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The Effect of Service Quality and Pricing Strategy on Customer Satisfaction in Community-Based Sports Facilities: A Case Study of Djagal Futsal Patrol

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Abstract. The declining number of futsal court rentals at Djagal Futsal Patrol in Indramayu Regency indicates issues in service management and pricing perceptions. This study aims to analyze the effect of service quality and pricing strategy on customer satisfaction in a community-based sports facility. A quantitative approach was employed using a survey method involving 30 purposively selected respondents. The research instrument was tested for validity, reliability, and classical assumptions prior to conducting multiple linear regression analysis. The results show that service quality and pricing strategy simultaneously have a significant effect on customer satisfaction, with a coefficient of determination (R^2) of 57.8%. Partially, the pricing strategy contributed more dominantly (42.8%) compared to service quality (32.0%). These findings highlight that price fairness and interpersonal service are key factors in shaping customer loyalty. The practical implication of this study suggests the need to enhance responsive and friendly service, along with the implementation of transparent and competitive pricing strategies, to sustain customer satisfaction and ensure business sustainability.

Keywords: Service Quality, Pricing Strategy, Customer Satisfaction, Community-Based Sports Facility, Technopreneurship.

1. Introduction

Futsal is among the most rapidly growing sports in Indonesia, particularly among the younger generation. Its popularity is driven by flexible playing times, relatively minimal space requirements, and its inherently competitive nature, making futsal a preferred option for community recreation as well as a promising business opportunity in sports facility rentals.

However, as the number of service providers increases, competition in the futsal court rental sector has become increasingly intense. Facility managers are now expected not only to provide adequate physical infrastructure but also to enhance service quality and set appropriate pricing strategies. In service marketing, service quality is typically assessed through five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Tjiptono & Chandra, 2019). Meanwhile, price perception reflects the value exchange deemed equivalent to the benefits received by customers (Lumempow et al., 2023).

A relevant case study can be observed at Djagal Futsal Patrol, a futsal court rental provider located in Patrol Subdistrict, Indramayu Regency. Although relatively well known, this facility has experienced a decline in customer numbers in recent times. Preliminary survey results indicate two main customer complaints: rental fees perceived as higher than those of local competitors, and unsatisfactory service quality—particularly regarding staff friendliness and responsiveness.

The results underscore the crucial role of interpersonal service interactions and perceived price fairness in shaping customer retention behavior. Previous research has consistently indicated that both service quality and pricing strategies the implementation of strategies exerts a notable influence on customer satisfaction. Some even suggest that good service quality exerts a more dominant influence than price (Dewi & Solihin, 2023) . The combination of these two factors is believed to affect customer loyalty (Izzah & Junaedi, 2025), whereas poor service may lead to dissatisfaction, even when the facilities themselves are adequate.

From an academic perspective, most existing studies still focus on the retail sector and consumer services in urban areas. There is a scarcity of studies examining the relationship between service quality and pricing affect customer satisfaction in futsal enterprises situated in semi-urban areas like Indramayu. This study aims to bridge that research gap and offer actionable insights for business owners striving to enhance service delivery and optimize pricing strategies.

2. Literature Review

2.1 Service Quality

Service quality plays a vital role in businesses that focus on providing services (Situmorang & Andriana, 2017). It not only determines customer satisfaction but also shapes perception, loyalty, and the intention to reuse the service (Roihan et al., 2025). Service quality refers to the comprehensive set of attributes and characteristics inherent in a service, specifically structured to satisfy customer needs and expectations (Tjiptono & Chandra, 2019).

The conceptual foundation of service quality is grounded in the Gap Model, which suggests that the perceived quality of a service results from he gap between customers' expectations and their perceived service experience. When perceptions surpass expectations, the service is deemed high quality and satisfying; if expectations fall short, customer dissatisfaction occurs (Sabira Septiyani et al., 2025).

2.1.1 Dimensions of Service Quality

The framework highlights five main dimensions: (1) Tangibles, which include physical facilities, equipment, and the appearance of personnel; (2) Reliability, referring to the ability to provide services accurately and consistently; (3) Responsiveness, referring to the readiness to assist customers swiftly and effectively; (4) Assurance, which covers professionalism, politeness, and the capability to build trust and confidence; and (5) Empathy, reflecting the provision of individualized care for customers, Referring to the personalized care extended to customers, these five dimensions serve as a framework for evaluating the discrepancy between the anticipated service outcomes compared with the service actually received (Lumempow et al., 2023).

