

CHAPTER 1

INTRODUCTION

1.1 Background

According to Republika (2009). “These days, futsal has already become a favorite sport for every male segment of people who live in Jakarta. Futsal is a soccer sport but it is played in small number of group and in a smaller field. Now days there are many futsal courts that are rent for public. This kind of business is very profitable, cause in one hour we can rent one futsal court for Rp 200.000, in one year it could gain gross profit more than one billion IDR”.

These days there are only have several fields in Jakarta which is free that can be used by the people around the city, and it is very hard to be found. There are many reasons why futsal is becoming more and more popular. “One such reason is the lack of space in the world “megacities” (FIFA Magazine, 2006). This futsal game has many customers, such as high school students, college students and also working people or old people. Futsal is not very different with football, except that futsal is played with a smaller number of players rather than football, only 5 players for each team and of course the field is smaller rather than a typical football field. Futsal only needs small group of people to play this game, so it will be easy for us to gather people around us to play futsal.

1.1.1 Explored Journal of the Research

The reason why the author chose this topic as the research was because futsal rental business is growing in Jakarta, everywhere in Jakarta they open futsal rentals. It contains a lot of money with minimum capital. Also, the customer comes from all segments. In

order to finish this research, the author had to choose a journal as the guide line. So the author chose "*Customers' expectations of service in Greek fitness centers* by Yanni Afthinos, Nicholas D. Theodorakis and Pantelis Nassis in 2005. The author chose that journal because it has the same theory and methods with the current research, so it can be used as the author's guide line. The difference comes from the type of sport but it has the same theory and method.

1.1.2 Story of Futsal

Futsal word comes from the Spanish language which means Futbol (football) and Sala (room) or in other word we can define as indoor football. According to FIFA, futsal first known in Montevideo (Uruguay), which is known by Juan Carlos Ceriani who is a football coach from Argentina. Every times he trains his team; the weather becomes his problem, every time he made a tactic it was always ruined by the rain that always inundate the field. Then he moved the training into inside the room or indoor soccer, because of the limitation of the field, he reduced the number of the player of the team from 11 to 5 and it is including resizing of the goal post. In 1974 delegations of each country comes together and make futsal federation which is called FIFUSA (The Federacao Internationale de Futebol de Salao / Federasi Futsal AS).

FIFUSA first competition was held in Sao Paulo Brazil in 1982, 7 years later futsal grew and FIFA as the football main federation were very interested to recruit futsal as one of their sport, because futsal is similar to football. Over the next few years futsal still grew.

In 1995 futsal came to Indonesia but there were only a few of people who had interest for this sport, as the time goes and the space in this cities is reducing because of development, so there was no place for people to play in the big field anymore, that's the time when futsal is become the solution. According to Joao Rocha, a former futsal consultant to the Asian Football Confederation believes

that, “people, especially children, need space to play, if there is no football pitches available they simply cannot and will not play football”. That is why right now futsal is booming in Jakarta and in the early 2004 futsal boomed in Jakarta. People are always in the waiting list to rent a field and so on (Infofutsal.com).

Futsal also can be played in many different kinds of fields such as synthetic grass, cement and synthetic rubber. Different fields also have different kinds of price charge. Different futsal place have different competitiveness in facilities and experiences. Many futsal field rent also offer different price rate depends on their facilities, location and type of the field.

This business also has different segmentations based on age, income and location of the place. That is why many futsal field rent are trying their best to improve their service and facilities in order to meet their customer expectation.

1.1.3 Futsal and Customers' Expectation

In a competitive service industry, delivery of excellent service is very important for survival and success (Parasuraman *et al.*, 1985). A satisfied customer is more likely to continue buying the service, engage in positive word of mouth publicity, and increase the volume of purchase (Howard *et al.*, 1999). In addition, business earning increase as a result of customer loyalty, reduce spending required in attracting new customers, and the willingness of a customer to pay a higher price for superior quality service (Kim and Kim, 1995). “Based on anecdotal evidence” by the author for customer expectation for futsal place; it can be differentiated from the type of the field, facilities and also location.

