

Leveraging Digitalization for Enhanced Publication and Marketing of Sports Services Aprovechar la digitalización para mejorar la publicación y el marketing de servicios deportivos

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Abstract. Sports institutions in Indonesia have yet to fully embrace digital channels for disseminating and promoting their services to the public. Despite some institutions engaging in digital publication through mainstream social media platforms, the existing features fail to comprehensively address the requirements of the sports sector. This study aims to assess the efficacy of publication and marketing efforts by digitizing sports institutions via the SHC app, purposefully designed for the sports sector's publication needs. Employing a qualitative approach, data were collected from 108 sports institution managers utilizing the SHC app. Data collection entailed the use of a Likert scale questionnaire ranging from 1 to 5. Validity of the data was tested through Pearson Product Moment analysis, and reliability was evaluated using Cronbach Alpha. Subsequently, the data underwent quantitative descriptive analysis and Spearman Rank correlation analysis. Findings reveal that all features within the SHC app significantly impact and foster strong relationships in the publication and marketing endeavors of sports institutions. In summary, the SHC app proves highly conducive to the digitalization of sports institutions, significantly enhancing their publication and marketing initiatives.

Keywords: digitalization of sports, publication, marketing, sports services, shc app

Resumen. Las instituciones deportivas de Indonesia aún tienen que adoptar plenamente los canales digitales para difundir y promover sus servicios al público. A pesar de que algunas instituciones participan en publicaciones digitales a través de las principales plataformas de redes sociales, las características existentes no logran abordar de manera integral los requisitos del sector deportivo. Este estudio tiene como objetivo evaluar la eficacia de los esfuerzos de publicación y marketing mediante la digitalización de las instituciones deportivas a través de la aplicación SHC, diseñada específicamente para las necesidades de publicación del sector deportivo. Empleando un enfoque cualitativo, se recopiló datos de 108 directores de instituciones deportivas utilizando la aplicación SHC. La recopilación de datos implicó el uso de un cuestionario en escala Likert que va del 1 al 5. La validez de los datos se probó mediante el análisis Pearson Product Moment y la confiabilidad se evaluó utilizando Cronbach Alpha. Posteriormente, los datos fueron sometidos a análisis descriptivo cuantitativo y análisis de correlación de Spearman Rank. Los hallazgos revelan que todas las funciones dentro de la aplicación SHC impactan significativamente y fomentan relaciones sólidas en los esfuerzos de publicación y marketing de las instituciones deportivas. En resumen, la aplicación SHC resulta muy propicia para la digitalización de las instituciones deportivas, mejorando significativamente sus iniciativas de publicación y marketing.

Palabras clave: digitalización del deporte, publicación, marketing, servicios deportivos, aplicación shc.

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Introduction

In Indonesia, sports institutions encompass diverse entities offering services within the sports domain (Nanang & Pasharibu, 2021). These institutions include sports clubs nurturing athletes from youth to adolescence, gymnastics studios catering to community gymnastics practices, fitness centers equipped with training facilities and instructors, and martial arts academies delivering self-defense education to the populace (Arinto Nugroho et al., 2023).

The findings gleaned from surveys and observations conducted during the needs analysis reveal a prevailing trend wherein numerous accomplishments attained by sports institutions in Indonesia remain undocumented and unpublished. Notably, trophies, awards, and certificates are exclusively showcased within their training facilities, thereby limiting accessibility solely to individuals visiting these premises. However, it is worth noting that these accomplishments possess inherent potential to elicit interest among prospective members, consequently bolstering the economic revenue of the sports institution. Although certain sports institutions have effectively leveraged advertising and other media channels to promote their achievements and service quality, such endeavors are primarily undertaken by entities endowed with substantial financial resources. Conversely, sports institutions

lacking adequate financial means encounter challenges in engaging in promotional activities, thus impeding their capacity to achieve widespread publicity.

To address this challenge, the development of a digital system or platform is imperative, aimed at managing the marketing and dissemination of achievements held by sports institutions. Consequently, an app named SHC (Sport Human Connection) has been specifically designed to facilitate the publication and marketing efforts of sports institutions. Operating online, this app ensures accessibility to a broader audience. Currently, numerous systems or apps have been effectively utilized to promote services such as transportation, commerce, sanitation, and healthcare (Cano, Londoño-Pineda, Campo, & Fernández, 2023; Cano et al., 2022; Loro & Mangiaracina, 2022). The positive impact of such apps is evidenced by the enhancement of economic income among business actors across various sectors (Bravo, Segura, Temowo, & Samaddar, 2022; Dwight, 2023; Luo, Forscher, Shaheen, Deakin, & Walker, 2023). Business entities operating within the realm of sports services or sports institutions can effectively employ analogous methodologies and management strategies. Hence, the imperative arises to develop a digitalization framework tailored for sports, facilitating the dissemination and endorsement of sports institutions. The

implementation of such a digital system anticipates a surge in public interest towards sports, thereby engendering a favorable influence on their economic revenue.

