



Satisfaction and Loyalty of NBA Athletes in Solo: Effects of Coach Leadership, Club Management, Coach Psychology, Infrastructure Facilities, and Service Quality

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Abstract

This study sought to determine the influence of coach leadership, club management, coach psychology, infrastructure, and service quality on the satisfaction and loyalty of NBA athletes.. This research is qualitative research with a descriptive analysis approach. Methodology : The data collection methods used by researchers were observation, interviews, and documentation. The population of this study was 100 people, and 25 samples were taken from leaders in the basketball team organization in Solo city. Only the basketball organization leaders in the Division I were included as the target population. The option to include a basketball coach in a Solo city was the members of the NBA Division I. Data collection techniques employed questionnaires, and the data analysis techniques utilized PLS-SEM. Structure in the organization of management that included planning, organizing, and investigating the practice of athletes and leaders in the organization, required good behavior and discipline to run according to plan. Findings : It indicates that most respondents considered that the service quality variable indicators were good enough. The mean of the service quality variable was signifying that consumers agreed that the indicators of the service quality variable were good. Contribution and Recommendation : The results of this study can be used as input for basketball club coaches. Fixing itself is related to the leadership style, club management, psychology, supporting facilities and infrastructure, and service quality in the club.



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INTRODUCTION

An organization's cultural role in influencing employee behavior seems increasingly important. Organizational culture can be reflected, among others, from a system that includes the size of the opportunity to innovate and be creative for employees, the formation of work teams, leadership that is transparent, and not too bureaucratic. Organizations are often understood as a group of people who gather and work together in a structured way to achieve specific goals or targets that have been set together (Poerwanto, 2008).

According to Schneider, an organization is a group of people who work together to achieve common goals. According to Chester J. Bernard, an organization is the cooperation of two or more people, a system of activities and individual forces that are consciously coordinated (Tika, 2006). Organizational effectiveness is influenced by organizational culture, which impacts the managerial way of the functions of planning, organizing, staffing, leading, and controlling employees (Ikyanyon & Gundu, 2009). Organizational culture is one of the fundamental components that are useful for the company's competitive advantage and maintaining performance (Nongo, 2012).

The leader is one of the role models for employees, so a leader must have justice, good behavior, attitude, and speech in leading an organization so that employees feel satisfied and prosperous in their work (Luthans & Youssef, 2009). Coach leadership can determine the achievement of certain job satisfaction. Coaches must understand the right ways

to motivate athletes, so that in the end they will try to achieve the targets set to achieve high performance (Ani & Ribut, 2020). In organizing an event, sports psychology is needed to improve the quality of the relationship between coaches and athletes (Jowett & Chaundy, Rieke et al., 2008).

The novelty in this study leads to management in the NBA which has an impact on improving club management, coach psychology, coach leadership and the quality of services provided by coaches and club management within the NBA organization. Good service quality provided to athletes results in athlete satisfaction and loyalty to the organization.

The purpose of this study is (1) to determine the satisfaction and loyalty of NBA athletes in Solo, (2) to determine the influence of coach leadership in the organization, (3) to determine the influence of coach psychology, (4) to find out the infrastructure, and (5) to find out service quality and job satisfaction in the organization. This research is vital because the results will show important points and weak points of the NBA Basketball leadership organization in Solo so that it will be an opportunity to improve. Finally, information from this research will help the NBA to prepare for the NBA leadership organization.

METHODS

This research is qualitative research with a descriptive analysis approach, while the data collection methods used by researchers were observation, interviews, and documentation. Data collection techniques

employed questionnaires, and the data analysis techniques utilized PLS-SEM. The observation results illustrated that the structure of management included organizational planning and investigation of how the implementation of the practice of a leader-led organization with good behavior and discipline. This study sought to determine the influence of coach leadership, club management, coach psychology, infrastructure, and service quality on the satisfaction and loyalty of NBA athletes.

The population in a study is an area that the researcher wants to study. According to Sugiono (2011), "population is a generalization area, consisting of objects/subjects with certain qualities and characteristics determined by researchers to be studied and then drawn conclusions." The population of this study was 100 people, and 25 samples were taken from leaders in the basketball team organization in Solo city. Only the basketball organization leaders in the Division I were included as the target population. The option to include a basketball coach in a Solo city was the members of the NBA Division I.

