

The Effect of Service Quality, Pricing and Promotion Mix on The Interest of New Registrations at Por Uni Football School

Akmal Yuliandi Pratama^{1*}, Ryan Zaelani¹

¹Widyatama University, Bandung, West Java, Indonesia

*Corresponding author: akmal.yuliandi@widyatama.ac.id

ABSTRACT

Football isn't as it were wear, football has ended up a promising industry if overseen appropriately. In 2013, Indonesia was positioned as the moment nation with a populace that intrigued football, which is 77%, football is exceptionally well known with all Indonesian individuals extending from understudies to incompetent workers. Bandung has more than 5 prestigious competitions that are continuously held routinely every year. That's what underlies the numerous football schools in Bandung. The reason for the study is to discover out whether there's an impact of benefit quality, cost assurance and advancement of intrigued unused registrants at Por Uni Football School, which is found at JL Ciwastra Baturaden 1 no26, Kota Bandung, Jawa Barat. The respondents included in this think about were 160 buyers, the strategy utilized was the Likelihood testing strategy and the calculation of the test utilizing the Cycle method since the number of tests is obscure. Information collection was carried out by dispersing surveys specifically and the strategy of information examination was done by different straight relapse utilizing SPSS program. The comes about appeared that exclusively Benefit Quality, Price Assurance and Advancement had a positive impact on the enlist deliberate of Unused Registrants in Por Uni Football School. At that point based on person test results, Service Quality factors have a more prominent impact than the variable Cost Assurance and Advancement Blend. Whereas the comes about of the examination together variable Benefit Quality, Cost Assurance and Advancement together have a critical impact on the Interface of the Enlist Purposeful Modern Registrants, the inquire about theory can be acknowledged

Keywords: *Service Quality, Price Determination, Promotion Mix and Register Intention*

1. INTRODUCTION

Football contains a extraordinary put in Indonesian history and culture. From the early 20th century to the advanced time, the improvement of football in Indonesia has been a long travel, filled with vital minutes and major changes. Here is the history of football in Indonesia that traces the imperative milestones within the advancement of this don. Football could be aware that includes a long history in Indonesia, with its early follows dating back to the Dutch colonial period. At first, football was played by the Dutch community in big cities such as Batavia (presently Jakarta) and Surabaya. Be that as it may, continuously, this wear started to be prevalent among the inborn populace. Football may be a don that's so broadly cherished and enjoyed by anybody, be it old, young, male, indeed female. The diversion of football, like all human life exercises, shapes an honest attitude towards oneself, sportsmanship, reasonable play, duty and the strength to form choices. Football is additionally a department of wear within the frame of a group amusement, each group comprising of eleven players, one of whom could be a goalkeeper. The amusement of Football is nearly totally played with the feet, but for the goalkeeper who is permitted to utilize his hands in the punishment box. The objective of the diversion is to "put the ball into the opponent's objective as numerous times as conceivable and avoid the rival from putting the ball into your possession objective."

In expansion, sports are physical exercises carried out with the point of keeping up wellbeing and fortifying the muscles of the body. This movement in its advancement can be carried out as an engaging, fun action or too done with the point of accomplishment. To progress higher accomplishments, great physical condition is additionally required. In common, nearly all sports require physical components, particularly amusement sports such as Football, Ball, Volleyball, Hockey and so on. Indonesia is included within the beat 5 whose populace cherishes football, particularly when the Indonesian National Group

competes and their favorite territorial group competes, even Indonesia beats nations that have competed within the World Cup and indeed nations that have won the World Cup. This is often appeared in figure 1 that Indonesia is included within the beat 5 nations whose populace adores football.

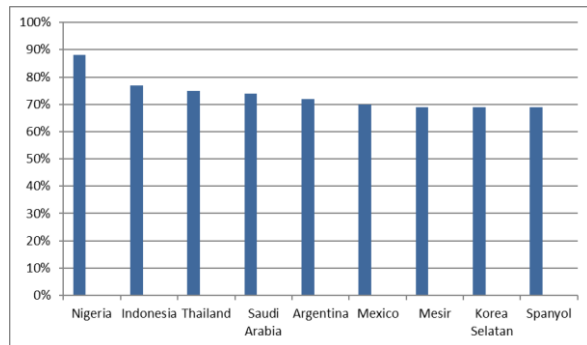


Figure 1. Countries whose Population Likes Football

Source: Nielsen Sports 2023



Figure 2. Logo of POR

1.1. UNI Football School

Concurring to Nielsen Sports, which conducted inquire about on nations whose citizens cherish football within the world, this think about utilized a test of a thousand inhabitants in each nation matured 16-69 a long time. Appearing that Indonesia is positioned moment with a populace that cherishes football with a presentation of 77%. Football includes a long history in Indonesia. A few enormous cities with a history of football such as Bandung, Surabaya, Malang, Medan and Jakarta, a few of the individuals consider their football group to be a culture, indeed amid the Dutch colonial period, youthful people made football a sport of resistance against colonialism. Whereas as of now football could be a sport that's cherished by all bunches in Indonesia from youthful to ancient. This makes an opportunity to set up a football school and one of them is in Bandung. Por Uni Football School. Competition in school soccer clubs (SSB) is exceptionally critical for the advancement of youthful players, empowering expertise enhancement, and making a sound competitive environment. This sound competition moreover makes a difference youthful players learn to work together, be taught, and endeavor for a common objective. Competitor Club Title. Por Uni Football School. SSB PETA Bandung, SSB Mandala Ganesha, SSB UNI, SSB Ruler, Persib Bandung Institute, SSB Prahara, POPAY JUNIOR Renewed, SSB OXYGEN FC, SSB Futsal AS

