

FACTORS AFFECTING MARKET DEMAND ON SPORTS FIELDS RENTAL BUSINESS IN MEDAN

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Abstract: The sports field is of course much needed by the community, especially sports lovers, especially futsal and badminton. Ofcourse this affects the concept of market demand in the sports field rental business which must pay attention to the high and low market demand and the demand in the market is different. The purpose of this research is to determine the factors that influence the field rental business based on the theory of demand in the city of Medan. The selected factors are price (X1), Location (X2), Consumer Satisfaction (X3). This study uses quantitative methods by using data and numbers that are processed again using the SPSS 25 application to find results and conclusions from the research. The total sample of respondents taken is 55 people according to the number of futsal and badminton field owners in Medan City. The results show that all factors such as price, location, and customer satisfaction always affect the demand for the sports field rental market.

Keywords: Market Demand, Price, Location, Consumer Satisfaction, Rent.

Abstrak: Lapangan olahraga tentu saja banyak dibutuhkan oleh masyarakat terkhususnya pecinta olahraga, terlebih lagi pada olahraga futsal dan bulutangkis. Tentu saja hal ini mempengaruhi konsep permintaan pasar dalam bisnis sewa lapangan olahraga yang wajib memperhatikan tinggi rendahnya permintaan pasar dan permintaan di pasar itu berbeda-beda. Dilaksanakannya penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi bisnis sewa lapangan berdasarkan teori permintaan di Kota Medan. Faktor-faktor yang terpilih yaitu harga (X1), Lokasi (X2), Kepuasan Konsumen (X3). Penelitian ini menggunakan metode kuantitatif dengan memakai data dan angka yang diolah lagi menggunakan aplikasi SPSS 25 untuk menemukan hasil dan kesimpulan dari penelitian. Total sampel responden yang diambil sebanyak 55 orang sesuai dengan jumlah pemilik lapangan futsal dan bulutangkis di Kota Medan. Hasil penelitian menunjukkan bahwasanya seluruh faktor seperti harga, lokasi, dan kepuasan konsumen selalu berpengaruh terhadap permintaan pasar sewa lapangan olahraga.

Kata Kunci: Permintaan Pasar, Harga, Lokasi, Kepuasan Konsumen, Sewa.

INTRODUCTION

Indonesia is a country that has many islands, of course, by having vast and fertile land and land, it makes an empty place to make a business. One of the islands, namely the island of Sumatra, which is known as many provinces, especially pays attention to the province of North Sumatra, which has the capital city of Medan, which has a population of approximately 15,000,000 inhabitants. This situation makes North Sumatra the fourth most populous province in Indonesia. In the capital city itself, Medan City is very suitable to open or create a sports field rental business, especially futsal and badminton fields. In addition to the large number of permanent residents in the city of Medan, there are also many residents who like sports. Ofcourse this is a great opportunity for entrepreneurs to use it to build a sports field rental business.

The sports field rental business is one of the MSMEs whose owners must have large capital, because they need land that will be used as a place to do business, in fact the price of land or land in Medan City continues to rise every year. This business will continue to grow rapidly over time and with the times, this is evidenced by the satisfaction and interest of consumers in using the sports field rental service. This business is in demand because open space for sports is decreasing in urban areas and it is not possible to provide sports fields for land use. Sports enthusiasts will continue to grow, especially among young people, students and college students. Futsal and badminton court rentals are included in the middle to upper business category because they require a large enough capital to operate. Of course, if the capital requirement is very high, then the results obtained will be very good. And the capital to provide a building depends on the location and construction of the building. The location of the futsal and badminton courts must also be a strategic location, with good access to the entrance and parking lots must also be considered.

The main customers or consumers of the provision of futsal and badminton field rental services are among students. Where students and students in this case as youth with their busy lives in learning still pay attention to health by continuing to exercise, especially playing futsal and badminton so that their stamina and body become healthy. However, before renting a futsal and badminton field to play, many factors are used as the main reasons by students to rent the field, both from the price factor, the location, and the satisfaction provided by the futsal and badminton field owners. The number of sports fields in the city of Medan makes this research

create boundaries and researchers choose futsal and badminton fields because there are so many fans or fans of futsal and badminton. In this study, researchers found several problems with the sports field rental business in Medan. The formulation of the problem from the research is that the researcher wants to examine or dig deeper into what are the factors that influence market demand for the sports field rental business in Medan City, one of which is the problem of location, whether this location has an impact or effect on consumer demand for the field rental business. sports, because not all consumers live in close proximity to the location and what effect this has on the sports field rental business in Medan City is seen through the variables in demand. This study aims to find out what are the factors that influence the field rental business based on demand theory in Medan.

