

# THE IMPACT OF MARKETING MIX STRATEGY AND SERVICE QUALITY ON THE RECREATIONAL SPORTS PLAYERS SATISFACTION

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## Abstract

The research aims to analyze the correlation and interaction between two key factors: (1) the marketing mix and the satisfaction of Pindul Cave Gunung Kidul recreational sports players, and (2) the quality of Pindul Cave Tubing recreational sports management services and the satisfaction of sports players. The research sample consists of 167 recreational sports players in Pindul Cave, and data was collected using a questionnaire on the marketing mix strategy scale (0.972), service quality (0.973), and satisfaction of recreational sports players (0.979). The data analysis technique employed is Structural Equation Modeling (SEM) using AMOS 26 software. The test results show that the marketing mix significantly affects the satisfaction of sports players, with a t-value or C.R. of 5.106 and a P-value of 0.001 which is less than 0.05. Similarly, the testing of service quality on the satisfaction of recreational sports players also yields significant results, with a t-value or C.R. of 5.313 and a P-value of 0.001 which is less than 0.05. Therefore, it can be concluded that both the marketing mix and service quality significantly affect the satisfaction of sports players. These findings propose a new policy model for enhancing marketing mix strategies and improving service quality to increase sports players' satisfaction in Pindul Cave.

**Keywords:** Marketing Mix, Service Quality, Satisfaction, Recreational Sports, SEM.

## INTRODUCTION

Sports tourism aims to enhance the potential of the sport and promote sports-related tourism within the region (Carneiro et al., 2018). As stated by Wahid, (2015), tourism involves temporary journeys undertaken by individuals or groups to seek harmony and happiness within the social, cultural, natural, and scientific dimensions of the environment. Therefore, developing sports tourism, particularly in Indonesia, necessitates strong collaboration among the government, private sector, society, sports scientists, and the tourism industry.

The goal of sports tourism is to draw tourists and visitors, both domestically and internationally (Marumo et al., 2015). Additionally, sports tourism involves individuals or groups traveling to a specific location or country to either watch a sporting event or participate in sports activities.

The rapid growth of the sports tourism sector has emerged as a prominent focus for the government, serving as a means to both create employment opportunities and bolster the country's foreign exchange reserves. In Gunung Kidul Regency, numerous caves are present, with Pindul Cave standing out as one of the most renowned. This specific type of sports tourism involves cave exploration along underground rivers, known as cave tubing. As evidenced by the influx of 14,000 visitors to Pindul Cave during the Christmas and New Year holidays (Atmasari, 2016), ensuring a comfortable experience for recreational sports enthusiasts becomes a crucial priority

for sports tourism managers. Given the high tourist interest in Pindul Cave, effective and robust management is essential to sustain and enhance the quality and quantity of services offered, thereby preventing the abandonment of this recreational sports attraction.

According to Putri (2015), tangible elements, reliability, responsiveness, assurance, and empathy have all been demonstrated to positively and significantly impact visitor satisfaction at the Pindul Cave tourist attraction. Furthermore, various tests have revealed disparities in the level of service quality across different managers or secretariats at the Pindul Cave tourist attraction.

The research conducted by Syuhada & Dewanti (2020) at Pindul Cave identified several weaknesses, including a lack of quality human resources, unpreparedness of tourism managers to handle large numbers of tourists, and relatively high prices for the Pindul Cave tour package at certain tourist agents. Additionally, the potential threat of river flooding necessitating the closure of the cave was highlighted. To address these issues, a strategy focusing on leveraging strengths to seize opportunities is recommended. This would involve preserving the attraction's beauty by safeguarding the unique cave area, protecting the distinctive stalactites and stalagmites, and promoting a conservation mindset to safeguard the natural environment, thereby benefiting the community. Furthermore, enhancing the comfort and safety of the tourism environment is crucial for augmenting visitor satisfaction and preserving the allure of the captivating and distinctive scenery.

Drawing from various prior studies, it is evident that customer or visitor satisfaction plays a pivotal role in the long-term viability of enterprises, including recreational sports destinations like Cave Tubing Gua Pindul. Situated in Gunungkidul, Special Region of Yogyakarta, this renowned tourist spot necessitates a managerial approach that incorporates visitor feedback to enhance the quality of its services. As such, customer satisfaction holds significant ramifications for the advancement of sports-oriented tourist attractions.

Firdaus (2017) conducted a study on Tourist Satisfaction with Service Quality at the Pindul Dewabejo Cave Tourist Attraction, Bejiharjo Village, Gunung Kidul, with the objective of determining the relationship between service quality dimensions (tangibles, reliability, responsiveness, assurance, and empathy) and visitor satisfaction. The study revealed two key findings: 1) the overall level of tourist satisfaction with service quality is generally rated as fairly satisfied, and 2) the service quality dimension that exerts a more pronounced influence on visitor satisfaction at Pindul Dewa Bejo Cave is reliability, as evidenced by the highest beta regression coefficient value (0.350) obtained from the multiple linear regression test or t-test. The reason for the prominence of the reliability dimension lies in the accurate explanations provided by employees at Pindul Dewa Bejo Cave, which symbolize a commitment to delivering visitor satisfaction.

The research conducted by (Pujani & Sanjiwani, 2017) has identified several weaknesses in the management of Pindul Cave Tourism: 1) During holidays, the staff are required to work over 8 hours due to overcapacity. 2) The maximum capacity for cave exploration is limited to 12 people, and exceeding this quota results in overcrowding at the cave entrance, inside the cave, and at the exit. 3) The supervisors and tour guide managers lack the ability to effectively oversee tourist activities, posing a risk to the preservation of stalactites, stalagmites, and cave walls. 4) The managers

display a lack of knowledge regarding cave management as a natural tourist attraction, leading to inadequate understanding of factors that can compromise the caves' structural integrity, pollute underground river water, and impact the surrounding biophasic environment.

