

Contribution of Price, Location, and Facilities to Interest in Renting Futsal Fields After the Covid-19 Pandemic

Agung Nugroho ¹, Bobby Helmi ², Ade Evriansyah Lubis ³, Rinaldi Aditya ⁴,
Fadhil Rashid Alfarisyi ⁵

{agung_nugroho@student.uns.ac.id ¹, sibobhelmi@gmail.com ², lubisadee@gmail.com ³,
rinaldiaditya@gmail.com ⁴, fadhilrasyidal@gmail.com ⁵}

Sekolah Tinggi Olahraga dan Kesehatan Bina Guna, Indonesia ¹, Sekolah Tinggi Olahraga dan Kesehatan Bina Guna, Indonesia ², Sekolah Tinggi Olahraga dan Kesehatan Bina Guna, Indonesia ³, Sekolah Tinggi Olahraga dan Kesehatan Bina Guna, Indonesia ⁴, Sekolah Tinggi Olahraga dan Kesehatan Bina Guna, Indonesia ⁵

Abstract. This study aims to determine the effect of rental prices, field locations, and physical facilities on interest in re-renting futsal fields after the Covid-19 pandemic. The respondents of this study were 40 people consisting of players and team managers who had rented the field at least twice. Data were taken using a questionnaire distributed to respondents who fit the criteria. Data processing was carried out using SPSS version 17. The results showed that the variables of rental price, field location, and physical facilities had a partial and simultaneous effect on the interest in re-renting the futsal field.

Keywords: Rental Prices, Field Locations, Physical Facilities, Re-rental Interest.

1 Introduction

The Covid-19 pandemic that has occurred in Indonesia has been going on for the last two years or so. The government is still trying to overcome it by making Covid-19 an endemic where we will live side by side with this virus which in the end will become an ordinary virus that doesn't need to be worried about anymore. The pandemic has changed people's lives in various fields of life, all activities have turned online, be it school, work, or shopping, including changes to a healthier lifestyle with sports.

One of the most popular sports after this pandemic is futsal. Even though many futsal field businesses were closed, now many have started to operate again. Futsal is a sport favored by young people so many futsal field owners complete their futsal field facilities according to the needs of young people, for example, a field with standard carpets, cleanliness of the place, a large parking lot, changing rooms, and clean bathrooms. This is done so that the players who rent the field have a pleasant and satisfying customer experience. This good experience is

important for the field owner so that the players who are members of these various teams rent back for regular training and even hold tournaments.

Purchase interest, which in this study is defined as a rental interest in the services offered, is an important factor in a business because consumer decisions in renting services are based on interest and interest arises as a result of positive stimuli that lead to consumer desire or motivation to rent in the future. . The definition of repurchase interest according to Hasan (2018) that repurchase interest is a purchase interest based on past purchase experiences. High repurchase interest reflects a high level of satisfaction from consumers.

Factors that encourage tenants to lease the field, among others, are competitive prices, easy-to-reach locations, complete and clean facilities, promotions carried out by business owners, and so on. Playing futsal is not only a reason to maintain physical fitness, but it is also a place to socialize with young people, students, students, employees make a lot of teams to just fill time outside of routine and strengthen friendships. This potential is captured by business owners as a business opportunity so the location of the field is the first step to be considered. The right location of the futsal field can boost the interest of tenants, for example, the location of the field close to office areas and campuses is a favorite area to visit. The construction of a field in the middle of a residential area is also an option to attract the interest of residents whose priority is the aspect of comfort and security. Events and tournaments can also be used as opportunities for business owners to sell jerseys and sports equipment. The addition of cafe or canteen facilities is usually sought after by players and spectators to chat. The start of the reopening of the futsal field after the Covid-19 pandemic was warmly welcomed by the players. The field owner must arrange a re-business strategy to remind consumers that the field area is ready to be rented out again. The addition of cafe or canteen facilities is usually sought after by players and spectators to chat. The start of the reopening of the futsal field after the Covid-19 pandemic was warmly welcomed by the players. The field owner must arrange a re-business strategy to remind consumers that the field area is ready to be rented out again. The addition of cafe or canteen facilities is usually sought after by players and spectators to chat. The start of the reopening of the futsal field after the Covid-19 pandemic was warmly welcomed by the players. The field owner must arrange a re-business strategy to remind consumers that the field area is ready to be rented out again.

