



**CUSTOMER SATISFACTION TOWARDS ECO
ARDENCE FOOTBALL ARENA, SETIA ALAM,
SELANGOR**

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DECLARATION OF ORIGINALITY

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ABSTRACT

Regardless of the way that customer satisfaction is basic for business endurance, the connection between perceived service quality, service facility and customer satisfaction remained relatively underdeveloped and a review of these studies demonstrates that legitimacy and dependability issues presently cannot seem to be completely tended to. Along these lines, each network has been engaged with building up this games industry deliberately dependent on their inclinations. This article attempts to extract attributing factors that contribute to their satisfaction. The questionnaire was distributed among the Eco Ardence Football Arena user by using sampling method. The data collection involved a questionnaire to 244 participants from a total sample 300. The data was later collected and analysed using SPSS. The results showed that satisfaction was influenced by three groupings of factors: customer satisfaction, service facility and service quality. The outcomes indicated that there is a positive feedback toward service quality, service facility and customer satisfaction. Mean for each variable is high and the Cronbach's Alpha was levelling and consistent to the value of other objectives. It shows that all of our research objective and questions were responded in this project.

ABSTRAK

Terlepas dari cara kepuasan pelanggan adalah asas untuk daya tahan perniagaan, hubungan antara kualiti perkhidmatan yang dirasakan, kemudahan perkhidmatan dan kepuasan pelanggan masih relatif kurang berkembang dan tinjauan terhadap kajian-kajian ini menunjukkan bahawa masalah kesahan dan kebolehpercayaan pada masa ini sepertinya tidak cenderung sepenuhnya . Sejalan dengan itu, setiap rangkaian telah terlibat dengan membangun industri permainan ini dengan sengaja bergantung pada kecenderungan mereka. Artikel ini cuba mengekstrak faktor-faktor yang menyumbang kepada kepuasan mereka. Soal selidik diedarkan di kalangan pengguna Eco Ardence Football Arena dengan menggunakan kaedah persampelan. Pengumpulan data melibatkan soal selidik kepada 244 peserta dari jumlah sampel 300. Data kemudian dikumpulkan dan dianalisis menggunakan SPSS. Hasil kajian menunjukkan bahawa kepuasan dipengaruhi oleh tiga kelompok faktor: kepuasan pelanggan; kemudahan dan kualiti perkhidmatan. Hasil menunjukkan bahawa terdapat maklum balas positif terhadap kualiti perkhidmatan, kemudahan perkhidmatan dan kepuasan pelanggan. Purata bagi setiap pemboleh ubah tinggi dan alpha cronbach meratakan dan selaras dengan nilai objektif lain. Ini menunjukkan bahawa semua objektif dan pertanyaan penyelidikan kami telah dijawab dalam projek ini.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Nowadays, football is the most popular sport and it is dominated by all walk of life in Malaysia. This sport is played not only at the professional level but also played by most of the society in our country. So, every community has been involved in developing this sports industry voluntarily based on their interests. For example, the Klang Valley League (KVL) located around Klang Valley is one of the platforms led by the youths in developing the national football sports industry. We did this research to identify the level of customer satisfaction at Eco Ardence to find out either the service and quality meet the needs of customers or not. Our aim is to understand if there is a relationship between service quality, sport facilities and customer safety that may affect customer satisfaction.

1.2 Background of Study

The fierce competition in the commercial football field operator's industry has given many options to its players which has resulted in decision-making becoming increasingly complex. The increasing number of commercial football fields from year to year has provided various offers and services to consumers. Due to high and varied offers, consumers are becoming more selective in considering the decision to choose a football venue. The increasing competition in the industry with the products and services offered by almost every commercial field has raised awareness of the importance of each football field identifying the factors that influence the satisfaction of customers or players who come to their premises. Measuring customer satisfaction is very important to field owners to make improvements such as improving the quality of service and smooth operation management to be delivered to

customers. The higher the quality of service the more satisfied the customer. Giese and Cote (2000) define satisfaction as “varied and variable affective and affective responses to specific aspects of acquisition and / or use that occur in a timely manner when an individual evaluates the object.”

1.3 Problem Statement

In the beginning of the year 2019, football activists have been shocked with a news of two deaths at the commercial football field located in Selangor, both cases occurred accidentally due to negligence of the organizers and the owner of commercial football field (Ian Johan Ariff, Astro Awani, 2019). As a result, most customers decided not to use the services offered which affect the customer satisfaction. Based on this incident, we are concerned about this issue and interested in conducting a research on the relationship between service quality factors, facilities condition and safety perception towards customer satisfaction with Eco Ardence Football Arena, Setia Alam, Selangor. The impact of poor maintenance may restrict communities support in playing football because of facilities that are not protected and fit to be utilized. According to researches determining the factors that affect the customer satisfaction, they suggest that as leisure sport facilities continue to be preserved, renovated and built. Few of the decisions about facility design, aesthetics, and layout are based on research into the effects of physical facilities elements on customer satisfaction (Wakefield & Blodgett, 1996). This lack of research about how physical elements of the service scape affect customer satisfaction could be the reason why few building design decisions appear to be based on what users' desire from facilities (Fortner, 1999; Nelson, 2001). Arguably, the built environment is one of the easiest aspects of a service business to improve and control. This can be achieved through the proper planning of layout, aesthetics, atmospherics, signage, furnishings, and flow of facility elements, and can help enhance the service experience for both staff and customers. The problem is not what customers can do for the venue; rather, what customers want from a facility and what planning and design changes a manager can make in order to better meet customer expectations about what a leisure-sport facility should be. This leads to the purpose of this study.