Numerous prior studies focusing on Gua Pindul have led to the conclusion that customer satisfaction at this location is significantly impacted by the quality of service. However, the considerable variation in the quality of service provided by the 10 operators in Pindul Cave suggests that the desired target has not been attained. The identification of several management weaknesses in Pindul Cave can serve as a pivotal point for emphasizing the importance of conducting this research.

The majority of researchers are in strong agreement with the conclusion drawn from the research on the correlation between marketing mix strategy and service quality on customer satisfaction, which emphasizes that customer satisfaction is crucial for a business's success (Sunarsi, 2020). This research has led to the conclusion that there is a simultaneous influence of product quality, price, place, promotion, and service quality on consumer satisfaction (Yulianty, 2020). The analysis results indicate that product, price, location, and service significantly affect customer satisfaction (Mahrizal & Maisur, 2021).

Results of LISREL indicates that the dimension of services quality including tangibility, reliability, responsiveness, assurance, and empathy have the effect of 0.33, 0.16, 0.15, 0.21 and 0.27% on overall satisfaction respectively. Also, attitudinal loyalty has an effect of 0.61% and behavioral loyalty has an effect of 0.24 on the intention to revisit customers (Barshan et al., 2017).

Prior studies have revealed a significant impact of marketing strategy and service quality on satisfaction across the four research loci and their respective marketing strategies. The researcher aimed to expand upon this by investigating not only the initial four marketing strategies but also an additional three, alongside the variable of service quality. As such, the goal of this research was to evaluate the direct and indirect influence of marketing mix strategies and service quality on the satisfaction levels of recreational sports players.

## **MATERIAL AND METHODS**

### **Methodology**

This study employs quantitative research methods, gathering information from individual samples through their responses to questionnaires (Barroga & Matanguihan, 2022). The quantitative data is utilized to assess the extent of the impact of marketing mix and service quality on the satisfaction of Pindul Cave sports players and to identify the dominant type of marketing mix strategy that influences player satisfaction, ultimately influencing their desire to revisit Pindul Cave.

### **Participants**

The research was carried out at the Pindul Cave Gunung Kidul location with a target population comprising Pindul cave sports practitioners. Given the extensive and widespread nature of the population, the sample size was determined using the Slovin Formula. The study's samples consisted of academics and educational staff from Yogyakarta State University who had participated in Pindul Cave recreational sports

activities, as well as sports players encountered directly at Pindul Cave, totaling 167 samples.

**Table 1: Respondents' Characteristic**

Characteristic	Categories	Results	
		F	%
Sex	Men	97	58,1
	Women	70	41,9
Number of Respondent			100
Age	15 – 24 years	80	47,9
	25 – 34 years	22	13,2
	35 – 49 years	38	22,8
	50 – 64 years	27	16,2
Number of Respondent		167	100
Occupation	Student	101	60,5
	Civil servants	38	22,8
	Private sector employee	28	16,8
Number of Respondent		167	100
Number of Visitation	Once	129	77,2
	Twice	25	15,0
	Three times	10	6,0
	> Three times	3	1,8
<b>Number of Respondent</b>		<b>167</b>	<b>100</b>

### Data Collection Techniques and Instruments

The data collection technique involved conducting a survey using non-probability sampling, specifically utilizing a purposive sampling technique. This approach allowed the researcher to select samples based on specific characteristics aligned with the research objectives, with the aim of addressing the research problems effectively. The set criteria for the required sample included sports players who were also academics and educational staff at Yogyakarta State University and had participated in activities at Pindul Cave, Gunung Kidul. The entire data collection process was executed through the administration of a questionnaire. This questionnaire comprised various inquiries related to the marketing mix, service quality, and sports players' satisfaction, which respondents were required to answer using a Likert scale.

The questionnaire utilized in this research demonstrates high reliability for each variable, with the marketing mix scoring 0.972, service quality scoring 0.973, and recreational sports players' satisfaction scoring 0.979. Consequently, the questionnaire is deemed reliable for use, as each variable exhibits a reliability exceeding 0.7 (Haryono & Wardoyo, 2012).

The questionnaire's service quality variable comprises indicators such as reliability, responsiveness, assurance, empathy, and tangibility. The satisfaction variable encompasses indicators including expectations, comparison, confirmation or rejection, and nonconformity. Additionally, the marketing mix variables consist of indicators such as place, product, promotion, price, people, process, and physical evidence.

### Statistical analysis

The data analysis involved the utilization of the Structural Equation Modeling (SEM) technique, which is an analytical method for testing constructs or variables within a complex research model, integrating factor analysis and path analysis (Hair Jr et al., 2017). Following the guidelines of Hair Jr et al., (2014), the SEM analysis was

conducted in three stages: 1) model specification, pertaining to the formation of the outer and inner models; 2) the outer model, also known as the measurement model, was used to assess the validity and reliability of the measurement indicators employed; and 3) the inner model, or structural model, was employed to evaluate the feasibility of the structural model formed and test the relationships between variables in the model. The AMOS 26 application was utilized as the tool for the SEM method in this research.

## RESULTS

Before conducting SEM testing, all data must undergo testing for assumptions or prerequisite tests, including: (1) normality test, (2) evaluation of multivariate outliers, (3) assessment of multicollinearity or singularity of data, and (4) evaluation of residual values. The results of these tests are as follows: (1) the multivariate c.r. is 1.098, which falls below  $\pm 2.58$ , indicating that the research data meets the normality requirements or has a normal distribution; (2) no mahalanobis values exceed 161.581, indicating the absence of outliers in the research data; (3) the determinant of the sample covariance matrix data yields a value of 0.000, indicating a potential issue of multicollinearity or singularity in the data being analyzed, although it is still acceptable as the other SEM assumption requirements are met; (4) the output of the Standardized Residual Covariance from the AMOS 21 Program indicates that the highest residual value is 2.576, meeting the requirements for the research data.

