

***CUSTOMER DECISION MAKING IN SELECTING FUTSAL COURT IN MANADO IN  
TERMS OF PERCEIVED QUALITY: AS APPLICATION OF  
ANALYTICAL HIERARCHY PROCESS (AHP)***

**PENGAMBILAN KEPUTUSAN PELANGGAN DALAM MEMILIH LAPANGAN FUTSAL DI  
MANADO DALAM HAL KUALITAS YANG DIRASAKAN: APLIKASI AHP**

By:

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**Abstract:** Sports is a necessity for everyone and become a lifestyle in society. No exception for this sport type, Futsal. In order to keep existing customers and for attracting new ones, every futsal court needs to identify the criteria on which customers determine their futsal selection decision. Therefore the writer conducted to analyze the criteria of Futsal court that influence customer and analyze the most preferred futsal court by customer in Manado. Writer used Analytical Hierarchy Process (AHP) to compare each futsal court as the alternative. The sample of this research is the customers of My Futzal, Champion Futsal, and Marina Futsal as many as 40 respondents of purposive sampling. As the result, there are top three criteria that have the highest influence on customer in selecting futsal court in Manado. Access to the stadium gets the highest score. Second highest score goes to aesthetics and cleanliness of facilities, and then parking criteria in third place. Therefore, every futsal courts particularly in Manado has to pay attention toward these three factors in order to maintain and attract customers. My Futzal is the most preferred Futsal court by the customer. Followed by Champion Futsal and then Marina Futsal.

**Keywords:** customer decision making, perceived quality, futsal selection.

**Abstrak:** Olahraga merupakan kebutuhan bagi setiap orang dan menjadi gaya hidup masyarakat. Tak terkecuali untuk jenis olahraga ini, Futsal. Dalam rangka menjaga pelanggan yang sudah ada dan untuk menarik pelanggan baru, setiap lapangan futsal perlu mengidentifikasi kriteria yang menentukan keputusan pelanggan dalam memilih lapangan futsal. Oleh karena itu penulis mengadakan penelitian untuk menganalisis kriteria lapangan Futsal yang mempengaruhi pelanggan dan menganalisis lapangan futsal yang paling disukai oleh pelanggan di Manado. Penelitian ini menggunakan Analytical Hierarchy Process (AHP) untuk membandingkan setiap lapangan futsal sebagai alternatif. Sampel penelitian adalah pelanggan dari My Futzal, Champion Futsal, dan Marina Futsal sebanyak 40 responden *purposive sampling*. Penelitian menunjukkan ada tiga kriteria yang memiliki pengaruh tertinggi pada pelanggan dalam memilih lapangan futsal di Manado. Akses ke stadion mendapatkan skor tertinggi. Skor kedua ditempati oleh estetika dan kebersihan fasilitas, dan kemudian kriteria parkir. Oleh karena itu, setiap lapangan futsal khususnya di Manado seharusnya memperhatikan ketiga faktor tersebut untuk menarik minat pelanggan. My Futzal merupakan lapangan futsal yang paling disukai oleh para pelanggan. Diikuti Champion Futsal dan Marina Futsal.

**Kata kunci:** pengambilan keputusan pelanggan, kualitas yang dirasakan, pemilihan futsal.

## INTRODUCTION

### Research Background

Today, sport is a necessity for every person. Due to the trend of a healthy lifestyle in society, everyone needs sport in everyday life. However, for some people, sport is not just a plain necessity in everyday life. Regular exercise is an important factor for every person healthy lifestyle. Therefore, regular exercise should be a part of our daily routine so that we can achieve a healthy life more easily. There are many types of exercise that we can do on a regular basis to support the health of our bodies. We can choose regular exercise according to our way of life every day.

Every person does sports activities in their daily lives, they learn a sport activity that is associated with a healthy lifestyle. Therefore, when the public regularly and continually following the sports activity, then the individual is repeatedly learnt how to do a healthy sport. And, with the sports activities that occur repeatedly over time it will relatively settled and will form a healthy lifestyle.

Not only as a necessity, but the sport has also been considered as a lifestyle. Sport as a lifestyle reflecting active personal and healthy. No exception for this sport type, FUTSAL. Futsal is derived from the Portuguese for "football in room". Futsal sport was introduced in Indonesia in the early years 2000s, and immediately received a positive response from the public.

