



Unraveling customer satisfaction and loyalty at university pool: The impact of marketing mix and service quality

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Abstract: Not a few universities currently also act as public services which also provide services to the community, including swimming pool services. This study aims to determine the effect of marketing mix and service quality on customer satisfaction and customer loyalty. The research method used is associative research with a quantitative approach. The subjects of this study were customers in the Universitas Negeri Yogyakarta (UNY) swimming pool of with 102 respondents. Sampling using purposive sampling technique. Data collection using the survey method using an instrument in the form of a questionnaire. The object of research is marketing mix, service quality, customer satisfaction, and customer loyalty. Data analysis using Structural Equation Model (SEM) analysis techniques with the help of AMOS 22 software. Quantitative descriptive data analysis techniques using SEM assumption tests to analyse the effect of several variables on other variables simultaneously. The results showed that the hypotheses formulated in this study consisted of 4 hypotheses and all were proven to have an effect. The results obtained show that marketing mix affects customer satisfaction, service quality affects customer satisfaction, marketing mix affects customer loyalty, and service quality affects customer loyalty of UNY swimming pool. The research results are proven by the probability value (P values) <0.05. Therefore, it can be concluded that the research hypothesis is proven to be significantly accepted by this research data based on the results of SEM analysis using the AMOS version 22 software.

Keywords: marketing mix, service quality, satisfaction, loyalty, UNY swimming pool.

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INTRODUCTION

Sport is a systematic and programmed process carried out in order to achieve physical, spiritual and social well-being which is applied in various game activities, competitions and matches. Nowadays, sports or physical activity has become a positive trend that inspires many people to continue to live a fit and healthy culture. Indonesian Law No. 11/2022 defines sports are all activities that involve the body, mind, and spirit in a systematic and integrated manner to encourage, foster, and develop physical, spiritual, social, and cultural potential. The benefits felt by people who exercise are optimal body functions and systems in carrying out daily activities (Kriswanto et al., 2020). Avoidance of various cardiovascular diseases, cancer, etc. is also a very expensive benefit for the body.

One type of sport is swimming, a sport that floats and lifts the body above the water surface to breathe and move both forward and backward, as an effort to float or lift the body above the surface of the water and carried out in water with coordination of arm and leg movements (Tharapary & Syaranamual, 2020, Wardhani, 2021). The high interest of people in swimming sports encourages and provides business opportunities to build swimming pools for rent. Various swimming pool businesses compete to attract consumers to use their services and become regular customers. Swimming pool commonly found in the cities and towns, with various shapes and facilities provided to attract customers. Special Region of Yogyakarta is one of the provinces in Indonesia with many swimming pools that can be found across the regencies. One of the swimming pool service providers is UNY swimming pool. UNY swimming pool is managed by UNY, a university that located in Colombo St. No.1 Yogyakarta,



Indonesia. UNY swimming pool is one of the facilities of Universitas Negeri Yogyakarta which can also be used by the public and managed in a business manner that has the potential for profit.

Many people come to the UNY swimming pool either to exercise or just to do activities in the water. Based on 2022 data, more than ten thousand people came to visit within 1 year. Students from schools and universities, athlete training, aquatic activities, hydrotherapy, swimming competitions, swimming skills tests and selection, and various water activities were carried out at the UNY swimming pool. It is recorded that the UNY swimming pool can receive more than one billion rupiah in one year. This also proves that the facilities owned by the university can also be managed and have business potential. Therefore, university facilities also need to pay attention to management, implement management standards, including providing excellent service to everyone who comes to use university facilities.