### Confirmatory Factor Analysis (CFA)

The purpose of confirmatory factor analysis is to assess the unidimensionality of the dimensions that constitute each latent variable. Further discussion will be provided on the results of the confirmatory factor analysis for each variable model. The criteria for model fit in Confirmatory Factor Analysis (CFA) are outlined in Table 2.

**Table 2: Goodness-of-Fit Index**

No	Goodness – of – fit index	Cut off Value	Criteria
1	DF	> 0	<i>Over Identified</i>
2	<i>X<sup>2</sup>-chi square Significance probability</i>	≤ α.df (expected < Chi square table)	<i>Good Fit</i>
		≥ 0,05	
3	ECVI	< Saturated model value	<i>Good Fit</i>
4	GFI	≥ 0,90	<i>Good Fit</i>
5	AGFI	≥ 0,90	<i>Good Fit</i>
6	CFI	≥ 0,95	<i>Good Fit</i>
7	TLI	≥ 0,95	<i>Good Fit</i>
8	PGFI	≥ 0,60	<i>Good Fit</i>
9	PNFI	≥ 0,60	<i>Good Fit</i>
10	RMSEA	≤ 0,08	<i>Good Fit</i>
11	RMR	≤ 0,05	<i>Good Fit</i>
12	CMINDF	< 2	<i>Good Fit</i>

### Confirmatory Analysis of Marketing Mix

The goodness of fit results indicates a well-fitting model, as evidenced by a Chi-Square value smaller than the Chi-Square table, a probability greater than 0.05, and the GFI, AGFI, CFI, TLI, RMSEA, and CMIN/DF values meeting the recommended thresholds (refer to Table 2).



The results of the CFA Marketing Mix Model testing are depicted in Figure 1, with a summary available in Table 3 for quick reference

**Table 3: Goodness-of-fit Index for the CFA Marketing Mix Model**

No	Goodness – of – fit index	Cut off Value	Results	Categories
1	<i>X<sup>2</sup>-chi square</i>	Expected to be smaller; $X^2$ -CINV (0,05; 834) =902,295	1155,857	Good
2	<i>Significance probability</i>	≥ 0,05	0,000	Marginal
3	GFI	≥ 0,90	0,772	Marginal
4	AGFI	≥ 0,90	0,741	Marginal
5	PNFI	≥ 0,60	0,703	Good
6	PGFI	≥ 0,60	0,680	Good
7	RMSEA	≤ 0,08	0,035	Good
8	RMR	≤ 0,05	0,050	Good
9	CMINDF	< 2	1,386	Good

**Table 4: Significance Test of Marketing Mix Indicators**

			Estimate	S.E.	C.R.	P	Label
Place	<---	Mix_Marketing	1,000				
Promotion	<---	Mix_Marketing	1,128	,164	6,894	***	par_32
Price	<---	Mix_Marketing	1,195	,170	7,051	***	par_33
Physical	<---	Mix_Marketing	1,339	,182	7,353	***	par_34
Process	<---	Mix_Marketing	1,384	,187	7,421	***	par_35
Product	<---	Mix_Marketing	1,061	,155	6,847	***	par_36
People	<---	Mix_Marketing	1,162	,167	6,961	***	par_55

**Table 5: The Validity Test of Marketing Mix Indicators**

			Estimate
Place	<---	Mix_Marketing	,902
Promotion	<---	Mix_Marketing	,958
Price	<---	Mix_Marketing	,837
Physical	<---	Mix_Marketing	,964
Process	<---	Mix_Marketing	,977
Product	<---	Mix_Marketing	,868
People	<---	Mix_Marketing	,912

According to Table 4, the dimensions and indicators of the marketing mix variables are all significant, with a p-value of 0.001 (\*\*\*) (Ghozali & Latan, 2015: 57). Additionally, Table 5 shows that all dimensions and indicators are valid, as they have a standard loading factor value of > 0.50, indicating that nothing was dropped from the next model. Consequently, the CFA Marketing Mix Model can be considered a well-fitting model for the marketing mix construct and should be accepted.

### **Confirmatory Analysis Model of Service Quality**

The results of the goodness of fit test indicate that the model exhibits a good fit, as evidenced by a chi-square value smaller than the chi-square table, a probability greater than 0.05, and the GFI, AGFI, TLI, RMSEA, and CMIN/DF values meeting the recommended criteria (refer to Table 2). The CFA model testing for service quality can be observed in Figure 2 and is summarized in Table 6.

**Table 6: Goodness-of-fit Index for CFA Service Quality**

No	Goodness – of – fit index	Cut off Value	Results	Categories
1	$\chi^2$ -chi square	Expected to be smaller; $\chi^2$ -CINV (0,05; 651) = 711,467	800,308	Good
2	Sig. probability	$\geq 0,05$	0,000	Marginal
3	GFI	$\geq 0,90$	0,809	Marginal
4	AGFI	$\geq 0,90$	0,783	Marginal
5	CFI	$\geq 0,95$	0,956	Good
6	TLI	$\geq 0,95$	0,953	Good
7	PNFI	$\geq 0,60$	0,746	Good
8	PGFI	$\geq 0,60$	0,711	Good
9	RMSEA	$\leq 0,08$	0,037	Good
10	CMIN/DF	$< 2$	1,229	Good

**Table 7: Significance Test of Service Quality Indicators**

			Estimate	S.E.	C.R.	P	Label
Responsive	<---	Quality_Service	1,173	,148	7,933	***	par_34
Assurance	<---	Quality_Service	1,043	,139	7,494	***	par_35
Empathy	<---	Quality_Service	1,219	,150	8,126	***	par_36
Reliability	<---	Quality_Service	1,000				
Tangible	<---	Quality_Service	1,017	,140	7,247	***	par_37

**Table 8: Validity Test of Service Quality Indicators**

			Estimate
Responsive	<---	Quality_Service	,979
Assurance	<---	Quality_Service	1,022
Empathy	<---	Quality_Service	,994
Reliability	<---	Quality_Service	,956
Tangible	<---	Quality_Service	,928

Referring to Table 7, it is evident that all dimensions and indicators of the service quality variables are highly significant, with a p-value of 0.001 (\*\*\*) (Ghozali & Latan, 2015). Additionally, Table 8 confirms that all dimensions and indicators are valid, as indicated by a standard loading factor value of  $> 0.50$ , ensuring that no components were omitted from the subsequent model. Consequently, the CFA Model of service quality demonstrates a strong fit for the service quality construct and merits acceptance.