The SHC app, tailored specifically for sports sector publications, holds the promise of capturing the interest of sports enthusiasts, thus enhancing market penetration efficiency. Beyond augmenting the economic viability of sports institutions, the development of the SHC app also aspires to foster employment prospects within the realm of sports services, thereby affording sports practitioners opportunities for gainful employment and optimal economic returns. Moreover, it is envisaged that the proliferation of sports achievements in Indonesia will serve as a catalyst for heightened motivation, given their potential to serve as publicity assets and attract public participation in sports institutions (Adi, Fathoni, Supriyadi, Dwiyo, & Hwa, 2022).

Prior investigations examining the marketing of sports coaching services through social media revealed that parental inclination towards utilizing such services remained contingent upon feedback and recommendations from fellow users of the platform, disregarding the competence and professionalism of sports coaches as evidenced by their professional credentials and documented accomplishments (Koh & Leng, 2017). This phenomenon is attributed to the absence of functionalities within social media platforms that facilitate the presentation of legal documentation substantiating coaching credentials and delineating specific achievements.

The SHC app represents a novel platform distinct from conventional social media, uniquely tailored for the promotion of sports services. It provides functionalities enabling the exhibition of supportive legal documentation, documentation of achievements, and affiliations with coached athletes, thereby affording the public insight into athletes' accomplishments stemming from the coaching imparted by sports institutions. This aspect constitutes a key novelty in both the research and development endeavors undertaken.

This study further draws upon findings from research conducted in Iran, indicating that communication, market approach, coach expertise, and performance constitute pivotal elements in shaping the personal branding of sports coaches. The personal branding of trainers significantly influences the public's decision-making regarding the utilization of sports training services. Moreover, the study advocates for the development of a platform facilitating the dissemination of sports trainers' personal branding to enhance the utilization of sports coaching services and augment economic returns (Mortezaee, Dousti, Razavi, & Tabesh, 2022).

The SHC app is anticipated to yield communication and market approach benefits by leveraging its communication features to establish branding for sports institutions. Additionally, the app includes a functionality enabling the presentation of achievement documentation and supporting legal documents, validating the official status and safety of the sports institution for the public. Consequently, the re-

search and development of the SHC app represent a progressive stride in adopting the findings and recommendations of research conducted in Iran. Thus, it is imperative to ascertain through research whether the SHC app facilitates the publication and marketing of sports institutions. The aim of this research is to evaluate the impact of digitizing sports institutions on publications and marketing through the SHC App, which is specifically designed for publication purposes in the sports sector.

Materials and methods

Procedures

This qualitative research entails data collection encompassing the perspectives of respondents regarding the utilization of the SHC (Sport Human Connection) App as a digital system supporting publication and marketing aspects within the Sports Services Industry. Respondents were tasked with assessing the functionality integrated into the SHC App. Moreover, their feedback regarding the performance of these features and the benefits accrued from the SHC App in facilitating publicity and marketing endeavors within the sports services industry under their management were methodically gathered.

Participants

The study's participants comprised administrators representing diverse sports institutions, encompassing sports clubs, athletic academies, and fitness training centers. This cohort consisted of 108 individuals possessing a minimum of three years' experience in managing the sports services industry across various regions in Indonesia. Additionally, respondents were specifically selected based on their registration in the SHC App. Their engagement in this investigation was entirely voluntary, and prior to their involvement, they provided explicit consent and adhered to all study conditions. This research is grounded in ethical principles and has obtained approval from the Faculty of Medicine, Universitas Brawijaya Indonesia, under reference number 135/EC/KEPK-UM/09/2023. Participants affirmed their consent by completing a volunteer form comprehensively elucidating the research's objectives, potential risks, anticipated benefits, assurances of confidentiality, and participants' rights.

Variable

This research framework integrates three distinct variables: an independent variable denoted as X, and two dependent variables labeled as Y1 and Y2. Variable X encompasses all the features and services embedded within the SHC App. Variable Y1 reflects endorsement for the digitalization system concerning publication aspects within the Sports Services Industry, whereas Variable Y2 signifies endorsement for the digitalization system, particularly for marketing purposes within the Sports Services Industry.

