

The Effectiveness of Promoting Tennis School Training Services Towards Consumer Interest in Tennis in Indonesia

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Abstract

Tennis School is a tennis training service aimed at increasing the popularity of tennis. One of the problems faced by the company is ineffective promotions. This study aims to find the effective promotion strategy for Tennis School. This research is a qualitative research with semi-structured interview as data collection method. Purposive sampling is used to select research informants. The result of this study indicates that in order to attract attention, generate interest, or trigger the desire and action of the consumers, the company can use professional or famous coaches, expand the consumer's knowledge, provide feedback, show the advantages of training through the coaches' knowledge and integrity, and offer free trials to new consumers. Additionally, the company's promotions should focus on the tennis communities, because tennis is a community-oriented sport

Keywords: attention, interest, desire, action, community

1. Introduction

Tennis is one of the sport that suffers from the declining rate of popularity especially in Indonesia. This condition is linked with the low amount of practice of this sport, in order to boost the popularity of tennis (Topend Sport, 2012). A research was started to measure the effectiveness of promotion of tennis school to increase tennis popularity in Indonesia.

The AIDA formula is a tool used to measure the effectiveness of a promotion towards an interest. Ideally a promotion must draw attention, spark interest, drive desire, and trigger action according to a research conducted by Johar, *et al.* (2015). A good promotion must be able to spark interest to the object they are promoting for the customers to buy or to use their services that is being offered in the promotion media.

Promotional teams innovate in the field using brochures, banners, and proposals to certain residential area to ask for permission to put promotional apparatus and exhibit at their residential area. These means are taken in the hope to increase the number of students into the tennis school, but in reality, the number of students who enrolled are still low. The promotions take form showing videos of the students do in training, when they are in an exhibition. This method of promoting did draw a few attentions, sparks a few interests, and desires from the parents to enroll their children to the school. This can be seen by their action of asking for details of the program. According to the research conducted by Baena (2016) the desire to buy is triggered after the process of alternative evaluation and during the evaluation process (including the AIDA Formula), someone will make a set of decision whether to buy a product or use their services based on their brand and interest.

A few assessments are needed to recognize what is the best way to promote so that the consumers are interested to the promotion and is willing to enroll their children into the training program. The promotional team is also experiencing difficulties in developing an enthusiasm of the customer in playing tennis. There are a few customers generated by the act of promotion done by the promotional team, but none of the customers stay in the training program for a significant amount of time, averagely they only lasted 1 to 2 months. Because of these conditions, the researcher is interested to conduct a research with the title of "The effectiveness of promoting tennis school training services towards consumer interest in tennis in Indonesia".

2. Theoretical Basis

2.1 Promotion

According to the research of Kumalasari (2016) promotion is the key in a marketing campaign, it consists of variety of intensive tools which in majority have a short-term effect and is designed to increase sales or purchases in large quantity. According to this research promotion is divided into several parts:

1. Advertising: non-personal communication through the media (visual, audio or audio visual) and promoting ideas, goods, or services through a defined sponsor.
2. Sales Promotion: A promotional tool that is commonly used to stimulate consumers to buy a product in a short amount of time. Examples: coupons, discounts, stamp redemption, free samples, memberships, etc.
3. Events and Experiences: A promotion that is done through a sponsor act in order to build a relationship between the customer and the brand.
4. Public Relation and Publicity: A program designed by the company as a means to promote and to protect the company's and the product's publicity so it can be accepted by the public.
5. Direct Marketing: direct communication to the public, especially for long range communication with the usage of mail, phone, fax, email, or internet to accommodate consumer's response.
6. Interactive Marketing: The fastest development of communication retail sales to electronic customers with the help of online marketing.
7. Word of Mouth Marketing: indirect promotion that can affect the company without ever spending money. This method of promotion can be in oral form, written form, and electronic between the public that can be in the form of comments and recommendation towards a product or a service.
8. Personal Selling: face-to-face interaction with the customer with the aim to offer them a product or service by presenting or communicating. Two main advantages by using Personal Selling technique, first is the customer will understand the product better, second the company can adapt their product to the customer's liking.