### **Confirmatory Analysis Model of Sports Player Satisfaction**

The results of the goodness of fit test demonstrate that the model exhibits a good fit, indicated by a Chi-Square value smaller than the Chi-Square table, a probability greater than 0.05, and meeting the recommended values for GFI, AGFI, TLI, RMSEA, and CMIN/DF (refer to Table 2). The outcomes of testing the CFA model for sports player satisfaction are illustrated in Figure 3 and summarized in Table 9.

**Table 9: Goodness-of-fit Index for the CFA Model of Recreational Sports Performer Satisfaction**

No	Goodness – of – fit index	Cut off Value	Results	Categories
1	$\chi^2$ -chi square	Expected to be smaller; $\chi^2$ -CINV (0,05; 368) = 413,732	438,536	Good
2	Significance prob. (P)	$\geq 0,05$	0,001	Good
3	GFI	$\geq 0,90$	0,851	Marginal
4	AGFI	$\geq 0,90$	0,824	Marginal
5	CFI	$\geq 0,95$	0,969	Good
6	TLI	$\geq 0,95$	0,966	Good
7	PNFI	$\geq 0,60$	0,758	Good
8	PGFI	$\geq 0,60$	0,720	Good
9	RMSEA	$\leq 0,08$	0,034	Good
10	CMIN/DF	$< 2$	1,192	Good

**Table 10: Significance Test of Satisfaction Indicators for Recreational Sports Players**

			Estimate	S.E.	C.R.	P	Label
Expectation	<---	Satisfaction_Sports Players	1,000				
Performance	<---	Satisfaction_Sports Players	1,252	,152	8,255	***	par_21
Comparison	<---	Satisfaction_Sports Players	1,234	,151	8,161	***	par_22
Confirmation	<---	Satisfaction_Sports Players	1,122	,143	7,870	***	par_23
Discrepancy	<---	Satisfaction_Sports Players	1,134	,144	7,899	***	par_24

**Table 11: Validity Test of Satisfaction Indicators for Recreational Sports Players**

			Estimate
Expectation	<---	Satisfaction_Sports Players	,941
Performance	<---	Satisfaction_Sports Players	1,009
Comparison	<---	Satisfaction_Sports Players	1,027
Confirmation	<---	Satisfaction_Sports Players	,976
Discrepancy	<---	Satisfaction_Sports Players	,997

Referring to Table 10, all dimensions and indicators of the recreational sports player satisfaction variable exhibit high significance, with a p-value of 0.001 (\*\*\*) sign). Furthermore, Table 11 confirms the validity of all dimensions and indicators, as they possess standard factor loading values  $> 0.50$ , indicating that no components are excluded from the subsequent model. Consequently, the CFA Model of sports player satisfaction demonstrates a strong fit for the recreational sports player satisfaction construct and merits acceptance.

### SEM Full Model Analysis

The subsequent analysis involves a comprehensive Structural Equation Modeling (SEM) analysis, following the assessment of the unidimensionality of the indicators forming the latent variables through confirmatory factor analysis. The analysis of the data processing results at the full SEM model stage included suitability tests and statistical tests. The findings of the full SEM model analysis are depicted in Figure 4.

The goodness of fit test indicates that the full model demonstrates a good fit, as evidenced by a Chi-Square value smaller than the Chi-Square table, a probability greater than 0.05, and the fulfillment of the recommended values for CMINDF,



RMSEA, CFI, TLI, PNFI, and PGFI (refer to Table 2). A summary of the Full Model Fit test results is provided in Table 12.

**Table 12: Goodness-of-fit Index for Full Model Fit**

No	Goodness – of – fit index	Cut off Value	Results	Categories
1	$\chi^2$ chi square	Expected to be smaller; $\chi^2$ CINV (0,001;5821) = 6160,138	8528,202	Good
2	Sig. probability(P)	$\geq 0,05$	0,000	Marginal
3	ECVI	< Saturated model (73,554)	54,796	Good
4	CFI	$\geq 0,95$	0,781	Marginal
5	TLI	$\geq 0,95$	0,775	Marginal
6	RMSEA	$\leq 0,08$	0,053	Good
7	RMR	$\leq 0,05$	0,045	Good
8	CMINDF	< 2	1,465	Good

**Table 13: Significance Test of Full Model Fit Variables**

			Estimate	S.E.	C.R.	P	Label
Satisfaction_Sports Players	<---	Mix_Marketing	,602	,118	5,106	***	par_105
Satisfaction_Sports Players	<---	Quality_Service	,528	,099	5,313	***	par_106

**Table 14: Validity Test of Full Model Fit Variables**

			Estimate
Satisfaction_Sports Players	<---	Mix_Marketing	,501
Satisfaction_Sports Players	<---	Quality_Service	,504

Referring to Table 13, the Full Model demonstrates significant dimensions and indicators, as indicated by a p-value of 0.001 (\*\*\*) or  $p < 0.05$ . Conversely, dimensions and indicators with a p-value exceeding 0.05 are deemed insignificant. Additionally, Table 14 confirms the validity of all indicators in the Full Model, with each possessing a standard loading factor value  $> 0.50$ , thus ensuring that none are excluded from the full model. Consequently, the Full Model is established as a well-fitting and acceptable model (refer to table 2) that effectively represents a sound structural equation model. The measurement indices from CMINDF and RMSEA fall within the anticipated value range, with a probability value below 0.05. Furthermore, the Chi-Square value is lower than the Chi-Square table, and the GFI, AGFI, PNFI, and PGFI are deemed marginally acceptable. Therefore, the feasibility test of the SEM model meets the necessary acceptance requirements, with each criterion of goodness of fit—namely, absolute fit indices ( $\chi^2$ , CMIND, RMSEA, RMR), and ECVI—yielding favorable results.

