

## Consumer Satisfaction with the Digital Features Available in the Sports Hall Booking Application

Mahendra Wardhana<sup>1\*</sup>, Hijrin Fithroni<sup>2</sup>, Achmad Kautsar<sup>3</sup>, Loggar Bhilawa<sup>4</sup>, Corry Liana<sup>5</sup>, Kaish Isaac Philip<sup>6</sup>

<sup>1,2,3,4,5</sup> Universitas Negeri Surabaya, Indonesia

<sup>6</sup> International Training Institute, Papua New Guinea

### Abstract

UNESA's sports facilities are managed through units such as the Sports Hall and Sports Center, with a structured field reservation system managed through an online booking application. Professional management clearly requires further research to determine the level of consumer satisfaction at UNESA's Sports Center.

This study uses a qualitative descriptive approach. The study population was all UNESA Sports Hall customers who use the facilities, both regular and non-regular users. To obtain a representative picture of satisfaction with the online booking application, this study sampled 300 consumers. Data collected through the questionnaire were analyzed using SPSS (Statistical Package for the Social Sciences).

The findings of this study demonstrate that consumer satisfaction with the Sports Hall UNESA online booking application lies within the "Good to Very Good" category. Most users appreciate the convenience and efficiency provided by the system, particularly in terms of ease of use, which emerged as the strongest performance indicator. The application has successfully simplified the booking process and reduced the need for manual queueing, ultimately creating a more streamlined experience for consumers who rely on Sports Hall UNESA.

### Keywords:

Consumer Satisfaction, Professional Management, Sports Hall UNESA online booking application,

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\*Corresponding author

Email: [mahendrawardhana@unesa.ac.id](mailto:mahendrawardhana@unesa.ac.id)

## INTRODUCTION

The sports industry has seen significant growth over the past two decades, both globally and nationally. Sport is no longer viewed solely as a physical activity, but has evolved into a major industry encompassing products, services, technology, and even entertainment. Sports consumers possess unique characteristics because they engage in physiological, psychological, and social aspects. Their preferences are often influenced by intrinsic motivations such as health, enjoyment, and self-achievement, as well as extrinsic motivations such as social trends, community, and technological advancements. This development has fueled a growing number of consumers who make sport an integral part of their lifestyle.

Sport is now no longer viewed simply as a physical activity, but rather as a necessity for achieving balance between body and mind. Despite increasing awareness of the benefits of exercise, many individuals remain inconsistent in their practice (Anita, 2020). This situation suggests the role of other factors influencing participation, such as personal motivation and environmental support in the form of sports facilities (Tambaip et al., 2023). Adequate sports facilities play a crucial role in supporting a healthy lifestyle. Completeness of equipment, comfortable facilities, and good accessibility can create a positive experience that strengthens consumers' decisions in choosing a fitness center (Wicaksono et al., 2025; Yacshie et al., 2020).

Social influence in fitness choice clearly refers to the behavior of social groups that influence or change an individual's previous perceptions, intentions, or adoption after interacting with other groups or individuals (Laksmawati et al., 2024). This goes beyond mere verbal communication and influences their understanding and perceptions. Edenbrandt & Nordström (2023) discuss consumer awareness and value orientations focused on sustainability as drivers of responsible consumer behavior, as they demonstrate that social norms and values are important determinants of consumer attitudes and actions toward the environment, thus creating consumer satisfaction. Satisfaction is key to consumer loyalty (Oliver, 1999). Satisfaction encourages repeat behavior because it has a positive impact and provides good value, as found (Darmawan & Ekawati, 2017).

Surabaya State University (UNESA) is known as a university with a strong commitment to making a positive impact and providing high value in the field of sports, both in academics and infrastructure. The presence of facilities such as an international stadium, sports hall (GOR), athletic fields, international-standard futsal courts, a FIBA-standard basketball hall, a swimming pool, and a fitness center demonstrates UNESA's commitment to

providing infrastructure that not only supports education but also athlete development and the organization of large-scale sporting events.