The AIDA formula is one way to measure effectiveness a promotion towards interest. According to Johar, *et al* (2015), the tools used in the promotion must be able to draw attention, obtain and encourage interest, stir desire, and causes action. The target of the promotion must receive the message and information must go through these few stages in the AIDA (Attention, Interest, Desire, Action) concept model. These are:

1. Attention, means the promotion must be able to draw attention of the public, it ranges between readers, listeners, or audiences.
2. Interest, means once the promotion got the attention of the audience, how can we create interest, inquiry, and desire to know more.
3. Action, means how to coax the audience to purchase as fast as possible.

2.2 Interest

According to the research conducted by Darmawan (2014) about how the customers choose something that they think is important for them (preferences and priorities) and this is also linked to motivation. There are a few indicators to measure interest, they are:

1. The customers like the company's services so they will use their services again in the future (they like what the company is offering).
2. services offered by the company is exactly what the customer needs (services that is being offered is one of the needs of the customers).
3. Customers likes the quality of the service that is being offered (interest in the quality of the service).

According to the research conducted by Widyastono (2013) about "Interest in teaching profession, knowledge in evaluating a study result, and curriculum quality made by teachers" interest is the source of motivation, in which it will motivate someone to do what they chose to do and want they want to do. If something is deemed beneficial to them, then the individual will show interest with happiness and satisfied. Someone who is interested in something, the individual will feel obligated to do something, evaluate their options, then decide and all of the process is completed with the feeling of joy and happiness. Interest, illustrates that there is will, a motivation that came from the individuals to choose an object in the form of an action, including a task or an objective.

According to Morgan (2016) the interest in buying came after the process of alternative evaluation and in the evaluation process, the individual will decide a few choices about the goods that they are buying or their services they are

about to use based on the brand and interest.

3. Research Methodology

3.1 Research Type

This research is a qualitative research. According to Mahardono & Hidayat (2013) a qualitative research is a research that designed to observe what the subject of the research is going through for example behavior, perception, motivation, action, etc. holistically, and describe it in the form of words and literature in the specific scientific context and the usage of several scientific procedures.

3.2 Data Collecting Method

Method of collecting the data includes: semi-structured interview which is included in the category of in-depth interview which in practice is conducted in a more relaxed situation. The aim of this method of interview is to find the problem in a more open approach and also to account the opinion of the interviewee about the problem. When conducting the interview the researcher need to listen carefully and write down what is the interviewee's answer. A recording device will be a great help to make sure the interview goes on smoothly and the data will be better preserved. The interview can be conducted live (face-to-face) or via an email or by phone if the interviewee in unavailable. The collected data will be about the effectiveness of the promotion which will be measured with attention, interest, desire, and action. There are few other indicators that will be used to measure such as:

- a) How often someone opens a sporting brand's website,
- b) How often someone follows the development of a sporting brand's website,
- c) How often someone purchase a sporting goods merchandise,
- d) The productivity of the partnership with the sponsor,
- e) The development of the global partnership sponsor,
- f) The satisfaction level of the partnership sponsor,
- g) The formation of the affiliation,
- h) The establishment of mutual relations open, honest, and respectful

3.3 Validity and Reliability

The validity and reliability of the gathered data is also required in a qualitative research. This is done by examining the data towards the validity of the data using the triangulation method. There are 3 types of data triangulation according to Sugiyono (2014):

1. Source triangulation, used to test the credibility by checking the acquired data from numerous sources
2. Technical triangulation, used to test the credibility of the data by asking the interviewee with different techniques.
3. Time triangulation, used to test the credibility of the data by checking in another time and different situation.

Out of the 3 types of the triangulation this research will use the source triangulation, which can be achieved by comparing the perspective of an individual with another perspective from different individual. The data collected from an interview will be cross checked with the data from another interviewee in a different interview, which came from business owner and an expert in promotional campaign.