**Table 15: Coefficient of Determination of Variable Y**

	Estimate
Satisfaction_Sports Players	,953

According to Table 15, the coefficient of determination (r-square) value is 0.953, indicating that 95.3% of the variance in the satisfaction variable for recreational sports players can be accounted for by the marketing mix and service quality variables. The remaining 4.7% is attributed to another variable that was not included in our examination.

## Hypothesis Testing

The subsequent stage involves conducting hypothesis testing as suggested in the preceding chapter. The comprehensive testing entails utilizing the Goodness of Fit Index criteria from the results of the Full Model testing as outlined in Table 13. Meanwhile, the partial testing involves the use of the t-value or Critical Ratio (CR) at the 5% significance level, which is equal to 1.96, in the Regression Weight (Group number 1 – Default model) from the findings of AMOS 21 processing, as showcased in Table 16.

**Table 16: The Values of Critical Ratio Full Model Fit**

			Estimate	S.E.	C.R.	P	Label
Satisfaction_Sports Players	<---	Mix_Marketing	,602	,118	5,106	***	par_105
Satisfaction_Sports Players	<---	Quality_Service	,528	,099	5,313	***	par_106

The test criteria are to reject Ho (the research hypothesis is accepted) if the Critical Ratio (C.R.) value is > 1.96 or the probability value (P) is < 0.05. The test results for all hypotheses proposed in this research are as follows:

### a. Hypothesis 1 (H1) Marketing Mix Influences Sports Player Satisfaction

The marketing mix testing on sports players' satisfaction yields significant results, with a t-value or C.R. of 5.106, surpassing the requirement of > 1.96, and a P value of 0.001 (\*\*\*) meeting the requirement of < 0.05. Consequently, hypothesis 1 (H1) in this study is accepted.

### b. Hypothesis 2 (H2) Service Quality Influences Sports Player Satisfaction

The testing of service quality on sports players' satisfaction revealed significant results, with a t-value or C.R. of 5.313, exceeding the requirement of > 1.96, and a P value of 0.001 (\*\*\*) meeting the requirement of < 0.05. Consequently, hypothesis 2 (H2) in this study is accepted.

### c. Hypothesis 3 (H3) Marketing Mix and Service Quality Influence Sports Player Satisfaction

The simultaneous test is based on a standard loading factor value greater than 0.5. After conducting Full Model testing, it was determined that the marketing mix variable had a dominant standard loading factor value of 0.815 in the BP23 statement, while the service quality variable had a dominant standard loading factor value of 0.778 in the KL36 statement. As a result, hypothesis 3 (H3) is accepted, indicating a positive and significant combined influence of the marketing mix and service quality on the satisfaction of recreational sports players. For greater clarity, the overall results of hypothesis testing are presented in Table 17 as follows:

**Table 17: Hypothesis Test Recapitulation Results**

Hypothesis	Goodness of Fit test Index Accept Hypothesis	CR	P	Criteria
H <sub>1</sub>	If CR > 1,96 or probability (P) < 0,05	5,106	0,001	Accepted
H <sub>2</sub>	If CR > 1,96 or probability (P) < 0,05	5,313	0,001	Accepted
H <sub>3</sub>	If loading factor standard > 0,5	> 0,5		Accepted