UNESA's sports facilities are managed through units such as the Sports Hall and Sports Center, with a structured field reservation system managed through an online booking application. This system facilitates facility use for students, faculty, the general public, and event organizers wishing to host sporting events. Professional management clearly requires further research to determine the level of consumer satisfaction at UNESA's Sports Center.

## **LITERATURE REVIEW**

### **E-Satisfaction**

In efforts to meet customer satisfaction, companies are required to understand the shifting needs and desires of consumers, which are constantly changing. Buyers will make decisions after forming a perception of the value of an offering; post-purchase satisfaction depends on the offering's performance compared to their expectations (Salam, 2016). Consumer satisfaction is defined by Kotler and Keller (2016) who state: "Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations." Consumers can experience one of three general levels of satisfaction: if performance falls below expectations, consumers will feel disappointed; if performance meets expectations, customers will feel satisfied; and if performance exceeds expectations, customers will feel very satisfied, happy, or delighted. In the world of e-commerce, satisfaction is known as *esatisfaction*. The definition of *e-satisfaction* is similar to satisfaction, namely, a post-consumption evaluation of how well a product or service provider meets online consumer expectations (Revita, 2016).

Chou et al. (2015) define *e-satisfaction* as a customer's satisfaction with a previous shopping experience with a particular online store. Al-Dweeri et al. (2017) state that consumers who are satisfied with a service tend to repurchase the product and reuse the service when the same need arises in the future. Furthermore, according to Susanti (2016), online customer satisfaction is also a customer's evaluation of the product consumed, considering the sacrifices made to obtain the desired product. If the sacrifices made by the customer match what is obtained from a product, then customer satisfaction will arise in online shopping. According to Ahmad et al. (2017), *e-satisfaction* is when a product or service exceeds consumer expectations. The level of buyer satisfaction is determined after comparing the purchase experience and expectations with the post-purchase experience.

E-Satisfaction indicators according to Udo et al. (2010), e-Satisfaction has the following indicators: a. I am satisfied with my previous online shopping experience. b. Online shopping is a pleasant experience. c. Overall, I was satisfied with my e-service experience.

## RESEARCH METHOD

This study uses a qualitative descriptive approach to provide an in-depth overview of consumer satisfaction levels with the use of the online booking application at the Surabaya State University (UNESA) Sports Hall. This approach was chosen because it allows researchers to directly understand consumer perceptions, experiences, and comfort levels based on their responses without manipulating variables. Therefore, this study focuses on capturing the actual conditions of online booking system use and consumer responses regarding its effectiveness and convenience.

Data collection techniques in this study involved questionnaires and documentation. The questionnaire was used to obtain primary data regarding consumer satisfaction levels in several aspects, such as ease of use, speed of access, clarity of information, system reliability, and the overall experience when using the UNESA Sports Hall online booking application. The questionnaire instrument included both closed-ended and open-ended questions to provide both quantitative and qualitative insights from respondents. Meanwhile, documentation techniques were used to collect secondary data in the form of booking system profiles, application usage records, sports hall management reports, and other relevant administrative data.

The study population was all UNESA Sports Hall customers who use the facilities, both regular and non-regular users. To obtain a representative picture of satisfaction with the online booking application, this study sampled 300 consumers. The sampling technique used was simple random sampling, which randomly selects a sample so that every member of the population has an equal chance of being selected as a respondent. This technique was chosen due to the diverse nature of the population and to minimize bias in the sampling process. Data collected through the questionnaire were analyzed using SPSS (Statistical Package for the Social Sciences). The analysis included processing descriptive statistics such as percentages, frequencies, and average values, as well as presenting the distribution of responses that illustrate the level of consumer satisfaction with the online booking application.

## FINDINGS AND DISCUSSION

**Table 1. Result**

Evaluation Indicator	Mean	Std. Dev	Category
Ease of Use	4.21	0.63	Very Good
Booking Process Speed	4.08	0.71	Good
Accuracy of Schedule Information	3.94	0.68	Good
Application Interface Clarity	4.15	0.59	Very Good
Overall Satisfaction	4.12	0.65	Good–Very Good

Source: Author(s) work

Based on data collected from 300 UNESA Sports Hall customers, it was found that the majority of online booking app users are students who regularly use sports facilities such as futsal and basketball courts, and training rooms. In addition to students, there are also users from the general public, sports communities, and small event organizers. The questionnaire results showed that most respondents had used the online booking app at least twice, allowing them to provide an assessment based on repeated experience. This data indicates that the digital booking system has become part of the sports facility usage pattern at UNESA and is accepted by the majority of users.