Instrument

The data collection instrument comprises a questionnaire utilizing a Likert scale ranging from 1 to 5. Within this scale, a rating of 1 signifies strong disagreement with the statement posed to the research respondents, whereas a rating of 5 indicates strong agreement. Table 1 presents the organization of questionnaire items corresponding to the research variables.

Table 1
Mapping of questionnaire questions

Number	Variable	Indicator	Question item number	Number of questions
1.	X	Performance of Sports Services Industry digitalization system (SHC) features	1,2,3,4,5,6	6
2.	Y1	Digitization system (SHC) feature support for Sports Services Industry publications	7,8,9,10,11,12	6
3.	Y2	Digitalization system (SHC) feature support for Sports Services Industry marketing	13,14,15,16,17,18	6

Statistic analysis

In evaluating the adequacy of a data collection questionnaire, it is imperative to verify its validity and reliability. Validity is assessed through the app of the Pearson Product Moment validity test, while reliability is examined using the Cronbach Alpha reliability test.

The data gathered from fieldwork underwent quantitative descriptive analysis to observe the average responses among research participants. Furthermore, the collected data on variable relationships underwent Spearman Rank correlation analysis to ascertain the significance, strength, and direction of the relationships. The entire testing and analytical procedures were conducted using SPSS version 25.

Results

Data Validity

The outcomes of the Pearson Product Moment Validity Test indicate that the computed correlation coefficient (r) exceeds the critical value of r at a significance level of 5%, based on data obtained from 108 respondents. Furthermore, the significance level of the Pearson Product Moment Validity Test is below 0.05. These findings suggest the va-

lidity of all questionnaire items. Further elaboration is provided in the subsequent table.

Table 2
Validity of questionnaire items

Item number	r count	r table 5%(108)	Significance	Criteria
1.	0,835	0,195	0,000	Valid
2.	0,878	0,195	0,000	Valid
3.	0,876	0,195	0,000	Valid
4.	0,882	0,195	0,000	Valid
5.	0,902	0,195	0,000	Valid
6.	0,817	0,195	0,000	Valid
7.	0,884	0,195	0,000	Valid
8.	0,912	0,195	0,000	Valid
9.	0,905	0,195	0,000	Valid
10.	0,916	0,195	0,000	Valid
11.	0,912	0,195	0,000	Valid
12.	0,886	0,195	0,000	Valid
13.	0,909	0,195	0,000	Valid
14.	0,930	0,195	0,000	Valid
15.	0,921	0,195	0,000	Valid
16.	0,929	0,195	0,000	Valid
17.	0,917	0,195	0,000	Valid
18.	0,891	0,195	0,000	Valid

Data Reliability

Based on the reliability test data for the variables, it is evident that the Cronbach Alpha coefficient exceeds 0.6, indicating the reliability of the variables utilized. A questionnaire is considered reliable when the Cronbach Alpha coefficient exceeds 0.6 (Sujarweni, 2014). For detailed results of the reliability test, please refer to the accompanying table.

Table 3
Reliability Statistics

Cronbach's Alpha	N of Items
0,979	18

Respondent Response Data

The responses provided by respondents, gathered through a questionnaire, underwent quantitative descriptive analysis employing SPSS version 25. Among the responses representing variable X, the highest mean recorded was 4.54, whereas the lowest was 4.45. For responses denoting variable Y1, the highest mean attained was 4.56, with the lowest being 4.45. Regarding responses associated with variable Y2, the highest mean observed was 4.50, while the lowest was 4.44. Further elaboration on these findings can be referenced in Tables 4, 5, and 6.

Table 4.
Results of Quantitative Descriptive Analysis of Independent Variables (X)

	N	Mean	Std. Deviation
The feature for displaying profiles works well (X.1)	108	4,51	0,755
The feature for connecting social media works well (X.2)	108	4,50	0,677
The feature for displaying achievements works well (X.3)	108	4,53	0,690
The feature for displaying legal files or supporting files functions well (X.4)	108	4,52	0,676
The feature for connecting relationships with other sports practitioners functions well (X.5)	108	4,45	0,728
Communication features connected to WhatsApp are functioning properly (X.6)	108	4,54	0,647
Valid N	108		

Table 5.
Results of Quantitative Descriptive Analysis of the first Dependent Variable (Y1)

	N	Mean	Std. Deviation
Feature to display profiles, useful in publications (Y1.1)	108	4,52	0,662
Features for connecting social media, useful in publications (Y1.2)	108	4,50	0,619
Feature to display achievements, useful in publications (Y1.3)	108	4,56	0,631
Feature to display legal or supporting files, useful in publications (Y1.4)	108	4,50	0,677
Features for connecting relationships with other sports players, useful in publications (Y1.5)	108	4,45	0,675
Communication features used with WhatsApp, useful in publications (Y1.6)	108	4,52	0,634
Valid N	108		