Futsal sport was introduced in Indonesia in the early years 2000s, and immediately received a positive response from the public. How to play relatively unique and much simpler because only takes a few players, make this sport growing rapidly. Futsal more public interest, especially young people, and students. Futsal sport today is synonymous with young children because not only be seen as an ordinary needs, but also the lifestyle of young people today. So do not be surprised if a lot of young people who very enthusiastic about the sport of Futsal. Futsal increasingly popular with Manadonese. Every day several locations of Futsal in Manado always crowded with people. People's interest in the sport of Futsal "Futsal-lover" has arrived in Manado, as well as a trend of interest in the city. In Manado, there are three Futsal locations most frequently visited by residents. These three locations, namely My Futzal, Champion Futsal, and Marina Futsal.. Therefore, this research identify the criteria that have influence and affect customer in choosing a Futsal court base on futsal Selection Criteria.

### Research objective

From the research problem, the objectives of this research are: (1) to know the criteria that has the highest influence in selecting Futsal Court, and (2) to know the Futsal Court that people prefer the most.

## THEORETICAL FRAMEWORK

### Customer Decision Making

Schiffman and Kanuk (2007:3) defines customer decision making as the process of making purchase decisions based on cognitive and emotional influences such as impulse, family, friends, advertisers, role models, moods, and situations that influence a purchase. Customer decision making is an important thing because in understanding customer decision making, we will know how customer/consumer make the purchase decision, how the process of decision making by customer from searching until selecting the product or service, and also we can know the factors that influence the decision making (McDaniel, Lamb and Hair 2011:191). It can be conclude that customer decision making the step of making a decision in purchasing a product.

### Consumer Behavior

Peter and Olison (2004:7) defines consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose on products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and the society. Consumer behavior is a process that not only happen when consumer gives over money to seller in turn get good or service, but also the process that include the issues that influence the consumer before, during, and after purchase (Solomon 2011:34). It can be conclude that consumer behavior is the process by the consumer in selecting a product, use (consume), and dispose of product or service.

## Perceived Quality

Perceived quality is a critical element for consumer decision making. Yee and San (2011) defines perceived quality is directly related to the reputation of the firm that manufactures the product. However, National Quality Research Centre or NQRC (1995) in Yee and San (2011) defines perceived quality as the degree to which a product or service provides key customer requirements (customization) and how reliably these requirements are delivered (reliability). It can be conclude that perceived quality is what the customers feel after they used a product or service.

## Perceived Quality in soccer Stadium

Wakefield and Sloan (1996) as cited by Pérez, Minguet, and Freire (2010) measures the perceived quality into spectators at a soccer game, finding the following dimensions: access to the stadium, parking, aesthetics and cleanliness of facilities, quality scoreboard, comfort of seating, the design accessibility, space allocation, public, denomination, meal service and crowd control. Wakefield and Sloan state that attendance in soccer matches is not only a function of team performance or team attachment, but also of all the experiences of spectators in the stadium. From eleven dimensions the writer choose seven dimensions to be the criteria in futsal court.