Research (Sunarti, 2016) with title Analysis of Factors Forming Rental Interest and Its Influence on Futsal Field Rental Decisions states that five variables are forming rental interest, namely Price, Promotion, Facilities, Availability of Contact Persons, and Location. The dominant factor in this research is the price factor. Research by Faisal Hardiansyah, et al (2019) with the title The Effect of Location and Price on Purchase Decisions at Singapore Restaurants in Makassar City states that the location variable has a negative and insignificant effect on the purchasing decision variable. The price variable is positive and has a significant effect on the Purchase Decision.

Research (Nora Pitri Nainggolan, 2018) titled Analysis of Factors Affecting Consumer Buying Interest in Buying a House in Batam City states that the variables of Product Quality, Price, Location, and Promotion partially and simultaneously affect consumer buying interest in buying a house. Mitchel and Denny Bernadus' research (2018) with the title The Effect of Location, Facilities, Products, Prices and Lifestyle on Interest in Buying Apartments Phase 4 Ciputra World Surabaya states five variables that influence interest in buying apartments,

namely location, facilities, product, price, and lifestyle. The results of the analysis show that location, facilities, and product factors have no significant effect on buying interest, while price and lifestyle have a significant effect on buying interest.

Futsal fans who continue to experience an increase in the city of Medan are arrested by entrepreneurs for setting up futsal fields in various locations. It is recorded that some futsal fields were established. Based on the background of the problems described above; then the problems in this study can be formulated as follows: Do the variables of Rent Price, Location, and Facilities have a partial influence on the Interest in Renting Futsal Fields after the Covid-19 Pandemic? and Do the variables of Rent Price, Location and Facilities have a simultaneous influence on Interest in Re-rental of Futsal Fields after the Covid-19 Pandemic? This research has a goal to be achieved. The objectives of this study are: To provide empirical evidence of the rental price variable.

According to Kotler and Armstrong in Krisdayanto (2018), price is the amount of money paid for services or the amount of value that consumers exchange to benefit from owning or using goods or services. Another opinion says, Price according to Fadil and Priyo (2015) is the amount paid by consumers to get a product or service offered by the seller. Wirjono Prodjodikoro in Sumiasi (2015) that Lease is an agreement to rent goods, with the result that the recipient is not the owner, but the user. According to Kotler and Armstrong (Asaloei, 2018), there are four price indicators, namely Price Affordability, Price Compatibility with Product Quality, Price Competitiveness, and Price Compatibility with Benefits.

According to Heizer and Render (Mardiasih, 2019), Location is a driver of costs and revenues, so location often has the power to make a company's business strategy. The strategic location aims to maximize the company's business profits. Location according to Lupiyohadi (Nora Pitri Nainggolan, 2018) is a place where the company's products are located. Location is very influential in determining the potential market that the company can reach. According to Fandy Tjiptono in Luthfan Fasari and Wahyu Hidayat (2018), location indicators are Location Affordability (Access), Location Smoothness (Traffic), and Proximity to Residence (Visibility). Kotler in Apriyadi (2017) argued that "everything that is physical equipment and is provided by the service seller to support consumer convenience. So facilities are physical resources that exist before a service can be offered to consumers. According to Syadiansyah (2017), the indicators for Facilities are Completeness of Facilities, Condition of Facilities, and Benefit of Facilities. According to Fandy Tjiptono (2015), re-leasing interest is different from loyalty, if loyalty reflects a psychological commitment to a particular brand or product, while repurchase behavior only involves buying the same brand over and over again. According to Hasan (2018), there are several explanations regarding indicators of buying interest, namely: Transactional interest, namely the habits of individuals who want to buy a product, Referential interest, namely individual habits that suggest products that have been consumed by others to participate in buying and consuming the product, Preferential interest, which is an interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the product they like. The framework for this research is as follows:

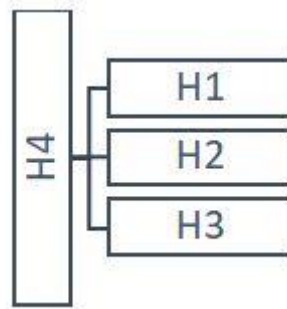


Figure 1. Framework Research

H1: Rent price has a partial effect on Re-rental Interest

H2: Field Location has a partial effect on Re-rental Interest

H3: Physical Facilities have a partial effect on Re-rental Interest

H4: Rental Prices, Field Locations, and Physical Facilities have a simultaneous effect on Re-rental Interest

2 Methods

The sources of data used in this study are primary data. Primary data is data obtained directly from respondents who can be obtained from respondents' answers to the questionnaire given by the researcher. Questionnaires were distributed directly to respondents using a Likert scale of 5. Data was obtained indirectly through intermediaries (obtained and recorded by other parties and then published) for example journals and textbooks that became theoretical references in this study.

According to (Handayani and Ririn, 2020) population is the totality of each element to be studied which has the same characteristics, it can be individuals from a group, event, or something to be studied. The population of this study was all Futsal players on the Futsal Field in Medan City. According to (Siyoto, and Sadik, 2015) the sample is part of the number and characteristics possessed by the population or a small part of the population members taken according to certain procedures so that they can represent the population. Sugiyono in (Asaloei, 2018) used Roscoe's sample size theory in determining the sample size. Based on the explanation of the theory, the number of sample members is at least 10 times the number of variables studied. In this study, there are 4 variables, namely 3 independent variables and 1 dependent variable. Then the sample taken is 10 times 4, which is 40 samples.

The sampling technique in this study used a purposive sampling technique, namely sampling by determining specific characteristics according to the research objectives, and using a

convenience sampling technique, namely sampling based on the availability of elements and the ease of obtaining them. The samples in this study were players or users of STOK Bina Guna futsal field rental services who had certain criteria: Respondents who used the services at the STOK Bina Guna Futsal Field more than once and Respondents who were easy to find and had free time to fill out questionnaires.

Re-rental interest is purchase interest based on past purchase experiences. High interest in re-leasing reflects a high level of satisfaction from consumers. The indicators for variable interest in re-leasing are as follows: Transactional interest, Referential interest, and preferential interest. The rental Price is a payment or compensation for the temporary use of an item or service by another person. The indicators for the rental price variable are as follows: Price Affordability, Price Compatibility with Product Quality, Price Competitiveness, and Price Compatibility with Benefits.

A location is a place of business that greatly affects the desire of a consumer to come shopping or get the services needed. The indicators for Field Location variables are as follows: Location Affordability (Access), Location Smoothness (Traffic), and Proximity to Residence (Visibility). Facilities are everything that can facilitate and expedite the implementation of a business and are the facilities and infrastructure needed to carry out or facilitate an activity. The indicators for the Facility variable are as follows: Completeness of Facilities, Condition of Facilities, and Benefit of Facilities. The results of the questionnaire obtained were tested using Data Quality Tests, namely Validity Test and Reliability Test, Classical Assumption Test, and Hypothesis Testing using the Multiple Linear Regression Test.

3 Results

Validity Test

Rental Price Variable (X1)

Table 1. Results of the Validity Test of the Rental Price Variable (X1)

X	r count	r table	Conclusion
X1.1	0.767	0.311	Valid
X1.2	0.868	0.311	Valid
X1.3	0.777	0.311	Valid

Table 1 shows the results of the $r \text{ count} > r \text{ table}$ for each question item regarding the rental price variable. Then it can be determined that question items 1, 2, and 3 are valid.

Table 2. Field Location Validity Test Results (X2)

X	r count	r table	Conclusion
X2.1	0.844	0.311	Valid
X2.2	0.584	0.311	Valid
X2.3	0.743	0.311	Valid
X2.4	0.647	0.311	Valid

Table 2 shows the results of the $r \text{ count} > r \text{ table}$ for each statement item about the field location variable. Then it can be determined that question items 1,2,3, and 4 are valid.

