

## Customer Satisfaction with Massage Service (Sport Personnel and General)

Iskandar<sup>1\*</sup>, Y. Touvan Juni Samodra<sup>2</sup>, Uray Gustian<sup>3</sup>

<sup>1\*23</sup>Department of Sports Coaching Education, Faculty of Teacher Training and Education,  
Tangjungpura University

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### **Abstract**

The problem in this study is how the level of customer service satisfaction for massage for sports / general practitioners. This study aims to see the level of customer satisfaction with massage services (sports and general practitioners) with variables 1. Reliability (reliability), 2. Responsiveness (responsiveness), 3. Assurance (assurance), 4. Empathy (empathy), 5. direct evidence (tangibles). Ex post facto quantitative descriptive research design for customers who had received massage services from October 2020 to February 2021. The instrument is in the form of a questionnaire in descriptive statistical analysis. The results of the research data concluded that the level of customer satisfaction in the very satisfied category was 91% and 7% satisfied.

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**Corresponding author:** Iskandar, Department of Sports Coaching Education, Faculty of Teacher Training and Education, Tangjungpura University, Indonesia

Email: iskandarherman724@gmail.com<sup>1</sup>, tovan@fkip.untan.ac.id<sup>2</sup>

## INTRODUCTION

Athletes / people who perform massage aim to reduce nervous tension and relax the mind before facing sports events and after a day's work. In massage, the types of manipulation used include effleurage (rubbing), petrissage (squeezing), shaking (shaking), tapotement (hitting), and many other types (Park et al., 2017). Manipulation in massage helps blood and lymph circulation, muscle relaxation, relief from pain, restoration of metabolic balance, and various other benefits both physically and mentally (Priyambada et al., 2018). Massage has a function as a feeling of relaxation physiologically and psychologically. Massage is a passive method to avoid fatigue and recovery (Sukmawati et al., 2018). According to (Juliantri et al., 2015) showing that massage has an effect on decreasing the pulse after doing activities. The positive effect of massage is that it can stimulate nerve receptors so as to improve blood circulation, relieve pain and accelerate recovery both physically and mentally (Park et al., 2017). According to Sukmawati et al (2018) massage can reduce anxiety and relax. Among them are Yanuar & Anshari (2018), the results of the study show that the trainer's perception and interest in massage is good. This research study provides evidence that massage is a form of service by providing good services, because it can make the body's condition fitter.

Massage is a product in the form of a service that functions to maintain a healthy body for athletes and the general public. West Kalimantan, especially sports players, is still not aware of the services and benefits of massage, even though massage is a form of selling services that are useful for maintaining health for sports and general practitioners. As stated by Saputro (2017) massage can help reduce acid levels in muscles. Massage is very much needed for people and athletes who experience muscle tension because it can interfere with movement during activities and training. According to Purnomo (2015) massage can help increase blood flow to skeletal muscles and cleanse lactic acid. Likewise, according to Nopriansyah (2015) muscles that are experiencing tension need to be relaxed with massage.

In the sale of consumer services will judge from a different point of view. Service quality, price, and customer value have a positive and significant effect on client satisfaction, either partially or simultaneously (Aryani & Rosinta, 2010). All trading businesses of every consumer will see and assess the performance of each seller in the form of goods or services. Services in the physical form (tangible) of a comfortable waiting room, (reliability) the ability to serve customers, responsiveness, responsiveness, empathy are the most important parts (Putri & Utomo, 2017). The main indicators that affect service quality are direct evidence (tangibles), reliability, responsiveness, assurance, and empathy (Normasari et al., 2013). Service quality is an important root and factor that gives satisfaction to its customers (Sulistyawati & Seminary, 2015). Service quality has a significant effect on customer satisfaction (Lailia et al., 2013). Several studies have confirmed that good service will create satisfaction and an indicator for service success that later customers will feel comfortable, even the most likely customers will come back for a treatment.

The above research studies form the basis for this research. Seeing the development of this modern era, it is very important to know the level of consumer satisfaction with massage. In this modern era, West Kalimantan still lacks knowledge about massage to keep the body in shape. Massage is an excellent

method to keep the body in shape and can improve blood circulation and help accelerate metabolism in the body.

This opinion can be argued to determine the level of client satisfaction by using massage services to clients. The evidence from the above arguments is supported by the following research. Based on the results of research conducted by Ulinuha, (2014) BPJS (Social Security Administering Body) patient satisfaction with the outpatient services at Permata Medika Hospital Semarang". In this variable, 51.51% of respondents were satisfied with the medicine given according to the prescription, 45.45% of respondents were satisfied with the cleanliness, tidiness and comfort of the room, for 46.47% of respondents said they were quite satisfied with the tidiness and cleanliness of the appearance of the officers (employees), 52.53% of respondents were quite satisfied with the completeness, readiness, and cleanliness of the tools used.

Research results from Yulia et al., (2016) on consumer satisfaction with pharmacy services and the level of consumer knowledge about the applicable pharmaceutical service standards (case study in the city of Depok). The level of customer satisfaction represented by the respondents in this study based on the CSI results as a whole is in the sufficient category (CSI 51.82%), but is still under the 'satisfied' category.