1.4 Research Objectives

1. To study the scope level of service quality towards Eco Ardence Football Arena.
2. To inspect the scope level of sport facilities towards Eco Ardence Football Arena.
3. To investigate the scope level of customer safety towards Eco Ardence Football Arena.

1.5 Research Questions

1. What is the level of the service quality towards Eco Ardence Football Arena?
2. What is the level of the sport facilities towards Eco Ardence Football Arena?
3. What is the intensity of the customer safety towards Eco Ardence Football Arena?

1.6 Scope of the Research

The study focuses on the effects of service quality, venue facilities and customer safety towards customers' satisfaction at Eco Ardence Football Arena, Setia Alam, Selangor. The data will be collected from the customer in Eco Ardence Football Arena who will represent as the population. The study would be done through the utilization of online questionnaire to the customers as a survey and reference.

1.7 Significance of the Research

The researcher has some expectation from this research. The researcher hopes this research will help the management to improve their facility and environment of Eco Ardence Football Arena to gain a higher satisfaction from the users there.

i. Manager

This research will help the manager to identify which facilities is not provides satisfaction and choices to customer. In addition, the manager will improve the facility to make sure the customer of Eco Ardence Football Arena are satisfied with the facilities provided. This will attract more customer at Eco Ardence Football Arena.

ii. Staff

This research will help the management to improve their staff on how they entertained their customers who visit Eco Ardence Football Arena.

iii. Customer

The customer will satisfy with the improvement of the facilities and environment at Eco Ardence Football Arena. This research will help the customer to feel more comfortable and enjoyable while using the equipment at Eco Ardence Football Arena. Their safe environment will protect customers from having worst injuries. The customer will feel safe and sound.

The result of this research will help both parties to feel satisfied with all the environment and facilities provided. Having a great environment will reduce something unexpected that might happen to the customer. Eco Ardence Football Arena will attract more customer because of the facilities'' improvement. The customers of Eco Ardence Football arena will be happier and pleasure when using the facilities.

iv. Resident

This research will make the residents to enjoy the facilities around and allow them to visit Eco Ardence Football arena with their family. Since it is near to the residence area, they can gain new experience in watching football tournament in a new way rather than watching them on television at home. Moreover, the residents can participate or join the football match because they will not have to go to other places that is far away from the residence and from that, it will save their money and times.

1.8 Definition of Operational Terms

i. Customer satisfaction

Defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

ii. Safety perception

The wellbeing of individuals may be affected not only as a result of direct experience of harm but also as a result of a fear of harm. Individuals' perceptions of safety involve generalised judgements about the chance of injury or loss.

iii. Sport facilities

Enclosed areas of sports pavilions, stadiums, gymnasiums, health spas, boxing arenas, swimming pools, roller and ice rinks, billiard halls, bowling alleys, and other similar places where members of the general public assemble to engage in physical exercise, participate in athletic competition, or witness sporting events.

iv. Eco Ardence

Eco Ardence Football Academy is Little League Soccer's fourth training centre in Malaysia. Located at Ardence Arena and part of the Ardence Labs project, Eco Ardence Football Academy brings Little League's trusted brand of coaching and soccer development to Setia Alam.

1.9 Summary

As a conclusion, there are customers from Eco Ardence Football Arena in Selangor related to customer satisfaction. This research was conducted to see the customer satisfaction in dealing with their facilities and service quality.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter explains about the concept/theory of dependent variable of this study which is customer satisfaction and the literature review of the independent variables of this study which is service quality, sport facilities and customer safety.