\* Note: CR=Critical Ratio; P= probability

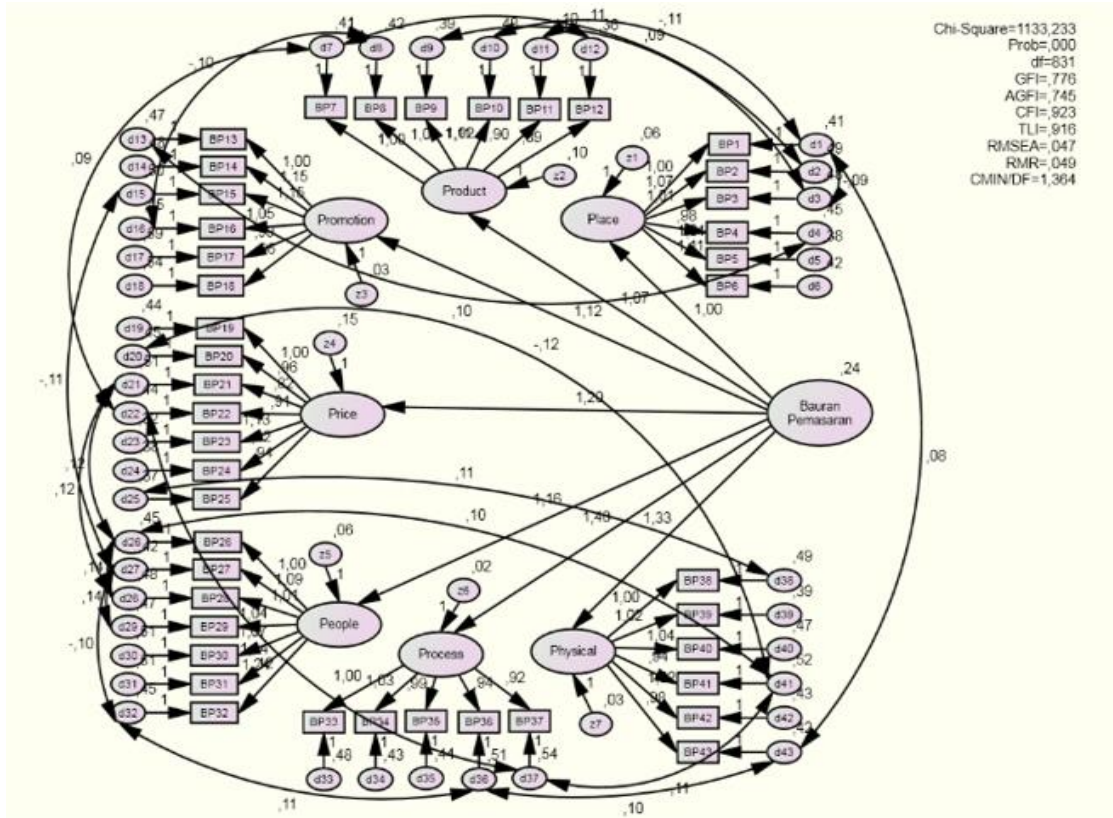


Figure 1: Marketing Mix CFA Model

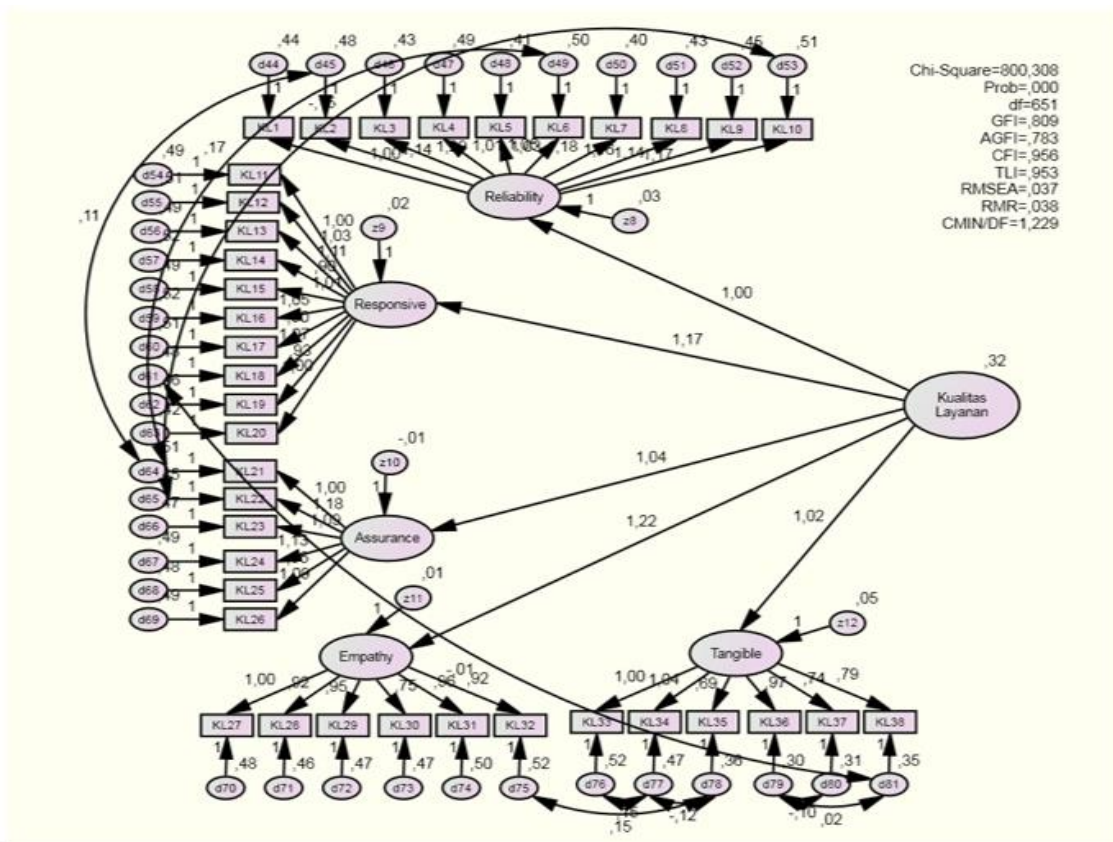


Figure 2: Service Quality CFA Model



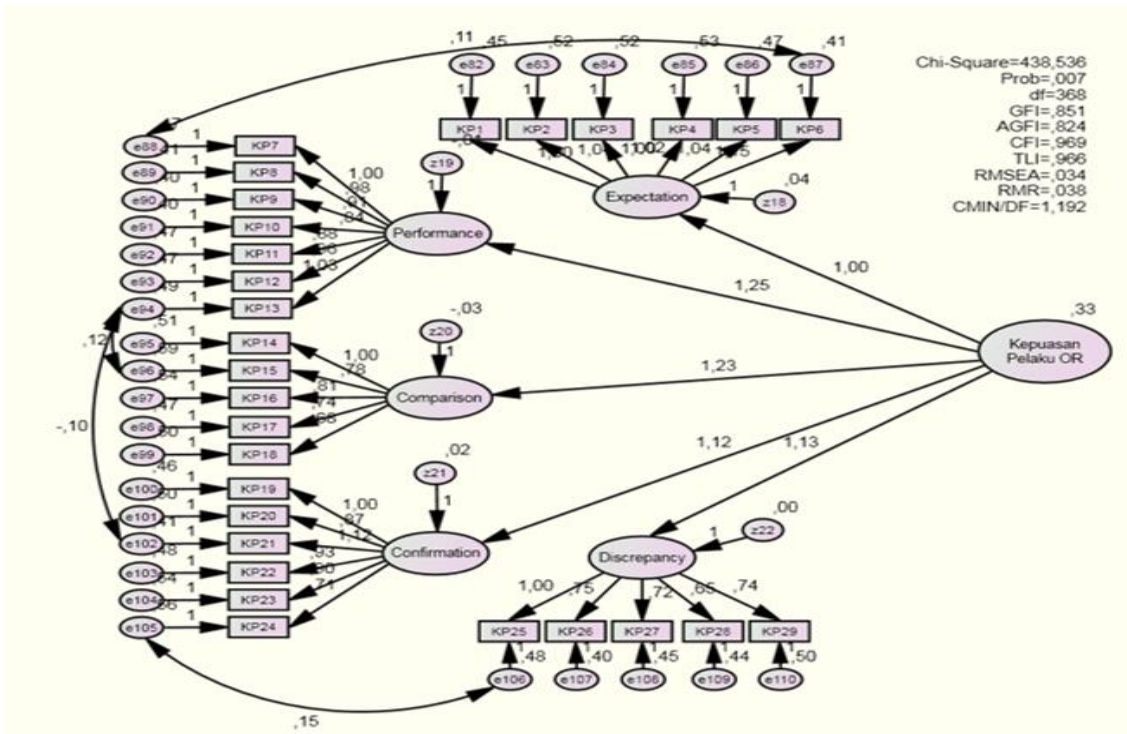


Figure 3: Satisfaction of Recreational Sports Players CFA Model

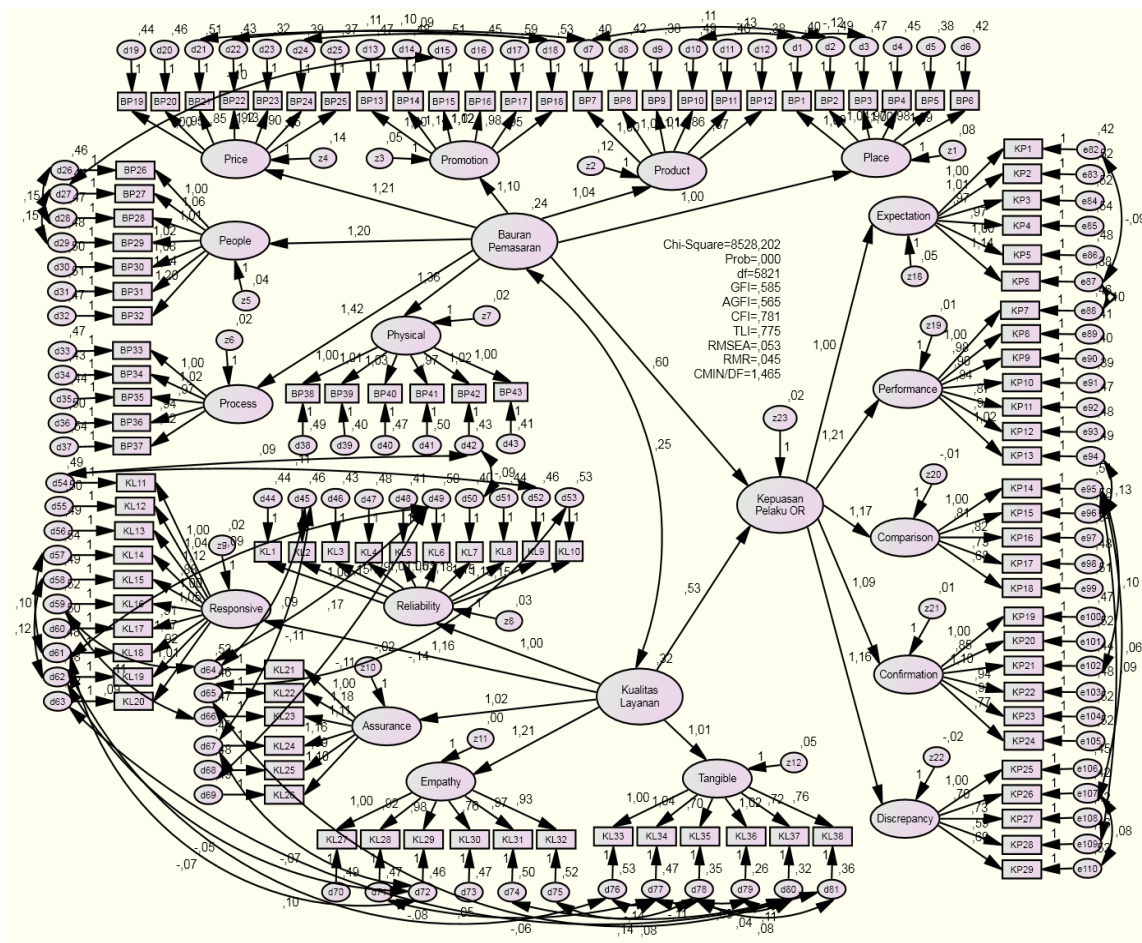


Figure 9: Full Model Fit

Based on the research results, the research discussion can be described as follows:

***There is a Positive and Significant Influence of the Marketing Mix on Sports Player Satisfaction***

The marketing mix is a key strategy in modern marketing and encompasses a set of tactical tools including product, price, location, and promotion (Dileep & Mathew, 2017; Işoraitè, 2016). These tools can be managed and integrated by the company to achieve the desired response from the target market (Kotler dan Armstrong, 2008: 63). On the other hand, customer satisfaction refers to the feelings of pleasure or disappointment that arise from comparing product performance and outcomes to the customer's expectations (Kotler & Keller, 2009).

The marketing mix encompasses elements such as place, product, promotion, price, people, process, and physical evidence, all of which are effectively utilized by the Pindul Cave tourism management in Gunung Kidul. This implementation serves to enhance the satisfaction of recreational sports players.

The findings of this study align with previous research conducted by (Faridah & Rismawati, 2013; Lisarini, 2019; Tejantara, 2018), indicating that the marketing mix exerts a positive and significant impact on the satisfaction of recreational sports players.

The marketing mix variables that impact the satisfaction of recreational sports players encompass multiple dimensions.

