The Effect of Facilities and Locations on the Decision to Visit Resinda Sport Club Karawang

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ABSTRACT

The purpose of this study was to determine the effect of facilities and location on the decision to visit the resinda sport club karawang. The method used in this research is verification with a quantitative approach. The samples used were 376 samples. The sampling technique used in this study is a *simple random sampling technique* , because all related populations have the opportunity and opportunity to be selected as samples. The result of this research is that there is a correlation between facilities and location which has a positive correlation of 0.712 or in the strong category. Partial Effect of Facilities on Visiting Decisions produces a value of 0.295 or 29.5%. Partial Effect of Location on Visiting Decisions produces a value of 0.292 or 29.2%. Simultaneous influence of Facilities and Locations on Visiting Decisions resulted in a value of 0.587 or 58.7%, while the remaining 41.3% were other variables not examined in this study .

Keywords: Facilities, Location, Visiting Decision

PRELIMINARY

Maintaining physical fitness and endurance of course must be done with regular exercise. According to Mahfud (2020) in the journal Saputra & Agus (2021) , sport aims to develop physical, spiritual, and social abilities and shape the character and personality of the nation that is beneficial.

According to Law Number 3 of 2005 Article 4, national sports are aimed at maintaining and improving health and fitness, achievement, human quality, instilling moral values and noble character, sportsmanship, discipline, strengthening and fostering national unity and integrity, strengthening national resilience, and elevating the nation's dignity, prestige and honor.

The government itself makes sports as a supporter of the realization of healthy Indonesian people by placing sports as one of the directions of development policies, namely growing a sports culture, promoting sports and cultivating the community in order to improve the quality of Indonesian people. So that they have a good level of physical and spiritual health and fitness.

According to Ayudiana (2022) When Indonesia hosted the 2018 Asean Games, Indonesia was ranked 4th in the standings of 45 participating countries with 31 gold, 24 silver and 43 bronze medals. Indonesia improved compared to the 2014 Incheon Asean Games when Indonesia finished 17th with 4 gold, 5 silver and 11 bronze.

According to Chandra Bhakti (2021) as well as the Deputy of Sports Achievement Improvement of the Ministry of Youth and Sports (Kemenpora) the role of the Ministry of State-Owned Enterprises and Regional Governments in supporting outstanding athletes is not optimal and there is still a lack of synergy with sports organizations, and also the business world has not been optimized to support sports activities. national.

Karawang Regency is located in the rapidly growing province of West Java and has people who have a high appreciation of the development of the sports world. Sport center is a service product offered by a service company with the hope that consumers come to visit and enjoy the sports facilities offered.

Resinda Sport Club was inaugurated on August 5, 1998 with the concept for Residents of Resinda Housing but a few years later the Resinda sport club was opened

to the public and used an entrance ticket. Resinda sport club cannot be rented out for any events such as weddings, christenings, birthdays and others. In dealing with its competitors, Resinda Sport Club has a strategy and decisive steps in an effort to attract consumers to visit.

Schiffman and Kanuk (2013: 120) in Journal of Wardani & Santosa (2020) defines decision as selecting an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice.

The use of the right strategy can increase the number of visitors who come to enjoy sports facilities. The market strategy includes lower prices compared to competitors, facilities, attractive and modern, as well as being supported by a strategic location and a comfortable place that will influence consumer decisions to visit Resinda Sport club. In an effort to increase profits and maintain business continuity, Resinda Sport club sets the right strategy and understands what consumers need. With the attractiveness of the atmosphere owned by Resinda Sport Club in accordance with the trends desired by the community, this is used to improve visiting decisions and achieve targeted profits. If the decision to visit consumers has increased, the profit obtained will be even greater, this is useful for the survival of the company and is used to further develop the business to meet the needs of consumers in the field of sports.

According to Tjiptono in the Mulyantari Journal (2021) Facilities are physical resources that must exist before a service is offered to consumers. Convenience in use facility Becomes important thing _ for consumer for To do decision purchase . Not only that cleanliness , smoothness and guarantee security from facilities also become score plus for interesting consumer for visit .

Visitors will interested for visit something object with see what only offered _ or provided by a object . The facilities provided at the Resinda sports club are: pool swimming , bale (cottage), field tennis , aerobics , park play . Besides that other infrastructure such as toilets, canteens , places worship (mushola), gazebos, and places parking . At the facility part pool swimming and tennis court available draft natural open supported by a beautiful and comfortable environment .

