



Analysis Of The Influence Of The Toptracer Range System And Service Quality On Customer Attractiveness In Golf Driving Range In Banten Province

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ABSTRACT: This research aims to analyze good and satisfying service quality is also an important factor that can influence a customer's decision to come return. Good service can create a positive experience for customers, so they have the satisfaction and attraction to come back and recommend the place to other people. The development of driving ranges in Tangerang City and its surroundings is also growing in tandem with the rapid development of golf in Indonesia. In recent years Driving Range golf has become a more popular sport, where the wider public can experience the feeling of playing golf. For people, driving range golf is not just a sport or activities to fill free time Driving Range Golf has become a separate lifestyle which covers many aspects where many commercial transactions and important matters are discussed at the golf Driving Range. This research conducted a case study at golf driving ranges throughout Banten Province. Population Those taken are customers who have played golf at driving ranges throughout Banten Province. The sample in this study were customers who had played driving more than 3 times range and aged over 22 years as many as 50 people. Based on the results of this research it can be concluded that the Toptracer System variable (X1) has a positive effect on customer attraction. Next is the Service Quality variable also has a positive effect on customer attraction at golf driving ranges throughout the province Banten.

Keywords: Toptracer, Total Quality Management, Service Quality, and attraction purchase decision

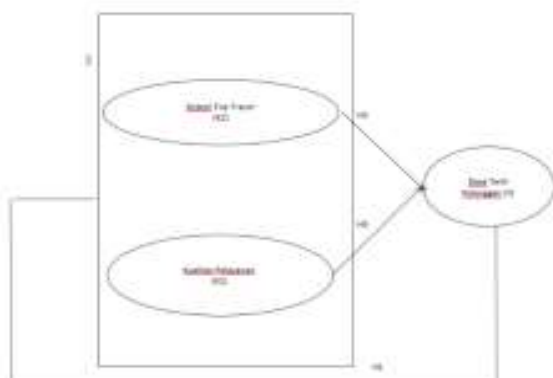
INTRODUCTION

In the last three years, the sport of golf has become increasingly popular and attracts attention many people. It's no secret that golf was once considered a sport exclusive. Like other sports, golf also has many benefits for the body, mental and social, including: Training focus, forming character, building relationships business, reduce anxiety and stress, get vitamin D intake and are considered good for heart health. Recently, starting from elite business people, artists and ordinary people many are interested in sports. This is what encourages field owners to continue to improve service quality. Total quality management (TQM) which focuses on customers continues to be improved and repaired. Strategy, an updated system and an effective marketing plan are the tasks specific issues that golf