2.2 Concept/Theory

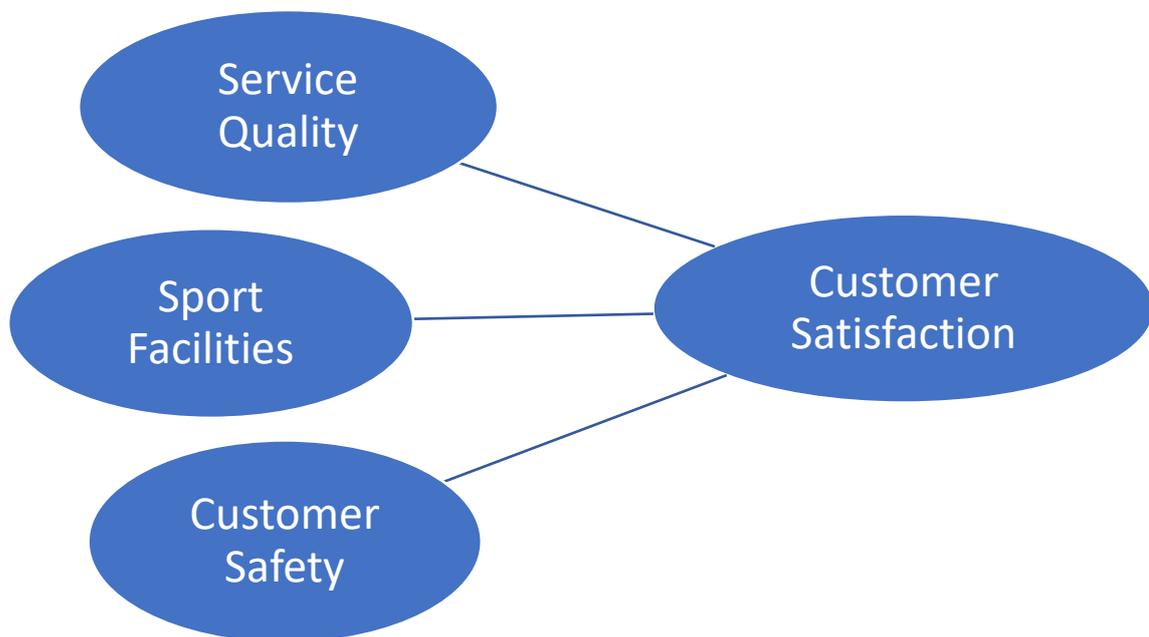


FIGURE 1

Figure 1 shows the dependent variable and independent variable.

2.2.1 Customer Satisfaction

Customer satisfaction has been defined as a customer's overall evaluation of performance for a current offering (Gustafsson, Johnson, & Roos, 2005). When customers are satisfied, this will lead them to being loyal to a company's services or products. Customer satisfaction that leads to their loyalty is associated with various factors including customer loyalty, service quality, sport facilities and customer safety. It is also recognized as a multiple-item measurement that evaluates such items as product price, service efficiency, service personnel attitude, overall business performance, and ideal business performance (Ostrom & Iacobucci, 1995). Other than that, satisfaction is a difference function between perception and expectation (Kotler, 1996). Accordingly, customer satisfaction is an expression of pleasure or disappointment resulting from a comparison between preconception expectation and post consumption perception. This is important to accurately measure the level of customer satisfaction in order to develop appropriate responses. Among the mentioned variables, this study explored customers' satisfaction regarding service quality, sport facilities and customer safety.

2.3 Literature Review

2.3.1 Service Quality

A service-oriented industry such as sports venues can be considered as a people industry, with the services intended to serve the users and guests of the venue such as spectators. Similar to hospitality organizations such as hotels, answering users' inquiries concerning a sports venue involves good people management; for example, questions about the venue's services, court availability, bookings, lost and found matters as well as payment methods (e.g. Bardi, 1990). In addition, customers expect reasonable level of quality with respect to the facilities and equipment, processes involved, environment and a range of other supplementary services (e.g. Teo et al., 2011; Voon and Lee, 2009). Likewise, staff of the

venue are also expected to be competent and friendly. These customer expectations may lead to more complexity and challenges in marketing event venues, as the image of the place is at stake; it is not an easy task attempting to sell an experience by relating it to the lifestyle or even the personality of users (e.g. Williams, 2006). As the industry moves towards stiffer local and global competition, service quality is increasingly perceived as a critical operational factor that contributes to the overall organizational performance. In addition to measures of process service quality like SERVQUAL, researchers have also considered what customers gain from the service, or the quality of the outcomes they receive (Groenroos, 1984) conceptualized service quality as comprising both process and outcome quality, which he referred to as technical quality. (Brady and Cronin, 2001) also proposed three distinct dimensions of service quality, they are interaction quality which focuses on the interaction between staff and customers, the quality of the physical environment and finally the quality of outcomes obtained by customers including the fulfilment of a customer's expectations from using the service. Howat (2018) suggest that in sports and leisure settings, such outcomes may be akin to the benefits that a customer obtains from the service experience.

2.3.2 Sports Facilities

Sports facilities means enclosed areas of sports pavilions, stadiums, gymnasiums, health spas, boxing arenas, swimming pools, roller and ice rinks, billiard halls, bowling alleys, and other similar places where members of the general public assemble to engage in physical exercise, participate in athletic competition, or witness sporting events. Sports and sports facilities development have improved rapidly over the past years in Malaysia. However, such improvements are inadequate compared to the overall development of sports at international level (Maassoumeh Barghchi, Dasimah Omar and Mohd Salleh Aman, 2010). The importance of sport infrastructure for sport participation in different sports has been mostly ignored (Pamela Wicker, Christoph Breuer, Lauren Schonherr, 2012). Besides that, manager should actively examine the current service from the perspective of customers and in the same way creatively redesign product service of organization and environment also where its service is delivered to their target customers (EL-Refae, 2012).