The administration of football clubs in Indonesia to ended up a proficient club is certainly not a simple thing. It is said to be proficient, specifically being able to carry out club administration by utilizing different assets possessed by the club so that the club can proceed to compete with very tall requests, particularly within the club subsidizing division such as player and coaching staff pay rates, convenience and transportation and a few other things (Haryanto et al., 2023, 2024; Refiater & Haryanto, 2024). It is exceptionally curiously to talk about the economy through football, when seen from the smallest point of view, within the amusement of football, it isn't as it were a coordinate that appears eleven against eleven and onlookers for football darlings both at domestic and overseas, but in we witness club proprietors investing cash fair to purchase a proficient and world-class player, the more modern speculators spend huge cash will be specifically relative to the quality of the football amusement (Coşkun, 2023; Sauer et al., 2024).

Other bolster for the football industry is seen within the expanding intrigued and excitement of the open, particularly guardians, to coordinate their children's football leisure activity. The impacts of the improvement of football that have been specified already, permit for expanded intrigued and eagerness from the Indonesian individuals, particularly for guardians who need to coordinate their children's football pastime. The reason of sports exercises for children is as a presentation to sports encounter, moving forward physical aptitudes, and building self-confidence (Haryani et al., 2022; Khoirul Anwar Pulungan et al., 2022). Football schools (SSB) are one of the divisions of football as an industry that welcomes financial specialists or proficient clubs both from inside the nation and overseas to contribute their assets to get comes about through the sports industry and of course this can be not fair to discover skilled abilities but as an improvement of their business. The suitable methodology can have a noteworthy effect on the decision-making prepare of understudies when choosing to the

interest of modern enrollments at Por Uni Football School. In arrange to attain this, the institution should make strides in a comprehensive way, both inside and remotely.

Taking after the choice to choose por uni football school, there's a near relationship between Advancement, Cost, and quality administrations. Kotler & Keller (2020) stated that the showcasing blend could be a set of devices that companies utilize persistently to realize their destinations within the target advertisement. The apparatuses are into seven wide bunches called the 7Ps in promoting. The showcasing blend of the 7Ps portrays the seller's sees on promoting devices to impact buyers. In this manner, it impacts the choice to select as in behavioral models, such as item, cost, put, advancement, individuals, physical prove, and preparation.

Agreeing with Kotler and Keller (2020), "Benefit quality, estimating and client fulfillment are three things that are closely related. The higher the level of quality, the higher the level of buyer fulfillment delivered, which underpins higher costs and lower costs". Fulfillment here is deciphered as intrigued in enrolling. Based on this hypothesis, item quality and estimating are anticipated to produce intrigued in enrolling. Within the preparation of choosing a soccer school, the calculation that can impact intrigued in enlisting for a great or benefit is the estimating arrangement.

Advancement is a movement that communicates item focal points and influences clients to purchase the item (Kotler and Armstrong., 2020). Concurring to other specialists, advancement is one component in a company's promoting blend that's utilized to illuminate, induce, and remind around the company's items. But it has not succeeded in influencing modern clients as it were with seriously advancement, there are still factors that got to be made strides in terms of advancement, both coordinate advancement and advancement through the media. Por Uni Football School carries out a fairly tall estimating methodology since of the preferences it has, this can be balanced to the natural circumstance and changes that happen, particularly competitor variables that make competition progressively tight, and continuously take under consideration competitor cost components as a rule for companies to decide costs.

The lower the level of shoppers believe in an item; the lower the consumer's buy is intrigued. Kotler (2020), Usually done by the proprietor of the POR UNI Football School in arrange to form focal points to face competition in arrange to extend intrigued in enlisting, buy intrigued is additionally shaped from buyer demeanors towards items comprising of shopper believe in brands and brand assessments, so that from these two stages the intrigued to purchase emerges.

2. RESEARCH METHODS

The protest of this investigate is the Por Uni Football School. In this think about, the creator analyzes the Impact of Benefit Quality, Cost and Advancement Blend on the Intrigued of Unused Candidates to Enlist at the Por Uni Football School. Sampel 160 Understudies, Self-Employed, Private Workers, Respectful Hirelings. Examination Plan and Speculation Testing: Uji F / Uji Demonstrate Goodne fit, Uji Hipotesis Uji Signifikansi (Uji t).

