



Evaluation of Service Quality at the SGS PLN Bandung Badminton Club Based on the SERVQUAL Model

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Abstract

This study aims to assess the quality of management services at the SGS PLN Bandung Badminton Club by utilizing the SERVQUAL model, which consists of five main aspects: tangibles, reliability, responsiveness, assurance, and empathy. Using a quantitative method and a descriptive correlational design, the study objectively captures the athletes' perspectives while examining the relationships between those service dimensions. The research population includes all active athletes participating in the club's training activities, with a purposive sample of 23 respondents who have been involved in training for at least one year. The data collection instrument is a SERVQUAL questionnaire adapted for the sports context, based on the study by Cristobal Fransi and colleagues in 2010. The validity test results show that all questionnaire items are valid (r values ranging from 0.510 to 0.885 with $p < 0.05$) and highly reliable (Cronbach's Alpha of 0.963). From the descriptive analysis, it can be seen that the overall quality of the club's services is quite satisfactory, with the best scores in the aspects of tangibles and empathy—which indicates that the physical facilities and attention to athletes are already quite good—while responsiveness received the lowest score, suggesting that the response to athletes' needs needs improvement. Ultimately, the club management has been running well, but responsiveness and assurance need to be strengthened to enhance athletes' satisfaction and trust.

How to Cite

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INTRODUCTION

Sports are one of the main tools for developing healthy individuals with strong character who can achieve high performance. In Indonesia, competitive sports are the focus of attention from the government and society, because through sports, the nation can improve its image, strengthen unity, and increase competitiveness at the international level (Chang et al., 2002). In addition, sports can be a place to have fun and achieve success. As stated by "(Juniar, 2020). sports have various objectives, ranging from seeking pleasure, maintaining health, increasing social status, to becoming a professional athlete. An athlete's success does not only depend on personal ability, but also on a well-planned, continuous, and professional training system. Sports clubs, as places for athletes to train, play a very important role in creating an atmosphere that supports the continuous development of athletes' technical, mental, and moral abilities.

In the world of sports coaching, clubs play a crucial role. Sports clubs serve as a place to develop athletes from a young age to the elite level. The quality of club management greatly influences the creation of a conducive training atmosphere, adequate facilities, and ongoing development programs (Kurniawan et al., 2021; Lismadiana et al., 2023). The success of a club in supporting athlete development depends not only on the technical aspects of training but also on the quality of management (Saleh et al., 2020). Harsono also mentions another factor that determines the success of an athlete's performance, namely the implementation of management, although this is an indirect factor. This management can include financial management, organizational structure, and performance (Harsono, 1988).

Badminton is one of the most popular sports in the world (Grice, 2016). This sport requires a well-planned and continuous training system. Badminton performance development is not much different from other sports, there are several aspects that must be fulfilled, such as biological, psychological, environmental, and supporting aspects (Sajoto, 1988). Clubs, as training venues, play a major role in shaping high-achieving athletes through the provision of facilities, training programs, and managerial support. The SGS PLN Bandung Badminton Club is one of the major clubs that has produced many national athletes. However, to determine how well club management supports the development of athletes' performance, an in-depth analysis is needed.

One way to assess the quality of club ma-

agement is the SERVQUAL model developed by (Parasuraman et al., 2008). This model has five key dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy, which can be used to measure service quality in various fields, including sports management (Theodorakis & Alexandris, 2008). This model has been applied in many services, such as fitness facilities and sports management (Huang & Kim, 2023).

From the background explained earlier, this study aims to gain a deeper understanding of the quality of management at the SGS PLN Bandung Badminton Club.

This study specifically evaluates the quality of club management, observed through five key aspects in the SERVQUAL model, namely tangibles, reliability, responsiveness, assurance, and empathy. Beyond that, the research also aims to assess the extent of the club management's contribution in supporting efforts to optimally enhance athlete performance. Furthermore, this study seeks to identify which SERVQUAL aspects have the strongest influence on the success of developing athlete performance in the club. Through this approach, the findings are expected to provide a comprehensive view of the effectiveness of PB SGS PLN Bandung's management, while also offering practical recommendations to improve service standards in the upcoming period.

METHODS

This study applies a quantitative method with a correlational descriptive design, which was chosen because it can objectively describe athletes' views on the quality of badminton club management services, plus analyze the relationship between service dimensions measured using the SERVQUAL model (Sugiyono, 2020). This quantitative method allows researchers to analyze numerical data to assess observed phenomena in a measurable, systematic, and unbiased manner, as described by (Creswell & Creswell, 2014).