2.3.3 Customer Safety

Safety is the condition of a “steady state” of an organization or place doing what it is supposed to do. “What it is supposed to do” is defined in terms of public codes and standards, associated architectural and engineering designs, corporate vision and mission statements, and operational plans and personnel policies. For any organization, place, or function, large or small, safety is a normative concept. It complies with situation-specific definitions of what is expected and acceptable. In order to increase attendance, it is important for sport marketers to determine which factors most influence people to attend sporting events. This would allow marketers to implement effective market segmentation and targeting and can be used as a tool to help managers to determine those services required by spectators, plan and market events effectively (Crompton & McKay, 1997), better position their work (Scott, 1996), and initiate improvements for repeat attendance and increase revenues (Baker & Crompton, 2000). Sport tourism has additional features where safety and security are concerned. Since active participation in sports increases the possibility of injury, it seems that sport tourism implies a higher level of risks compared to other specific types of tourism. In this regard, course safety was proved to be an important attribute for active sport event tourists. Additionally, many sport events take place outdoors where safety is more difficult to ensure. The safety theme is also recognised as crucial in the context of sport facilities and spectator sports, as well as active sport tourists. Therefore, it is argued that sport tourists (both active and passive) may be more sensitive to safety issues related to a destination and an event in comparison with non-sport tourists (Marko Peric, Jelena Durkan & Vanja Vitezic, 2018).

2.3.4 Customer Satisfaction

As we mentioned above, it seems like it should be really simple to define what customer satisfaction is. Really, customer satisfaction is a reflection of how a customer feels about your company. It's the comparison between customer expectations and the type of experience they actually receive from your brand. Sport and fitness centres are customer orientated organizations. It is argued that a customer of a sport centre is satisfied whenever his/her needs, real or perceived, are met or exceeded (Gerson, 1999). While it is widely accepted by both practitioners and academics that satisfying customers' needs and wants is one of the crucial issues for the success of sport organizations, there have been limited efforts to investigate empirically the concept of customer satisfaction within sport organizations (Chelladurai, 1999). This might be related to the difficulties in measuring satisfaction due to the special characteristics of sport services. Sport centres are complex organizations. The products are the facilities (e.g. football field) and the activities offered (e.g. football league) (Torkidsen, 1992). These are in fact the means of getting to the real product, since the experience of participation is the unit of exchange with the customers.

2.4 Summary

Overall, this chapter provides a better understanding on both dependent and independent variables of the study. More specifically, how independent variables which is service quality, sport facilities and customer safety interaction affects dependent variable which is customer satisfaction.

CHAPTER 3

METHODOLOGY

3.1 Introduction

The past section has talked about the calculated structure, idea, and the literature review. This study clarifies on how the fundamental information and data to address the research destinations and questions was gathered and analyzed. This section contains the research approach which associated with research structure, how the sample were chosen, what sort of instrument utilized in research, what method utilized in testing information and how the survey was created. This study is led entirely by graphic and correlative utilizing surveys. Surveys additionally disseminated among the Eco Ardence customer in Setia Alam, Selangor, Malaysia.

3.2 Research Design

Quantitative methods emphasize objective measurements and the statical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statical data using computational techniques (Babbie, Earl R., 2010). The data will be measured with the goal that it will accomplish the target of our study. This way can be used to generalize concepts more widely, predict future results or study causal relationships.

3.3 Data Collection Methods

Information assortment strategy implies gathering data to address those basic assessment addresses that the creator has recognized before in the assessment cycle. It is a significant part of a research study. For the most part, there are two kinds of information which are essential information and optional information. Essential information is the information gathered from utilizing strategies like studies, meetings, or exploration. In this examination, the technique utilized is surveys. The instances of the inquiries are straightforward and direct. While additional information is gathered by the users of Eco Ardence Football Arena. Optional information can be found on articles, distribution and any related. All together guarantee that the legitimate and trusted of study, it regularly will utilize both essential and additional information. As per an inquiry, messages were sent to instructional innovation list serve and were additionally sent straight forwardly to the owner of Eco Ardence Football Arena. All the information depends on the information assortment strategy. Quantitative strategy was utilized in this study as the information assortment technique. The data were collected from the respondents through questionnaire. This strategy was picked for certain reasons, for example, being able to be created in less measure of time contrasted with other information assortment strategies, being equipped for gathering information from an enormous number of respondents, permitting various inquiries from the owner, giving broad adaptability in information study lastly, being practical.

3.4 Research Instruments

Research instruments are tools developed by researchers to reach their stated objectives when carrying out a research study. In other words, research instruments are designed tools that aid the collection of data for the purpose of analysis.

The Nominal Scale and Likert Scale has been picked in this study. In Section A, we utilize Nominal Scale to study the demographic profile of the samples. The Likert Scale has been utilized in Section B, Section C and Section D.

The psychometric scale ordinarily use in this survey is Likert Scale. Likert Scales allow for degrees of opinion, and even no opinion at all. Therefore, quantitative data is obtained, which means that the data can be analysed with relative ease. Offering anonymity on self-administered questionnaires should further reduce social pressure, and thus may likewise reduce social desirability bias. Paulhus (1984) found that more desirable personality characteristics were reported when people were asked to write their names, addresses and telephone numbers on their questionnaire than when they told not to put identifying information on the questionnaire.

The five-point scale can be label as:

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

In this research, there are four sections in the questionnaire which is Section A, Section B, Section C and Section D.

3.4.1 Section A

Section A will be a segment of the respondent foundation which is the specialist give question about the respondent's gender, age, race, profession and state whether they had recently partaken in any game occasion to respondent at irregular player Eco Ardence. The scaling methods that have utilized for this segment is Nominal Scale.

3.4.2 Section B

Section B is looking for respondent opinion towards the perception of service quality by the staff of Eco Ardence. This section will focus on how they treat their customer and how

to improvise it so that the customer will be satisfied. The scaling methods that will be used is Likert Scale.