business owners must solve if they want to compete in this business world. One way to apply TQM in the world of golf is to find out the opinions of customers, especially regarding business innovation, especially technology, service quality, price and other things that can attract golfers. The technology that is being developed on foreign golf courses is the toptracer system. And this system has also started to be used in Indonesia. The results of the author's research too shows that this system has been used by several golf and driving courses range in Banten Province. This is a technology specifically designed for provides a new experience for golf players, where this technology can track ball flight and displays data on distance traveled or launch angle, tracking each shot at a certain distance and broadcast graphic footage of the entire field as well generate data as feedback for golf players. Good and satisfying service quality is also an important factor that can be achieved influence customers' decisions to come back. Good service can be create a positive experience for customers, so that they have satisfaction and attraction to come back and recommend the place to others. The development of driving ranges in Tangerang City and its surroundings is also growing in tandem with the rapid development of golf in Indonesia. In recent years Driving Range golf has become a more popular sport, where the wider public can experience the feeling of playing golf. For people, driving range golf is not just a sport or activities to fill free time Driving Range Golf has become a separate lifestyle which covers many aspects where many commercial transactions and important matters are discussed at the golf Driving Range. The following is a list of international standard golf Driving Ranges in Tangerang City and its surroundings: 1. Gading Raya Padang Golf & Club Located in the Gading Serpong area, Kelapa Dua, Tangerang Regency, the place was designed with championship standards with 18 holes. 2. Imperial Golf Club The golf course is located at the Aryaduta Hotel, Lippo Village area, Kelapa Dua, Tangerang Regency. 3. Mega Alam Park This is a driving range on the Parung Panjang highway, Legok, Tangerang Regency. 4. Modern Golf & Country Club The field in the Modernland area, Tangerang City, was designed to international standards. 5. Peaceful Beautiful Golf This field is located in the Bumi Serpong Damai area, South Tangerang City. 6. Kedaton Golf & Country Club Location for playing golf on Jalan Raya Otonom-Pasar Kemis, Sindang Jaya, Regency Tangerang. 7. Albatross Driving Range Albatross Driving Range in Lengkong Kulon, Pagedangan, Tangerang Regency. 8. Pondok Cabe Golf Club Golf course in the Pondok Cabe area, Pamulang, South Tangerang City. 9. Tamansari Bali View This driving range is at the Tamansari Club, Jl. Tarumanegara No. 46, East Ciputat, South Tangerang. 10. Bintaro Driving Range Driving Range Bintaro, Parigi, Pondok Aren, South Tangerang City, besides being able to practice hitting can compete on a mini golf course with 9 holes. Due to increasingly tight competition, every golf driving range service is challenged namely must be able to actualize the expectations of each customer, to create and increase customer satisfaction with the services provided. This is the key to success that makes a difference from competitors. Consumer satisfaction is a level of feeling customer after comparing what he has received and his expectations. Total approach quality management which generally integrates expected customer satisfaction can help entrepreneurs in this field to improve processes, products, services and culture so that it can achieve long-term success. As for factors The most important thing that must be considered is the use of information system technology up to date such as top tracers, continuously updated service quality, and other things increase customer satisfaction. This is the background for the research with the title: "Analysis of the Effect of the Toptracer Range System and Service Quality on power Attract Customers at Golf Driving Ranges throughout Banten Province

METHODS

This research conducted a case study at golf driving ranges throughout Banten Province. Population Those taken are customers who have played golf at driving ranges throughout Banten Province. The sample in this study were customers who had played driving more than 3 times range and aged over 22 years as many as 50 people. Meanwhile, the research framework is described as follows:



Information: X1 = Toptracer System
X2 = Service quality
Y = Buyer Attraction

Variable identification: a. Independent Variable (X) 1. Toptracer System (X1) 2. Quality of service (X2) b. Dependent Variable (Y): Buyer Attraction Independent Variable Assessment Indicators: 1. Toptracer System a. System Usability b. system accuracy in recording c. Sophistication in processing information d. Generated data e. Feedback for customers f. Performance Statistics g. Assessment system integration h. Quality of Information displayed i. System advantages j. Target users of information 2. Quality of Service a. Field Conditions b. Completeness of Facilities c. Ball Quality d. Sufficient shooting range e. Beautiful view f. Quality trainer g. Appropriate training program h. Employees are fast and responsive i. Employee courtesy j. Availability of goods and information needed The dependent (dependent) variable assessment indicators are: 1. The decision to visit a driving range with the Toptracer system 2. Price considerations 3. Consideration of Service Quality 4. Consider the discipline of opening and closing times 5. Promotion considerations 6. Consider entertainment 7. Location considerations 8. Consideration of infrastructure 9. Willingness to recommend a driving range 10. View the Toptracer System as important on the driving range.

RESULTS AND DISCUSSION

Toptracer System Variable Validity Test Results (X1)

Table. 3.1 Price Variable Validity Test Results (X1).

No	R tabel	R Hitung	Ket
1	0,2787	0,535	Valid
2	0,2787	0,592	Valid
3	0,2787	0,638	Valid
4	0,2787	0,579	Valid
5	0,2787	0,590	Valid
6	0,2787	0,570	Valid
7	0,2787	0,643	Valid
8	0,2787	0,629	Valid
9	0,2787	0,594	Valid
10	0,2787	0,692	Valid

The validity test results in the table above show that all the questions in variable X1 has a calculated $r > 0.2787$, so that the data for all items in variable is valid. This questionnaire instrument can be used to conduct research.

Service Quality Variable Validity Test Results (X2) Table. 3.2 Price Variable Validity Test Results (X2).

