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## The Influence of Service Quality and Promotion on Consumer Interest at PT Parahyangan Golf Club, West Bandung District

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**Abstract.** Service companies tend to play the Quality of Service, Promotion and competency of employees to be more skilled in acting as employees who care about the needs and help the difficulties of consumers or customers. This is also supported by one of the factors of a fun playground along with other supporting infrastructure. The purpose of the study is to determine the influence of service quality and promotion on Consumer Interest in Parahyangan Golf Club. Descriptive and associative research methods. This research unit at PT. Parahyangan Golf Club, West Bandung Regency, West Java. The population is 200 athletes. The sampling technique is a census. The duration of the study is 6 months from January to July 2024. The results of the descriptive study showed that the variable of service quality showed a very good interval, the promotion variable showed a very good interval. And the Consumer Interest variable shows a very good interval descriptively. The influence of service quality and promotion on consumer interest is 26%.

**Keywords:** Service Quality, Promotion, Consumer Interest, Parahyangan Golf Club, Associative Influence

### 1. BACKGROUND

Script Golf is a lifestyle sport that is now growing very rapidly in society. This sport is starting to be popular not only among the upper class but also by the children of the millennial generation. The emergence of content creators, influencers and golf celebrities adds to its appeal to the public. The very rapid development of the world of golf has resulted in efforts being made by various golf course business owners to increase their potential market share. Golf courses are competing to improve services and add facilities to attract new golf players. Quality service really supports customer satisfaction with the services used so that customers will use the company's services again, including in the golf course business. This service improvement is one of the company's strategies to be one step ahead of other competitors. Various kinds of facilities were built, such as improving the quality of the field, renovating player lockers, adding a driving range, building a golf shop, and other interesting facilities.

There are not as many business actors related to golf as there are business actors related to people's needs for food, clothing and shelter. Golf sports customers are divided into 2 (two), namely; professional golf players and individual or private golf players. For professional golf players, the training costs for becoming a golf athlete are usually borne by the sponsor, while individual golf players who are identified with "upper" society or are economically well off usually make golf part of their lifestyle for meetings and discussions. business related

problems. Effective promotion for golf courses must combine various strategies designed to attract golf clubs depending on the condition of the golf course and the facilities provided by the golf club. The condition of the golf course is influenced by the contour of the land which is a challenge for players when playing golf, and which is not Equally important is the well-maintained golf course grass. The facilities provided by golf club management companies and/or golf courses are generally almost the same between one golf club and another, such as golf cars, restaurants, experienced caddies. However, the conditions of the facilities and/or services provided by each golf company to its customers are different, based on the value of the golf club membership and/or golf course as well as the policies implemented by each golf club manager.

Parahyangan golf is one of the famous golf courses in Indonesia, which is located in the Bandung area, West Java. This golf course is known for its beautiful natural views and the top-class facilities it offers to its fans. Not much different from golf courses in general, Parahyangan Golf also focuses on course quality, service supporting facilities, creative promotions and a pleasant environment, so that the golf course can attract more customers, increase satisfaction and strong loyalty. Since first operating on August 15 2018, Parahyangan Golf Bandung has presented a course with a total of 18 holes with well-maintained greens. Quoted from the website, Parahyangan golf uses Zeon Zoysia grass which is the best grass for golf course fairways. Apart from that, Parahyangan Golf presents a beautiful natural feel, located in the middle of two very dramatic mountains on a 74 hectare plateau separated by many valleys, beautiful lakes and seasonal rivers, and surrounded by the most intricate green rice fields and farms managed by local farmers. The course at Parahyangan was also designed by JMP Golf Design Group golf course architect Bob Moore to be challenging but also comfortable for new players

Quality of service according to (Bakri, 2022) is the main basis for knowing the level of consumer satisfaction. In this case, a company can be said to be good if it can provide goods or services according to customer expectations. Product quality and good service performance will greatly influence increasing customer satisfaction. Promotion is a way to increase sales of products or services which is usually done through advertising or price cuts. (aini, 2023). Parahyangan golf promotions include: discount prices on holidays, tournament events, Parahyangan golfer members, etc. Consumer interest is a situation where someone pays attention to a specific thing, which is accompanied by a desire to know, have, learn and prove. (term, 2023). Consumer interest in golf parahyangan can refer to various aspects that attract golf players and visitors, for example: natural beauty, complete facilities, interesting

events and tournaments, and an active and friendly community. Based on the description above, this research is entitled "The Influence of Service Quality and Promotion on Consumer Interest at PT. Parahyangan Golf Club, West Bandung Regency."