3. FINDING RESEARCH AND HYPOTHESIS

Table .2. Pearson Correlation

Correlations					
		X1	X2	X3	Y
X1	Pearson Correlation	1	.653**	.519**	.546**
	Sig. (2-tailed)		.000	.000	.000
	N	160	160	160	160
X2	Pearson Correlation	.653**	1	.744**	.554**
	Sig. (2-tailed)	.000		.000	.000
	N	160	160	160	160
X3	Pearson Correlation	.519**	.744**	1	.587**
	Sig. (2-tailed)	.000	.000		.000
	N	160	160	160	160
Y	Pearson Correlation	.546**	.554**	.587**	1
	Sig. (2-tailed)	.000	.000	.000	

Correlations					
		X1	X2	X3	Y
	N	160	160	160	160

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

➤ H1: There's an Impact of Benefit Quality on Intrigued in Enrolling Unused Registrants.

Based on the calculation of table 2. over, the relationship of Benefit Quality (X1) to the Intrigued of Modern Registrants (Y) at the POR UNI Football School is 0.653. The factual conclusion is that there's a positive and unidirectional relationship between Benefit Quality (X1) and Intrigued Modern Registrants (Y). The Assurance Coefficient (Kd) is 42.64%, meaning that the impact of Benefit Quality (X1) on Modern Registrant Intrigued (Y) is 42.64%. Whereas the remaining 57.35% is affected by other factors not inspected in this think-about.

➤ H2: There is an Influence of Price on Interest in Registering New Registrants.

Based on the calculation of table 2. over, the relationship of Cost Assurance (X2) to the Intrigued of Unused Registrants (Y) at the POR UNI Football School is 0.519. The measurable conclusion is that there's a positive and unidirectional relationship between Cost Assurance (X2) and Intrigued of Unused Registrants (Y). The Assurance Coefficient (Kd) is 26.93%, meaning that the impact of Cost Assurance (X2) on the Intrigued of Unused Registrants (Y) is 26.93%. Whereas the remaining 73.06% is affected by other factors not inspected in this consideration.

➤ H3: There is an Influence of Promotion Mix on Interest in Registering New Registrants.

Based on the calculation of table 2. over, the relationship of Advancement Blend (X3) to Intrigued in Enrolling Modern Registrants (Y) at the POR UNI Football School is 0.546. The factual conclusion is that there's a positive and unidirectional relationship between Advancement Blend (X3) and Intrigued in Enrolling Modern Registrants (Y). Based on the comes about of the person test investigation, it appears that the Service Quality variable features a more noteworthy impact compared to the Estimating and Advancement variables, which is 42.64%. Benefit Quality must be kept up since it contains a bigger rate compared to other factors.

➤ H4: There's an Impact of Benefit Quality, Cost and Advancement on the Intrigued of Modern Registrants to Enlist.

Table 2. Hypothesis Testing (F Test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	303.852	3	101.284	38.718	.000 ^b
	Residual	408.091	156	2.616		
	Total	711.944	159			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

From the table over, it can be seen that the F number esteem is $38.718 > F$ table 3.05, so H_0 is rejected and H_1 is acknowledged and the speculation test over can be expressed as substantial (critical) for the speculation put forward by the creator, specifically "Together, Benefit Quality, Estimating and Advancement have a critical impact on the Intrigued of Modern Registrants to Enlist at the POR UNI Football School. The greatness of the commitment of the factors meaning Benefit Quality, Estimating and Advancement to the Intrigued of Modern Registrants at the POR UNI Football School is shown by the greatness of the assurance coefficient (is the result of squaring the relationship coefficient increased by 100 percent) or R Square. From the comes about over, the assurance coefficient is 0.427 or 42.7%, meaning that the factors of Benefit Quality, Estimating and Advancement have an impact on the Intrigued of Unused Registrants by 42.7% and the remaining 57.3% is affected by other variables.

4. CONCLUSION

Based on the comes about of the ponder on the Quality of Benefit of the POR UNI Football School, Responsiveness plays a vital part in making customers feel comfortable and curious about coming and enrolling. The scope of the Responsiveness sub-variable is the capacity of a coach, these variables make Responsiveness have the most elevated normal esteem compared to other Benefit Quality sub-variables. Cost Reasonableness, Cost appropriateness with benefit quality, Cost competitiveness, Cost appropriateness and Rebates can be said to be great. This could be seen from the different reactions given to respondents, particularly the impact of Cost Appropriateness. Cost Reasonableness has the most noteworthy esteem among other sub-variables. With respect to the POR UNI Advancement Blend comprising Open Relations, Advertising, Direct Promoting and Media, it can be said to be great. This could be seen from the different reactions given to respondents, particularly the impact of Open Relations. Since Open Relations has the most elevated esteem among other sub-variables. Open Relations centers on great participation between POR UNI and its trade companies. That calculation makes Open Relations have the most elevated normal esteem compared to the Advancement Blend sub-variables. Intrigued in Enlisting which comprises of Referential Intrigued, Data Look and Visits to POR UNI Outlets is tall Referential and is the most elevated esteem compared to other Intrigued in Enlisting. The scope of the Referential intrigued sub-variable is curious about prescribing, In general, the Intrigued in Enrolling POR UNI shoppers is tall

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