Physical Facilities Variable (X3)

Table 3. Physical Facility Validity Test Results (X3)

X	r count	r table	Conclusion
X3.1	0.737	0.311	Valid
X3.2	0.637	0.311	Valid
X3.3	0.796	0.311	Valid

Table 3 shows the results of the $r \text{ count} > r \text{ table}$ for each question item about the physical facility variable. Then it can be determined that question items 1, 2, and 3 are valid.

Rent Interest Variable (Y)

Table 4. Results of Purchasing Decision Validity Test (Y)

Y	r count	r table	Conclusion
Y1.1	0.800	0.311	Valid
Y1.2	0.646	0.311	Valid
Y1.3	0.737	0.311	Valid
Y1.4	0.900	0.311	Valid

Table 4 shows the results of the $r \text{ count} > r \text{ table}$ for each statement item regarding the variable of interest in releasing. Then it can be determined that question items 1,2,3, and 4 are valid.

Reliability Test

Rental Price Variable (X1)

Table 5. Rental Price Reliability Test Results (X1)

Cronbach's Alpha	N of Items
.828	3

Reliability Statistics

The results of the reliability test on the Rental Price variable with Cronbach's Alpha can be seen in Table 5 shows that the Alpha value > 0.6 . Therefore, it can be determined that this research instrument is reliable.

Field Location Variable (X2)

Table 6. Field Location Reliability Test Results (X2)

Cronbach's Alpha	N of Items
.779	4

The results of the reliability test on the Field Location variable with Cronbach's Alpha shown in Table 6 show that the Alpha value is > 0.6 . Therefore, it can be determined that this research instrument is reliable.

Physical Facilities Variable (X3)

Table 7. Physical Facility Reliability Test Results (X3)

Cronbach's Alpha	N of Items
.787	3

The results of reliability testing on the Physical Facilities variable with Cronbach's Alpha shown in Table 7 show that the Alpha value is greater than 0.6. Therefore, it can be determined that this research instrument is reliable.

Rent Interest Variable (Y)

Table 8. Reliability Test Results of Re-Lease Interest (Y)

Cronbach's Alpha	N of Items
.807	4

The results of reliability testing on the variable of lease interest with Cronbach's Alpha shown in Table 8 show that the Alpha value is greater than 0.6, therefore it can be determined that this research instrument is reliable.

Classic Assumption Test Results

Normality test

Table 9. Normality Test Results

Model	Significance	Decision
1	0.074	Normal

The table above shows the results of the data normality test of 0.075 which is greater than 0.05, so it can be concluded that the data of this study are normally distributed.

Multicollinearity Test

Table 10. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
X1	.437	2,282	Multicollinearity free
X2	.318	3.132	Multicollinearity free
X3	.383	2,606	Multicollinearity free

Based on the results of the multicollinearity test in table 10 above, it can be concluded that the rental price, field location, physical facilities, and interest in re-leasing are free from

multicollinearity because the tolerance value limit is greater than 0.10 and the variance inflation factor (VIF) is smaller. out of 10.

Heroscedasticity Test

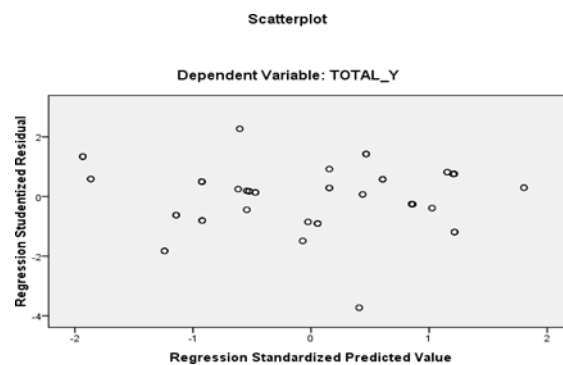


Figure 2. Heteroscedasticity Test Results

The scatterplot image above shows the distribution of data points as follows: 1) Data points spread above and below or around the number 0. 2) Data points do not collect only above or below. 3) The spread of data points must not form a wavy pattern that widens then narrows and widens again. So it can be concluded that the multiple linear regression model is free from the classical assumption of heteroscedasticity and is suitable for use in research.