## **2. THEORETICAL STUDY**

### **Understanding Management**

According to (Aditama, 2020) Etymologically, the word management comes from various languages, the first of which is from ancient French, namely management, which means the art of carrying out and managing. Then, in Italian, it is meneggiare which means to control. Meanwhile, in English it comes from the word to manage, which means to manage or organize. As for the etymological definition of management, it can be concluded that management is an activity of organizing or managing. The following also conveys the definition of management according to experts, including the following:

a. According to (Terry GR, 2014)

Management is a typical process consisting of planning, organizing, directing and controlling actions carried out to determine and achieve predetermined targets through the use of human resources and other resources.

b. According to (Mee, 2020)

Management is the art of achieving maximum results with efforts to achieve maximum prosperity and happiness, both for leaders and workers, as well as providing the best possible service to the community.

c. According to (Hayati, et.al 2019)

Management is an art. Each job can be completed with other people. Based on the opinions of experts, it can be concluded that the definition of management includes that management occurs in an organization which contains one of several objectives and involves humans and other resources carried out in the most efficient way.

### **Management Functions**

According to (Khasanah, 2023) The management function is a number of activities covering various types of work that can be classified into one group to form one administrative unit. Management is a special type of work that requires mental and physical effort required to lead, plan, organize and supervise. The following is an explanation of the various management functions:

a. Forecasting

Forecasting is the activity of predicting, projecting or making estimates of various possibilities that will occur before a more definite plan can be carried out.

b. Planning includes Budgeting

Various limitations regarding planning from very simple to more complicated formulations. There are those who formulate it very simply, for example: planning is determining a series of actions to achieve a desired result. Rather complex constraints formulate planning as determining what is to be achieved, how it is to be achieved, and so on. The planning function also includes setting a budget. Therefore, it is more appropriate if planning is formulated as determining the goals, policies, procedures, budget and programs of an organization.

c. Organizing

Organizing is the process of coordinating resources to carry out a plan to achieve a goal. The organizing process is also the activity of setting and allocating work.

### **Types of Management**

According to (Hasibuan, 2014) There are several types of management, including:

- a. Human Resource Management: to manage the relationships and roles of owned resources and handle various problems within the scope of being able to support the activities of the organization or company.
- b. Expenditure Management: to plan sources and users of funds, and find ways to allocate funds
- c. Production Management: to make decisions to achieve goals so that the products produced are in accordance with what was planned and achieve company targets.
- d. Cost Management: to identify costs of activities, organizations, and help improve future organizational performance.
- e. Marketing Management: for product development, communication and promotion to satisfy consumer needs.
- f. Office Management: to carry out data and information management activities that are carried out regularly, following organizational activities and directing and supervising them according to certain objectives.
- g. Risk Management: to try to find and identify all risks faced by the company.

- h. Management Based on Goals: to establish general goals by managers and subordinates working together, determining the main areas of responsibility for each individual which are clearly formulated in the form of goals.
- i. Quality Management (TQC & QCC): to supervise all activities and tasks required to maintain the desired quality level of an organization.

### **Marketing Management**

According to(Nasution, 2022)Marketing in (English: marketing) is the preparation of integrated communications which aims to provide information about goods or services in relation to satisfying human needs and desires. Marketing begins with fulfilling human needs which then grow into human desires. For example, a human needs water to fulfill his thirst. If there is a glass of water then his thirst needs will be fulfilled. However, humans not only want to fulfill their needs but also want to fulfill their desires, namely a glass of bottled Aqua brand water that suits their thirst needs and is easy to carry. This process of fulfilling human needs and desires is the marketing concept. Starting from product fulfillment, price determination, delivery of goods (place), and promoting goods (promotion). Someone who works in the marketing field is called a marketer. These marketers should have knowledge in marketing concepts and principles so that marketing activities can be achieved in accordance with human needs and desires, especially the target consumers.