There are three types of futsal fields in Jakarta, first is synthetic grass, cement and last is synthetic rubber. Three of those futsal fields have almost the same level of rent price but of course with high quality field from those three fields. But most people would like to pay more to play in synthetic grass and rubber because it is comfortable. There are many types of customers, there are customer who cares about the service and additional facility, usually those customers are working people or executive but there are customers who do not care about additional facilities, for them the most important is the field, those people are usually students and they do not consider about the facilities and the comfort abilities.

The second expectation is that futsal place can be differentiated by their facilities; futsal place would have an extra facility such as parking lot, shower room, café or even WiFi spot when they provide a good field and service; whereas, for the cheaper field, they do not provide added value and services. Student customers usually do not think about the facilities, they only care about the cheaper price.

The last expectation is location, a futsal place located in a major street usually has a higher price, this is why the customer expects to easy access to this futsal place, and the cheaper futsal place usually located in residences or in more secluded area. In Jakarta there is a lot of futsal places, those different futsal place are fulfilling the customers' expectation. That is kind of hard because there are many types of customer characters.

1.1.4 Jakarta Market

In Jakarta's market, "based on anecdotal evidence" of the author, most of the futsal places already added their value even though with small facilities. So in the cheaper futsal place, it already includes shower room even in the small number, they located in secluded area such as Pasar Minggu, Bintaro, and Arteri, their parking lot is not very large and they do not have café or restaurant, they only sell drinks in a small kiosk, and most of their field type is rubber; they are also located indoors. Their target market is students from school and college and lower market segments. This futsal place charge cheap field rents, from 100.000 IDR – 150.000 IDR. The example of this futsal place is Jogo Futsal in Pasar Minggu, Metro Futsal in Arteri, and The Balls in Bintaro.

In 2004 there were only less than 7 futsal field rent in Jakarta but then in 2009 the number becomes 36 futsal field rent in all over Jakarta according to Republika 61st edition of Sunday - 8 February 2009. From that source we can see that futsal business rent is growing more than 500 % in five years. That is the proof why this business is very convincing and has a lot of customers.

In the expensive futsal place, now in Jakarta they already include shower rooms, café, large parking lot, they were located in Major street such as Kuningan, Simatupang, and Senayan, they have WiFi spot and other added facilities. Their field type is synthetic grass or rubber and they were located indoor. Their target market is working people, executive and middle – higher market segment. The example of this futsal place is Kick Spot in Kuningan, STC futsal in Senayan, and Futsal Indonesia in Simatupang according to Republika 61st edition of Sunday - 8 February 2009.

The purpose of this study was to examine, learn and know customer characters and decision in choosing futsal place to be played. There are many type of customer, so there will be a lot of expectation. From these papers we can know and we can make the guide line of futsal customer character and decision in Jakarta. So it can be our point of view for futsal field rental business.

1.2 Scope of Study

The research was done in Jakarta, Indonesia. This research surrounds all of Jakarta state area. By using 240 respondents, the target respondents for this research were almost all segments, from students until working people who are futsal customers. Questionnaires were distributed in 4 different futsal places. The original study by Yanni Afthinos, Nicholas D. Theodorakis and Pantelis Nassis in 2005 distributed their questionnaires in Greek fitness center. The author chooses Jakarta because it is a capital city of Indonesia and has many populations. Jakarta is a city that has different phenomenon for business.

1.3 Aim and Benefits

The aim and benefits of this research are as follows:

- To understand what customers' expectations are of a futsal place
- Providing customer information for market to satisfy customers' expectation
- To improve the futsal place service for their customers
- Provide customer characteristics

1.4 Structure

- Chapter 1 Introduction

It contains the background, scope, aim and benefits of this research, research country preference and market, and structure that shows contains of each chapter.

- Chapter 2 Theoretical foundation

It contains theoretical needs for the study in order to support the research.

- Chapter 3 Research methodology

It contains research questions, method used in conducting the research, and analysis frameworks.

- Chapter 4 Research findings

It contains the result of analysis and discussing the result.

- Chapter 5 Conclusion and recommendation

It contains the conclusion of the research result, limitations, recommendations and chapter summary.