted from November 2020 to January 2021 in the UNY FIK swimming pool located in the Special Region of Yogyakarta.

Research Target/Subject
The population in this study were all visitors to the UNY FIK swimming pool, in one-week consumers could reach 700 people. The research sample was taken using the method incidental sampling with a sample size of 50 respondents taken between 10-15% or
20-25% (Sugiyono, 2013; 124) [11].

Instrument Validity and Reliability
According to (Sahir, 2022) [9] argued thatvalid means accuracy, validity, or truth, in the context of measurement, namely the measuring instrument is saidvalid if it performs the measurement function it is right or suitable. While Reliability is called constancy, consistency, stability. Analysis of the items in this questionnaire uses the Pearson Product Moment formula (Arikunto, 2010; 2130).

$$r_{xy} = \frac{n\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{\{n\Sigma x^2 - (\Sigma x)^2\}\{n\Sigma x^2 - (\Sigma x)^2\}}}$$

Information
Rxy = correlation coefficient between the item scores and the total score
x = item score
and = shoes total
n = the number of subjects
Furthermore, the value of the correlation coefficient obtained (rxy or r count) compared to the table "r" value. If the calculated "r" value obtained is higher than the "r" table at a significance level of 5%, the item is declared valid. Conversely, if the "r" count is smaller than the r table, then the item is declared invalid / failed. "r" table is obtained by searching degree of freedom on the "r" table product moment:

Information
Df = degree of freedom
N = Number of case
Nr = number of correlated variables (because the correlation analysis technique discussed here is a bivariate correlational

analysis technique, then nr will always = 2, because there are only two correlated variables), (Rafael *et al*., 2016) [8].

Because the number of subjects in this instrument test were 20 consumers of the UNY FIK swimming pool, the product moment "r" table was 20-2 = 18, so the product moment "r" table in the validity test was from the 18th product moment "r" table with interval 0.456 (Sugiyono: 2016) [10]. If the item has "r" count duata 0.456, then the item is valid.

From the results of the questionnaire trials contained in the attachment, it can be concluded that there are 4 questions that are invalid. 27, 28, 29, and

30. Then the invalid item items need to be discarded because the r count is below 0.456. So that from the results of the validity test of the questions that have been discarded there are 26 questions to use for data collection in this study.

Analysis of the reliability test of this study was tested by the formulaAlpha Cronbach (Rafael *et al*., 2016) [8] as follows:

$$r_{11} = \frac{k}{k-1}\left(1 - \frac{S_i^2}{S_t^2}\right)$$

Results of data processing with the programSPSS version 20 can be seen in the table below.

Table 1: Data Reliability Test Results

Alpha Cornbach	r Table
0,956	0,600

The alternative answers contained in the questionnaire provided in this study use a scaleLikert a number of 5 answer choices, namely: strongly agree (SS) answer score 5, agree (S) answer score 4, disagree (KS) answer score 3, disagree (TS) answer score 2, strongly disagree (STS) answer score 1. Respondents can choose one of five alternative answers that are tailored to the circumstances of the subject.

Procedure

Data collection is a series of processes used to obtain data in a research that will be carried out. In this research conducted by distributing questionnaires directly. The series of data collection techniques in this study were carried out in the following way:

a. In preparing the questionnaire grid and compiling the research questionnaire, the variables used are the factors that contract the level of satisfaction with the quality of service in this study, namely the service quality of the FIK UNY swimming pool, namely: physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), guarantee and certainty (assurance), and empathy (empathy).

b. Determining the scope of respondents is only visitors to the UNY FIK swimming pool.

c. Dissemination of questionnaires based directly with techniquesincidental sampling, by chance.

d. The data is collected and analyzed then draws conclusions from the research data.

Data Collection Techniques Data Analysis Techniques

This data collection is done by directly distributing questionnaires that have been prepared by the author to consumers. Data collection for instrument trials was distributed to visitors who were predominantly students who filled out the instruments that had been provided. As for the distribution of research instruments, it was carried out

randomly to those who visited the UNY FIK swimming pool. The research questionnaire was in the form of paper which the respondents were required to directly fill in the research questionnaire. The author will conduct an analysis of a number of questionnaires that have been collected back to the author.