Table 6.
Results of Quantitative Descriptive Analysis Second dependent variable (Y2)

	N	Mean	Std. Deviation
Feature for displaying profiles, useful for supporting marketing and promotion of sports services (Y2.1)	108	4,49	0,663
Features to support social media, useful for marketing and promotion of sports services (Y2.2)	108	4,44	0,688
Feature to display achievements, useful for supporting marketing and promotion of sports services (Y2.3)	108	4,46	0,662
Feature for displaying legal documents or supporting files, useful for supporting marketing and promotion of sports services (Y2.4)	108	4,50	0,690
Features for connecting relationships with other sports players, useful for supporting marketing and promotional services for sports services (Y2.5)	108	4,50	0,663
Communication features used for WhatsApp promotions are useful for supporting marketing and promotion of sports services (Y2.6)	108	4,50	0,634
Valid N	108		

Results of Analysis of Relationships between Variables

The data derived from respondents' responses underwent Rank Spearman correlation analysis to examine the relationship between variables. As indicated in Table 7, the significance value obtained is 0.000, which is lower than the predetermined threshold of 0.05, suggesting a significant relationship between the performance variable of the digitalization system features and the publication support variable of the Sports Services Industry. Moreover, the correlation coefficient of 0.839 indicates a highly robust relationship between these variables. With a positive coefficient, the unidirectional relationship between the performance variable of the digitalization system features and the publication support variable for the Sports Services Industry is evident. Consequently, it can be inferred that the digitalization system exerts a notable influence in facilitating the publication of the Sports Services Industry.

Table 7.
Results of Analysis of the Relationship between Variables X and Y1

	(X)	(Y1)
Correlation Coefficient	1,000	0,839**
(X) Sig. (2-tailed)	.	0,000
N	108	108
Spearman's rho		
Correlation Coefficient	0,839**	1,000
(Y1) Sig. (2-tailed)	0,000	.
N	108	108

(X): Performance of Sports Services Industry digitalization system features
(Y1): Digitization system feature support for Sports Services Industry publications

The analysis presented in Table 8 examines the relationship between the performance variable of the digitalization system features (X) and the marketing support variable for the Sports Services Industry (Y2). With a significance value of 0.000, which is below the conventional threshold of 0.05, it is evident that a significant relationship exists between these two variables. Furthermore, the correlation coefficient of 0.839 underscores a highly robust relationship between

them. Moreover, the positive coefficient indicates that the relationship between the two variables is in the same direction. Consequently, it can be inferred that the performance of the digitalization system features significantly contributes to the marketing endeavors of the Sports Services Industry.

Table 8.
Results of Analysis of the Relationship between Variables X and Y2

	(X)	(Y2)
Correlation Coefficient	1,000	0,881**
(X) Sig. (2-tailed)	.	0,000
N	108	108
Spearman's rho		
Correlation Coefficient	0,881**	1,000
(Y2) Sig. (2-tailed)	0,000	.
N	108	108

(X): Performance of Sports Services Industry digitalization system features
(Y2): Support for digitalization system features for marketing in the Sports Services Industry

Discussion

Data collected from managers of sports institutions indicates that the features embedded within the SHC App are advantageous and yield a notable impact on the publication and marketing endeavors of sports institutions. Examination of various SHC features, including profiles, social media connectivity, presentation of achievements, provision of supporting documentation, interpersonal relationships, and communication functionalities, reveals a robust and statistically significant relationship, thereby influencing the dissemination and promotional efforts of sports institutions to the general public.

The profile feature assumes a pivotal role in articulating the identity of a sports institution, thereby assisting the community in making informed decisions and establishing a foundation for potential collaborations with these institutions. Profiles additionally serve as a mechanism for bolstering institutional branding, where an open and transparent profile facilitates acquaintanceship and furnishes supplementary information about the sports institution (Alharbi,

Dong, Yi, Tari, & Khalil, 2021). Moreover, the profile presentation significantly influences individual preferences, as evidenced by research indicating that user inclinations towards services are substantially impacted by the identity projected by service providers (Lee & Wessel, 2022). Service provision is intricately entwined with competence, with the latter directly linked to the service provider's identity (Ande, Wahyuni, & Kusumastuti, 2024). Therefore, the exhibition of profiles within the SHC App assumes paramount importance in furnishing convenience for both sports institutions and the general public.