**Place:** The Pindul Cave location is easily accessible via public and private transportation and can be easily located using GPS technology. The main attractions for sports players are the beauty of Pindul Cave and the sport of river crossing. The natural beauty of Pindul Cave is well-preserved, devoid of damage from human activity. The recreational sport of river crossing/cave tubing offers a unique sensation compared to other similar tourist attractions.

**Product:** Pindul Cave Management offers a wide range of alternative sports packages tailored to the preferences of sports players. The management presents recreational sports activities along the river in an engaging manner. The river/cave tubing equipment, including tires and life vests, is maintained in a clean condition. River crossing activities offer both fitness benefits and a sense of enjoyment for sports enthusiasts.

**Promotion:** Pindul Cave Management operates its own website, which effectively captures visitor interest. The promotions featured on the website align with the experiences of sports players. Additionally, Pindul Cave organizes round table activities (meetings with travel agents) to offer Pindul Cave activities at special prices. Furthermore, it provides special discounts for visitors celebrating specific events, such as birthdays or Independence Day.

**Price:** The management of Pindul Cave offers affordable entrance ticket prices that are competitive with other tourist attractions, considering the facilities provided. Additionally, meal and photo package costs are also offered at reasonable prices.

**People:** The management of Pindul Cave has officers who are ready to serve visitors with efficient, friendly, and thorough service. The guides are very helpful and friendly, particularly when providing river/cave tubing services, and they pay special attention to the needs of sports players.

**Process:** The management of Pindul Cave facilitates consumers to order cave exploration services by telephone. They make it easy for sports players to complete transactions after the activity. The river crossing activity is very comfortable for sports players, who do not have to wait long from registration/arrival until they are served. The process of welcoming the arrival of the river crossing activity is simple, quick, and does not involve extensive administration.

**Physical Evidence:** The facilities at Pindul Cave are comfortable, clean, and well-equipped. The waiting and transit rooms have a neat layout, and the bathrooms are sufficient, clean, and odorless, with clothes hanger facilities available. Pindul Cave also provides complete facilities for those who come without preparing a change of clothes. Additionally, there is a spacious and comfortable prayer room. The lunch menu is well-presented, and the food is of delicious and clean quality.

### ***There is a Positive and Significant Influence of Service Quality on Sports Player Satisfaction***

The concept of service quality refers to the extent of the gap between customers' expectations and the actual services they receive (Gebremichael & Singh, 2019; Lupiyoadi, 2014). It has emerged as a significant trend for numerous companies seeking to enhance their business growth. Given that customers increasingly expect higher standards of service, service providers cannot ignore these demands and must strive to meet them to ensure customer satisfaction. Service quality is a gauge of the extent to which the level of service offered aligns with consumer expectations (ur Rehman et al., 2020). According to this definition, service quality hinges on the company's capacity to fulfill consumer needs and desires in line with their expectations (Tjiptono & Chandra, 2011). The effective management of Pindul Cave ensures high-quality service delivery, characterized by reliability, responsiveness, guarantee, empathy, and physical evidence. This, in turn, creates a sense of pleasure, safety, and comfort for recreational sports players, thereby influencing their satisfaction. The findings of this study corroborate the research conducted by (Faridah & Rismawati, 2013; Lisarini, 2019; Tejantara, 2018), which asserts that service quality significantly and positively impacts the satisfaction of recreational sports players. The service quality variable influences the satisfaction of sports participants and has several dimensions.

**Reliability:** The management of Pindul Cave offers sufficient river crossing facilities, ensuring that the number of guides adheres to the 1 guide per 6 sports players ratio. Additionally, the management demonstrates effective coordination among operators. The staff provides information and instructions for using the necessary equipment, and the guides readily address any complaints from sports players.

**Responsiveness:** The administrative reservation/registration officer at Pindul Cave provided prompt and efficient service. Responsive guides attended to the needs of sports players, effectively addressing any complaints and finding suitable solutions. They efficiently processed group orders according to the wishes of sports players. Furthermore, the photographers at Pindul Cave demonstrated expertise in capturing memorable moments along the river.

**Assurance:** The Pindul Cave guides are equipped with the necessary abilities, skills, and knowledge to navigate the terrain effectively. The management provides Occupational Health and Safety equipment that functions well and is suitable for use. Additionally, the guides prioritize ensuring the safety and security of sports players.



**Empathy:** The guides at Pindul Cave are dedicated to meeting the wishes and needs of sports players, paying close attention to their requirements for comfort and safety. They listen attentively to any complaints from the players and provide effective solutions in a polite and friendly manner. Additionally, the Pindul Cave management prioritizes the interests of sports players.

**Tangible:** The Pindul Cave tourist area boasts a beautiful and clean environment. The management ensures a comfortable waiting room and numerous clean bathrooms for visitors. The security facilities, including the river crossing infrastructure, are of high quality, clean, and comfortable to use. The authenticity of Pindul Cave is well preserved, making it an attractive destination for repeat visitors. The management actively maintains the authenticity of the cave's contours and informs sports players about the cave's limitations, ensuring its preservation. The quality of the facilities and infrastructure is well-maintained, providing comfort for sports players.

### ***There is a Positive and Significant Influence of the Marketing Mix and Service Quality on Sports Player Satisfaction***

By implementing a strong marketing mix and delivering high-quality services, sports players can experience happiness, comfort, and safety, ultimately leading to increased satisfaction among them (Gaffar, 2022). The findings of this study align with the research conducted by [8], which indicates that the combination of the marketing mix and service quality significantly and positively influences the satisfaction of sports players.

## **CONCLUSIONS**

From the research findings, it is evident that the marketing mix and service quality significantly impact the satisfaction of sports players. Therefore, the study results propose a new policy model for enhancing marketing mix strategies and improving service quality to increase the satisfaction of sports players in Pindul Cave.

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