

The Effect of Perceived Value on Customer Satisfaction at Adeut Futsal Field in Sumedang

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Abstract

This study aims to analyze the influence of perceived value on customer satisfaction at the Adeut Futsal Field in Sumedang Regency. The recreational sports services industry in Sumedang faces the dynamics of fierce competition (red ocean market) where the phenomenon of customer switching behavior and a decrease in the number of visits is the main business challenge. Using the theoretical framework of Stimulus-Organism-Response (S-O-R) and the multidimensional dimension of PERVAL (quality value, price value, emotional value, and social value), this study examines how value perception acts as the main antecedent of customer satisfaction. The research method used was causal quantitative with purposive sampling technique on 111 respondents who were active customers of Adeut Futsal. Data were analyzed using descriptive analysis and simple linear regression through SPSS. The results of regression analysis showed that perceived value had a positive and significant effect on customer satisfaction ($R^2 = 0.549$). The scientific implications of this study reinforce the application of the S-O-R model to the cognitive school in the sub-urban recreational sports services industry, proving that multidimensional cognitive evaluation (perceived value) acts as a valid organism to trigger consumer satisfaction responses. The managerial implications suggest the importance of revamping physical facilities (such as interlock floors) and increasing the value of experiences to maintain customer retention.

INTRODUCTION

The development of the recreational sports services industry in Indonesia has experienced rapid growth as sports activities have transformed from simply fulfilling physical needs to being part of the lifestyle and experience economy. Futsal is one of the most popular team-based recreational sports in various regions, including in Sumedang Regency. This growth in demand triggers the presence of various futsal arena facility providers, which ultimately creates a situation of fierce competition (red ocean market). In saturated market conditions, maintaining customer retention is a critical challenge for sports service providers.

Adeut Futsal, as one of the futsal arena business players in Sumedang Regency, faces empirical problems in the form of fluctuations and declining customer visit trends. Internal data shows that the number of field rentals saw a significant decline from 160 teams in July to 115 teams in December. This phenomenon of a decrease of 28.1% indicates a tendency to shift customer behavior to competitor field providers.

Based on a pre-survey of 30 respondents and a Voice of Customer (VoC) search, customers' decisions in choosing or leaving the futsal arena are not only driven by a single variable such as low prices. The results of the pre-survey showed that the consideration of low prices was only chosen by 20% of respondents. On the other hand, the combination of emotional value (26.7%) and social value (16.6%) aspects accounted for the largest proportion, at 43.3%. On the other hand, customers complained about technical quality value aspects, such as the condition of the interlock (puzzle) floor that was corrugated/loose and the field lighting was not optimal. This

condition shows that there is an inequality between the sacrifices made by customers and the value they get.

Theoretically, this research is anchored in the framework of Stimulus-Organism-Response (S-O-R) from Mehrabian and Russell (1974) in the perspective of the cognitive school. Field physical attributes and service quality play a role as Stimulus (S). These attributes are then cognitively evaluated by customers through Perceived Value as an Organism (O), which integrates the dimensions of quality, price, emotional, and social value (PERVAL). This cognitive evaluation then gives birth to an emotional Response (R) in the form of Customer Satisfaction.

Although the concept of perceived value has been extensively researched, the majority of previous studies have focused on the tourism, hospitality, or aviation industries. There is still limited research that specifically examines the application of the PERVAL multidimensional model and the S-O-R framework to the team sports and leisure services business in the suburbs. Therefore, this study aims to analyze the influence of perceived value on customer satisfaction at the Adeut Futsal Field in Sumedang Regency, as well as provide theoretical and practical contributions to the development of sports services marketing strategies.

METHODS

This study uses a quantitative approach with causal research and a cross-sectional approach. The population in this study is all customers who have used Adeut Futsal Sumedang services. Sampling was carried out using a non-probability sampling technique with a purposive sampling method. The sample criteria include customers who have played at least 3 times in the last 3 months and are at least 17 years old. The total sample set was 111 respondents, which met the rules of Sekaran & Bougie (2017) for regression analysis.

Variable measurements refer to a Likert scale of 1–5 (1 = Strongly Agree to 5 = Strongly Agree). The Perceived Value (X) variable was measured through 18 indicators covering 4 dimensions of PERVAL: Quality Value (5 items), Price Value (4 items), Emotional Value (4 items), and Social Value (5 items). The Customer Satisfaction (Y) variable is measured through 4 main indicators. The instrument has been declared valid ($r_{\text{calculated}} > r_{\text{table}} = 0.361$) and reliable ($\text{Cronbach's Alpha} > 0.60$).

Data analysis techniques include descriptive analysis (average score) and inferential analysis using Simple Linear Regression with the help of IBM SPSS. The regression equation tested is: $Y = a + bX + e$

RESULTS AND DISCUSSION

Table 1. Respondent Characteristics Profile (n = 111)

Profile Categories	Respondent Characteristics	Frequency (People)	Percentage (%)
Gender	Men – men	98	88,3%
	Women	13	11,7%
Age	17 – 20 Years	42	37,8%
	21 – 25 Years	55	49,5%
	>25 Years	14	12,7%
Jobs	Student/Student	68	61,3%
	Private/Self-	33	29,7%

	Employed Employees		
	Others	10	9,0%
Play Frequency (3 Months)	3 – 5 Times	45	40,5%
	6 – 10 Times	42	37,8%
	>10 Times	24	21,6%

Source: Primary Data Processed (2026)

1.1 Results of Descriptive Analysis of Variables

The results of the calculation of the mean score show that the Perceived Value (X) variable as a whole is in the High category with an average of 3.85. The Emotional Value dimension contributed the highest score (4.02), followed by Social Value (3.91), Price Value (3.78), and Quality Value (3.69). The low score relative to the Quality Value confirms customer complaints regarding physical damage to the interlock floor. Meanwhile, the Customer Satisfaction variable (Y) has an average value of 3.82 (High category).