According to Barry Render (2006:407) one of the most important decisions made by companies is where they will place their operational activities, the next decision that must be taken by operational managers is location strategy. A number of companies in the world do so considering the location for their operations greatly affects costs, both fixed costs and variable costs. Location greatly affects the risks and profits of the company as a whole. The goal of location strategy is to maximize the company's location advantage.

In general, location decisions are long-term decisions, very difficult to revise, have an effect on fixed and variable costs such as transportation costs, taxes, wages, rent and others. In the description above, the researcher will examine "The Influence of Facilities and Locations on the Decision to Visit Resinda Sport Club Karawang"

THEORY BASIS AND HYPOTHESES

1. Facility Relationship with Location

Location is the physical structure of a business which is the main component seen in forming the impression of a business carried out by the company in placing its business and activities in providing service channels needed by consumers and facilities whose function is to meet the needs of consumers who live temporarily in the destination area. visited, where consumers can relax enjoy and participate in the activities available in the destination area.

This is reinforced by research conducted by the journal Nuha et al (2020). The results show that the results of the correlation analysis between the facility and location variables both have a strong relationship with the visiting decision variable.

2. Partial Effect of Facilities on Visiting Decisions

Facilities play an important role in the decision to visit because if an object has adequate facilities and meets service standards and can be satisfactory, it can attract more consumers through good impressions from previous visitors.

This is reinforced by visitor research conducted by the journal Alaydrus et al (2019). Facilities are physical resources that exist before a service can be offered to consumers. Facilities are everything that makes it easy for consumers to meet various needs regarding the service offering. In a business that operates in the service sector, all

existing facilities, namely facility conditions, design, and cleanliness of facilities must be considered, especially those closely related to consumers. From the explanation above, it can be concluded that the facilities affect the decision to visit.

3. **Partial Effect of Location on Visiting Decisions**

A strategic location where there are many potential buyers, in the sense that this location is easy to reach, easily seen by consumers and a location that is widely passed and inhabited by target consumers who have the potential to buy the products or services being sold.

This is reinforced by research conducted by Alaydrus et al (2019) Selecting a particular type of location involves evaluating a series of sales. The location of a company or bathing place will have a very large influence on the decision to visit consumers because it is more profitable for consumers and the efficiency of the consumer's time, so that every company or entertainment and recreation service must pay attention to its location so that consumers are more interested in visiting our entertainment place.

4. **Simultaneous Effects of Facilities and Locations on Visiting Decisions**

Facilities are the most important in service companies such as tours, shipping and others, therefore existing facilities such as the state of the facilities, completeness of facilities and cleanliness of facilities are the most considered in sales and most importantly related to what the buyer feels directly. According to Tjiptono (2015) in the journal Nuha et al (2020) facilities are goods in physical form owned by the company and provided for buyers to benefit.

The location for a tourist attraction must refer to the ease of access for consumers or tourists and the strategic location of an appropriate sales location will provide an increase in sales and also increase customer satisfaction. Location according to Tjiptono (2015) in the journal Nuha et al (2020) is the right distribution and gift from companies to market products and services to the public or consumers who want them.

Like previous research conducted by Alaydrus et al (2019) that facilities have an influence on consumer visiting decisions at the Palu waterpark millennium baths, and location has an influence on consumer visiting decisions at the Palu millennium

waterpark baths. This means that Facilities and Locations have a significant effect on the decision to visit.

The hypotheses to be proposed in this study are as follows:

1. H 1 : There are correlation Among Facilities and Location on Decision to Visit at Resinda Sport Club.

2. H 2 : There are influence Partial Facility on the decision to visit Resinda Sport Club.

3. H 3 : There are influence Partial Location on the decision to visit Resinda Sport Club.

H 4 : Facilities with Location significantly influence Simultaneous to the Visiting Decision at Resinda Sport Club.

RESEARCH METHODS

The research method used is the verification method with a quantitative approach. Operational Variables In Sugiyono's book (2018:38) Theoretically, variables can be defined as attributes of a person or object, which has variations between one person and another or one object with another object.

Furthermore, the variables must be measurable with indicators so that they can be identified in more detail according to theory and field studies.