In management which also has the potential for business and profit, business owners or managers try their best to provide the best in fulfilling customer satisfaction. Consumer-centred companies or service providers are committed that customer satisfaction is a marketing goal and objective by implement a marketing strategy based on promotional activities, factors, and sources (Syukron & Slamet, 2016). In order to cope with the fierce competition, some companies have to implement the right marketing strategy to increase the number of customers (Nelwan & Artike, 2018). Nowadays, adapting science and technology in marketing can increase the chances of attracting new customers. Marketing strategies must be managed professionally so that customer needs and wants can satisfy customers. The 7P marketing mix strategy can maintain and develop market share and customer attractiveness. The 4P marketing strategy includes product, price, place, and promotion, then developed by experts by adding 3P, namely, people, physical evidence, and process (Komari, et al., 2020). Hasan & Islam (2020) stated that marketing mix is used because it can make a thorough identification so that it can provide suggestions and recommendations that are in accordance with the situation. Customer satisfaction is a key factor in shaping customers' desire for future purchases.

Customer satisfaction must be the top priority of every service business because satisfied customers will probably talk to others about their good experience. Improving and maintaining service quality is a way to maintain and increase customer satisfaction. Tjiptono (2018) explains that satisfaction is a form of matching expectations on a product, which then customers are willing to visit or repurchase the product and are willing to recommend the product to others. Customers who are satisfied with the product or service offered will result in customers becoming loyal in the future. According to Kotler and Koller (2018) loyalty is a customer's commitment to buy or support a product or service again even though the influence of the situation and marketing efforts has the potential to make customers switch. A commitment made by a customer will have the potential to make that customer loyal to a product or service.

On the one hand, even though many people have come to the UNY swimming pool, the economic income is large, but it is not yet known how the marketing mix and service quality of the UNY swimming pool will influence customer satisfaction and loyalty. Based on this background, this study examines the influence of marketing mix and service quality on customer satisfaction and customer loyalty of UNY swimming pool. This study aims to determine the effect of marketing mix and service quality on customer satisfaction and loyalty, so that UNY swimming pool management can find out whether their marketing mix and service quality affect customer satisfaction and loyalty, besides that it is hoped that the results of this study can be an evaluation material for each staff in considering what aspects of service they should improve.

METHODS

This research was associative research aimed to determine the relationship between two or more variables. This research method used descriptive research methods with a quantitative approach. Quantitative data in this study was analysed with SEM structural equations with AMOS version 22 software. This study was done in October-November 2023 at UNY Swimming Pool, Faculty of Health and Sport Science, Universitas Negeri Yogyakarta, Indonesia. The research population is unknown, so the sample determination uses the Lameshow formula (Lameshow in Arania et al., 2021). The sample size consisted of 102 people based on two criterias: (1) customers who visit UNY swimming pool for a fee, not those who get promo or free tickets; and (2) loyal customers, customers who visit UNY swimming pool at least 2 times a month. Data collection using a written questionnaire distributed to

respondents. The validity and reliability tests of the research instruments was examined before data collection, validated by expertise judges who expert on sport management and using AMOS software to test assumptions. The score calculation in the questionnaire uses a likert scale. According to Sugiyono (2017) the likert scale is used to measure the attitudes, opinions, or perceptions of a person or group about social phenomena.

Table 1. Instrument Grille

Variable	Element	Item Number
Marketing Mix	Product	1-3
	Price	4-6
	Place	7-8
	Promotion	9-11
	Process	12-14
	People	15-17
	Physical evidence	18-20
Service Quality	Tangibles	21-26
	Reliability	27-29
	Responsiveness	30-32
	Assurance	33-36
	Emphaty	37-40
Customer Satisfaction	Complaints and suggestions system	41-44
	Customer satisfaction survey	45-48
	Customer loss rate analysis	49-52
Loyalty	Repeat	53-54
	Retention	57
	Referalls	55-56

RESULT AND DISCUSSION

The SEM analysis technique is an analysis that analyses the effect of several variables on other variables simultaneously. The validity test is carried out to provide information on whether each indicator can explain existing constructs. This study consists of 57 statement items with 102 respondents and uses the AMOS version 22 application. According to Ghozali (2017), if the standarized loading factor value <0.5 then the item is considered invalid. An item can be said to be valid if it has a loading factor value >0.5 . In this study, there are two types of variables or constructs that will be used: the independent variable including marketing mix and service quality (X) and the dependent variable including customer satisfaction and loyalty (Y).