Quoting from the Investopedia page, management is the process of planning, organizing, actuating, directing and controlling. Meanwhile marketing is analyzing, planning and maintaining profitable exchanges. Marketing makes consumers ready to buy, so company management must think about how to make the product still available. With the aim of marketing, it is a step that brings goods and services into the hands of consumers.(Sunyoto, 2013). Barun in marketing is working together to support the four sides, namely *product*, *place*, *price* and promotion to achieve sales targets as expected by the company. In the marketing mix there are four that are used as study material(Fahmi.I, 2017)that is :

#### a. *Products*

It is a form of goods and services offered by a company to meet consumer needs. In marketing, it is necessary to pay attention to the type of consumer needs and satisfaction that occurs when the product is created and marketed to the market later. These types of needs are:

- 1) Stated needs
- 2) Actual needs
- 3) Unstated needs

4) The need for pleasure

5) Secret needs

b. *Place*

It is a place where the product is sold. This place is very important in the world of marketing because having market access will quickly increase the impact on potential sales and profits. The company tries to choose locations that have strategic value and are easy to reach by consumers.

c. *Price*

It is the price set by the company for a product created by taking into account calculations based on raw materials, distribution costs, employee costs and a percentage of product profits.

d. *Promotion*

It is a perception that is able to change consumers from not being very interested to being interested in the products they see, various promotions for a product such as through print media advertising, sponsorship, and word of mouth.

### **Service Quality**

According to (Philip Kolter, 2018), Service quality is a form of consumer assessment of the level of service received and the expected level of service. If the service received or felt is in accordance with expectations, then the quality of service is perceived as good and satisfactory. According to (Tjiptono, 2014) Service Quality focuses on efforts to fulfill consumer needs and desires as well as the accuracy of delivery to match consumer expectations. It can be concluded that Service Quality is an effort to meet consumer needs and desires in accordance with their expectations.

According to (Nathan, 2013) "Service Quality is an attitude resulting from a comparison of consumer service quality expectations with the company's performance as perceived by consumers." From this expert opinion, it can be concluded that service quality is the company's attitude, a comparison between expectations and the realization of the company's performance towards consumers. According to (Bilson, 2017) "Service Quality is an attitude resulting from a comparison of consumer service quality expectations with the company's performance as perceived by consumers." From this expert opinion, it can be concluded that service quality is the company's attitude from the results of a comparison between expectations and realization of the company's performance towards consumers. Quality service must be based on the fact that the service is able to provide adequate satisfaction to its customers.

According to (Kotler PA, 2016) The dimensions of service quality are divided into 5 (five) including the following:

a. Physical evidence (Tangibles)

Physical evidence is the products offered to consumers which include physical, equipment, employees and communication suggestions. Examples of interior quality and exterior quality.

b. Reliability (reliability)

Reliability is the ability to provide promised lessons accurately (accurately) and the ability to be trusted (dependably), especially providing services in a timely manner (ontime), in the same manner according to the schedule that has been promised and without any errors.

c. Responsiveness (responsiveness)

Responsiveness is the ability to receive with the senses and react to them or the alertness and speed of service providers in resolving problems and providing services needed by customers, including the alertness of employees in handling transactions.

d. Guarantee (assurance)

Guarantee is the knowledge, ability, friendliness, politeness and trustworthiness of personal contact to eliminate customer doubts and feel free from dangers and risks and other things.

e. Empathy

Empathy is the ease of having good communication relationships, personal attention and understanding customer needs.

## **Promotion**

According to (Kotler PA, 2016) Promotion is an activity to convey the benefits of a product and persuade customers to buy the product being offered. One form of promotion is advertising. Advertising is one of the media used by companies, it can be classified according to its purpose, namely, to provide information, persuade and remind (Mursid, 2015). The essence of advertising is to put something in the minds of consumers and encourage consumers to take action or the consumer's desires.

Promotion is a marketing and communication activity that can later change the price-value relationship of a product or service perceived by the target (Akmal, 2018). This definition explains that the existence of promotions on goods can change consumers' views regarding the goods they use and they will make repeat purchases if the promotions offered by producers attract consumers' attention.