Data collection techniques employed a questionnaire. Meanwhile, the data analysis techniques utilized PLS-SEM. Research expectations are within the NBA leadership organization through the following variables:

- a) Leadership Variable (X1)
- b) Club Management Variable (X2)
- c) Coach Psychology Variable (X3)
- d) Infrastructure Variable (X4)
- e) Service Quality Variable (X5)
- f) Job Satisfaction (Y1)
- g) Loyalty (Y2)

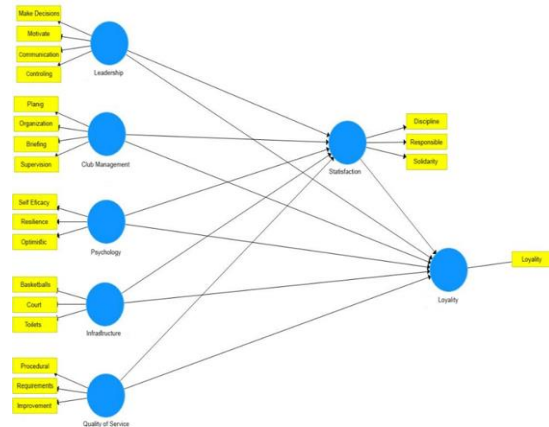


Figure 1. Schema of Structural Equation

A leader in an organization is a good communicator and a good listener, encouraging followers to express opinions and provide feedback that can motivate their subordinates, assessing relational transparency that motivates. Because leaders in organizations also consider various alternatives derived from information collected, balanced processing behavior enables them to make decisions, motivate, communicate, and control subordinates better (Walumbwa et al., 2008).

In the context of NBA sports, it is a crucial requirement for coaches, and being a leader reflects each coach's opinion on team strategies and training plans. Because coaches have their specialized expertise and knowledge of team units, empowering them to involve themselves in team development actively, might increase their job satisfaction as more identified with their profession.

RESULT

After testing the measurement model, the next step was testing the structural model. The summary of structural model testing is as follows:

Table 1. Summary of Structural Model Analysis

Variable	Original Sample	Mean	Standard Deviation	T Statistic	P Values
Leadership > Satisfaction	0,244	0,168	0,018	2,373	0,017
Leadership > Loyalty	0,127	0,154	0,020	2,619	0,050
Club Management > Satisfaction	0,316	0,296	0,157	0,020	0,044
Club Management > Loyalty	0,244	0,168	0,018	2,373	0,017
Psychology > Satisfaction	0,103	0,245	0,025	2,398	0,035
Psychology > Loyalty	0,258	0,126	0,021	2,175	0,024
Infrastructure > Satisfaction	0,127	0,154	0,020	2,619	0,050
Infrastructure > Loyalty	0,187	0,117	0,016	2,169	0,024
Quality of Service > Satisfaction	0,238	0,247	0,022	2,045	0,029
Quality of Service > Loyalty	0,012	0,211	0,017	2,072	0,047

Based on Table 1 above, it can be seen that the indicators on the service quality variable had a TTB value that was higher than the BTB. It indicates that most respondents considered that the service quality variable indicators were good enough. Of the sixteen service quality indicators, the indicator that had the highest TTB value was that employees value consumers. It means that according to consumers, in terms of service employees, respecting consumers was the most attractive service quality strategy that could make them satisfied with existing services. The mean of the service quality variable was 4.05, signifying that

consumers agreed that the indicators of the service quality variable were good.

DISCUSSION

This study examined the leadership management linkages between infrastructure, service quality, coach psychology, job satisfaction, and loyalty in an organization in the National Basketball Association (NBA) Division I. The review of this research was job satisfaction and loyalty in an organization, especially the NBA Division I basketball. It is because, in the sense of community, there was a relationship with job satisfaction and loyalty. Besides, the leader would carry out his duties to the maximum, if he had loyalty to the organization's members in the NBA Division I basketball. Theoretically, this research has a contribution to attitude, which would be influenced by loyalty, service quality, and infrastructure in an NBA Division I basketball organization. Members in the NBA Division I basketball organization would unconsciously have a relationship with colleagues and then produce job satisfaction. The statement implies that job satisfaction is a positive or pleasant emotional state that results from an assessment of one's work or work experiences so that people feel satisfied at work and remain loyal.

The goals in an organization in sports management provided job satisfaction and job loyalty for administrators, coaches, and athletes. Besides, clarity of purpose would provide an overview of cooperation between leaders and members of the organization at an event. Involvement in sports would also have an influence on psychology in administrators, coaches, and athletes. With

direct involvement, sports management would feel part of a sports event with good service quality. A series of clarity would affect loyalty and job satisfaction to work in sports events. These findings did little to change the convincing status of a study on the team's size, influencing people's taste (Filo, K., Spence & Sparvero, 2013). Seeing from all the factors that underlay the influence of job satisfaction and loyalty, the experience was needed to involve an organization in the management of good sports organizations. Thus, there was an attachment, job satisfaction, and loyalty to make the organization in the National Basketball Association (NBA) Division I become satisfied and loyal.

CONCLUSION

This study shows that in general the management of the NBA organization in Solo has been going well, this includes coach training, club management, coach psychology, infrastructure, and the quality of services provided to athletes. The good management organization of the NBA in Solo can be seen from the athlete's satisfaction with the services provided and the athlete's loyalty to the organization.

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