

Exploring the athlete experience: A multidimensional study of service quality and financial factors in individual vs. team sports

AGUNG NUGROHO¹, ENDANG RINI SUKAMTI², SUJARWO³, SUGENG PURWANTO⁴, AWAN HARIONO⁵, ILHAM⁶, NURIDIN WIDYA PRANOTO⁷, NOR EEZA ZAINAL ABIDIN⁸

^{1,2,3,4,5}Department of Physical Education, Faculty of Sport Sciences, Yogyakarta State University, INDONESIA

^{6,7}Department of Health and Recreation, Faculty of Sport Sciences, Universitas Negeri Padang, INDONESIA

⁸Faculty of Sport Sciences, Universiti Malaya, MALAYSIA

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Abstracts

Background: In facing sports competitions, good training camps are required, such as programs, service quality, and finances, which can affect athlete motivation and satisfaction. Individual and team sports athletes participated in the national championship training camp in Yogyakarta. **Purpose:** This study aims to analyze (1) the effect of finance on motivation in individual and team sports; (2) the effect of finance on satisfaction in individual and team sports; (3) the quality of service on motivation in individual and team sports; (4) service quality on satisfaction in individual and team sports. It is quantitative research with a survey to find the relationship between variables. **Approach:** This study uses Structural Equation Modeling (SEM) with the PLS approach, two ways of testing: (1) the hypothesis of the relationship between variables using Smart-PLS software and obtaining the inner model output from the bootstrapping process. (2) differences using Multi-Group Analysis (MGA) using Smart-PLS. The number of athletes participating in this study was 137 athletes. The sample size consisted of 31 team and individual sports. The research subjects were all sports athletes participating in training camps in Yogyakarta. Data were analyzed using SPSS.25 software and Smart PLS-SEM (Correlation and linear regression among indicators-variables). **Result:** The scales or indicators and items used to assess the variable-indicator relationships in this research were valid because they have a loading factor value greater than 0.5. The AVE value is higher than 0.5 and 0.4. Reliability value composite reliability ≥ 0.7 . The motivation is influenced by exogenous variables, namely 0.27 or 27%. However, the remaining 73% is outside of this study. The satisfaction variable is influenced by exogenous variables by 0.67 or 67%, and the remaining 33% is outside this study. The model in this study reached 0.25 for the goodness of fit (GoF) value. It is in the medium category. The empirical data fits the model. Therefore, there is no difference between the models, and they fit. **Conclusion:** This research provides in-depth insight into athlete experiences across individual sports and team sports, considering service quality and financial factors. The results of this research present a rich and multidimensional understanding of how these aspects interact and impact the athlete experience, which can contribute to developing better strategies and policies in the world of sport.

Keywords: Service quality, financial, team sport, individual sport

Introduction

Preparation for multi-event sports requires good regional training camps. We need to pay attention to service quality management, financial achievement motivation, and athlete satisfaction. The Yogyakarta training camp for the Indonesian National Sports Committee was intended for athletes in individual and team sports. Careful preparation and good subject determination are also indispensable assets (J. Hair et al., 2010; Nugroho et al., 2021; Sukarmin et al., 2021). Good management is associated with success in sports (Ndayisenga & Tomoliyus, 2019b), especially after acknowledging sports as a social event that generates countless benefits (Moreira & Silva, 2015). The KONI Yogyakarta held regular and independent training camps for national championship preparation (Nugroho et al., 2021). In the highly competitive service sector, providing exceptional service is a prerequisite for the survival and success of an organization (Annamdevula & Bellamkonda, 2016; Mohamed & Azizan, 2015; Moreira & Silva, 2015; Tzavlopoulos et al., 2019). In the implementation of training camps, there is a strong and positive correlation between the quality of service facilities and athlete satisfaction (Fitri et al., 2022; Jaarsma et al., 2015). The quality of services during training, such as sports halls, training equipment, changing rooms, and IT equipment for assessing Video Assistant Referees, has not been fulfilled (Graikinis-Evaggelinos et al., 2019; Jamaluddin et al., 2014). Athletes hope that their service quality meets their expectations (Schijns et al., 2016).