Simple Regression Analysis

Table 11. Multiple Regression Test Results

Variable	Regression Coefficient
Total_X1	0.398
Total_X2	0.086
Total_X3	0.189

The calculation results in the regression equation obtained 0.398 for the rental price coefficient, 0.086 for field locations, and 0.189 for physical facilities. Based on the results of these calculations, the regression equation can be formulated as follows:

$$Y = 0.398X1 + 0.086X2 + 0.189X3 + 0.337X4 + e$$

Based on the above equation, the following understanding can be explained: 1) Rent Price has a regression coefficient of 0.398 and is positive, so it can be interpreted that the better or more competitive the Rental Price is, the higher the consumer's purchasing decisions. This means that if the regression coefficients of other variables remain, then a 1% change in rental prices

will increase purchasing decisions by 0.398. 2) Field Location has a regression coefficient of 0.086 and is positive, so it can be interpreted that the closer the Field Location, the higher the consumer's purchase decision. This means that if the regression coefficients of other variables remain constant, a 1% change in field location will increase the purchasing decision by 0.086. 3) Physical Facilities have a regression coefficient of 0.189 and are positive, so it can be interpreted that the better and more complete the Physical Facilities, the higher the consumer purchasing decisions. This means that if the regression coefficients of other variables remain constant, a 1% change in physical facilities will increase the purchasing decision by 0.189.

Hypothesis test

Partial Significance Test (Test Statistical t)

Table 12. t test results

Variable	T count	T table	sig	Interpretation
X1	3.260	1,985	.002	H1 accepted
X2	2,598	1,985	.001	H2 accepted
X3	2,400	1,985	.018	H3 accepted

Based on the results of the t-test in table 12, the following results can be obtained: 1) The results of the t-test, the rental price obtained counts as 3.260 and a significance of 0.002. The value of the count is greater than the table and the significance of the rental price is less than 0.05, so it can be concluded that H0 is rejected and H1 is accepted. The rental price has a significant influence on the interest in releasing. 2) The results of the t-test, the location of the field obtained at a count of 2.598 and a significance of 0.001. The value of the count for store locations is greater than a table and the significance of store locations is less than 0.05, so it can be concluded that H0 is rejected and H2 is accepted. The location of the field has a significant effect on the interest in releasing. 3) The results of the t-test of physical facilities obtained a count of 2.400 and a significance of 0.018. The value of count is greater than the t table and the significance of physical facilities is less than 0.05, it can be concluded that H0 is rejected and H3 is accepted. Physical facilities have a significant influence on re-leasing interest.

Simultaneous Significance Test (F Statistics Test)

Table 13. F Test Results

F count	F table	Significance	Interpretation
14,458	2,470	.000b	H4 accepted

Based on table 13, the results of the F test above are obtained by Fount of 14,458 (Fount 14,458 > Ftable 2,470). The probability value is less than 0.05 (sig Fcount 0.000 < 0.05), it can be concluded that H0 is rejected, which means that the variable rental price, field location, and physical facilities together affect the interest in releasing.

Coefficient of Determination

Table 14. Results of the Coefficient of Determination

Model	Adjusted R. Square
1	0.803

Based on table 14 above, the results of Adjusted R. Square obtained a value of 0.803. This shows that only 80.3% of the variation of interest in re-leasing can be explained by the variables of rental price, field location, and physical facilities. While the remaining 19.7% is explained by other variables that are not included in the research model.

4 Discussion

Partial Significance Test (Test Statistical t)

Based on the results of the t-test, the following results can be obtained: 1) The results of the t-test, rental price obtained tcount of 3.260 and a significance of 0.002. The value of tcount is greater than ttable and the significance of the rental price is less than 0.05, so it can be concluded that H0 is rejected and H1 is accepted. The rental price has a significant influence on the interest in releasing. 2) The results of the t-test, the location of the field obtained tcount of 2.598 and a significance of 0.001. The value of tcount for store locations is greater than ttable and the significance of store locations is less than 0.05, so it can be concluded that H0 is rejected and H2 is accepted. The location of the field has a significant effect on the interest in releasing. 3) The results of the t-test of physical facilities obtained tcount of 2.400 and a significance of 0.018. The value of tcount is greater than ttable and the significance of physical facilities is less than 0.05, it can be concluded that H0 is rejected and H3 is accepted. Physical facilities have a significant influence on re-leasing interest.