Table 2

Operationalization Variable

Variable	Sub Variable	Indicator	Statement Number	Scale
Facilities (X1) Tijptono, 2014 in the Mulyantari Journal (2021)	Spatial Consideration/Planning	Number of facility objects	1	ordinal
		Facility balance	2	ordinal
	Room Planning	Like facilities	3	ordinal
		Setup	4	ordinal
	Fixtures/Furniture	Location found facilities	5	ordinal
		Facility Use	6	ordinal
	Lighting	temperature	7	ordinal
		Desired atmosphere	8	ordinal
	Color	Health	9	ordinal
		Brings comfort	10	ordinal
		Information Signal	11	ordinal

	Messages delivered graphically	Facility placement	12	ordinal
Location (X2) Tjiptono, 2014 in the Journal of Isnana et al (2019)	Access	Near other similar objects	1	ordinal
	Traffic	Reachable	2	ordinal
		Means to the location	3	ordinal
		Road conditions	4	ordinal
	Visibility	Seen from the side of the road	5	ordinal
		Street sign	6	ordinal
	Parking lot	Parking security	7	ordinal
		The size of the parking lot	8	ordinal
	Environment	Clean environment	9	ordinal
		Comfortable environment	10	ordinal
Visiting Decision (Y) Kotler & Keller, 2008 in the Journal of Sargimi & Parasmala (2021)	Recognition of Needs	Need services for recreation	1	ordinal
		Need services for holidays	2	ordinal
	Information Search	Knowing from ads	3	ordinal
		Knowing from friends	4	ordinal
	Alternative Evaluation	Knowing the advantages	5	ordinal
		Has a variety of facilities	6	ordinal
	Buying decision	Confidence to visit	7	ordinal
		Visitor needs	8	ordinal
	Behavior After Purchase	Feel satisfied and make repeat visits	9	ordinal
		Recommend to friends about the	10	ordinal

advantages of the
object

Source: * Tijptono, 2014 in the Mulyantari Journal (2021)

** Tjiptono, 2014 in the Journal of Isnana et al (2019)

*** Kotler & Keller, 2008 in the Journal of Sargimi & Parasmala (2021)

In this study, the population was the number of visitors to Resinda Sport Club Karawang, namely 20,093 visitors.

In determining the sample, the researcher can use samples taken from the population with an error rate of 5%.

$$s = \frac{\lambda^2.N.P.Q}{d^2(N-1) + \lambda^2.P.Q}$$

Isaac and Michael Rumus formula

Source: (Sugiyono, 2018:87)

Note: s= Number of Samples

λ^2= Chi Square (error rate 5%=3.841)

P= Probability Correct (0.5)

Q= False Probability (0,5)

d= Degree of Accuracy (0.05)

N= Population

The following is the calculation of the number of samples in this study using the Isaac and Michael formula:

$$s = \frac{3,841.20093.0,5.0,5}{0,05^2(20093-1) + 3,841.0,5.0,5}$$

$$s = \frac{19294,303}{0,0025\ (20092) + 0,96}$$

$$s = 376,915$$

The sample calculation with an error rate of 5% resulted in a sample of 376,915 or rounded up to 376 visitors to Resinda Sport Club.

The sampling technique used in this research is using *simple random sampling technique* , because all related populations have the opportunity and opportunity to be selected as samples.

Data analysis used in this research is path analysis with partial and simultaneous hypothesis testing

RESULTS AND DISCUSSION

Correlation Results

Table 3
Correlation between Facilities (X1) and Locations (X2)

Correlations		X1	X2
X1	Pearson Correlation	1	.712 **
	Sig. (2-tailed)		.000
	N	376	376
X2	Pearson Correlation	.712 **	1
	Sig. (2-tailed)	.000	
	N	376	376

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processing Results, 2022.

Based on the results of the analysis, the correlation coefficient between the independent variables has a value of 0.712. This means that the variables of Facilities (X1) and Location (X2) have a relationship, namely a strong category, because the value of 0.712 is in the interval 0.600-0.799.

Path Analysis Results

Table 4
Analysis Track

Coefficients ᵃ					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	6227.028	1462.046		4.259	.000
	X1	.354	.040	.416	8,768	.000
	X2	.404	.047	.412	8,690	.000

a. Dependent Variable: Y

Source: Data Processing Results, 2022.