The research location was the SGS PLN Bandung Badminton Association, a competitive sports club in West Java that has a well-organized coaching system, adequate facilities, and a sufficient number of active athletes to serve as the population. The population here consists of all active athletes who participate in the coaching program at SGS PLN Bandung, and purposive sampling was used to select the sample, on the grounds that only athletes who met certain criteria were selected as respondents, such as having been active for at least one year, training regularly, and willing to participate voluntarily. Based on

this, the sample size was set at around 20 to 40 athletes to remain representative of the population.

The main variable is the quality of club management services based on the athletes' views, measured using the SERVQUAL instrument developed by Parasuraman, Zeithaml, and Berry (1988), which has five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy (Parasuraman et al., 2008). However, the instrument used is not the standard SERVQUAL, but a version specifically adapted for the world of sports, based on a study by Cristóbal Fransi, Gómez Adillón, Thorsson, and Daries-Ramon (2010) entitled "Measuring Service Quality in Sport Management: An Application of the SERVQUAL Scale". In that study, they adapted SERVQUAL for sports through the DELPHI method with 14 experts in sports management and sports services, resulting in 22 statement items suitable for sports services, such as coach-athlete interaction, reliable training schedules, physical facilities, and attention to athletes' personal needs. This instrument was then translated and further adapted to the context of badminton coaching in Indonesia, with each item assessed using a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree), ensuring that all indicators were conceptually and contextually valid to accurately measure athletes' perceptions (Cristobal, 2020).

Before being used in the main study, the questionnaire was tested for validity and reliability to ensure that the instrument was suitable. The validity test used Pearson Product Moment correlation, which examined the relationship between each item's score and the total construct score, and was conducted on 23 respondents representing the population. The results showed that all items had correlations (calculated r) between 0.510 and 0.885 with significance below 0.05, while the table r at 5% was 0.413. Therefore, all items were valid because the calculated $r >$ table r and $p < 0.05$, meaning that each question was strongly correlated with the total score and could accurately measure aspects of service. Then, the reliability test used Cronbach's Alpha coefficient to check the internal consistency between items, with a Cronbach's Alpha result of 0.963 and based on standardized items of 0.964, which is well above the minimum limit of 0.70, indicating that the instrument is very reliable with strong consistency between items and stable data.

Data collection began after obtaining official permission from the management of the SGS PLN Bandung club, with questionnaires distributed directly or online using Google Forms,

and researchers assisting with the completion to ensure respondents understood the questions correctly. In addition, light observation was conducted on club facilities and documentation of coaching programs as additional data to support the interpretation of results, while the collected data was coded to maintain the confidentiality of respondents' identities.

The data was analyzed quantitatively using SPSS, starting with descriptive analysis to describe the characteristics of the data, including the minimum, maximum, mean, and standard deviation of each SERVQUAL dimension, providing an overview of the athletes' views on the quality of club management services. This was followed by correlation analysis to examine the relationship between service dimensions based on athletes' perceptions, with all tests using a significance level of $\alpha = 0.05$, so that results were significant if $p < 0.05$. The analysis results are presented in tables and narratives for a comprehensive understanding of the service conditions at the SGS PLN Bandung badminton club, so this study is expected to provide a real picture of the quality of club management services, as well as a basis for improving the sports coaching system in the future.

RESULTS AND DISCUSSION

Table 1. Descriptive Statistics

Variabel	N	Min	Max	Mean	SD
Tangibles	23	14.00	39.00	29.0870	7.06408
Reliability	23	13.00	25.00	20.0000	3.77793
Responsiveness	23	11.00	20.00	15.9565	3.18346
Assurance	23	8.00	20.00	16.6087	3.15853
Empathy	23	9.00	25.00	19.5652	4.34664

Table 1 presents a summary of descriptive statistical analysis that describes the views of 23 respondents on the five main dimensions of service quality based on the SERVQUAL model, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This analysis provides a comprehensive overview of data patterns, response variations, and differences in perceptions of each aspect of service.

The Tangibles dimension, which relates to physical evidence such as the appearance of facilities, equipment, and the neatness and cleanliness of staff, shows a minimum score of 14, a maximum of 39, an average of 29.09, and a standard deviation of 7.06. This fairly high average indicates that, overall, respondents feel that the physical aspects and service facilities are ad-

equate. However, the significant standard deviation indicates that there are variations in opinion among respondents, possibly due to different experiences or expectations regarding the available facilities and infrastructure.

For the Reliability dimension, which evaluates the extent to which service providers are able to deliver services in accordance with their commitments and consistently, the average score was 20.00, with the lowest score being 13, the highest being 25, and a standard deviation of 3.78. This means that respondents rated reliability as quite satisfactory, although there was a slight variation in the standard deviation, which may reflect inconsistencies in certain situations.