Table 2. Instrument Validity Test

Variable	Item Number	Standarized Loading Factor	Description
Marketing Mix	MM1	0.900	Valid
	MM2	0.897	Valid
	MM3	0.853	Valid
	MM4	0.829	Valid
	MM5	0.901	Valid
	MM6	0.744	Valid
	MM7	0.900	Valid
	MM8	0.855	Valid
	MM9	0.890	Valid
	MM10	0.815	Valid
	MM11	0.818	Valid
	MM12	0.765	Valid
	MM13	0.804	Valid
	MM14	0.764	Valid
	MM15	0.809	Valid
	MM16	0.800	Valid
	MM17	0.789	Valid

	MM18	0.778	Valid
	MM19	0.847	Valid
	MM20	0.783	Valid
Service Quality	KL1	0.869	Valid
	KL2	0.818	Valid
	KL3	0.749	Valid
	KL4	0.799	Valid
	KL5	0.902	Valid
	KL6	0.871	Valid
	KL7	0.965	Valid
	KL8	0.878	Valid
	KL9	0.955	Valid
	KL10	0.917	Valid
	KL11	0.878	Valid
	KL12	0.853	Valid
	KL13	0.871	Valid
Customer Satisfaction	KN1	0.815	Valid
	KN2	0.773	Valid
	KN3	0.801	Valid
	KN4	0.764	Valid
	KN5	0.766	Valid
	KN6	0.806	Valid
	KN7	0.844	Valid
	KN8	0.824	Valid
	KN9	0.792	Valid
	KN10	0.824	Valid
	KN11	0.841	Valid
	KN12	0.817	Valid
Loyalty	LO1	0.775	Valid
	LO2	0.813	Valid
	LO3	0.888	Valid
	LO4	0.937	Valid
	LO5	0.828	Valid

Table 2 shows the results of the validity test with all statement items valid with a loading factor value >0.5, so that all statement items can be used for research.

Instrument reliability is carried out using the construct reliability formula and variance extracted. The general level of reliability is >0.7. Another measure of reliability is variance extracted as a complement to the measure of construct reliability value.

Table 3. Instrument Reliability Test

Variable	CR	AVE	Description
Marketing Mix	0.975	0.671	Strong
Service Quality	0.986	0.789	Strong
Customer Satisfaction	0.954	0.638	Strong
Loyalty	0.932	0.734	Strong

Based on table 3, it shows the result of the reliability shows a CR value greater than 0.7 and an AVE value greater than 0.5, so that it can be continued for the next stage of data analysis test.

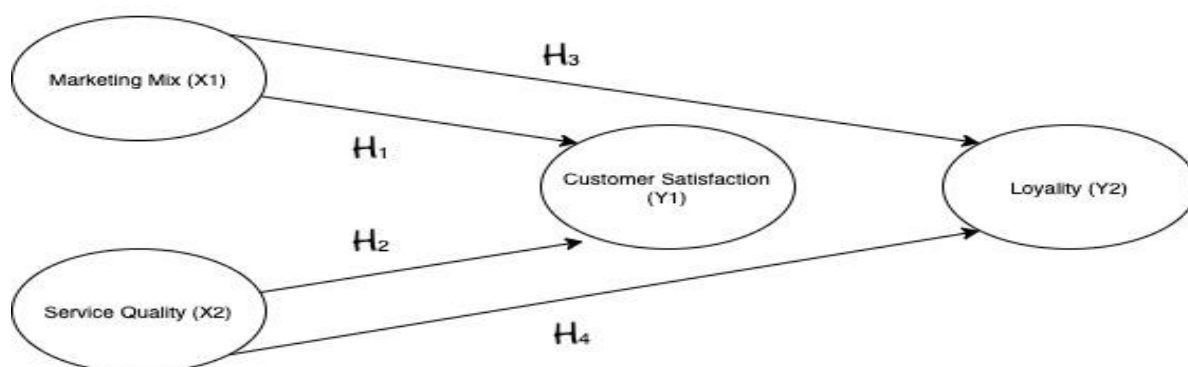


Figure 1. Path Diagram

Table 4. Sample Test Assumption

Sample Test	Assumption of Normality	Sample	Criteria
Maximum Likelihood (M.L)	100-200 samples	102	Accepted