Based on the results of the research above, it can be said the same, because in this study using a descriptive research approach, this research is a descriptive study with a quantitative approach using a survey method, by prioritizing the results of completeness, readiness, cleanliness, responsiveness, and neatness. This research is very important to prove the variable level of satisfaction with massage services. The benefit of this research is to provide understanding data between massage services and treatments.

## **METHOD**

This study used a quantitative descriptive research design ex post facto services to clients. The strength that becomes the object of research is the level of customer satisfaction with massage services. The study was conducted at the Gang Physiotherapy clinic. Healthy in Pontianak has a time span from November 2020 to February 2021. The sample in this study were clients who had received massage services totaling 58 samples at the Gang Physiotherapy Clinic. Healthy. Data were collected by giving a questionnaire. After the data was collected, data analysis was carried out. Data were analyzed using descriptive statistics.

## **RESULT AND DISCUSSION**

Based on the test using a questionnaire, the data shown in table 1. Based on this table it can be understood that in fact the level of customer satisfaction in the category is very satisfied 91% and 7% satisfied.

Table 1. Results Overall Percentage Descriptive

No	Criteria	Interval	Frequency	Percentage (%)
	Very Dissatisfied	31-60	1	2%
	Not satisfied	60-89	0	0%

Satisfied	89-118	4	7%
Very Satisfied	118-147	53	91%
Total		58	100%

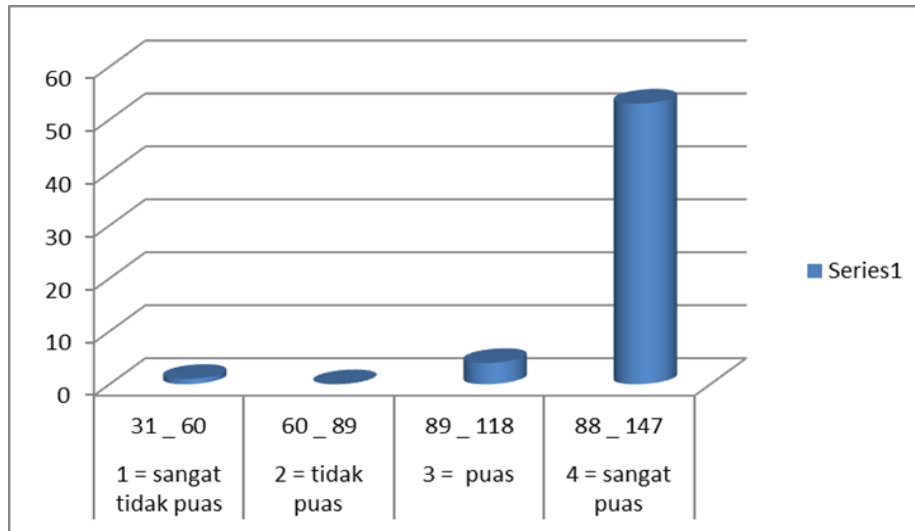


Figure1. Results Overall Percentage Descriptive

Based on these findings, it can be concluded that the service business is a complex business, because the complexity of the client's satisfaction is not the same as other clients, the service business depends on the expectations and perceptions of each client. Every employee must have good communication skills and skills as well as broad enough insight into their business, be polite and polite in speaking. Every business must have complete facilities such as a comfortable waiting room, lighting, temperature atmosphere and complete with free internet, if all businesses have met good SOPs. Clients will feel a very good quality service business, if the client will feel comfortable with the treatment of employee service, obviously visitors will increase and the client will become loyal.

Based on the relevant study, it confirms that good service will create satisfaction and indicators for the success of the service, later the customer will feel comfortable, and even more likely the customer will come back again to be treated. Services in the physical form (tangible) of a comfortable waiting room, (reability) the ability to serve customers, responsiveness, responsiveness, empathy are the most important parts (Putri & Utomo, 2017). (Eliyawati et al., 2016) conveyed the level of importance that each service must have, namely; Reliability, Responsiveness, Assurance, Empathy (Empathy), and Physical Evidence (Tangibles) It turns out that the quality of service is a factor that gives satisfaction to its customers (Arie Sulistyawati & Seminary, 2015). This conclusion is very convincing because it can be the patient's point of view towards care. The researcher concluded that each service must have an attitude of mutual respect for patients, sufficient knowledge in the field of massage, comprehension in speaking, humility, and polite attitudes. All of these bases are important in a service, so that patients will feel comfortable and have confidence in the performance of the service.

The impact of practitioner research turns out that very satisfied service will get a positive value from the community on massage. Theoretically, the level of

consumer satisfaction with massage greatly affects customer loyalty so that it needs to be maintained properly. Based on research, those who have a massage service business are advised to have materials from the results of this study.

Limitations of this study. The results of this study only took the gang physiotherapy clinic. Healthy which is done to sports actors and the general public. This study provides an opportunity for research to be carried out on other samples. Involvement in another sample that should be with a different sample so that the results and information from the study are unusual.

## **CONCLUSION**

Based on the research findings, it was found that there were positive results between service quality and service businesses. Further research will be very useful if analysis is carried out on different samples such as athletes, to determine the fitness level of athletes after receiving massage treatment. This suggestion is suggested by comparing samples of athletes and the general public in order to see differences and similarities in maintaining general fading conditions and high fitness for athletes.

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