3.4.3 Section C

Section C is focusing on level of satisfaction towards the sport facilities provided by Eco Ardence Football Arena to the players and visitors. This section will observe whether the Eco Ardence Football Arena's management should improve their sport facilities.

3.4.4 Section D

Section D will directly targeting on customer safety issue that can affect their satisfaction towards Eco Ardence. Since safety is the most priority policies, this section will expose the level of safety in this area regarding on the equipment, safety rules and safety precautions.

3.5 Sampling Techniques

3.5.1 Population

The type of sampling technique used in this research is Non Probability Sampling. In this type of population sampling, members of the population do not have equal chance of being selected. Due to this, it is not safe to assume that the sample fully represents the target population. It is also possible that the researcher deliberately chose the individuals that will participate in the study. Convenience sampling is used for this research. Convenience sampling is a type of nonprobability sampling where members of the target population that meet certain practical criteria, such as accessibility, geographical proximity, availability at given time, or the willingness to participate are included for the purpose of the study (Dornyei Z, 2007).

3.5.2 Research Sample

The sample for this research will be involving the users of Eco Ardence Football Arena.

3.6 Data Analysis Method

Data analysis is a method in which data is collected and organized so that one can derive helpful information from it. The data are analysed using quantitative method. In other words, the main purpose of data analysis is to look at what the data is trying to tell us. The purpose of Data Analysis is to extract useful information from data and taking the decision based upon the data analysis. Also, it can be characterized as exercises performed to change the consequences of information from the study into new data that can be utilized in reaching inferences.

Information study is a technique to control and present information in a measurable way. The information is gathered from the result of questionnaire. Microsoft office and the IBM 'Measurable Package for The Social Sciences' (SPSS) are utilized by the researcher to record the secure information. In this study we study whether positive or negative view of customer value held by a customer which effect on customer satisfaction.

3.6.1 Pilot Study

Pilot study is a questionnaire testing process involving a group of small respondents. According to Sabitha (2005) in Uma (2018), the purpose of pilot study is to test its suitability and accountability to the respondent understanding. By conducting the pilot study, researcher can get a chance to improve or change items that are unsuitable, vague and confusing to the respondent (Uma, 2018, Ahmad Mahdzan, 2007 and Sabitha, 2005).

A pilot study was conducted on Eco Ardence Football Arena users with 42 respondents. Based on the pilot study conducted, all items in the questionnaire can be accepted with the reliability value above than 0.7. Table 1 describes the data of reliability Cronbach's Alpha for research instruments lies in between 0.938 to 0.946.

Table 1: Reliability Coefficients for Each Variable (N=42)

Section	Variables	No. of Items	Item Deleted	Cronbach's Alpha
B	Service quality	6	0	0.946
C	Sport facility	7	0	0.943
D	Customer safety	10	0	0.938

3.7 Summary

Generally speaking, this section examined about the population, test, techniques, and methods used to assess the study. The information that were gathered are then examined and the outcomes are shown. The research methodology used to meet the research question that have made in chapter 1.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 Introduction

Data gathered from respondent were analysed using Statistical Package for Social Science (SPSS). SPSS is a data management and analysis program which design to do statistical procedures like analysis, including descriptive statistics as well as sophisticated inferential statistical procedures. A frequency analysis was run and data were cleaned to ensure that data were correctly coded and entry. Descriptive statistics that consist of means, percentages and frequencies. Inferential statistical procedure conducted includes test such as partial correlation and multiple regression. Partial correlation is a measure of the strength and direction of a linear relationship between two continuous variables whilst controlling for the effect of one or more other continuous variables ('covariates' or 'control' variables). Although partial correlation does not make the distinction between independent and dependent variables, the two variables are often considered in such a manner. Multiple regression is to study the relationship between a dependent variable and two or more independent variables for explanation and eventually predict a model relating the different variables. (Hair, 2010; Pallant, 2011).

4.2 Response Rate

Response rates, also known as completion rate or return rate is the number of people who answered the survey divided by the number of people in the sample. It is usually expressed in the form of percentage. The response rate can also apply to individual questions.

A set of self-administrated questionnaire were distributed to the respondent via link by using Google form and the researcher manage to collect the 244 answers from a total sample of 300 respondents. The equal of rate of respond was 81.33%.

4.3 Demographic Profile of Respondents

The characteristic of a population are demographics. All typical examples of demographics that are used in surveys have the characteristics such as age, gender, profession, location and others.

The demographic profile of the respondents has been identified in section A of the questionnaire. This section shows the background of the respondents and the overall respondents are 244.

A total of 4 questions were asked to collect the data regarding to the respondents' gender, age and profession.

Table 4.1 Demographic profile of respondents

	PROFILE	Frequency (N)	Percentage (%)
GENDER	MALE	163	66.8
	FEMALE	81	33.2
PROFESSION	STUDENT	172	70.5
	EMPLOYED	59	24.2
	UNEMPLOYED	13	5.3
AGE	11 – 20	147	60.2
	21 – 30	62	25.4
	31 – 40	10	4.1
	41 – 50	9	3.7
	50 to highest	16	6.6

Source: Developed for the research

4.3.1 Gender

Table 4.2 Respondent gender

	PROFILE	Frequency (N)	Percentage (%)
GENDER	MALE	163	66.8
	FEMALE	81	33.2

Source: Developed for the research

The result of gender analysis consists of 163 male which is 66.8%, while the number of female respondents are 81 people or 33.2%.