Data analysis in this study used a quantitative descriptive technique as outlined in the form of a percentage. Determine the criteria as a research benchmark in this study usingmean (X) andstandard deviation(SD) by using normative reference research (PAN) from (Alfath & Raharjo, 2019) [2] as follows:

Table 2; Category Classification Reference

Classification	Category
X≤M – 1,2 SD	Very Unsatisfactory
M–1,2SD<X≤M–0,6 SD	No Satisfying
M–0,6SD<X≤M+0,6 SD	Good enough
M+0,6SD<X≤M+1,2 SD	Satisfying
M + 1,2 SD	Very satisfactory

Results Study and Discussion

Description of Research Statistics

1. Statistical description of satisfaction

From the statistical calculation results obtained a minimum score of 85, a maximum score of 130, an average of 108.28, a median of 106, a frequent occurrence of 107.5 and a standard deviation of 10.160. Based on the data analysis, the frequency distribution based on the categorization of (Anwar, 2005) is as follows:

Table 3: Description of Research Results

Category	interval	F	%
Very unsatisfactory	<96	3	6%
Unsatisfactory	96-102	9	18%
Good enough	102-114	25	50%
Satisfying	114-120	6	12%
Very satisfactory	>120	7	14%
Total		50	100%

The conclusion from the calculation of the data can be seen that the average level of customer satisfaction with service quality is 108.28 at intervals of 102 - 114 with the number of respondents 25 people, the percentage is 25/50x100% = 50%, which means that the level of customer satisfaction with service quality is classified as good enough. When displayed in graphical form, it can be seen in the image below:
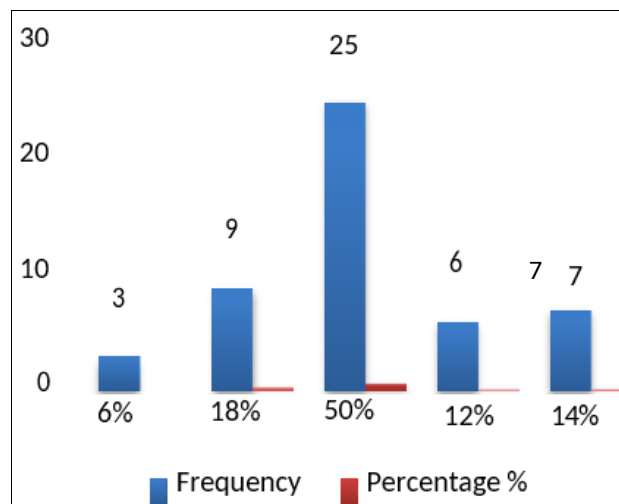

Fig 1: Satisfaction Level

The results of this study can also be known from the factors that are indicators of consumer satisfaction with the service quality of the FIK UNY swimming pool during the COVID-19 period with the following research results:

a) Description of Physical Evidence Factor Research Results(Tangible)

Table 4: Description of the Results of Physical Evidence Factors (tangible)

Category	interval	F	%
Very unsatisfactory	<26	0	0%
Unsatisfactory	26-28	10	20%
Good enough	28-30	16	32%
Satisfying	30-32	20	40%
Very satisfactory	>32	4	8%
Total		50	100%

The conclusion of the results of calculating the data can be seen that the average of the evidence factorsphysical (tangibles) of 29.46 is in the interval 30-32 with a percentage

From the statistical calculation results obtained a minimum score of 25, a maximum score of 35, an average of 29.46, a median of 27, a frequent occurrence of 29 and a standard deviation of 2.34921. Based on data analysis, the frequency distribution based on categorization is obtained as follows:

of 20 respondents 20/50x100% = 40% which means physical evidence factor(tangible)satisfactory. When displayed in graphic form can be seen in the picture below:
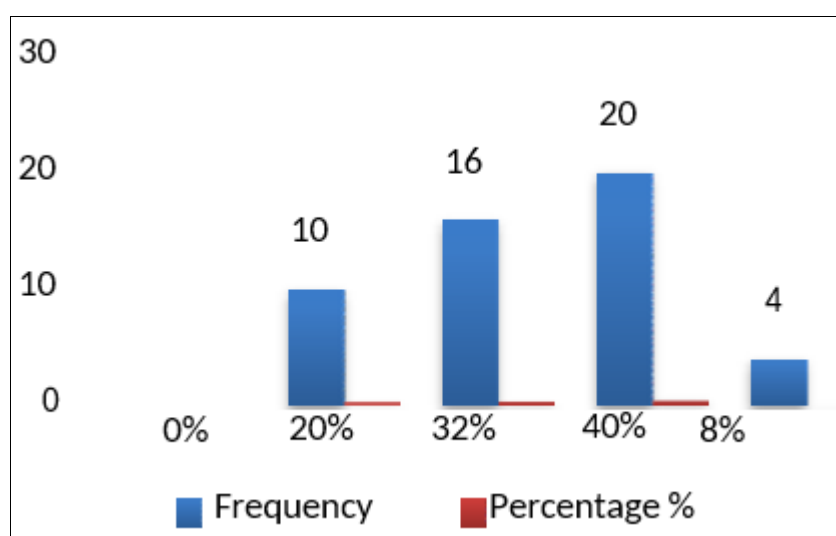