Simultaneous Significance Test (F Statistics Test)

Based on the results of the F test above, Fcount is 14,458 (Fcount 14,458 > Ftable 2,470). The probability value is less than 0.05 (sig Fcount 0.000 <0.05), it can be concluded that H0 is rejected, which means that the variable rental price, field location, and physical facilities together affect the interest in releasing.

Coefficient of Determination Test

Based on the results of the Adjusted R. Square test, a value of 0.803 was obtained. This shows that only 80.3% of the variation of interest in re-leasing can be explained by the variables of rental price, field location, and physical facilities. While the remaining 19.7% is explained by other variables that are not included in the research model.

5 Conclusion

The rental price variable has a significant and positive effect on interest in releasing. This means that better and more competitive rental rates increase interest in releasing. Affordable rental prices are the hope and attraction for tenants not to move to another futsal field. Field location variables affect the interest in re-leasing because the easier and more strategic a field location will be, the easier it will be for tenants to find a location, especially if the location is easy to reach using public transportation. Such a location attracts interest in re-renting a futsal field. Variable physical facilities affect the interest in releasing. Complete physical facilities allow field tenants to simultaneously carry out activities in one place.

6 References

- [1] Arief Muhammadaddien. (2019). The Influence of Price, Product, Location, and Facilities on Purchase Decisions at Pos KUPI (Johor) Medan City. Faculty of Economics and Business, University of North Sumatra, Medan, 1–95. [Http://Repository.Usu.Ac.Id/Handle/123456789/23587](http://Repository.Usu.Ac.Id/Handle/123456789/23587)
- [2] Aslideoi, EKSSS (2018). The Effect of Product Completeness and Price on Consumer Repurchase. *Journal of Business Administration*, 6(3), 27–34. <https://doi.org/10.35797/Jab.6.003.2018.20282.25p>
- [3] Donni Jun And Priansa. (2017). *Consumer Behavior in Contemporary Business Competition*. Alfabeta.
- [4] Halim, DC, Wibowo, A., & Purbowo, AN (2014). Analysis of Customer Relationship Management Strategy At Pt. Xyz. *Journal of Informatics*, 12(1), 1–6. <https://doi.org/10.9744/Informatika.12.1.1-6>
- [5] Handayani and Ririn. (2020). *Social Research Methodology*. Trussmedia Graphics.
- [6] Listanto, DK, Chalil, C., & Santi, IN (2020). The Effect of Service Quality And Price On Consumer Satisfaction Buying At J.Co Donuts And Coffee Palu Grand Mall. *Tadulako University Journal of Management Science (JIMUT)*, 5(3), 240–250. <https://doi.org/10.22487/Jimut.V5i3.156>
- [7] Mardiasih, TS (2019). The Influence of Price Perception, Product Quality, and Location on Purchase Decisions in the Market. *Iqtishadequity Journal of MANAGEMENT*, 2(1), 1–10. <https://doi.org/10.51804/Iej.V2i1.546>
- [8] Nora Pitri Nainggolan, H. (2018). *JOURNAL OF SCIENTIFIC MANAGEMENT AND BUSINESS*. *Scientific Journal of Management and Business*, *Scientific Journal of Management and Business*, 19(1), 41–54. <https://doi.org/10.30596/Jimb.V19i1.1772>
- [9] Siyoto, Sodik, Sandu and Ali. (2015). *Basic Research Methodology*. Media Literacy Publishing.
- [10] Sunarti, RNWSK (2016). *ANALYSIS OF FACTORS FOR RENTING INTEREST AND THEIR EFFECT ON FUTSAL FIELD RENT DECISIONS (Survey on Consumers of Tidar Futsal Arena, Malang, East Java)*. 34(1), 56–64.
- [11] Zakiah Labibah. (2019). The Effect of E-Service Quality and Online Promotion on Purchase Decisions Through Repurchase Interest in Hotel Bookings on the Traveloka Site. In Universitas Brawijaya. [Http://Repository.Ub.Ac.Id/Id/Eprint/187778](http://Repository.Ub.Ac.Id/Id/Eprint/187778)