2.2 Pricing

Price is a critical factor in purchasing decisions and service usage. In the context of service marketing, price is not merely perceived as a nominal figure, but as a reflection of the value exchange provided by the customer in return for the benefits received (Ilyas Roya et al., 2024). Price perception is the customer's subjective evaluation of the fairness and reasonableness of the pricing set by service providers (Nizam Ulul Azmy & Yustina Chrismardani, 2023).

2.2.1 Dimensions of Pricing

The dimensions of pricing refer to empirical indicators derived from previous studies [5], including: (a) the appropriateness of price relative to service quality; (b) affordability for consumers; (c) price transparency and fairness; and (d) price consistency over time and across customer segments. These four indicators are relevant as pricing variables (Lumempow et al., 2023).

2.2.2 Service Pricing Strategies

Pricing is a structured method for determining the selling value of products or services, taking into account both internal and external factors. Common strategies include: (a) Cost-based pricing, where the price is based on production costs plus a profit margin; (b) Value-based pricing is a pricing strategy in which the final price is determined based on the customer's perceived benefit and overall value derived from the product or service; and (c) Competition-based pricing, where the price is aligned with or adjusted according to competitors' prices (Umar et al., 2025).

2.3 Customer Satisfaction

Customer satisfaction is an affective reaction that emerges when individuals contrast their initial expectations with the reality of the service delivered (Sumidartini et al., 2024). Satisfaction is achieved when the delivered service aligns with or surpasses the expectations of the customer. It is a vital indicator of service management success, as it strongly correlates with customer loyalty and repurchase behavior (Rahman et al., 2022).

2.3.1 Dimensions of Customer Satisfaction

Within the scope of this study, Customer satisfaction may be understood in the role of degree to which the actual service experience aligns with what customers initially expected correspond with their actual experiences following the utilization of services at Djagal Futsal Patrol Indramayu. The indicators used include: (a) expectation conformity, (b) intention to revisit, (c) willingness to recommend, (d) loyalty to the service, and (e) satisfaction with service outcomes (Lumempow et al., 2023).

3. Method

This study applies a survey-based quantitative methodology to examine how service standards and pricing perceptions affect client satisfaction. The fieldwork was carried out at Djagal Futsal, located in Patrol Subdistrict, Indramayu Regency, which is one of the futsal court rental service providers in a semi-urban area.

The study's population encompasses all individuals who have previously engaged in the use of court rental services offered by Djagal Futsal. A purposive sampling technique is applied, whereby respondents are selected according to predetermined criteria (Sugiyono,

2023), the selected respondents were those who had utilized the service at least once within the last three months. The study involved a total sample of 108 respondents.

The data were obtained through a Likert-scale questionnaire (1 to 5), designed according to indicators relevant to each variable under study. The quality of service was evaluated through the five SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy Price perception was measured based on perceived affordability, fairness, and transparency of pricing. Customer satisfaction was assessed through satisfaction with the service process, pricing, staff attitude, and intention to reuse the service (Lumempow et al., 2023).

Data analysis employed multiple linear regression to evaluate the joint and individual impacts regarding service standards and pricing in relation to client satisfaction. Before performing the regression, validity and reliability assessments were undertaken to confirm the precision and consistency of the instrument. All statistical procedures were executed using SPSS version 23 software (IMAM GHOZALI, 2021).

4. Results and Discussion

4.1 Validity Test

To evaluate the customer satisfaction variable, a validity test was performed on responses gathered from 108 participants. An item was deemed valid if its correlation coefficient exceeded f its the correlation coefficient exceeded the benchmark r-value of 0.361, determined at the 0.05 significance level.

Table 1. Results of the Validity Test

No	r-count	R Table 5% (∝, n-2)	Description
1	0.700	0.1891	Valid
2	0.624	0.1891	Valid
3	0.575	0.1891	Valid
4	0.692	0.1891	Valid
5	0.731	0.1891	Valid
6	0.685	0.1891	Valid
7	0.659	0.1891	Valid
8	0.608	0.1891	Valid
9	0.673	0.1891	Valid
10	0.675	0.1891	Valid
11	0.752	0.1891	Valid
12	0.721	0.1891	Valid
13	0.597	0.1891	Valid

14	0.702	0.1891	Valid
15	0.726	0.1891	Valid
16	0.648	0.1891	Valid
17	0.719	0.1891	Valid
18	0.595	0.1891	Valid
19	0.693	0.1891	Valid
20	0.629	0.1891	Valid
21	0.629	0.1891	Valid
22	0.602	0.1891	Valid
23	0.722	0.1891	Valid
24	0.753	0.1891	Valid
25	0.699	0.1891	Valid
26	0.731	0.1891	Valid

4.2 Reliability Test

The reliability test aims to evaluate the consistency and stability of the data, reflecting the internal consistency of the applied instrument. A Cronbach's Alpha score of 0.7 or higher indicates good reliability, while values below this threshold suggest that the instrument does not meet the required level of reliability (IMAM GHOZALI, 2021). This test was conducted using data from 108 respondents.