Tabel 3.2

No	R Tabel	R Hitung	Ket
1	0,2787	0,428	Valid
2	0,2787	0,485	Valid
3	0,2787	0,360	Valid
4	0,2787	0,498	Valid
5	0,2787	0,548	Valid
6	0,2787	0,497	Valid
7	0,2787	0,615	Valid
8	0,2787	0,616	Valid
9	0,2787	0,567	Valid
10	0,2787	0,547	Valid

The validity test results in the table above show that all the questions in variable X2 has a calculated $r > 0.2787$, so the data for all items in variable is valid. This questionnaire instrument can be used to conduct research.

Tabel 3.3

Customer Attraction Variable Validity Test Results (Y) Table. 3.3 Validity Test Results of the Customer Attraction Variable (Y).

No	R tabel	R Hitung	Ket
1	0,2787	0,504	Valid
2	0,2787	0,563	Valid
3	0,2787	0,636	Valid
4	0,2787	0,622	Valid
5	0,2787	0,611	Valid
6	0,2787	0,406	Valid
7	0,2787	0,450	Valid
8	0,2787	0,569	Valid
9	0,2787	0,564	Valid
10	0,2787	0,403	Valid

The validity test results in the table above show that all the questions in variable Y has a calculated $r > 0.2787$, so the data for all items in variable X1 is valid. This questionnaire instrument can be used to conduct research

Reliability Test Results.

Table 3.4 Reliability Test Results

Variabel	Nilai Cronbach's Alpha	Nilai batas	Status
Sistem Toptracer (X1)	0,806	0,60	Reliabel

Kualitas pelayanan (X2)	0,693	0,60	Reliabel
Daya Tarik Pelanggan (Y)	0,716	0,60	Reliabel

According to Sugiono, the limit of Cronbach Alpha = 0.60. Based on the results of the reliability test table above the toptracer system variable (X1) produces a Cronbach's alpha value of 0.806. And The quality variable X2 produces a Cronbach's alpha value of 0.693. As well as the Power variable Customer attraction (Y) produces a Cronbach's alpha value of 0.716. So that it can it is stated that all instruments are reliable because they have a Cronbach's alpha value above 0.60 Normality test According to Imam Gozali (2011: 161) the regression model is said to be normally distributed if the data plotting points that depict the actual data following a diagonal line.

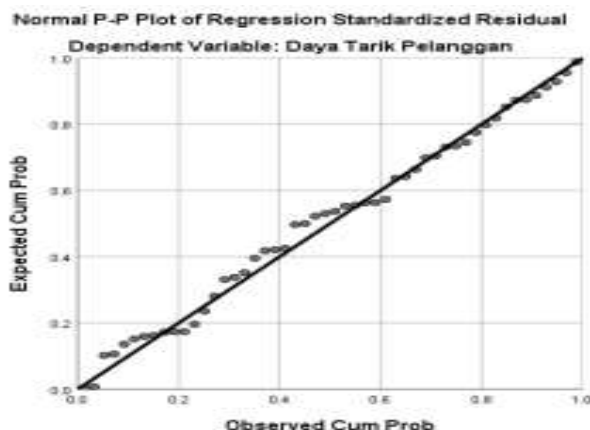


Figure 3.1 Normality Test Results From the picture showing the plotting of the points that follow above can be taken conclusion that the regression model is normally distributed.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.231	5.415		2.074	.044		
	Sistem Toptracer	.341	.117	.362	2.912	.005	.819	1.221
	Kualitas	.399	.127	.390	3.132	.003	.819	1.221

a. Dependent Variable: Daya Tarik Pelanggan

Figure 3.2 Multicollinearity Test Results The multicollinearity test results show a tolerance value of 0.819 > 0.100 and a VIF value of 1.221 < 10.00. This means there are no symptoms of multicollinearity.

Heteroscedasticity Test

According to Imam Gozali (2011:139) heteroscedasticity does not occur if there is no clear pattern (wavy, widening then narrowing) in scatterplot images and points spreads above and below the number 0 on the Y axis.