Fig 2: Physical Evidence Factors

b) Description of Research Results Reliability Factor (Reliability)

From the statistical calculation results obtained a minimum score of 16, a maximum score of 25, an average of 21.34, a median of 20, a frequent occurrence of 21 and a standard deviation of 2.49579. Based on data analysis, the frequency distribution based on categorization is obtained as follows:

Table 5: Description of the Results of the Reliability Factor

Category	Interval	F	%
Very unsatisfactory	<18	2	4%
Unsatisfactory	18-19	3	6%
Good enough	19-22	24	48%
Satisfying	22-24	13	26%
Very satisfactory	>24	8	16%
Total		50	100%

The conclusion of the calculation results of the data can be seen that the average of the reliability factor(reliability) of 21.34 is in the 19-22 interval with the number of respondents 24 people and the percentage is 24/50x100% = 48% which means the reliability factor(reliability) quite sufficient satisfactory. When displayed in graphic form can be seen in the picture below:
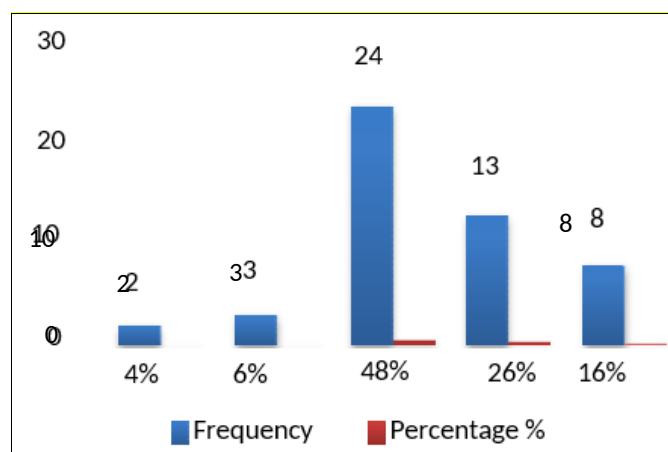

Fig 3: Reliability Factor Results

c) Description of Responsiveness Factor Research Results (Responsiveness)

From the statistical calculation results obtained a minimum score of 16, a maximum score of 25, an average of 20.82, a median of 20, a frequent occurrence of 20 and a standard deviation of 2.30075. Based on data analysis, the frequency distribution based on categorization is obtained as follows:

Table 6: Description of Responsiveness Factor Results

Category	interval	f	%
Very unsatisfactory	<18	4	8%
Unsatisfactory	18-19	5	10%
Good enough	19-22	24	48%
Satisfying	22-23	10	20%
Very satisfactory	>23	7	14%
Total		50	100%

The conclusion from the calculation of the data can be seen that the average of the responsiveness factor(Responsiveness) of 20.82 is in the 19-22 interval with the number of respondents 24 people and the percentage is 24/50x100% = 48% which means factor responsiveness(Responsiveness) quite sufficient satisfactory. When displayed in graphic form can be seen in the picture below:
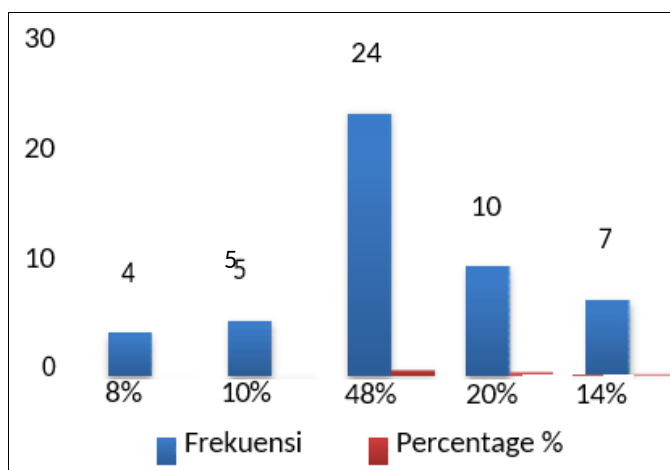