The Responsiveness dimension, which measures how quickly and willingly service providers respond to and assist customers, had an average of 15.96, a minimum score of 11, a maximum of 20, and a standard deviation of 3.18. This figure shows that responsiveness and willingness to help are rated quite well, but the variation in scores indicates that not all respondents had similar experiences, so there is an opportunity to improve the speed and accuracy of responses.

The Assurance dimension, which involves the ability of staff to build trust and a sense of security through competence, courtesy, and professionalism, showed an average of 16.61, with the lowest score of 8, the highest of 20, and a standard deviation of 3.16. The majority of respondents felt quite confident about this aspect, which contributed significantly to a positive view of overall service quality.

Finally, the Empathy dimension, which concerns staff attention, care, and understanding of individual needs, scored an average of 19.57, with a minimum score of 9, a maximum of 25, and a standard deviation of 4.35. This indicates that respondents generally rate this aspect highly, although the fairly large standard deviation suggests that not everyone feels they receive consistent personal attention.

Overall, these descriptive statistics show that all dimensions of service quality have fairly good averages, meaning that the service has met customer expectations at a satisfactory level. However, the variation in values across each dimension indicates the need for continuous improvement, particularly to standardize experiences and enhance consistency. Thus, these results can serve as a reference for decision-makers to evaluate and improve specific aspects, thereby ensuring that service quality continues to improve and provides an optimal experience for customers.

The results of the study show that, in general, the quality of management at PB SGS PLN Bandung is in the good category based on the athletes' perceptions. The highest average scores were recorded in the Tangibles and Empathy dimensions, while the lowest scores appeared in the Responsiveness dimension. These findings reveal that in terms of physical aspects, the club already provides adequate facilities and shows concern for the personal needs of athletes, although improvements are still needed in the speed and responsiveness of its services. The superior physical quality is evident from the condition of the fields, training equipment, as well as the cleanliness and comfort around the club. Adequate facilities can create an ideal training atmosphere, thereby helping athletes achieve consistent performance in the long term. (Kurniawan, 2021).

Meanwhile, the highest score in the Empathy dimension indicates that coaches and administrators give very personal attention to the athletes. Strong emotional support and effective communication between coaches and athletes also help boost athletes' motivation and improve their overall mental health. Conversely, the scores in the Responsiveness dimension indicate that the club's responsiveness to athletes' issues or needs still requires improvement. This condition is most likely related to an internal communication system that is not yet optimal or limitations in manpower to promptly address athletes' complaints. Based on the SERVQUAL theory, this dimension plays a crucial role because it directly affects the perception of satisfaction and the level of trust in the service provider. (Parasuraman et al., 2008). Therefore, the club needs to implement strategic measures by enhancing coordination and conducting periodic evaluations of the service process.

The Assurance and Reliability dimensions also show good results, but they are not yet optimal. The scores in this dimension indicate that coaches and club administrators are considered fairly competent and consistent, but efforts are still needed to strengthen athletes' sense of security and trust in the continuity of the training program. (Saleh et al., 2020), certainty regarding the training schedule, a well-structured program, and clear communication from the management are important factors that determine the reliability of a sports organization.

Overall, the results of this study indicate that PB SGS PLN Bandung has implemented club management quite well, particularly in terms of providing facilities and attention to athletes. However, improvements are needed in the aspects of responsiveness and assurance to

strengthen athletes' trust and comfort. This is in line with research conducted by Huang and Kim (2023), which stated that enhancing service quality in sports management will directly impact member loyalty and performance.

Therefore, the club needs to strengthen its service evaluation system on a regular basis, increase support staff in athlete communication and administration, and ensure that every complaint or need is addressed promptly and accurately. The continuous application of the SERVQUAL principles can serve as an effective tool to control service quality while improving performance development in the future.

CONCLUSION

Based on the findings of this study, it can be concluded that overall management quality at the SGS PLN Bandung Badminton Club is considered good according to the athletes' perceptions. This is reflected in the high average scores in the Tangibles and Empathy dimensions, which indicate that the club has provided adequate training facilities and shows care and attention to the individual needs of the athletes.

However, the dimensions of Responsiveness and Assurance still need to be improved, especially in terms of response speed to athletes' needs, the effectiveness of internal communication, and strengthening the sense of safety and trust in club management. Efforts to enhance these aspects are very important to ensure that the quality of service becomes more consistent and more focused on the satisfaction and comfort of the athletes.

Overall, the implementation of the SERVQUAL model has proven effective in identifying the strengths and weaknesses of sports club service quality. Therefore, PB SGS PLN Bandung is advised to conduct regular service evaluations, strengthen coordination among management, and develop strategies to improve service quality based on athlete perception data. Continuously implementing the principles of SERVQUAL is expected to enhance the professionalism of club management and support the success of athlete performance development in the future.

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