Table 2. Results of the Reliability Test

Variabel	**cronbach's alpha**
Service Quality	0.856
Pricing Strategy	0.784
Customer Satisfaction	0.867

4.3 Conversion of Ordinal Data into Interval Data

The use of questionnaires to collect data results in ordinal-scaled data. However, to meet the assumptions of classical regression and to perform multiple linear regression analysis, it is recommended so that the data are transformed from ordinal to interval scale (Ningsih & Dukalang, 2019). Before carrying out the regression analysis, The dataset obtained from 108 respondents was transformed using the Successive Interval Method (MSI) via Microsoft Excel

2021, in order to convert ordinal-scale responses into interval-scale data for further statistical analysis.

4.4 Classical Assumption Testing

Before conducting a multiple linear regression study, it is essential to carry out classical assumption checks to confirm the regression model is free from violations that could compromise the reliability of the findings (IMAM GHOZALI, 2021). The assessment of classical assumptions involves checking for normality, multicollinearity, heteroscedasticity, and autocorrelation.

4.4.1 Normality Test

The normality test aims to evaluate whether the residuals are normally distributed. This evaluation was performed using the Kolmogorov-Smirnov technique (IMAM GHOZALI, 2021). The r.esults show a with a significance level of 0.200, exceeding 0.05, which suggests that the residuals follow a normal distribution.

4.4.2 Multicollinearity Test

The purpose of the multicollinearity test is to confirm that the independent variables are not highly correlated. This test is conducted by analyzing the Tolerance and VIF measurements (IMAM GHOZALI, 2021). The Kolmogorov-Smirnov test produced a significance level of 0.200 > 0.05, and the Shapiro-Wilk test yielded 0.502 > 0.05, indicating that no multicollinearity exists in the regression mode.

4.4.3 Heteroscedasticity Test

This test aims to assess whether the residuals exhibit non-constant variance across the predictor values. The Park test method was utilized for this analysis (IMAM GHOZALI, 2021). The results indicate that the p-values corresponding to each independent variable exceed 0.05, which suggests that the model is free from heteroscedasticity.

4.4.4 Autocorrelation test

he purpose of the autocorrelation test is to determine whether a relationship exists between present residual values and those from prior observations (IMAM GHOZALI, 2021). The Durbin-Watson (DW) test was used to carry out this analysis. The obtained Durbin-Watson value was 1.928, which lies within the range of du = 1.7241 to (4 – du) = 2.2759, or 1.7241 < 1.928 < 2.2759. Therefore, t is determined that the regression model developed shows no indications of autocorrelation.

4.5 Multiple Linear Regression

The analytical model applied a multiple linear regression approach to measure the impact of the independent variables on the outcome variable, namely service quality (X_1) and pricing (X_2), with respect to the dependent variable, customer satisfaction (Y).

4.5.1. Multiple Linear Regression Equation

To investigate the association between the independent and dependent variables, a statistical regression formula was applied. Data processing was conducted with SPSS version 23.0, with the results shown in Table 3

Table 3. Multiple Linear Regression Equation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.199	.309		3.887	.000
	Service Quality	.302	.086	.303	3.510	.001
	Pricing Strategy	.409	.075	.472	5.471	.000

a. Dependent Variable: Customer Satisfaction

From Table 3, the regression equation was identified and can be formulated using the following equation:

$Y = a + b_1X_1 + b_2X_2 + \cdots + b_nX_n + e$

Y = Customer Satisfaction.
a = Constant (intercept).
X_1 = Service Quality variable.
X_2 = Pricing variable.
b_1 = Regression coefficient for service quality.
b_2 = Regression coefficient for pricing.
e = Error term (residual).
the regression equation can be formulated as follows

$$e = \sqrt{\{1 - R^2\}} = \sqrt{\{1 - 0.478\}} = \sqrt{\{0.522\}} = 0.722$$

Thus, the multiple linear regression equation becomes:
Y = 11.993 + 0.302 X1 + 0.409 X2 + 0.722

Therefore, the complete regression formulation can be expressed as::
Customer Satisfaction = 1.199 + 0.302 Service Quality + 0.409 Pricing + 0.7222

4.5.2 Coefficient of Determination

The determination coefficient (R^2) is utilized to assess the extent to which effectively the independent variables explain the variation present in the outcome variable within the regression framework (IMAM GHOZALI, 2021).