3.4 Data Analysis Method

The method that will be used to analyze the data is using the Miles, Huberman, and Saldana (2014) method, in which can be broken down to these stages:

1. Data Reduction
Data reduction is needed to select all the acquired data before triangulating the data, this allows the researcher to examine the data whether it is needed or is it related to the category that have been declared before. The goal of eliminating unnecessary data is to increase the focus of data that is relevant and useful for the research, in this case it's the effectiveness of the promotion of The Tennis School.
2. Presentation of Data

All of the acquired data from the conducted interview with the sources from The Tennis School will be reduced and will be organized and grouped for the ease of drawing a conclusion based on the systematical from the data collected. In a qualitative research, the presentation of data can take form of several forms, it can be summary, narrative text, table, chart, categorical relationship, and flowchart to better understand the data.

3. Conclusion

The last stage is to decide which action is needed to be taken to improve and repair the promotional campaign that will better suit the company. The conclusion must also take the account of all evidence for it to have a credible effect. If all of the data is valid and consistent, then all of the data will point to a fixed conclusion that will prove that the promotional campaign that The Tennis School did is indeed effective or not effective.

4. Result and Discussion

4.1 Concern

Sometimes the consumers are only attracted to the prices but not so much about the quality of product or services that the company is offering (Rizki, M F & Yasin H , 2014). Sometimes the customers don't need a high-quality requirement for the service or the product. This is backed by the statement from one of the interviewee:

"The product must adapt to the market. It all depends on if the market can accept this product or not, that is the most important thing for me... maybe for some people they don't need the most sophisticated technology, but they need the one that is moderately new, but can function and satisfy their needs, also in an affordable price."

One of the key factors why people want to enroll in your tennis school is if you have a famous tennis athlete or coach, this is backed by the statement from the interviewee below:

"If it's according to me, and my experience, people would want to join your club if your club got a coach or an athlete that was famous or a champion in his/her era. Then if you got that people will definitely join your club."

The attention of the customer can be drawn if the mindset is not directed at the popularity of the coach, hence the customer's mindset must be changed. Not all good tennis athlete can teach or coach, result must show that the coach can really coach the pupils. This is shown in the statement of the interviewee below:

"I answered this earlier. You can write the best fliers, I told you, Indonesians have this mindset that I mentioned earlier. If he's not a good player, people will not believe. Well, it's not easy to change that kind of mindset..."

4.2 Interest

Interest from the customer can be boosted by showing the advantages from our products. The level of the existence of the company will be better shown if the company does the promotion face-to-face, especially in the service industry, they need proof (Hakuhodo, 2012). This is shown by the statement by the interviewee below:

"...Our product with the added value of what we have, so what is our added value to our product that we are giving... so, direct promotion in my company, it is more effective if the promotion is done directly face-to-face, live interaction that is..."

A good tagline is also one way to create interest in customers if the school doesn't have a popular coach. If it's possible a sponsor is required to sponsor the pupils to join a tennis competition. This will be one way to display the caliber of the coach that shows that the coach is seriously training his/her pupils. This is stated by the interviewee below:

"If you don't have a coach. You need to put like... you need to promote with words that can make people interested (tagline). and also, like there is a competition, you can search for sponsors. If your pupils are really into tennis that is."

An extensive approach is needed to draw attention and create interest in parents to enroll their children to play tennis. This is said by the interviewee below:

"I think you need to give more effort in approaching, moreover the sport is not that popular, at least you need to explain why play tennis, what are the advantages, where the fun is etc."

4.3 Desire

The desire from the customer can be triggered if we can show good integrity in our behavior and not false promises. This is said by the interviewee below:

"...the main point for us to be working in the service industry is how the marketing teams in front that shows good integrity so it reflects on their attitude, they need to be supported by evidence and results, not just empty promises, so I think integrity is very essential ..."

A good coach that doesn't have a lot of competition background must show their competencies in training their pupils, this can be achieved by showing his/her skills in the court. In this case the children must be happy to being the coach's pupil, because if they are happy their parents will be happy too, if the parents are happy they will stay in the school longer. This is said by the interviewee below:

"You need to do a lot of... promotion. For example, at, TPR they have one coach who is not from Indonesia and he seems to be coaching a lot of students at the same time. He can really coach, but people will go 'oh he is not a local coach, he trains a lot of children too, then a lot of people will be interested."