The integration of social media within the SHC App plays a pivotal role in the dissemination and advocacy of sports institutions. Numerous sports institutions routinely document their activities on social media platforms, a practice substantiated by research demonstrating the profound impact of social media on marketing endeavors (Chiang, Wong, & Huang, 2019). Besides tailoring search algorithms to suit individual preferences, social media serves as a primary conduit for users to glean insights into service providers' regular activities (Hollingsworth, 2021). Hence, the integration of sports institutions' social media profiles within the SHC App facilitates public access to these institutions' ongoing activities. These routine engagements significantly influence individuals' decisions in selecting appropriate sports institutions to fulfill their athletic needs.

Achievement serves as a cornerstone in the marketing of sports services, encapsulating the outcomes of sports activities (Mortezae et al., 2022; Pinto-Escalona et al., 2024; Royo, Orejudo, & Latorre, 2023; Zhaorigetu, 2022). These accomplishments encompass successes in competitions, contributions to enhancing participants' health levels, and attainment of specific goals (Keith-Barnett & Campbell, 2019; Lim & Ong, 2024; Muñoz, Badilla, & del Picó, 2021; Politko & Shutieiev, 2019; Shibli, Ramchandani, & Davies, 2021). The SHC App offers features for showcasing sports institutions' achievements, enabling the public to assess their performance. Through these accomplishments, individuals can discern whether to engage with the services provided by the observed sports institutions.

Legal documents serve as essential assurances of security and trustworthiness for their owners (Adi & Fathoni, 2022; Hessert, 2021; Merzagora, Romano, Verzeletti, & Travaini, 2015). Furthermore, these supporting documents serve as benchmarks against profiles to ensure their accuracy and competence within the service domain (Das, 2021; Kim, 2019; Shrivastava, 2022). Displaying legal documents within the SHC App enables the public to authenticate the competence and certifications of sports institutions, ensuring the accuracy of profiles and the suitability of services. This function also contributes to upholding public safety in acquiring services from sports institutions. Consequently, sports institutions lacking legal documentation are incentivized to prioritize obtaining legal standing to engender public trust.

The functionality of the relationship feature within the SHC App facilitates the public's assessment of the service

performance delivered by sports institutions by enabling them to track athletes or participants associated with these entities. For instance, a substantial number of athletes achieving noteworthy accomplishments and attaining success may bolster public confidence in the sports institution. The achievements attained by athletes serve as tangible evidence of the institution's performance, suggesting a correlation between athletes' achievements and the achievements of the sports institution (Citta Dewi & Rojuaniah, 2023; Fuller, Kroshus, Hall, & Ketcham, 2022; Setyasih, Sugiyanto, Liskustyawati, & Riyadi, 2023).

Communication features serve as pivotal conduits for users to access the detailed information they require (Mwombeki, Shidende, & Mselle, 2023; Tang, 2020; Terada et al., 2021; Wei & Han, 2022). Numerous digital platforms offer interactive communication functionalities to facilitate exchanges between service providers and users (Mwombeki, Shidende, & Mselle, 2024; Zhu et al., 2022). The SHC App has been seamlessly integrated with WhatsApp, a widely utilized communication platform in Indonesia. This integration enables direct and interactive communication between the public and sports institutions, facilitating the acquisition of comprehensive information. Interactive communication also empowers sports institutions to discern the needs and preferences of individuals, enabling them to tailor marketing strategies accordingly.

Conclusion

Based on data collected from sports institution managers, it was deduced that the features embedded within the SHC App yield a considerable contribution to the publicity and marketing endeavors within the realm of sports services. Facilitated by online accessibility, sports institutions enlisted on the SHC App can be accessed by the public from diverse locations and at their convenience. Notably, six principal features within the SHC App exhibit a noteworthy impact in the promotion and marketing of sports institutions, with the correlation among these features also demonstrating a robust relationship. Hence, the digitalization of sports institutions through the utilization of the SHC App has evidently proven to be highly advantageous in bolstering the publication and marketing initiatives of services proffered by sports institutions.

Given the affirmative outcomes attributed to the SHC App, it is imperative to conduct extensive outreach initiatives targeting all sports institutions across Indonesia. Heightened awareness and subsequent registration of all sports institutions as users of the SHC App will facilitate the widespread realization of its benefits among sports institutions nationwide.

The primary objective behind the development of the SHC App is to enhance the economic prospects of sports practitioners, encompassing both sports institutions and individual athletes, while also serving as a catalyst for optimizing achievements within the sports domain. Nevertheless, this study exclusively addresses the ramifications of the

SHC App pertaining to publicity and marketing advantages, as evaluated through feedback from sports institution managers. Subsequent research endeavors may warrant a more comprehensive investigation, delving into the direct influence of the SHC App on the economic earnings of sports practitioners, particularly delineating its impact on athletes beyond the purview of formal sports institutions.

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