Table 5. Univariate Normality Test

Univariate Value	Assumption of Normality	Criteria
critical ratio (c.r)	Between -2.58 to +2.58	Normal
kurtosis	Between -2.58 to +2.58	Normal
skewness	Between -2.58 to +2.58	Normal

Table 6. Multivariate Normality Test

Multivariate Value	Assumption of Normality	Multivariate	Criteria
critical ratio (c.r)	Between -2.58 to +2.58	23.341	Not Normal

Figure 1 and table 4-6 present the research findings based on SEM analysis technique with AMOS version 22 software. One method to overcome multivariate abnormal data is to use a repair procedure using bootstrap modification. Bootstrap is one of the commonly used procedures in AMOS applications when encountering abnormal data (Hoyle, 2014). This study uses the bootstrap procedure to overcome multivariate data abnormalities. This procedure is supported by the theory by Collier (2020) that if a data is not normal then the bootstrap option can be used as a solution to data non-normality. Bollen-Stine Bootstrap is also recommended to measure how fit the model is with bootstrap samples. The accepted Bollen-Stine Bootstrap value is ($P > 0.05$).

Table 7. Bollen-Stine Bootstrap Test

Value	Assumption Value	P Value	Description
Bollen-Stine Bootstrap	$P > 0.05$	0.252	Accepted

Table 8. Outlier Analysis Result

Value	Assumption Value	Criteria
Mahalanobis Distance	> 95.750	Normal

Table 9. Notes for Model

	Value
Number of distinct	
Number of distinct sample moments	1653
Number of distinct parameters to be estimated	205
Degrees of freedom (1653 - 205)	1448