4.4 Action

Honesty, open-mindedness, and trust is the elements of integrity which is one of the most important factors to build a meaningful partnership with other companies, which can also trigger the customer to do an action. Don't only make empty promises in business, but a company must be honest, open, and transparent because this will be highly appreciated if this is shown by the company, and the company will sustain their business. This is said by the interviewee below:

"this is what I said earlier that honesty, open-mindedness, trust, reflects on our integrity in our private life, the time for business that only gives out empty promises is gone, nowadays business must show what they promised, so like what I said, nowadays, business that only gives out empty promises will not survive for long. There will be no sustainable growth the business with high level of dishonesty...."

The Tennis School tries to hire professional coaches to increase the interest and enthusiasm to trigger actions from their potential customers. This is said by the interviewee below:

"If in the case of coaching, in order to raise the level of enthusiasm, The Tennis School must hire a professional coach, so the pupils will be interested to join, they would want to feel the real tennis, higher quality tennis, so they can learn more."

4.5 Managerial Implications

Interest can be implicated by looking for professional coaches and organize a coaching clinic, because the condition right now there are no professional coaches. Desire can be created by adding knowledge around tennis, because by doing so a feedback can be generated to the customers. The conclusion from action can be implemented by showing excellency in training, this can be achieved by showing the quality of the coaches, which will make the customer sure they picked the right tennis school. Free trials can also be used to draw attention of the potential customer, in which is needed to be applied to all new members or new pupils, not only in the beginning of the training. The channel of the promotion also must be evaluated, because tennis is a community oriented sport, therefore it needs a community to be able to generate significant results.

5. Conclusion and Suggestions

5.1 Conclusion

The result of this research concluded that the method of promoting The Tennis School must be revamped in order to increase the customer's interest. These are the method to promote:

- a. Increase the knowledge in training, not only from the internet, it is suggested to organize a workshop too, this will increase the knowledge of the coaches, thus will show that the coaches can really train their pupils and will

- increase their interest to their training.
- b. Organize a coaching clinic which is led by a popular athlete, or a popular coach, by doing this it will make the customer more interested in the program. This also can show the pedigree of the coaches which will promote trust in the customers.
 - c. The quality of the coaches can trigger what the customer's desire which will result in action, especially in the service industry, because what they are offering is intangible. Integrity is one of the important aspect in business like The Tennis School.
 - d. The channel of promoting The Tennis School must also be revamped by focusing more on the tennis community, because tennis is a sport that is community oriented. This focus to the community can also have an impact to the community by the word of mouth towards the company.

5.2 Limitation and Suggestions

These limitations cannot be implemented to other business, because this business is very delicate and specific, especially in the company that provide services related to sport. The other reason is because the result from this research can also be applied if the company is also community oriented. The research suggests that the channel of where the company is promoting must be evaluated, so the impact of the promotion can be significant. The priority is to promote to a community, because tennis is a very community oriented sport. The promotion can also spread to wider community through word of mouth. This research also discusses about the effectiveness of the promotion of The Tennis School, the hope will be the next researchers can use this research as a guidance, and can further the research in the field of effectiveness in promotion.

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Appendix

Managerial Implication

Indicator	Before the research	After the research
Interest	Current coaches don't have professional experiences	Search for a coach with a professional background or organize a coaching clinic
Desire	The method of convincing the potential customer is still in the range of answering their questions, in which is still not very effective	Increase and broaden the knowledge in tennis, hence significant feedback can be created, which will increase the trust in the customers.
Action	Highlighting the advantages of The Tennis School only in brochures and banners	Highlight the advantages of playing tennis from the quality of the coaches themselves
Channel promotion	Using brochures and banners to residential areas	Focuses more on community oriented places, because the sport is community oriented
Attention	Free trial implementation is only at the early stages of the company	Implementing the free trial to all new members and new pupils

Source: Processed internal data (2016)