Marketing communications mix according to (Kotler PA, 2016) There are five main ways of communication, including:

- a. *Advertising* (advertising), namely a form of presentation and non-personal promotion that requires costs for ideas, goods or services by a clear sponsor.
- b. *Sales Promotion* (sales promotion), namely short-term intensives to encourage the purchase or sale of a product or service.
- c. *Events and experiences*, namely company-sponsored activities and programs designed to create a special or everyday brand.
- d. *Public relations and publicity*, namely building good relationships with the company's various publics in a number of ways to obtain favorable publicity, build a good company image, and handle or straighten out unfavorable rumors, stories and events
- e. *Direct marketing* (direct sales), namely direct relationships with each customer that are carefully targeted with the aim of both obtaining an immediate response and building relationships with direct customers (telephone, fax, e-mail, internet and device users). others to communicate directly with certain consumers).

### **Consumer Interest**

Interest is a drive from human instinct, but it can also be a drive from thoughts accompanied by feelings. Interest that only arises from feelings without thought, easily changes according to changes in feelings. According to (Keller KP, 2017) something that arises after receiving stimulation from the product he sees, from there an interest arises in trying the product until finally the desire to buy it arises so he can have it. Quoted from research (Hasan, 2017), consumer interest is "Intention to buy a certain product, as well as how many units of the product are needed in a certain period". Then Hasan came in (Randi, 2018) defines "Purchasing interest as a consumer's tendency to buy a brand or take action related to a purchasing decision which is measured by the level of possibility of the consumer making a purchase". According to (Philip Kotler, 2018) "Consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product." Purchase interest is formed from consumer attitudes towards a product which consists of consumer trust in the brand and brand evaluation, so that from these two stages an interest in purchasing emerges.



### 3. RESEARCH METHODS

The research method used is descriptive and verification research methods with a quantitative approach. Because you want to know the quality of service and promotion of consumer interests. This research really requires data collection to obtain information and information that is closely related to the problem being studied, so it is very necessary to take the population.

#### a. Population

According to (Sugiyono, 2017) defines population as a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population is 200 athlete consumers from PT. Parahyangan Golf.

#### b. Sample

According to (Sugiyono, 2017) which states that the sample is part of the number and characteristics of this population. The sampling technique used in this research is the saturated/census sampling technique, namely the sampling technique when all members of the population are used as samples. (Sugiyono, 2017) The sample is 200 people.

The data collection techniques used by the author in this research are:

##### 1) Secondary data

Secondary data is a decision study by collecting data, namely by reading, studying and analyzing books that are related to the problem being studied. By reading books, journals, articles, internet sources and other records related to the problem being researched regarding Service Quality and Promotion of Consumer Interests.

##### 2) Primary Data

Primary data is a source of research data that can be obtained directly from the original source and without using other intermediary media. Primary data can be obtained from filling out questionnaires and interviews with respondents. In this case, researchers obtain data or information directly, namely they can use predetermined instruments. This researcher only uses a questionnaire. Where the questionnaire in this research is used to find out what problems exist, while this interview is used as initial information about various issues that arise.

##### a) Questionnaire

The questionnaire here is a number of written questions that will be answered by research respondents so that researchers obtain field/empirical data to solve research problems and test predetermined hypotheses. In this research, the

questionnaire used is a question model where the answers to the questions are available so that respondents only choose alternative answers that are in accordance with their chosen opinion. Respondents in this research were consumers of PT. Parahyangan Golf, West Bandung Regency. These questions explain respondents regarding the variables of Service Quality and Promotion of Consumer Interest.

To ensure that the research is correct, Validity and Reliability tests are used. This validity test uses Pearson product moment which aims to find a statistical solution regarding the closeness (weakness) of the relationship between two variables, namely the independent variable and the dependent variable. In accordance with the data above, a reliability test is used so that a questionnaire can be called reliable if the answers to the questions in the questionnaire are always consistent from time to time. The hypothesis that will be tested in this research relates to whether there is a positive or negative influence between the independent variables, namely service quality and promotion, on the dependent variable, namely consumer interest in Parahyangan Golf. In the formulation of this statistical hypothesis, the null hypothesis ( $H_0$ ) and the alternative hypothesis ( $H_a$ ) are always in pairs, if one is rejected, then the other will definitely be accepted so that a firm decision can be made, namely  $H_0$  is rejected and  $H_a$  is accepted. By using data analysis methods such as descriptive, associative, classical analysis and multiple regression to support the validity of the hypothesis test carried out