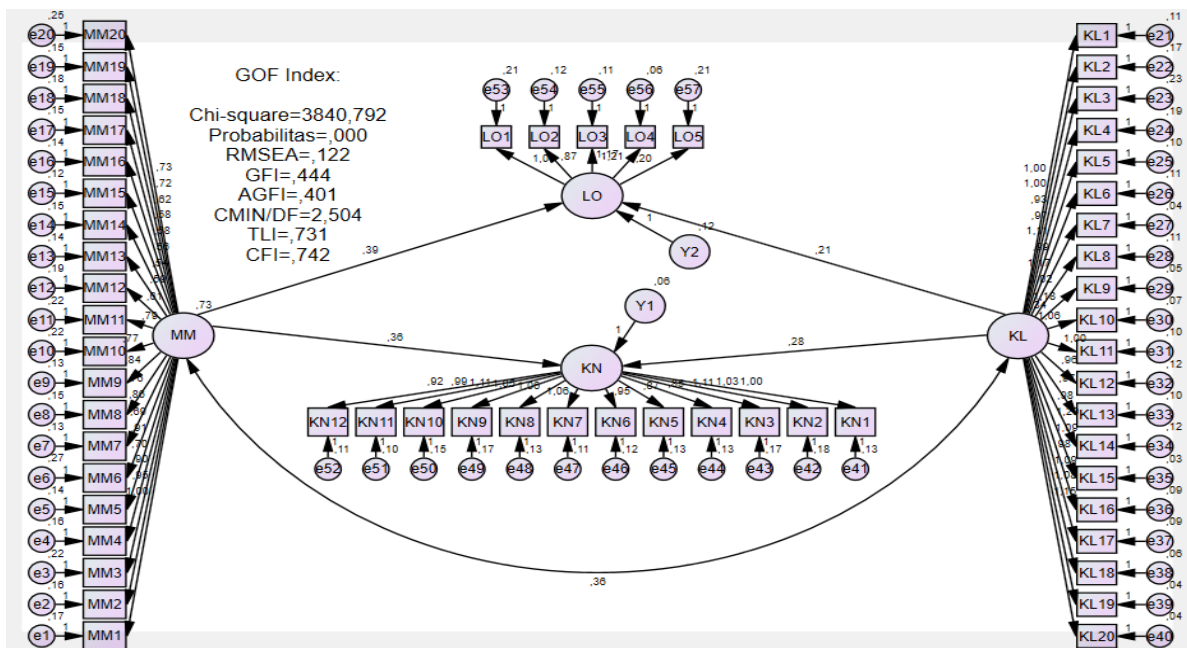


Figure 2. AMOS Structural Model

Table 10. Goodness of Fit Value

Goodness of fit Index	Cut-off value	Value	Category
Chi-square	Expectedly Small	3840.792	Marginal Fit
Significant probability	≥ 0.05	0,000	Marginal Fit
CMIN/DF	≤ 2.0	2.504	Poor Fit
GFI	≥ 0.90	0.444	Poor Fit
AGFI	≥ 0.90	0.401	Poor Fit
RMSEA	≤ 0.08	0.122	Poor Fit
TLI	≥ 0.90	0.731	Poor Fit
CFI	≥ 0.90	0.742	Poor Fit

Based on the goodness of fit results (see figure 2 and table 10), the research model is not close to the fit model. The option to modify the model according to Ghozali (2017) is to reduce or eliminate constructs. Model modification by removing constructs is an alternative method known as the Gugiu approach (Gugiu, 2011). This is in line with the opinion "rather than freeing correlated errors, this approach deletes items from the model that contribute to model misfit" (Sanders et al., 2015). It can be understood that deleting constructs in the model can be done based on the AMOS version 22 output in the Modification Indices section which has a large value.

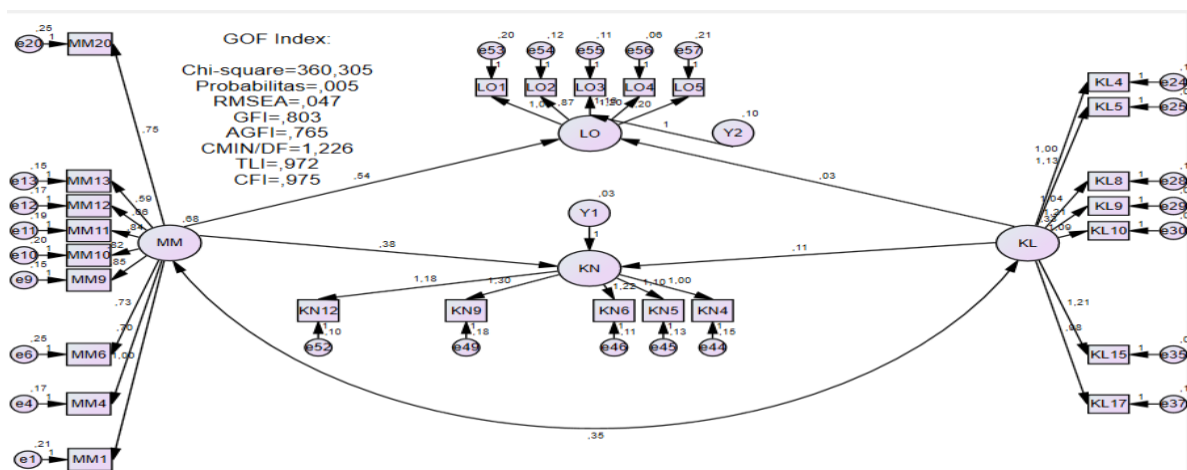


Figure 3. AMOS Structural Model After Modification

Table 11. Goodness of Fit Value After Modification

Goodness of fit Index	Cut-off value	Value	Category
Chi-square	Expectedly Small	360.365	Marginal Fit
Significant probability	≥ 0.05	0.005	Good Fit
CMIN/DF	≤ 2.0	1.226	Good Fit
GFI	≥ 0.90	0.803	Good Fit
AGFI	≥ 0.90	0.765	Poor Fit
RMSEA	≤ 0.08	0.047	Good Fit
TLI	≥ 0.90	0.972	Good Fit
CFI	≥ 0.90	0.975	Good Fit