4.3.2 Profession

Table 4.3 Respondent profession

	PROFILE	Frequency (N)	Percentage (%)
PROFESSION	STUDENT	172	70.5
	EMPLOYED	59	24.2
	UNEMPLOYED	13	5.3

Source: Developed for the research

The respondents' profession are based on the data collected, most of the respondents are students which amounted 172 people or 70.5%. Then, followed by employed respondents which total in 59 people or 24.2%. Lastly, unemployed respondents are only 13 people or 5.3%.

4.3.3 Age

Table 4.4 Respondent age

	PROFILE	Frequency (N)	Percentage (%)
AGE	11 – 20	147	60.2
	21 – 30	62	25.4
	31 – 40	10	4.1
	41 – 50	9	3.7
	50 to highest	16	6.6

Source: Developed for the research

According to the table, most of the respondents are in the age of 11 to 20 years old with a total of 60.2% or 147 people. The second highest are in the age of 21 to 30 years old with 62 people and 25.4%. Then, 16 people or 6.6% are in the age of 50 and above. After that, about 10 people or 4.1% are in the age of 31 to 40. Lastly, only 9 people or 3.7% of them are in the age of 41 to 50.

Section A of the questionnaire consists of 4 questionnaire which is gender, age, profession and the respondents' living area. However, in this report, we only include 3 out of 4 items due to a few circumstances. The respondents' living area in this research are not significance because there are too many locations of living areas that are were collected from the data.

4.4 Reliability and Normality Analysis

The reliability of each item in the instruments was measured using the Cronbach's Alpha Coefficient. Each dimension of the questionnaire was calculated separately to facilitate clear understanding. The reliability analysis is then conducted to derive the consistency of a measuring instrument in measuring whatever concept it is measuring. Reliability of measure is an indication of the stability and consistency with which the instrument the concept and helps to assess the "goodness" of a measure.

Table 1: Reliability Coefficients for Each Variable (N=244)

Variables	No. of Item Items	Deleted	Cronbach's Alpha
Service quality	6	0	0.927
Sport facility	5	0	0.927
Customer safety	10	0	0.942

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Pallant J., (2011). Based on the table appended, all variable that addressed in the questionnaire achieved reliability of 0.8 above to the fact that the items in the questionnaire is reliable because had already been used and tested by other researchers in the same field of study. More or less this result also showed that the questionnaire is understandable and align with the situation. The coefficient alpha for the dimension of customer safety pursuing high coefficient values of 0.942, followed by the service quality and sport facility in the second placed with the coefficient values of 0.927. Because of the questionnaire is adopted based on previous studies, adapted process are used, and a few amendments have been done on the wording of the items. The amendments were trusted not to change the original means of the questions and this was proven with the tremendous of coefficient values. The reason why we reduced the questions from the pilot test at the variable of sport facility is because the previous question at the pilot test are more or less the same so that is why we reduced it to the point that only specific questions will be asked to the respondents.

Table 2 describes the results of the normality test for the constructs in the measurement model. The results of the main assumption in the maximum likelihood Estimation (MLE) method, which is based on skewness and kurtosis, show that the data sets of all constructs are normally distributed and have skewness and kurtosis of less than +/-2. The skewness ranged from -1.754 to -0.830, and the kurtosis ranged from -1.023 to 1.655.

Table 2: The Assessment for Normality of Data Distribution

Variables	Skewness	Kurtosis	Distribution Statuses
Service Quality	-0.830	-1.023	Normal
Sport Facilities	-1.754	1.655	Normal
Customer Safety	-1.304	0.105	Normal

Multicollinearity is a problem when the independent variables are highly correlated (0.8- 0.9). Independent variables should not be highly correlated with each other, and the norm is in the range of low to moderate correlation as it does not pose any serious problems. This assumption can be assessed by determining the Variable Inflation Factor and tolerance. The VIF for each independent variable is calculated by a multivariate with one of the independent variables as a dependant. The process is repeated by replacing each independent variable as a dependent variable. According to Tabachnik and Fidell (2007), the following are the interpretation of VIF: 1) $VIF < 3$ (not a problem); 2) $VIF > 3$ (potential problem); and 3) $VIF > 5$ (very likely to cause problem). For this study, the correlations below 0.8 between the independent variables, ranging from -0.206 – 0.797, indicate the non-existence of multicollinearity. In addition, the VIF value for the independent variable, ranging from 1.080 to 2.737, also shows that there is no potential multicollinearity problem. The descriptive statistics were also calculated for each construct to investigate their level among the respondents. The three levels of categories according to the mean consist of **low (1.00 – 2.33)**, **medium (2.34 -3.67)** and **high (3.68 – 5.00)** (Mohd Najib Ghafar, 2004).