METHOD

The city of Medan is the location for this research, precisely on the futsal and badminton fields for one year, from August 24, 2020 to September 17, 2021. This study chose the futsal and badminton fields because both of them have a fairly large number of consumers in the city of Medan although some other sports fields also exist but the number of fans or consumers is less. This study refers to data sources from respondents who own futsal and badminton sports involved in this study. Primary data and secondary data are needed in this study. A total of 35 futsal fields in Medan City and 20 badminton courts in Medan City where the respondents are owners or workers. The total respondents were taken according to the number of the two sports fields, namely 55 people.

The study has several variables, namely (1) the demand for sports field rentals requested (rented) by respondents on sports fields (futsal and badminton) which is measured in per month. (2) The price of the field rental is the value of the price determined in renting a sports field which is calculated per hour. (3) Location is a place where sports field rental activities occur. (4) Consumer satisfaction is a consumer's preference for sports fields. The variables in this study were measured by means of a scale value, namely using an ordinal scale or commonly called a Likert scale. It uses five levels with multiple choice. The levels are: 1) Strongly disagree, 2) Disagree, 3) Moderately Agree/Neutral, 4) Agree, 5) Strongly agree. After the data already exists, then perform data processing using the SPSS 25 program to test the feasibility of the variables in order to determine the reliability, validity, normality and partial t-test. Do not forget the researchers also analyzed data and simultaneous tests.

RESULTS

Below are the results of data processing through SPSS:

Validity Test Results

Validity test is done for the sake of measure precision various problems that occur in the field by means of surveys to measure what will be measured. The following is the result of validation for each research variable using SPSS version 25.

Table 1 Market Demand Variable Validity

Variable	Items	R count	R table	Description
Market Demand (Y)	Y1	0.719	0.265	Valid
	Y2	0.547	0.265	Valid
	Y3	0.714	0.265	Valid
	Y4	0.718	0.265	Valid

Table 2 Price Variable Validity

Variable	Items	R count	R table	Description
Price (X1)	X1.1	0.676	0.265	Valid
	X1.2	0.758	0.265	Valid
	X1.3	0.742	0.265	Valid
	X1.4	0.710	0.265	Valid

Table 3 Location Variable Validity

Variable	Items	R count	R table	Description
Location (X2)	X2.1	0.745	0.265	Valid
	X2.2	0.708	0.265	Valid
	X2.3	0.729	0.265	Valid
	X2.4	0.577	0.265	Valid

Table 4 Customer Satisfaction Variable Validity

Variable	Items	R count	R table	Description
Consumer Satisfaction (X3)	X3.1	0.674	0.265	Valid
	X3.2	0.655	0.265	Valid
	X3.3	0.712	0.265	Valid
	X3.4	0.770	0.265	Valid

The table above shows the validity value of each market demand variable (Y), Price (X1), Location (X2), and Consumer Satisfaction (X3). It can be seen that from each table above, it states that all variables are valid or acceptable. It is known that the value of r table is 0, 265, this is the result of r table on the 53rd number calculated from $df = N - 2$ ($df = 55 - 2 = 53$). Means the value of r is calculated for all problems the price variable is greater than the value of r table

($r \text{ count} > r \text{ table}$), so it is taken to the conclusion that the problem of the market demand variable is declared valid. Based on the results of the validation of variables, it can be concluded that the entire statement on questionnaire adequate and valid to be used as a measuring tool for market demand in the sports field rental business.

Reliability Test Results

The reliability test is facilities used to measure _ the quality of trust in the elements of the questionnaire. The reliability test was processed with SPSS, and the Cronbach's Alpha value could be observed through this value. A tool is said to be reliable if it has a minimum Cronbach alpha coefficient of 0.60. The following are the results of the reliability test for each unit of the survey variable statement using SPSS 25.