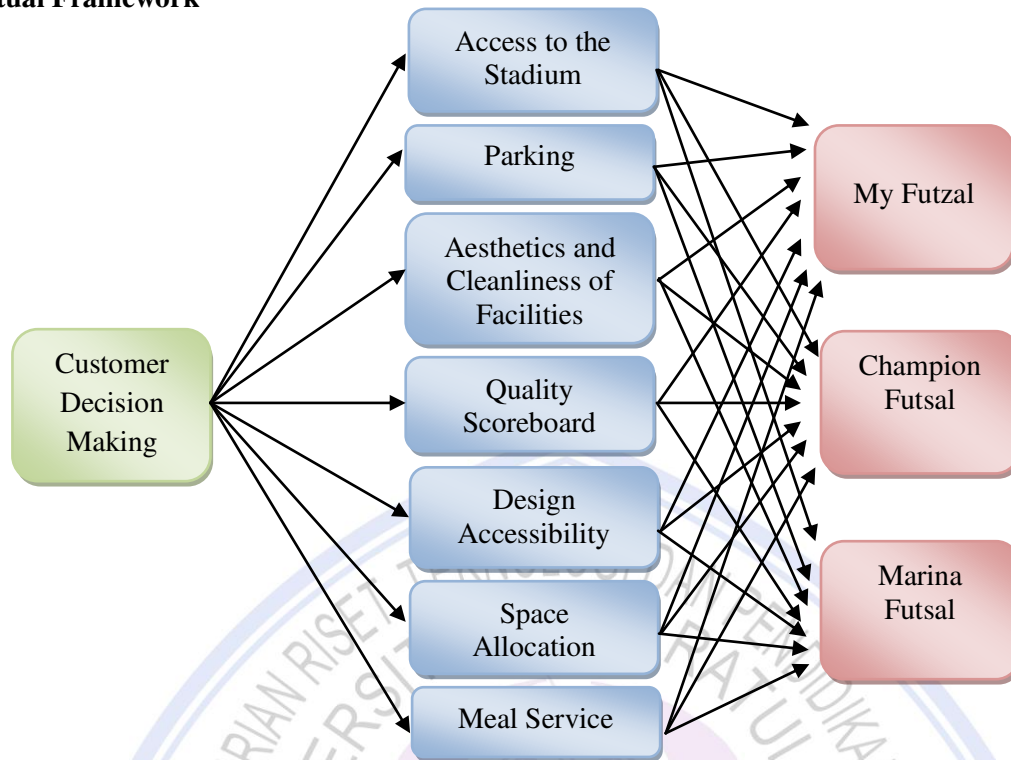
## Previous Research

There are several literatures are used in supporting of this research that provide the grand concept and link between the previous research and this research, which are:

1. Fallahi, Asadi, and Khabiri (2011) in their conducted research *The Comparison of the Importance of the factors Affecting Spectators' Attendance in Football Matches in Iranian Professional League Within Age Groups*. The similarities of this research with Fallahi, Asadi, and Khabiri (2011) are; the object of the research that analyze about football and the factor that influencing customer to attend in football stadium. The differences are; the method of Fallahi, Asadi, and Khabiri (2011) research's used descriptive comparative study method while this research use analytical hierarchy process (AHP).
2. Perez, Minguet, and Freire (2010) in their conducted research *Sports Management Services: The Dimensions of Quality*. The similarity of this research with Perez, Minguet, and Freire (2010) is; the dimension of the perceived quality in soccer stadium that become the criteria of this research to compare the alternatives choice in Futsal court. The differences are; variable of Perez (2010) research's is Service quality while this research is Perceived quality. The method of Perez, Minguet, and Freire (2010) research's used documentary meta-analysis while this research use analytical hierarchy process (AHP).
3. Siddiqui (2010) in his conducted research *Measuring the Customer Perceived Service Quality for Life Insurance Services: An Empirical Investigation*. The similarity of this research with Siddiqui (2010) is; the research method that use an Analytical Hierarchy Process (AHP). The differences are; the variable from Siddiqui (2010) research's is Service quality while this research is Perceived quality, and the object of research from Siddiqui (2010) is comparing about life insurance, while this research is comparing about Futsal court.



### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2015*

### RESEARCH METHOD

#### Type of research

This research uses quantitative method to analyze the data. The method used in this research is Analytical Hierarchy Process (AHP).

#### Place and Time of Research

This research will be conducted in Manado city particularly at Futsal area which is My Futzal, Champion Futsal, and Marina Futsal. This research is held on May - June 2015.

#### Population and Sample

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which the researcher wants to make inferences based on sample statistics (Sekaran and Bougie 2009:262). Population in this research is people in Manado who have experience in using the futsal courts of My Futzal, Champion Futsal, Marina Futsal.

Sample is a relatively small subset of the population. It is drawn using either probability or nonprobability procedures Hair et al (2007:170). The sample of this research is all customers of My Futzal, Champion Futsal, Marina Futsal as many as 40 respondents that have experience of the Futsal Courts. The sampling design is purposive sampling. Purposive sampling or judgement sampling is a nonprobability sampling technique which an experienced individual selects the sample based on his or her judgement about some appropriate characteristic required of the sample member (Zikmund 2003:382).

### Data Collection Method

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie 2009:180). Individuals provide information when interviewed, administered questionnaires, or observed. Group depth interviews, or focus groups, are another rich source of primary data. The data needed in this research will be collected using questionnaire because the data in questionnaire is relatively easy to analyse, they are simple to administer, the format is familiar to most respondent, and the respondents have time to think about their answer and they are not usually required to reply immediately.