Table 3: Descriptive Statistics for Service Quality (N=244)

Service Quality (Mean=4.0895, SD=0.671)				
Items		Mean	SD	Level
1.	Service quality is up to expectation.	4.14	.728	High
2.	The staff always willing and ready to provide good service.	4.09	.759	High
3.	The management takes interest solving customer's problem.	4.02	.804	High
4.	The staffs provide personal attention to customers.	4.01	.856	High
5.	Performing right service at the first time.	4.05	.810	High
6.	I recommend this place to someone who seeks my advice.	4.23	.744	High

Table 3 shows the descriptive statistics for the service quality. Overall, the mean of the service quality stands at 4.0895 (high). However, the value is only 0.1405 difference between high level 4.23. All item scored a moderate level mean. Among these moderate levels of means, "I recommend this place to someone who seeks my advice." item has the highest mean (Mean=4.23). This means that the respondents were satisfied with the service quality at Eco Ardence Football Arena.

Table 4: Descriptive Statistics for Sport Facilities (N=244)

Sport Facilities (Mean=4.2852, SD=0.6486)				
Items		Mean	SD	Level
1.	The facility is clean and well maintained.	4.32	.688	High
2.	The facilities available are all in a good condition.	4.28	.741	High
3.	The facilities are attractive and safe to use.	4.27	.759	High
4.	The facilities provided are comfortable	4.25	.747	High
5.	I enjoyed the facilities provided and would probably come again in the future.	4.30	.747	High

Table 4 shows the descriptive statistics for sport facility. Overall, the sport facility is at high level (Mean=4.2852). There are 5 out of 5 item that indicate a high level of sport facility. Out of the 5 items, “The facility is clean and well maintained” has higher mean (Mean=4.32). This indicates that the respondents were satisfied with the sport facility for “The facility is clean and well maintained”. However, “the facilities provided are comfortable” has moderate mean. This shows that the respondent was least satisfied with the comfortless of the facility.

Table 5: Descriptive Statistics for Customer Safety (N=244)

Customer Safety (Mean=4.1701, SD=0.65456)				
Items		Mean	SD	Level
1.	The safety information on use is well provided.	4.24	.766	High
2.	I do know the nearest assembly point.	4.00	.896	High
3.	I feel safe playing soccer in this football arena.	4.24	.772	High
4.	I recognize all the hazards at the football arena.	4.16	.827	High
5.	I do believe all accidents can be prevented.	4.13	8.31	High
6.	I am satisfied with the securities features available here.	4.20	.757	High
7.	Customer learn that they are expected to follow good safety practices.	4.19	.811	High
8.	Customer are told when they do not follow a good safety practice.	4.09	.843	High
9.	The safety of customers is a big priority with the management.	4.21	.792	High
10.	All sports equipment provided is safe for me to use.	4.23	.768	High

Table 5 shows the descriptive statistics for the customer safety where it shows the level concerned. Overall, the mean of the customer safety stands at 4.1701(high). However, the value is only 0.1701 difference between low level of 4.00. All of the 10 items scored a moderate level mean. Among these moderate levels of means, “The safety information on use is well provided and I feel safe playing soccer in this football arena” item has the highest mean (Mean=4.24). This means that the respondents were very worried by equipment safety. On the other hand, the remaining 8 item has low level of mean. Among these low-level means, “I do know the nearest assembly point” item had the lowest level of mean (Mean=4.00). This indicates that the respondents were least worried about the nearest assembly point.

Table 6: Mean Level According to Variables

Variables	Level	Frequency	%
Service Quality	Low (1.00 – 2.33)	1	4
	Medium (2.34 – 3.67)	79	32.4
	High (3.68 – 5.00)	164	67.2
Sport Facilities	Low	1	4
	Medium	45	18.4
	High	198	81.1
Customer Safety	Low	1	4
	Medium	59	24.2
	High	184	75.4

Table 6 shows the mean level according to variable. Based on the table, all of the variables which is Service Quality, Sport Facilities and Customer Safety have high level of mean which indicates a high satisfaction. Among all of the three variables, Sport Facilities has the highest level of mean which indicated a high level of satisfaction among the respondents. Finally, Service Quality has the lowest high level of mean between the other 2 variables and it indicated a low level of satisfaction among the others.

4.5 Summary

Overall, the following chapter sums up the general data and demographic profile of the respondent examined with the alpha coefficient of Cronbach. In this analysis, we used independent variables for all levels of study, primarily at a high level. In the next chapter, we will address the explanation and expectation for this result.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this last chapter, a conclusion based on the previous chapter of the findings on The Customer Satisfaction Towards Eco Ardence Football Arena. This include discussing the research limitations, future recommendation as well as summarizing the finding gathered from chapter 4.

5.2 Discussion

After taking samples and meticulously investigate all the factors, we can conclude that:

1. The level of Service Quality is high (67.2%), thus proving our first hypothesis that Service Quality have positive impact towards Eco Ardence Football Arena.
2. The level of Sport Facility is high (81.1%), thus proving our second hypothesis that Sport Facility have positive impact towards Eco Ardence Football Arena.
3. The level of Customer Safety is high (75.4%), thus proving our third hypothesis that Customer Safety have positive impact towards Eco Ardence Football Arena.