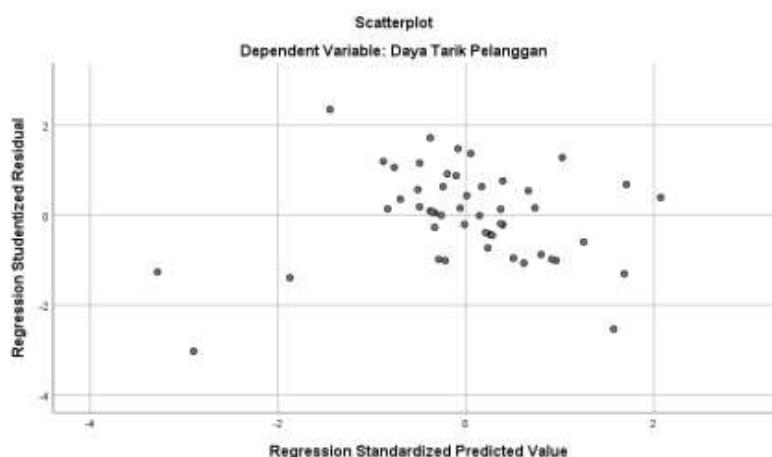


Figure 3.3 Heteroscedasticity Test Results The Heteroscedasticity Test results from this study did not show any symptoms heteroscedasticity.

Autocorrelation Test

According to Imam Gozali (2011:111) there are no symptoms of autocorrelation in the Durbin Watson value located between du to $(4-du)$

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.635 ^a	.403	.378	3.116	1.735

a. Predictors: (Constant), Kualitas, Sistem Toptracer
b. Dependent Variable: Daya Tarik Pelanggan

Figure 3.4 Autocorrelation Test Results The results of this research's Autocorrelation Test show: 1. The du value is looked for in the Watson durbin table value distribution based on the variable value free $K = 2$ and sample $N = 50$ with a significance of 5%. 2. du value = 1.6283 $4-du = 4-1.6283 = 2.3717$ So the conclusion is that there are no symptoms of autocorrelation.

Partial t test

According to V. Wiratna Soejarw (2014:155) if the t-count value $>$ t-table then it means the variable independent X partially influences the dependent variable Y From this research: 1. t-count (X1) is 2.912 $>$ 2.01174 t-table, this shows that the system toptracer (X1) has a positive effect on consumer attraction (Y) 2. t-count (X2) is 3.132 $>$ 2.01174 t-table, this shows that Quality service (X2) has a positive effect on consumer attraction (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.231	5.415		2.074	.044		
	Sistem Toptracer	.341	.117	.362	2.912	.005	.819	1.221
	Kualitas	.399	.127	.390	3.132	.003	.819	1.221

a. Dependent Variable: Daya Tarik Pelanggan

Figure 3.5 Partial t test results.

Simultaneous F Test

According to V. Wiratna Soejarw (2014:154) if the f-count value $>$ f-table then it means the variable independent (X) simultaneously influences the dependent variable (Y). From this

research: $f\text{-count } 15.896 > 3.191$ $f\text{-table}$ then it can be concluded that the toptracer system (X1), quality (X2) simultaneously influences customer attraction (Y).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	308.758	2	154.379	15.896	.000 ^b
	Residual	456.462	47	9.712		
	Total	765.220	49			

- a. Dependent Variable: Daya Tarik Pelanggan
- b. Predictors: (Constant), Kualitas, Sistem Toptracer

Based on the results of this research, it can be concluded that the Top tracer System variable (X1) has a positive effect on customer attraction. Next is the Service Quality variable also has a positive effect on customer attraction at golf driving ranges throughout the province Banten.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.635 ^a	.403	.378	3.116	1.735

- a. Predictors: (Constant), Kualitas, Sistem Toptracer
- b. Dependent Variable: Daya Tarik Pelanggan

Gambar 3.6 Kesimpulan Penelitian

The influence given by variable X is either partial or simultaneous on Variable Y of $0.403 \times 100 = 40.3\%$. Based on the conclusions above, there are suggestions that can be given to stakeholders The interests in the golf driving range business throughout Banten Province are that: a. The Toptracer system is an important part that must be present on the driving range b. Total Quality Management (TQM) needs to be carried out routinely every three months, every sixth month, and yearly in accordance with company policy to improve quality, and identify the best quality measures in accordance with customer expectations in terms of products, services and customer experience.

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