Based on Table 4. it is known that the path coefficient value between the Facility (X1) and Location (X2) variables on the Visiting Decision (Y) is explained below.

A. Coefficient Track Variable Facilities (X1) on Visiting Decisions (Y)

Based on Table 4.73, it is known that the path coefficient value between the Facility variable (X1) and the Visiting Decision (Y) is 0.416.

B. Coefficient Track Variable Location (X2) against Visiting Decision (Y)

Based on Table 4.73 it is known that the path coefficient value between the Location variables (X2) to the Visiting Decision (Y) of 0.412.

C. Coefficient Track Variable Facilities (X1) and Location (X2) on Visiting Decisions (Y)

The direct influence of Facilities (X1) and Location (X2) on Visiting Decisions (Y) is described as follows:
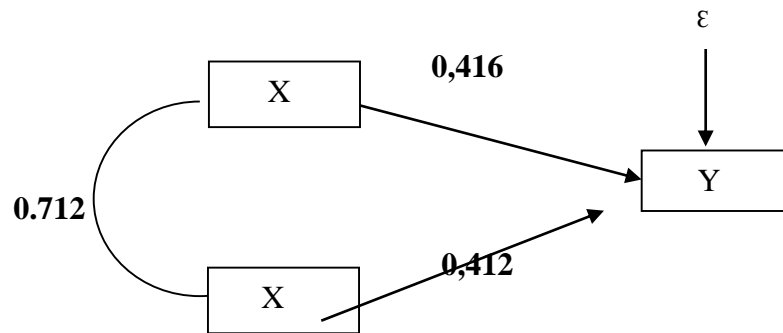

Figure 1

Coefficient of Path Variable Facilities (X1) and Location (X2) on Visiting Decisions (Y)

Source: Data Processing Results, 2022.

Based on Figure 1 the path coefficient value of the Facility variable (X1) is 0.416, which is greater than the Location variable (X2) which obtained a value of 0.412. This means that the Facility variable (X1) has a greater influence on the Visiting Decision (Y). The following is the path equation in this study:

$$Y = 0.416 \, X1 + 0.412 \, X2 + p_{y}\varepsilon$$

Determination Test Results

Table 5 Coefficient of Determination (R^2)

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 a	.587	.585	3116.58990

a. Predictors: (Constant), X2, X1

Source: Data Processing Results, 2022.

Based on Table 4.77, it is known that the coefficient of determination (R^2) is 0.587, meaning that the Visiting Decision variable (Y) is explained by Facilities (X1) and Location (X2) of 0.587 or 58.7%, while the rest is influenced by variables not examined in this study amounted to 0.413 or 41.3%.

Hypothesis test

Partial Hypothesis Results

Table 6
T . Test Results

		Coefficients a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	6227.028	1462.046		4.259	.000
	X1	.354	.040	.416	8,768	.000
	X2	.404	.047	.412	8,690	.000

a. Dependent Variable: Y

Source: Data Processing Results, 2022.

A. Influence Partial Facilities (X1) for Visiting Decisions (Y)

Effect (X1) partially to the Visiting Decision (Y) can be known through statistical testing using the following hypotheses:

H$_0$: pyx1 = 0 (no effect)

Facility does not have a partial effect on the Visiting Decision

H$_1$: pyx1 0 (there is an effect)

Facility partially influence the Visiting Decision

Test Criteria : H$_0$ is rejected if sig. <α or **t** *count* > **t** *table.*

To find out Facilities (X1) partially to the Visiting Decision (Y) with a significant level (α) = 5%, *degree of freedom* (df) = (nk) = 376 – 2 = **374** then the t table is 1.649. It is known that the value of sig. (0.000) < (0.05) and t *count* (8.768) > t *table* (1.469) then H$_0$ is

rejected. Thus it can be concluded that the Facilities (X1) has a partial effect on the Visiting Decision (Y).

B. Influence Partial Location (X2) to Visit Decision (Y)

Effect (X2) partially to the Visiting Decision (Y) can be known through statistical testing using the following hypotheses:

H $_0$: pyx1 = 0 (no effect)

Location does not have a partial effect on the Visiting Decision

H $_1$: pyx1 0 (there is an effect)

Location has a partial effect on Visiting Decisions

Test Criteria : H $_0$ is rejected if sig. <α or **t** *count* > **t** *table.*

To find out Facilities (X1) partially to the Visiting Decision (Y) with a significant level (α) = 5%, *degree of freedom* (df) = (nk) = 376 – 2 = **374** then the t table is 1.649.