Fig 4: Responsiveness Factor Results

d) Description of Research Results Factors Assurance and Certainty (Assurance)

From the results of statistical calculations, a minimum score of 16 is obtained, a maximum score of 25, an average of 20.46, a median of 18, a frequent occurrence of 20 and a standard deviation of 2.7045. Based on data analysis, the frequency distribution based on categorization is obtained as follows:

Table 7: Description of the Results of Guarantee and Assurance Factors (Assurance)

Category	interval	f	%
Very unsatisfactory	<17	2	4%
Unsatisfactory	17-18	4	8%
Good enough	18-22	28	56%
Satisfying	22-23	4	10%
Very satisfactory	>23	11	22%
Total		50	100%

The conclusion from the results of the calculation of the data can be seen that the average of the guarantee and certainty factors(assurance) of 20.46 is in the 18-22 interval with the number of respondents 28 people and the percentage is 28/50x100% = 56
% which means guarantee and certainty factor (assurance) classified as quite satisfactory. When featured in the graphic form can be seen in the picture below:
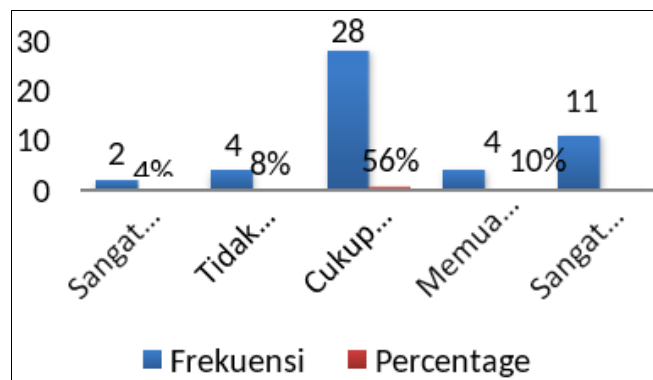

Fig 5: Guarantee and Certainty Factor Results (Assurance)

e) Description of Research Results Empathy Factor (Empathy)

From the statistical calculation results obtained a minimum score of 8, a maximum score of 20, an average of 16.2, a median of 16, a frequent occurrence of 16 and a standard deviation of 2.4327. Based on data analysis, the frequency distribution based on categorization is obtained as follows:

Table 8: Description of the Results of Guarantee and Assurance Factors (Assurance)

Category	interval	f	%
Very unsatisfactory	<13	3	6%
Unsatisfactory	13-14	2	4%
Good enough	14-17	25	50%
Satisfying	17-19	13	26%
Very satisfactory	>19	7	14%
Total		50	100%

The conclusion from the results of the calculation of the data can be seen that the average empathy factor is 16.2 at intervals of 14-17 with a total of 25 respondents and a percentage of 25/50x100% = 50
% which means the empathy factor is quite satisfactory. When displayed in graphical form, it can be seen in the image below:
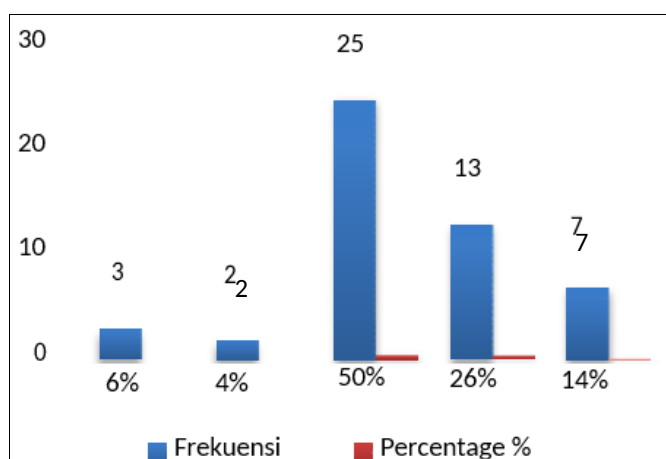

Fig 6: Conclusion

Conclusion

Based on the results of the study, it can be concluded that the Level of Consumer Satisfaction with the Quality of Swimming Pool Service at UNY FIK during the COVID-19 Pandemic was in the quite satisfactory category. Includes 3 people in the very unsatisfactory category 6%, 9 people in the

unsatisfactory category ie 18%, 25 people in the quite satisfying category 50%, 6 people in the 12% satisfying category, and 6 people in the very satisfying category by 14% as many as 7 people with total respondents as many as 50 people.

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