1.2 Results of Simple Linear Regression Analysis

A simple linear regression test was performed to test the influence of Perceived Value on Customer Satisfaction. A summary of the results of SPSS data processing is presented in Table 2 below:

Table 2. Results of Simple Linear Regression Analysis:

Models	Unstandardized Coefficient (B)	Std. Error	t-count	Sig.
(Constant)	2,145	0,412	5,206	0,000
Perceived Value (X)	0,748	0,065	11,508	0,000

Source: Primary Data Processed SPSS (2026) I Dependent Variable: Customer Satisfaction (Y)

Based on Table 2, the following simple linear regression equation is obtained:

$$Y = 2.145 + 0.748X$$

The regression equation indicates that:

1. The value of constant (a) of 2.145 indicates that if the Perceived Value variable is zero, then Customer Satisfaction is at the level of 2.145 units.
2. The regression coefficient (b) of 0.748 is positive. This means that every one unit increase in the Perceived Value will be followed by an increase in Customer Satisfaction by 0.748 units.

1.3 Hypothesis Test (t-test) and Coefficient of Determination (R²)

Hypothesis testing is carried out through the t-test. The results of the analysis showed a tcal value of 11.508 with a significance value of 0.000. Because the value of sig. (0.000) < 0.05 and tcal (11.508) > ttable (1.982), then H0 is rejected and H1 is accepted. This proves that Perceived Value has a positive and significant effect on Customer Satisfaction at the Adeut Futsal Field in Sumedang.

Based on the results of the correlation test and determination coefficient, the value of R = 0.741 and R-Square (R²) of 0.549 were obtained. This shows that 54.9% of the variation in Customer Satisfaction in Adeut Futsal is explained by the Perceived Value variable, while the remaining 45.1% is influenced by other factors outside the research model (such as location, promotion, or quality of customer relationships).

DISCUSSION

The findings of this study empirically support the Stimulus-Organism-Response (S-O-R) theoretical framework. Perceived value stimuli have been proven to be cognitively evaluated by

customers (Organisms) to produce emotional responses in the form of high satisfaction (Response). These findings are in line with previous research by Paulose & Shakeel (2022) and Hapsari et al. (2016) which emphasized the importance of the perception of total value in shaping customer satisfaction.

Practically, the dimensions of Emotional Value and Social Value have proven to be very strong emotional drivers for futsal customers in Sumedang. However, the low score on the Quality Value indicates that the manager of Adeut Futsal must immediately make physical repairs to the interlock floor surface as well as the field lighting system to prevent the loss of customers to other competitors.

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that Perceived Value has a positive and significant effect on Customer Satisfaction at the Adeut Futsal Field in Sumedang Regency. The contribution of perceived value in explaining the variation in customer satisfaction was 54.9% ($R^2 = 0.549$), while the remaining 45.1% was influenced by other variables not studied in this model. The results of the descriptive analysis showed that the dimensions of Emotional Value (score 4.02) and Social Value (score 3.91) provided the most dominant perception of value for customers. Meanwhile, the Quality Value dimension (score 3.69) obtained the lowest rating sourced from technical complaints on the condition of the interlock floor surface.

Scientific / Theoretical Implications

1. Strengthening the Validity of the S-O-R Framework in Recreational Sports Services: This study strengthens the empirical evidence that the Stimulus-Organism-Response (S-O-R) theory of the school of cognitive is valid applied in the business domain of sub-urban recreational sports. Perceived value is scientifically proven to act as an organismal variable (a process of cognitive evaluation, trade-off, benefits, and sacrifices) that directly determines the emotional response in the form of customer satisfaction.
2. Expansion of PERVAL Multidimensional Conceptualization: The findings of this study confirm that consumer satisfaction in the group recreation industry is not only shaped by functional aspects (quality value and price value), but is strongly influenced by non-physical values (emotional value and social value). This expands the application of Sweeney & Soutar's (2001) PERVAL model to the community-themed recreation services industry.

Managerial / Practical Implications

1. Priority Improvement of Physical Facilities (Quality Value): The management of Adeut Futsal is recommended to immediately carry out repairs and rejuvenation of the corrugated/loose interlock floor and update the field lighting installation. Handling these physical facilities is important to contain the rate of declining visits and prevent customer displacement.
2. Strengthening Community Experience (Emotional & Social Value): Management needs to optimize supporting areas such as stands/waiting rooms and canteens to make them more comfortable to use as a place to socialize. The organization of local competitions or periodic mini-tournaments can increase the sense of belonging and social prestige of customers.
3. Price Value-Based Pricing Strategy: Instead of conducting a price war, management is advised to apply a value-added pricing approach. This can be achieved through loyalty program schemes (such as special discounts on accumulated hours or perks bonuses) to ensure that the customer's financial sacrifice is proportional to the perceived benefits.

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