Table 12. Hypothesis Test Result AMOS Software

				Estimate	Lower	Upper	P	Description
H1	Marketing Mix	→	Customer Satisfaction	0.785	0.636	0.955	0.015	Significant Positive
H2	Service Quality	→	Customer Satisfaction	0.723	0.591	0.829	0.047	Significant Positive
H3	Marketing Mix	→	Customer Loyalty	0.802	0.609	0.955	0.025	Significant Positive
H4	Service Quality	→	Customer Loyalty	0.739	0.617	0.942	0.032	Significant Positive

Table 11 shows that marketing mix has a significant positive effect on customer satisfaction with a significance value of 0.015 ($P < 0.05$). A series of marketing tools that companies use to determine marketing strategies should be prepared strategically and adapted to events in the field (Naibaho, et al., 2020). The marketing mix is used to identify the target market through the 4P elements which were originally only product, price, place, and promotion. However, some researchers think that 4P is too product-orientated. Then the 4P scheme was expanded by adding three elements: people; process; physical evidence, to become 7P (Lim, 2023). Customers will feel satisfied if the quality of service provided by the manager of the goods/services business is good. In this study, swimming pool customers were satisfied, indicating that the quality of service provided by the swimming pool was good. Good service quality is provided to customers, so customers will be satisfied enjoying the services provided (Nanincova, 2019). These results are in line with research by Kaunang et al., (2022) entitled "The Effect of 7P Marketing Mix on Consumer Satisfaction (Case Study of Cafe Wilchof Business in Manokwari Regency, West Papua Province)" which states that products have a significant effect on customer satisfaction. The more product quality is improved, the more customer satisfaction will increase. Customer satisfaction can occur if what is perceived occurs in accordance with customer expectations. The products offered by UNY swimming pool have so far fulfilled customer expectations. Customer satisfaction is a measure of the extent to which the perceived product matches the customer's reality. In addition, in line with research by Pumchitamorn et al., (2020) and Fatimah et al., (2022), the marketing mix affects purchasing decisions with satisfaction with the products and services provided. Based on the results of hypothesis testing with SEM analysis, it shows that the marketing mix has a positive and significant effect on customer satisfaction. The marketing mix variables in this study consist of product, price, place, promotion, process, people, and physical evidence. The results show that if the marketing mix value is higher, it will significantly affect customer satisfaction at UNY Swimming Pool.

Based on table 11, it showed that service quality has a significant positive effect on customer satisfaction with a significance value of 0.047 ($P < 0.05$). Service quality is an effort to fulfil customer needs to balance customer expectations. Service quality is influenced by several indicators such as tangible, reliability, assurance, responsiveness, and empathy. This theory is supported by Vieira & Ferreira (2017) which states that service quality can be measured using tangible, reliability, assurance, responsiveness, and empathy factors. Good service quality will be obtained when the interpretation of customer perceptions exceeds customer expectations. In accordance with the opinion of Ahmad et al., (2019) states that the satisfaction obtained by customers is the result of quality that matches or exceeds customer expectations. Good service quality is provided to customers, so customers will be satisfied enjoying the services provided. In general, good service quality can be seen from adequate facilities

Nanincova (2019). Swimming pool supporting equipment availability, completeness of supporting facilities and infrastructure, neat appearance of swimming pool employees, and professional lifeguards, also opening and closing hours are consistent with the schedule and employees are always available when needed by customers proved the good service of UNY swimming pool. The results of this study are in line with research by Sumual et al. (2021), service quality has a positive effect on customer satisfaction. Employees are at the forefront of responding to customers who need help. This study shows that human resources play an important role in influencing customer satisfaction. Friendliness, attention, and reliability of employees are important factors in the good human resources at UNY swimming pool. Service quality is influenced by physical factors (facilities and environmental elements), personnel factors (expertise, ability, polite staff service), service support factors (background music, security, safety, and special attention to customers) (Thein, 2019). For this reason, it is important to continue to maintain and improve employee performance to provide good service to swimming pool customers.