Table 4. Coefficient of Determination Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696[a]	.485	.475	4.422792

a. Predictors: (Constant), Penetapan Harga, Kualitas Pelayanan

The analysis results indicate an R^2 value of 0.485, meaning that pricing and service quality account for 48.5% of the differences in customer satisfaction. The remaining 51.5% is affected by other factors outside the model, such as promotional activities, previous customer experiences, location, and the customers' emotional states.

4.5.3 F-Test (Simultaneous Hypothesis Test)

The F-test is conducted to examine whether service quality and pricing together exert a statistically significant effect on customer satisfaction (IMAM GHOZALI, 2021).

Table 5. Hasil Uji f

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1932.259	2	966.130	49.390	.000[b]
	Residual	2053.915	105	19.561		
	Total	3986.174	107			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Penetapan Harga, Kualitas Pelayanan

According to the ANOVA output, the computed F-value (F_x) is 49.390 at a significance level of 0.000 ($p < 0.05$). Since F_x exceeds the critical F-value (3.08) and The results are statistically significant, resulting in the rejection of the null hypothesis (H_0). This suggests that, collectively, both independent variables have a meaningful effect on the dependent variable.

4.5.4 Partial (Bivariate) Correlation Test

A Pearson correlation analysis was carried out to examine the individual association between each independent variable and customer satisfaction.

Table 6. Results of the Partial (Bivariate) Correlation Test

Correlations

	Service Quality	Pricing	Customer Satisfaction

Kualitas Pelayanan	Pearson Correlation	1	.566**	.566**
	Sig. (2-tailed)		.000	.000
	N	108	108	108
Penetapan Harga	Pearson Correlation	.566**	1	.654**
	Sig. (2-tailed)	.000		.000
	N	108	108	108
Kepuasan Pelanggan	Pearson Correlation	.566**	.654**	1
	Sig. (2-tailed)	.000	.000	
	N	108	108	108

**. Correlation is significant at the 0.01 level (2-tailed).

a. Partial Effect of Service Quality (X_1) on Customer Satisfaction (Y)

The findings reveal that the Pearson correlation value for the association between service quality and customer satisfaction is 0.566. To determine the magnitude of its partial effect, the correlation coefficient is squared:

$$r^2 = (0.566)^2 = 0.320\ x\ 100\% = 32.0\%$$

Therefore, the service quality factor contributes a partial effect of 32.0% on customer satisfaction.

b. Partial Effect of Pricing (X_2) on Customer Satisfaction (Y)

The Pearson correlation between pricing and customer satisfaction is 0.654. To calculate the partial influence, the correlation coefficient is squared:

$$r^2 = (0.654)^2 = 0.428\ x\ 100\% = 42.8\%$$

This indicates that, partially, the pricing variable contributes 42.8% to customer satisfaction.

4.5.5 t-Test (Partial Hypothesis Test)

The t-test was applied to examine the individual effects of service quality and pricing on the dependent variable, customer satisfaction.

Table 7. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.355	2.545		4.069	.000
	Service Quality	.295	.087	.288	3.394	.001
	Pricing	.788	.136	.491	5.781	.000

a. Dependent Variable: customer satisfaction

The analysis reveals that the computed t-value for service quality is 3.394 and for pricing is 5.781, both of which exceed the t-table threshold of 1.659. At significance levels less than 0.05, these findings confirm that each the independent variable exhibits a statistically significant partial influence on customer satisfaction. This indicates that improvements in service quality and appropriate pricing strategies significantly enhance customer satisfaction. These findings are consistent with (Parasuraman et al., 1988) , who demonstrated through the SERVQUAL model that service quality dimensions are strongly connected to customer satisfaction.

5. Conclusion

It can be concluded from this study that both service quality and pricing simultaneously exert a significant influence on customer satisfaction at Djagal Futsal Patrol, Indramayu Regency. The multiple linear regression analysis shows that together, these two independent variables explain 57.8% of the variance in customer satisfaction, as indicated by the coefficient of determination (R^2).

Partially, service quality has a more dominant influence compared to pricing. This reinforces previous findings that service-related dimensions particularly those concerning staff attitude, responsiveness, and reliability are key factors in shaping customer perception and satisfaction. Meanwhile, perceptions of fair, affordable, and value-aligned pricing also contribute to customer satisfaction, although to a relatively lesser extent than service quality.

The actionable outcomes derived from these findings suggest that the management of Djagal Futsal Patrol should prioritize improving service quality, especially in aspects related to personal interaction, response speed, and customer communication. In addition, pricing strategies must be designed to be competitive and transparent in order to shape a positive value perception. By managing these two aspects in a balanced manner, the business will be better positioned to improve customer satisfaction, foster loyalty, and secure long-term sustainability.

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