In-depth interviews with athletes and trainers at KONI DIY pointed out several problems. These problems include the need for more motivation for athletes who do independent training. Besides, the training venues do not meet standards. In addition, there are also several problems from environmental factors, namely the need for

more support from parents and regional administrators in implementing training camps. Apart from that, more than financial support from sports branch administrators and extra funding for implementation is needed. The training center in Yogyakarta consists of team sports and individual sports, the results of the study show that female athletes who compete in individual sports are better in personality factors of dominance, adventurous spirit, sensitivity, introversion, radicalism, and independence, but the sophistication factor is lower when compared to female athletes competing in team sports (Koh & Wang, 2015).

Based on previous studies, service quality, price, and loyalty influence companies in general. However, the impact of service quality and environmental support on *Puslatda's* (regional training center) athlete satisfaction was lacking in research (Cardoso et al., 2018; Pakurár et al., 2019). Some studies discuss fitness management but have not linked it to financial, motivation, and athlete satisfaction.

Overall satisfaction is influenced by service quality, which comprises tangibility, dependability, responsiveness, assurance, and empathy (Barshan et al., 2017; Choi et al., 2018). Some assurance components are communication, trainer credibility, safety insurance and comfort of training, trainer competence, friendliness, and courtesy. Service quality is one of the main factors that affect customers, and it can affect organizational profitability in the long term (Yusof et al., 2018). It is the difference between measuring customer expectations or desires. It significantly affects satisfaction and indirectly affects customer loyalty (Ndayisenga & Tomoliyus, 2019a). Modern facilities, attitudes, abilities, membership offers, pricing packages, activities, operation hours, personal belongings protection, and consistent terms of service are the most desirable service characteristics (Yıldız et al., 2018). Thus, the strong relationship between the quality of the physical environment and satisfaction at training camps can be seen from the athletes' high expectations of service. In addition, it is significant to rely on scientific knowledge about the behavior and attitude of their trainers because it largely determines the experience (Moreira & Silva, 2015). Good service quality has a significant effect on motivation. Research shows that the quality of service measured includes equipment, upbringing, room, and facilities (Nugroho et al., 2021). Overall satisfaction is influenced by service quality, which includes responsiveness, assurance tangibility, dependability, and empathy (Barshan et al., 2017). Some assurance components are communication, trainer credibility, safety insurance and comfort of training, and trainer competence. Financial Funding at KONI DIY in 2022 came from local government grants proposed through the Youth and Sports Education Office (Disdikpora). The funding follows its needs, including secretarial routine funds, championship departures, support for regional sports and functional bodies, and other supporting programs (organizational management, collaboration, promotional publications, etc.). The difference between team and individual sports lies in the total cost between individual and team sports. In addition, we found that trauma patients injured in individual sports spend significantly longer in the hospital than in team sports (Baniqued et al., 2017). In addition, competitive sports and youth promotion activities, which are the focus of public funding, are financially supported (Buchan et al., 2012). Giving high-performance athletes funds enables them to devote all their time to training to improve their performance in national and international competitions. The ideal training camp fund given to athletes includes pocket money, extra food, and transportation every month.

In addition to service quality, motivation significantly influences athlete performance (Berhimpung et al., 2023; Dimiyati et al., 2023; Ilham & Dimiyati, 2021). Similarly, job satisfaction significantly influences athlete performance (Ibrahim et al., 2020). In sports coaching, the psychological aspect is one factor that influences the success of achieving goals. Some motives that can influence psychological and behavioral factors in sports include motivation, intelligence, achievement, independence, self-actualization, aggressiveness, emotion, self-confidence, passion, sense of responsibility, social feeling, desire to win, and so on (Feiler et al., 2019). Intrinsic and extrinsic motivations strongly influence athlete satisfaction (Gillet et al., 2012). Athletes with high achievement motivation tend to choose activities that are challenging but not above their level of ability. They tend to pick mid-level activities that are likely to succeed. Besides that, a lack of training facilities can cause stress and boredom. It happens because monotonous exercises must stay in the area. Besides that, athletes and coaches are highly motivated by allowance. Among all factors, the lowest motivational factor is the frequent interaction with their friends. Satisfaction is an athlete's reaction to the condition of fulfilling their hopes and needs, namely in terms of evaluating service quality and financial products provided at KONI of the Special Region of Yogyakarta. Satisfaction is someone's feeling after a process in which the experience gained exceeds expectations (Moreira & Silva, 2015). Through their views and recommendations, this study explores how athletes perceive the relationship between service quality and athlete satisfaction. According to an analysis based on the average scores of prior surveys, service quality greatly impacts customer satisfaction. It influences more when the perception of the quality of the service is high (Lee, 2016).