Researchers have looked at the level of customer satisfaction on service quality, customer safety and sports facilities. On average, customers are happy with the equipment and services offered. The mean level is based on the variable, which is the customer satisfaction shows at a high level. For example, studies have shown that the majority of customers strongly

agree with the atmosphere and conditions at the sports centre. It is important to know whether the variables will affect customer satisfaction. In the questionnaire, such as service quality, sports facilities and customer safety have been stated. Most of the respondents were comfortable with all of these variables, and the results have also shown there is a high degree of customer satisfaction. Previous studies have shown that customers are satisfied with the quality of service, sports facilities and customer safety at the sports centre. Customer satisfaction has been defined as a customer's overall evaluation of performance for a current offering (Gustafsson, Johnson, & Roos, 2005)

As a result of this study, most of the customers strongly agree that the quality of service, sports facilities and customer safety by Eco Ardence Football Arena Setia Alam are good. Customers find the quality of service, sports facilities and customer safety at Eco Ardence Football Arena are in good condition. These can be proven through the mean level based on these variables. Three of the variables are at the high level. The research showed that the customers strongly agree with the staff willingness to provide good service, sports facilities cleanliness and safety information provided. Eventhough Eco Ardence Football Arena Setia Alam had a bad rating in the past, but customers still agree that the service quality, sports facilities and customer safety are good. Based on all the variables, customer satisfaction can be calculated. In the questionnaire, such as service quality expectation, maintenance and cleanliness of sport facilities and customer safety information provided, all these factors have been shown. The majority of respondents are happy with all the variables and the final results also show that there is a high degree of customer satisfaction.

5.3. Limitation of Study

Although our findings may be useful, there are several limitations that may cause minor bias. As students, the biggest limitation would be time, as we also had other duties to fulfil for other courses at the same time. Therefore, the time available in researching thoroughly would be limited, but researcher still tries to provide comprehensive information of the study.

Secondly, due to the Covid-19 outbreak still on-going, our geographical scope sample is limited to Klang Valley Eco Ardence Football Arena users only and gathering responses through online method. There is the possibility where some of the population would still miss, thus causing slight bias.

Finally, the research was only carried out directly between the factors and the sample. There might be other factors that come into play between these, and so the findings for the research might not be too accurate.

5.4 Recommendation

Based on the findings and conclusion of the study, here are several recommendations for future research:

1. Processing the statistics to get extra accurate result or maybe can use suitable evaluation approach to get the significance between variables.
2. Extra goal for destiny studies in developing new goal to increase greater satisfaction of client closer to provider, environmental, staff efficiency and so on.
3. We're having this project throughout pandemic and seeing that we're making our venture for the duration of Movement Control Order (MCO). So, we will meet our respondent at once and it's additionally affected our pattern. Our recommendation for future studies is to get via respondent immediately to distribute their survey. It is very effective manner and probably can get greater sample.
4. This study turned into restricted to the investigation at Eco Ardence Football Arena, Setia Alam. In addition, our recommendation for destiny studies, we need to explore more football arena in Selangor and use a larger pattern size to dig greater

APPENDIX A

Ghantt Chart

Activities	Month/Week													
	August			September				October				November		
	2	3	4	1	2	3	4	1	2	3	4	1	2	3
Title Determination														
Literature Review														
Consultation with Supervisor														
Preparation of Proposal														
Instrument Preparation and Data Collection														
Data Analysis														
Writing a Draft Project														
Final Review and Draft														
Final Project Submission														

Questionnaire

**Customers satisfaction towards Eco Ardence Football Arena,
Setia Alam**

The following are questions about customers satisfaction towards Eco Ardence Football Arena, Setia Alam. All feedback will be PRIVATE and CONFIDENTIAL information.

Thank you

SECTION A: DEMOGRAPHIC

1. Gender:

Male

Female

2. Age:

19 – 30

31 – 40

Above 41

3. Profession:

Student

Employed

Unemployed

APPENDIX B

4. Where are you from?

Shah Alam

Klang

Kuala Lumpur

Subang Jaya

Others: (_____)

Description of Scale:
1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Strongly Agree

SECTION B: SERVICE QUALITY

No.	Statement	1	2	3	4	5
1.	Service quality is up to expectation					
2.	The staff always willing and ready to provide good service.					
3.	The management takes interest solving customer's problem					
4.	The staffs provide personal attention to customers.					
5.	Performing service right the first time.					
6.	I recommend this place to someone who seeks my advice					

APPENDIX B

SECTION C: SPORT FACILITIES

No.	Statement	1	2	3	4	5
1.	The facility is clean and well maintained					
2.	The facilities available are all in a good condition.					
3.	The facilities are attractive and safe to use					
4.	The facilities provided are comfortable					
5.	I enjoyed the facilities and would probably come again in the future.					

SECTION D: CUSTOMER SAFETY

No.	Statement	1	2	3	4	5
1.	The safety information on use is well provided					
2.	I do know the nearest assembly point.					
3.	I feel safe playing soccer in this football arena.					
4.	I recognise all the hazards at the football arena					
5.	I do believe all accidents can be prevented					
6.	I am satisfied with the securities features available here					
7.	Customer learn that they are expected to follow good safety practices					
8.	Customer are told when they do not follow a good safety practices					
9.	The safety of customers is a big priority with the management					
10.	All sport equipment provided is safe for me to use					

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