Based on Table 4.78, it shows that t *count* is 8.690 with sig. 0.000. Facility Effect (X1) partially to the Visiting Decision (Y) . it is known that the value of sig. (0.000) < (0.05) and t *count* (8.690) > t *table* (1.469) then H $_{0\ is}$ rejected. Thus it can be concluded that the location (X2) has a partial effect on the Visiting Decision (Y).

Simultaneous Hypothesis Test Results

To determine the effect of Facilities (X1) and Location (X2) simultaneously on the Visiting Decision (Y) with a significance level of (α) 5%, *degree of freedom* (df1) (n-2) = 376 – 2 = **374 , so f** *table* 3.02 is obtained . The results of statistical tests for **f** *arithmetic* in this study can be seen in the following table:

Table 7
F . Test Results

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5148243594.539	2	2574121797269	265,015	.000 [b]
	Residual	3622998472.331	373	9713132.634		
	Total	8771242066,870	375			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processing Results, 2022.

Based on Table 7, it shows that **f** *count* is 265,015 with sig. 0.000. The effect of X1 and X2 simultaneously on Y. The value of sig. 0.000 <α(0.05) and **f** *count* (265.015) > **f** *table* l

(3.02) then H_0 is rejected. Thus it can be concluded that the Facility (X1) and Location (X2) have a simultaneous effect on the Visiting Decision (Y).

Discussion

1. Correlation between Facility (X1) and Location (X2)

The correlation between Facilities (X1) and Location (X2) has a value of 0.712 or 71.2%, which is in the strong category, because it is in the interval 0.600-0.799. If the facilities and location provided by Resinda Sport Club Karawang are good, a Visiting Decision will occur. Meanwhile, if the facilities and locations provided by Resinda Sport Club are low, they will think again in making visits. Reinforced by the results of research from Nuha et al (2020) shows that the results of the correlation analysis between the facility and location variables both have a strong relationship with the visiting decision variable.

2. Influence Partial Facilities (X1) and Location (X2) on Visiting Decisions (Y)

A. Influence Partial Facilities (X1) on Visiting Decisions (Y)

Based on the results of the study, it was found that the partial effect of facilities on visiting decisions has a path coefficient of 0.416. The direct effect is 0.173 or 17.3% and the indirect effect is 0.122 or 12.2%, and the total effect is 0.295 or 29.5%.

This means that the Facility variable on Visiting Decisions has a positive effect. Reinforced by the results of research from Alaydrus et al (2019) that there is a partial relationship between facilities and visiting decisions.

B. Influence Partial Location (X2) to Visit Decision (Y)

Based on the results of the study, it was found that the partial effect of location on visiting decisions has a path coefficient of 0.412. The direct effect is 0.170 or 17% and the indirect effect is 0.122 or 12.2%, and the total effect is 0.292 or 29.2%.

This means that the location variable on the decision to visit has a positive effect. Reinforced by the results of research from Alaydrus et al (2019) that there is a partial relationship between location and visiting decisions.

3. Influence Simultaneous Facilities (X1) and Location (X2) on Visiting Decisions (Y)

Based on the results of the study, it was found that the simultaneous influence of Facilities and Locations on Visiting Decisions had a value of 0.587 or 58.7%, while the remaining 41.3% were other variables not examined in this study.

This means that the variables of Facilities and Locations on Visiting Decisions have a simultaneous effect. Reinforced by the results of research from Alaydrus et al (2019) that there is a simultaneous relationship between Facilities and Locations on Visiting Decisions.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that the results of the correlation analysis between facilities and location have a positive correlation of 0.712 or in the strong category. Partial Effect of Facilities on Visiting Decisions produces a value of 0.295 or 29.5%. Partial Effect of Location on Visiting Decisions produces a value of 0.292 or 29.2%. Simultaneous influence of Facilities and Locations on Visiting Decisions resulted in a value of 0.587 or 58.7%, while the remaining 41.3% were other variables not examined in this study .

Based on the conclusions above, reinforced by previous research, the title of this thesis proves that the facilities and location affect the decision to visit Resinda Sport Club Karawang.

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