

ABSTRAK

Skripsi ini dengan judul "Strategi Pengembangan Kualitas Pelayanan Persatuan Tennis Meja Binota Tulungagung Melalui Analisis SWOT" ini ditulis oleh Alka Yayan Primadana, dibawah bimbingan Ahmad Budiman, M.S.I

Kata Kunci : Strategi Pengembangan, Kualitas Pelayanan Jasa, Analisis SWOT, Persatuan Tennis Meja Binota Tulungagung

Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan dalam sektor jasa olahraga, sehingga setiap organisasi dituntut mampu meningkatkan kualitas pelayanan agar dapat mempertahankan eksistensi dan daya saingnya. Persatuan Tennis Meja (PTM) Binota Tulungagung sebagai salah satu tempat pembinaan dan pelatihan tenis meja menghadapi beberapa kendala, seperti keterbatasan sumber daya manusia, fasilitas yang belum optimal, serta strategi pemasaran yang masih kurang maksimal. Kondisi tersebut menyebabkan perlunya strategi pengembangan kualitas pelayanan yang tepat dan berkelanjutan.

Fokus penelitian ini adalah: 1) bagaimana strategi pengembangan kualitas pelayanan Persatuan Tennis Meja Binota Tulungagung melalui analisis SWOT, dan 2) bagaimana penerapan strategi pengembangan kualitas pelayanan pada PTM Binota Tulungagung. Penelitian ini bertujuan untuk mengetahui strategi pengembangan kualitas pelayanan melalui analisis SWOT serta menjelaskan penerapan strategi pengembangan kualitas pelayanan pada PTM Binota Tulungagung. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Adapun teknik analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa PTM Binota Tulungagung memiliki kekuatan berupa kualitas pembinaan yang baik, loyalitas anggota, dan potensi pasar yang cukup besar. Sementara kelemahannya terletak pada keterbatasan jumlah pelatih, fasilitas yang belum memadai, dan inovasi pemasaran yang masih kurang optimal. Peluang yang dimiliki berupa meningkatnya minat masyarakat terhadap olahraga serta perkembangan media digital sebagai sarana promosi. Adapun ancaman yang dihadapi berasal dari persaingan usaha jasa olahraga yang semakin ketat. Berdasarkan analisis SWOT, strategi yang dapat diterapkan yaitu meningkatkan kualitas pelayanan, memperkuat promosi melalui media digital, menambah tenaga pelatih yang kompeten, serta memperbaiki sarana dan prasarana latihan. Strategi tersebut diharapkan mampu meningkatkan kualitas pelayanan dan memperkuat daya saing PTM Binota Tulungagung secara berkelanjutan.

ABSTRACT

This thesis, titled “Strategies for Improving Service Quality at the Binota Tulungagung Table Tennis Association Through SWOT Analysis,” was written by Alka Yayan Primadana under the supervision of Ahmad Budiman, M.S.I.

Keywords : Development Strategy, Service Quality, SWOT Analysis, PTM Binota Tulungagung

This study was motivated by the increasingly fierce competition in the sports services sector, which requires every organization to improve the quality of its services in order to maintain its existence and competitiveness. The Binota Tulungagung Table Tennis Association (PTM), as a center for table tennis development and training, faces several challenges, such as limited human resources, suboptimal facilities, and marketing strategies that are not yet fully effective. These conditions necessitate a proper and sustainable strategy for service quality development.

The focus of this study is: 1) how the Binota Tulungagung Table Tennis Association develops service quality strategies through SWOT analysis, and 2) how these service quality development strategies are implemented at the Binota Tulungagung Table Tennis Association. This study aims to identify service quality development strategies through SWOT analysis and to explain the implementation of these strategies at the Binota Tulungagung Table Tennis Association. This study uses a qualitative approach with a descriptive research design. Data collection techniques were conducted through observation, interviews, and documentation. Data analysis techniques were carried out through data reduction, data presentation, and drawing conclusions.

The research findings indicate that PTM Binota Tulungagung possesses strengths in the form of high-quality coaching, member loyalty, and significant market potential. Meanwhile, its weaknesses lie in the limited number of coaches, inadequate facilities, and suboptimal marketing innovation. Opportunities include growing public interest in sports and the development of digital media as a promotional tool. The threats faced stem from increasingly intense competition in the sports services industry. Based on the SWOT analysis, the strategies that can be implemented include improving service quality, strengthening promotion through digital media, increasing the number of competent coaches, and upgrading training facilities and infrastructure. These strategies are expected to enhance service quality and strengthen PTM Binota Tulungagung’s competitiveness in a sustainable manner.