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**EXTENDED
ABSTRACT**

The Impact of Facility Quality and Customer Satisfaction at Arena Sukan Kuala Lumpur

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I. INTRODUCTION

Facility quality plays a vital role in enhancing customer satisfaction in the sports industry [1]. This study investigates key facility quality factors and evaluates customer satisfaction levels at Arena Sukan Kuala Lumpur [2]. By analyzing the relationship between facility quality and satisfaction, the research seeks to provide actionable insights for facility management and service improvement in sports venues.

II. METHODS

This study used a quantitative approach with an online questionnaire distributed via Google Forms to Arena Sukan Kuala Lumpur customers. A convenience sampling method yielded 182 valid responses over two months [5]. Descriptive statistics, Pearson correlation, and linear regression analyses were performed using JAMOVI to identify key facility quality factors, measure customer satisfaction, and examine their relationship and impact.

III. RESULTS AND DISCUSSION

A. Facility Quality

Empathy was the most valued facility quality factor, followed closely by tangibles, responsiveness, and assurance. Reliability was rated slightly lower. This suggests that customers appreciate caring service and quality facilities. Management should focus on maintaining empathetic interactions and enhancing physical facilities to meet customer expectations at Arena Sukan Kuala Lumpur. Using the SERVQUAL method to evaluate the services [3].

TABLE I
FACILITY QUALITY

	Mean	SD
Tangibles	3.82	1.25
Reliability	3.77	1.20
Responsiveness	3.82	1.24
Assurance	3.82	1.25
Empathy	3.83	1.23

B. Level of Customer Satisfaction

Customer satisfaction was found to be moderate, with a mean score of 3.03. While customers are generally satisfied, areas like equipment condition and space organization require improvement. The low standard deviation indicates consistency across responses, suggesting that most users share

similar satisfaction levels and concerns regarding the facility. Using the CSQ8-scale [4].

TABLE II
LEVEL OF CUSTOMER SATISFACTION

	Mean	SD
Customer Satisfaction	3.03	0.819

C. Examine the Relationship Between Facility Quality and Customer Satisfaction

Pearson correlation analysis revealed a very strong, statistically significant positive relationship between facility quality and customer satisfaction ($r = 0.978, p < 0.001$). This finding confirms that improving facility quality directly enhances customer satisfaction, emphasizing the importance of continuous investment in facility quality for customer retention and loyalty at Arena Sukan Kuala Lumpur.

TABLE II
RELATIONSHIP BETWEEN FACILITY QUALITY AND CUSTOMER SATISFACTION

Customer Satisfaction		
	Pearson's r	0.978
Facility Quality	df	209
	p-value	<0.001

D. Examine Whether Facility Quality has a Significant Effect on Customer Satisfaction

Linear regression results demonstrated that facility quality significantly affects customer satisfaction, explaining 95.7% of its variance ($R^2 = 0.957$). This indicates that facility quality is a dominant factor influencing customer satisfaction, highlighting the need for Arena Sukan Kuala Lumpur to prioritize facility improvements to sustain and boost satisfaction levels.

TABLE I
LINEAR REGRESSION

Model	R	R ²
1	0.978	0.957

IV. CONCLUSIONS

This study confirmed that facility quality strongly influences customer satisfaction at Arena Sukan Kuala Lumpur. Empathy and well-maintained facilities are highly valued by users. Continuous improvements in facility quality are essential for enhancing customer satisfaction and sustaining competitive advantage in the sports facility industry.

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