The analysis revealed that most respondents considered the UNESA Sports Hall online booking app easy to understand and use. Respondents stated that the simple interface, clear schedule information, and streamlined field selection process made the app convenient. However, some respondents noted that menu navigation was sometimes unresponsive at certain times, especially during peak traffic times. Overall, ease of use was the aspect most frequently evaluated positively, indicating that the app has met basic user expectations.

Some respondents expressed satisfaction with the app's speed of access, both when opening the main page and when checking field availability. The system was considered quite stable, with few interruptions or errors. However, there were still some complaints regarding delays in field availability updates during peak demand. In some cases, users found that a listed field slot was still available but had already been booked by another user. This finding suggests that while the system is quite reliable, improvements in real-time updates are needed to maintain the accuracy of the data displayed to users.

Based on questionnaire data, most users considered the information regarding field type, usage rates, rental duration, and terms of use to be clear. Additional information such as field photos, capacity, and usage rules also assisted users in making booking decisions. However, several respondents

stated that booking confirmation notifications were sometimes received late, raising doubts about whether the transaction was successful. Management documentation also indicated that the notification system is still under development. This finding underscores the need for improvements to the digital notification feature to make the booking process more transparent and efficient.

SPSS data processing results indicate that the majority of users expressed high levels of satisfaction with the UNESA Sports Hall online booking application. Satisfaction was primarily driven by ease of access, time savings, and the convenience of not having to visit the site to check field availability. Nevertheless, several areas for improvement, such as real-time schedule updates, increased server stability, and improved notification features, were still frequently noted in qualitative responses. This indicates that user satisfaction is already at a good level, but regular system updates are still needed.

Overall, the findings of this study indicate that the UNESA Sports Hall online booking application provides an effective and efficient service experience for consumers. Users appreciate the digitalization of services that simplify the process of booking sports facilities, in line with the needs of modern society that prioritizes speed and flexibility. However, user demands for digital services are also increasing, so even minor technical issues such as delayed notifications or field inventory accuracy can impact perceptions of satisfaction. Therefore, improving the application's technical quality, integrating real-time systems, and refining user communication features are strategic steps to maintain and improve customer satisfaction in the future.

## CONCLUSIONS

The findings of this study demonstrate that consumer satisfaction with the Sports Hall UNESA online booking application lies within the “Good to Very Good” category. Most users appreciate the convenience and efficiency provided by the system, particularly in terms of ease of use, which emerged as the strongest performance indicator. The application has successfully simplified the booking process and reduced the need for manual queueing, ultimately creating a more streamlined experience for consumers who rely on Sports Hall UNESA.

Despite these positive outcomes, the research also identified several areas that require further improvement. The accuracy of schedule information remains the weakest aspect, even though it still falls into a generally positive assessment. Inconsistencies in schedule updates, especially during sudden changes or cancellations, can lead to user dissatisfaction. This underscores the

need for the system to evolve toward more real-time, responsive features to meet user expectations and maintain service reliability.

To address these issues, it is recommended that UNESA enhance the online booking application by incorporating automatic notifications, real-time updates, and better synchronization with the internal management system of the sports facilities. Strengthening system integration would help minimize discrepancies in information and ensure that users receive timely and accurate updates. Additionally, providing clear guidelines or tutorial content can help new users become more familiar with the application's functions, thereby improving their overall experience.

Future research is encouraged to explore broader or comparative perspectives, such as examining user satisfaction before and after the digitalization of booking services or employing mixed research methods to gain deeper insights. Such studies would contribute to a more comprehensive understanding of how digital systems influence consumer behavior in sports facility environments and support the continuous improvement of service quality at Sports Hall UNESA.

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