#### **4. RESULTS AND DISCUSSION**

This research provides in-depth insight into the influence of service quality and promotion on consumer interest at Parahyangan Golf Club, West Bandung Regency. These findings are based on analysis of data collected from 200 respondents consisting of athletes who actively use the golf facilities. Starting from the service quality aspect, the research results show that this variable is an important factor in determining consumer interest. In this research, service quality is measured through 10 statements covering various aspects of the customer experience. Based on the frequency distribution, the average value obtained was 869.6, which is in the very good category. Although the general quality of service is considered very good, there are significant differences between certain indicators. Timeliness of service is the indicator with the lowest score, namely 825, which shows there is room for improvement in this area. In contrast, the indicator of staff concern for a satisfactory gaming experience for each customer received the highest score of 975. This shows that staff concern in providing a

positive gaming experience is highly appreciated by consumers and contributes greatly to their satisfaction.

In the promotion aspect, this research shows that promotion also has an important role in influencing consumer interest, although its contribution is smaller than service quality. Promotion was measured through 10 statements, with an average value of 879.5, which is also in the very good category. Of the 10 statements, advertising in local media and social media to reach target audiences received the lowest score, namely 836, which indicates that current advertising strategies may need to be adjusted to be more effective. Meanwhile, the assessment of the reach, frequency and impact of advertising on visits to golf courses received the highest score of 976. This shows that when promotions are carried out in a more measurable and strategic way, the impact on consumer interest can be more significant.

Consumer interest as the dependent variable in this research is measured through 8 statements, with an average value of 885.4, which is also in the very good category. The statement regarding consumer awareness of the need for safe and enjoyable sports and recreation activities received the lowest score of 839, which is in the good interval. This suggests that although consumer interest is high, there are some areas that may require further attention, such as increasing consumer awareness of the benefits of safe and enjoyable exercise activities. In contrast, participation in open day events or tournaments held to seek new members obtained the highest score of 867 in the very good interval. This shows that activities that involve consumers directly and provide a pleasant experience can effectively increase consumer interest.

From the results of the regression analysis, it was found that service quality has a positive influence on consumer interest, although with a relatively small regression coefficient of 0.079. This means that every increase in service quality will have a positive impact on consumer interest, but the effect will not be as big as promotions. On the other hand, promotions show a greater influence on consumer interest, with a regression coefficient of 0.533. This shows that the right promotional strategy can be more effective in increasing consumer interest compared to improving service quality alone.

However, when service quality and promotion were analyzed simultaneously, it was found that these two variables only contributed 25.7% to consumer interest. This shows that although service quality and promotions are important, there are other factors that also have a significant influence on consumer interest that are not covered in this research. These factors can include aspects such as price, location, facilities, club reputation and previous consumer experience.

Overall, this research emphasizes the importance of a combination of good service quality and effective promotional strategies to increase consumer interest in Parahyangan Golf Club. Although service quality and promotions have an important role, management must also pay attention to other factors that can influence overall consumer interest. With a more comprehensive and targeted strategy, Parahyangan Golf Club can be more effective in attracting and retaining consumers, as well as increasing its competitiveness in an increasingly competitive market.

## **5. CONCLUSIONS AND RECOMMENDATIONS**

This research shows that both service quality and promotions at Parahyangan Golf Club, West Bandung Regency, have a significant influence on consumer interest. Based on the data collected, service quality received a very good assessment with an average score of 869.6. Promotion was also rated as very good with an average score of 879.5. Meanwhile, consumer interest shows a very good value with an average of 885.4. From the regression analysis, it was found that service quality has a positive influence on consumer interest, although the influence is smaller than promotion. The regression coefficient shows that promotions have a greater contribution in increasing consumer interest. However, overall, these two variables only contribute 25.7% to consumer interest, which indicates that there are other factors that also influence.

Based on these findings, it is recommended that Parahyangan Golf Club management continue to maintain and improve service quality to increase consumer interest. It is also important for management to improve the competence of staff, especially caddies, so that they care more about customer needs and requirements. More attention to this aspect can make customers feel more valued and treated well, which in turn will increase their satisfaction and loyalty to the club. By focusing on improving service quality and more strategic promotions, Parahyangan Golf Club can strengthen its competitiveness and attract more consumers.

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