Table 11 also shows that marketing mix has a significant positive effect on customer loyalty with a significance value of 0.025 ($P < 0.05$). The marketing mix consists of 7Ps: product, price, place, promotion, process, people, and physical evidence, is used as a reference for a company in carrying out its operations. Companies in the product/service sector benefit from customers who buy or use products/services. Very tight competition in today's digital era must be adapted so that customers continue to use the products/services offered. Likewise, UNY swimming pool must be adaptive to the times to survive and maintain customer loyalty. This study proves that the marketing mix consisting of product, price, place, promotion, process, people, and physical evidence simultaneously has a positive and significant effect on customer loyalty. Consumers will judge whether the price of a product is right for them (Nurbayty, 2022). Price affects service quality because customers are sensitive to price (Junior et al., 2019). Therefore, a company must be observant and precise in determining product prices according to the target market. The customer pays according to the price set by the seller, including the services provided by the seller and the buyer has obtained benefits in using the service product provided by the seller, so that consumers or customers decide to buy or pay for the product or service. This is in line with research by Evitaria, et.al (2022) which states that the marketing mix has a positive and significant effect on customer loyalty. The marketing mix has an influence on customer loyalty, especially on the price element (Erlina & Hermawan, 2021). Customers will be loyal when the price of the product or service offered is in accordance with the quality of the product/service. This theory is in line with the opinion of Djumarno & Djamaludin (2018) that the price of a product that is in accordance with customer expectations will create a greater chance of customer loyalty.

Based on table 10, it is known that service quality has a positive effect on customer loyalty with a significance value of 0.032 ($P < 0.05$). Sima & Ruda (2018:1) reveal that high service quality is the way to get new customers and retain existing customers. Service quality has a relationship and is the main factor with customer loyalty. It can be understood that customers who are satisfied with a product or service are likely to use the product or service repeatedly and generate customer loyalty. Good service quality will increase the level of customer loyalty (Tiong, 2018, Nasrulloh, et al., 2021). Achieving service excellence can lead to customer satisfaction and loyalty to products/services. A service provided by a service company to customers certainly has a goal to be achieved. The purpose of service in general is to prepare public services that the public wants or needs. On the other hand, it is also appropriate for the public regarding their choices and how to access what is planned and provided. Loyal customers are very valuable for company's providing goods or services. For this reason, good service quality can maintain loyal customers for a long time. Good service quality will make customers reuse products in the long term (Triannah et al., 2017). The results of this study are supported by Setyowati & Wiyadi (2016) that service quality has a positive and significant effect on customer loyalty. In addition, in line with research by Nguyen et al. (2020) state that better service quality will keep customers from going to other products/services. Having loyal customers is an advantage for the company because they will use the products/services offered continuously and reduce promotional costs to attract new customers. The quality of service received or felt by consumers comes from comparing what they receive and feel raises perceptions of the performance of service providers. Understanding service objectives, service product characteristics and constraints is very important to determine a quality service programme for customers. Because a quality service programme oriented to customer needs will provide customer satisfaction.

CONCLUSSION

The conclusion that can be drawn based on the analysis of the research and discussion of this study is showed that the hypotheses formulated in this study consisted of 4 hypotheses and all were proven to have an effect marketing mix has a positive and significant effect on customer satisfaction UNY swimming pool with a significance value of 0.015 ($P < 0.05$); service quality has a positive and significant effect on customer satisfaction UNY swimming pool with a significance value of 0.047 ($P < 0.05$); marketing mix has a positive and significant effect on customer loyalty UNY swimming pool with a significance value of 0.025 ($P < 0.05$); service quality has a positive and significant effect on customer loyalty UNY swimming pool with a significance value of 0.032 ($P < 0.05$). This finding reflects the effect between variables that the quality of a good product, affordable prices, strategic and comfortable places, indulgent promotions, friendly employees, and excellent facilities have an influence on customer satisfaction and loyalty. A continuous improvement in every aspect will be able to increase customer satisfaction and loyalty.

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