### Operational Definition of Research Variable

1. Customer decision making (Y) defined as a process of gathering and processing information, evaluating it and selecting the best possible option to make a buying choice or to make a decision regarding product and service offering.
2. Futsal criteria (X) is the characteristic of futsal court that will perceived by customer that influencing people (customer) or reason why people want to use a futsal court.
3. Alternatives: (1) My Futzal, (2) Champion Futsal, (3) Marina Futsal.

### Data Analysis Method

Taylor (2013:440) defined the Analytic Hierarchy Process (AHP), develop by Thomas Saaty, is a method for ranking decision alternatives and selecting the best one given multiple criteria. The AHP generates a weight for each evaluation criterion according to the decision maker's pairwise comparisons of the criteria. AHP combines the criteria weights and the options scores, thus determining a global score for each option, and a consequent ranking. The global score for a given option is a weighted sum of the scores obtained with respect to all the criteria. One common scale for AHP (adapted from Saaty) is:

**Table 1. Preference Scale for Pair-wise Comparison**

| Preference Level                     | Numerical Value |
|--------------------------------------|-----------------|
| Equally preferred                    | 1               |
| Equally to moderately preferred      | 2               |
| Moderately preferred                 | 3               |
| Moderately to strongly preferred     | 4               |
| Strongly preferred                   | 5               |
| Strongly to very strongly preferred  | 6               |
| Very strongly preferred              | 7               |
| Very strongly to extremely preferred | 8               |
| Extremely preferred                  | 9               |

Source: Taylor(2013), *Introduction to Management Science 11<sup>th</sup> Edition*

Following is a summary of the mathematical steps used to arrive at the AHP-recommended decision (Taylor, 2013:445):

1. Develop a pairwise comparison matrix for each decision alternatives (site) for each criterion.
2. Synthesization:
  - a. Sum the value in each column of the pairwise comparison matrices.
  - b. Divided each value in each column of the pairwise comparison matrices by the correspondent column sum-these are the normalized matrices.
  - c. Average the values in each row of the normalized matrices-these are the preference vectors.
  - d. Combine he vectors of preferences for each criterion (from step 2c) into one preference matrix that shows the preference for each site for each criterion.
3. Develop a pairwise comparison matrix for the criteria.
4. Compute the normalized matrix by dividing each value in each column of the matrix by the corresponding column sum.

5. Develop the preference vector by computing the row averages for the normalized matrix.
6. Compute an overall score for each decision alternative by multiplying the criteria preference vector (from step 5) by the criteria matrix (from step 2d).
7. Rank the decision alternatives, based on the magnitude on their scores computed in step 6.

## RESULT AND DISCUSSION

### Result

**Table 2. Result of the overall criteria**

| Access to the stadium | Parking | Aesthetics and cleanliness of facilities | Quality scoreboard | Design accessibility | Space allocation | Meal service |
|-----------------------|---------|--|--------------------|----------------------|------------------|--------------|
| 0.2510                | 0.1986  | 0.2311                                   | 0.0326             | 0.1248               | 0.0945           | 0.0674       |

*Source: data processed, 2015*

The result shows that the highest score is access to the stadium (0.2510). It means that access to the stadium is the factor that influence the most people to play at the futsal court. The second highest score is on aesthetics and cleanliness of facilities (0.2311) which means on aesthetics and cleanliness of facilities has the second highest influence on the choice of player. Parking criterion in third position (0.1986) and quality scoreboard as the lowest important criteria (0.0326). The result is valid since because based on the data the overall inconsistency is 0.0546. In general, the degree of consistency is satisfactory (acceptable) if overall inconsistency  $\leq 0.10$ . It means the data comparison in this result is valid and consistent.

**Table 3. Result of AHP of Consumer Preferred Futsal Court**

| My Futzal | Champion Futsal | Marina Futsal |
|-----------|-----------------|---------------|
| 0,606     | 0.245           | 0.148         |

*Source: data processed, 2015*

The research shows that based on all the criteria, players choose My Futzal as the most preferred futsal court. My Futzal have the highest score (0.606), followed by Champion Futsal (0.245), and then Marina Futsal (0.148). The result is valid since the data comparison by respondent is valid and consistent as shown by the overall inconsistency of result for all criteria which is 0.09. In general, the degree of consistency is satisfactory (acceptable) if overall inconsistency  $\leq 0.10$ .