Table 5 Price Variable (X1)

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.692	.694	4

Table 6 Location Variable (X2)

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.631	.634	4

Table 7 Consumer Satisfaction Variable (X3)

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.666	.668	4

Table 8 Market Demand Variable (Y)

<i>Reliability Statistics</i>		
<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha Based on Standardized Items</i>	<i>N of Items</i>
.610	.607	4

It can be seen for the value of Cronbach's Alpha variable Price worth 0.692, Location variable is worth 0.631, Consumer Satisfaction variable worth 0.666, and the Market Demand variable is worth 0.610. All variables are included in the accepted category because all of their values are above 0.60. And all questions can be stated reliable.

Normality test

Normality test is movement to be used when testing data on free from wrapped variables sync on distribution normal on regression suitability of the results. Based on from the results of the

Kolmogrov-Smirnov sample table One, total probability or Asymp Sig. (two-sided) is compared with a value of 5% or 0.05. Below are the results of the data normality test using SPSS 25.

Table 9 One-Sample Kolmogorov-Smirnov Test

		<i>Unstandardized Residual</i>
<i>N</i>		55
<i>Normal Parameters</i>	<i>mean</i>	.0000000
	<i>Std. Deviation</i>	1.64336652
<i>Most Extreme Differences</i>	<i>Absolute</i>	.095
	<i>Positive</i>	.087
	<i>negative</i>	-.095
<i>Test Statistics</i>		.095
<i>asympt. Sig. (2-tailed)</i>		.200 ^{c,d}

Based on the table of normality test results above found that the value of asymp sig. worth 0.200 and this value is above the value of 5% or 0.05. It was concluded that the data in this study were normal. Efforts to understand the factors that most influence the market demand for the sports field rental business, the way is by running a partial test of each variable in the analysis as follows.

Test - t

Test – t statistics are usually used to pay attention consequence of the independent variables. The factors shown in the table below have the most influential effect on market demand for sports field rentals.

Table 10 t-Test

Model	t	Sig.	Collinearity Statistics	
			<i>Tolerance</i>	VIF
Constant	-3,123	0.003		
Price	5,228	0.000	0.868	1,153
Location	4,709	0.000	0.990	1.010
Consumer Satisfaction	3,732	0.000	0.876	1.142

Table 4 is a table of results that can be concluded in the form of t count variable Price (X1) worth 5,228, the location variable (X2) is worth 4.709, and for the variable Consumer Satisfaction (X3) it is worth 3.732. In the rule, the t-table value is 2.00758 with a significance level of 0.05 or 5%. This situation explain if the t -count for all variables is in the accepted position, because (tcount > ttable) it is concluded that all variable effect on market demand for sports field rental business.

At first the consumer or someone will be fixated on a price given by the owner of the sports field rental, then the consumer will definitely review directly whether the location and condition of the field match the price given. If appropriate, consumers will rent and use the field as needed. After completion, consumers will judge for themselves how they feel in renting the field, which is called consumer satisfaction. And if the owner wants to increase his field rental, he should take a reference or lesson from the variables that support attracting consumers as previously mentioned.

Simultaneous Test (F Test)

The F test was carried out to understand how the independent variables together could affect the dependent variable. Following the explanation can be seen in table 5:

Table 11 F-Test

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
Regression	229,147	3	76,382	26,712	.000 ^b
Residual	145,835	51	2,860		
Total	374,982	54			

In the results of the ANOVA table above, the table obtains the F-Calculate value of 26,712. With degrees of freedom $df_1 = k-1 = 4-1 = 3$ and $df_2 = nk = 55-4 = 51$, it is stated that n is the number of samples and k is the number of variables. The value of f-table with a significant level of 0.05 is 2.79. It can be concluded that sanya (F-count > F-table). This situation resulted in all independent variables affect the dependent variable.

CONCLUSION

In this study, it can be concluded that factors such as price, location, and customer satisfaction greatly impact and influence the demand for the sports field rental market. These three variables are also felt by consumers who rent and use sports fields. Sports field rental business owners can use the results of this research as a reference in managing this business. So that the leased field can be increasingly in demand and favored by consumers. Especially during this time of COVID-19, more and more people are interested in sports to maintain their own health stability. In light of this time of covid, people need to adopt a healthy lifestyle.

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