### Discussion

#### Pairwise Comparison for The Main Criteria Analysis

Taylor (2013:441), in AHP the decision maker determines how well each alternative score on a criterion by using pairwise comparison. AHP determines the relative importance or weight of the criteria by ranking the criteria from most important to least important. The most important one that influence customer is access to the stadium. Access to the stadium is the highest-influencing criteria because people always look for the best access to the futsal court when they want to play futsal. They look for the strategic place of the futsal court or how close the futsal court from their home or workplace in order to minimize their time to reach the futsal court and also get lower cost when the customer use public transportation.

Second highest influence criteria is aesthetics and cleanliness of facilities. When people choose to play futsal, they will look at the aesthetics and cleanliness of facilities from the futsal court. How beauty and clean the futsal court will influence people to choose which futsal court they prefer. The aesthetics of futsal court can be seen by the quality of the grass and the how beauty the design of the futsal court. The third position is parking criteria. People always want a futsal court with wider and more secure parking area. So, parking area is



one of the critical criteria in selecting futsal court. The wider and more secure the parking area in futsal court, the more it will attract the customer to choose which futsal court they will prefer.

Fourth position is design accessibility. Have a wider accessibility in futsal court is a good thing to be offer to the customer because customers can feel relax while waiting for their turn to play futsal. Because sometimes customer choose to move to the other futsal court if they saw the futsal court is crowded by people while the design access in futsal court is too small. In the fifth place is space allocation. This is how the futsal court makes a good space allocation of the court. The layout design of futsal court can set the mood for customer in playing futsal. Sixth place is meal service. Meal service is less important to customer because sometimes they prefer to bring their own drink because the price of meal service at the futsal court is quite expensive. The last place is quality scoreboard. Right know customer do not see the scoreboard at the futsal court as important as the other six criteria when they go to play futsal at futsal court. Therefore quality scoreboard got lowest score among the other criteria.

From the result of the analysis, there are top three criteria that have the most influence on customer in selecting futsal court. Access to the stadium is the most preferred criteria for customer when selecting futsal court, followed by aesthetics and cleanliness of facilities and then parking criteria come in third place. This result supports the findings of Fallahi, Asadi, and Khabiri (2011), in his previous study. Fallahi, Asadi, and Khabiri (2011) research found that financial factors (little expense to access the stadium) and stadium facilities (stadium beauty, stadium safety, the comfort of the stadium, and stadium cleaning) were the most important factors for spectators and affected their decision to attend the stadium.

### **Result of AHP of Consumer Preferred Futsal Court**

The overall data, customer tend to choose My Futzal as the most preferred futsal court in Manado compared to the other alternatives. This result shows that when people want to play futsal, they prefer to choose My Futzal as the most preferred futsal court among the other alternatives. My Futzal has the highest score, followed by Champion Futsal, and then Marina Futsal.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

The result of this research shows the conclusion stated below, which are;

1. From the seven criteria (access to the stadium, parking, aesthetics and cleanliness of facilities, quality scoreboard, design accessibility, space allocation, and meal service), there are top three criteria that have the highest influence on customer in selecting futsal court in Manado. Access to the stadium gets the highest score or gives highest influence on the choice of player. Second highest score goes to aesthetics and cleanliness, and then parking criteria come in third place.
2. My Futzal is the most preferred Futsal court by the players. Followed by Champion Futsal and then Marina Futsal.

### **Recommendation**

There are three recommendations based on the conclusion above, which are:

1. Access to the stadium has important role in selecting a futsal court. Access to the stadium becomes a most dominant criteria that considered by the respondents that influence their selection in choosing futsal court. Therefore, every futsal courts particularly in Manado have to pay attention toward this factor. Customers always look for the best access to the futsal court when they want to play futsal. Customer looks for the strategic place for the futsal court or how closes the futsal court from their home or workplace in order to minimize time going to the futsal court. They will consider about the location of the futsal court to avoid wasting time. For customers, they absolutely do not want to play at futsal court that has bad access. For futsal court, good Access to the stadium is crucial part for futsal court to keep their customer.

2. Champion Futsal and Marina Futsal must improve their performance regarding the seven criteria because My Futzal dominates the best performance in all priority criteria that make this futsal court able to attract more customers.
3. When customer want to make decision to select most preferred futsal court, they will give more attention in the three criteria that have the most influence, which are access to the stadium, aesthetics and cleanliness of facilities, and parking. My Futzal come out as the most preferred Futsal court by customer in Manado.

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