Furthermore, an uncondusive work environment has a negative influence on job satisfaction. In this case, Puslatda athlete satisfaction depends on the desired expectations compared to the reality obtained during training. An organization's efforts to retain athletes and gain a competitive edge over rivals in sports activities depend heavily on meeting the expectations and demands of athletes. Satisfied athletes often use services, firmly intend to return to training, and recommend services to other athletes (Xin & Fitriana, 2020). Service quality factors positively influence each dimension of service satisfaction and willingness to training intentions (Jetzke & Mutz, 2020).

Furthermore, athletes' greater satisfaction resulted in a better reputation for KONI of the Special Region of Yogyakarta. Recognition of the positive relationship between satisfaction and an athlete's intention to return to training emphasizes the need to identify and describe the conditions under which satisfaction is developed. One of the key elements influencing community engagement in sports activities is the availability of sports facilities. Factors that affect athlete performance are consistent trainers, athlete quality, athlete talent, assistance in procuring facilities and infrastructure from the private sector and organizing sporting events. Sports events are one of the keys to ensuring that sports can continue to exist in society. Some of the components that determine achievement in sports are the state of sports facilities, the state of the competition, the psychological state of the athlete, the state of the ability and skill of the athlete, the state of the athlete's physical ability, the state of the constitution of the body and the state of tactic/strategy ability.

This research is significant and needed by KONI of the Special Region of Yogyakarta because it can contribute positively to preparing training camp programs at national championships and for training camps for other athletes. As a result, it can enhance service quality management, the social environment, and finances. These elements may affect an athlete's motivation, satisfaction, and performance differently.

Material and Methods

Design of the Research

This research is correlational descriptive research. It reveals the extent to which the correlation or influence of research variables. Those variables in this research are service quality and finance. This research operationalizes the instrument in the research model using a validated, adapted, and modified Likert scale. There is a four-point Likert scale to measure all items, ranging from a score of 1 (strongly disagree) to a score of 4 (strongly agree) as a negative perception and from a score of 4 (strongly agree) to a score of 1 (strongly disagree) as a positive perception.

Variables and Measurement Procedures

A quantitative approach survey was carried out at the training center for each sport in Yogyakarta in preparation for the national championship. They are carefully chosen based on the type, extent, subject of the inquiry, and the methodologies' availability and timing considerations [41, 42]. After addressing the current study objectives, we define the primary and secondary data gathered through these measurements. The study used a questionnaire for primary data collection to reveal the anticipated research goals. On the other hand, the secondary data collected will support the primary data in follow-up steps to intensify the primary data content. This research also gathers information from a compilation of appropriate literature, such as related findings from a previous study on athlete performance in general.

Questionnaire Design and Size

The research variables consisted of four variables with twelve indicators guiding the research to bridge and cover research gaps and objectives. Each indicator has at least five elaboration items. Therefore, this survey contained a total of 60 items for twelve indicators, most of which were adopted from service quality assessment scales and so on. There were 47 items selected and used during data analysis because the validity of the loading factor value showed a value equal to or above 0.5. Thus, all indicators in this study were valid.

Participants and data collecting

The research population was all athletes at the National Championship preparation training camp in Yogyakarta in 2022. The number of athletes participating in this study was 137 athletes. The sample size consisted of 31 team and individual sports. The research subjects were all sports athletes participating in training camps in Yogyakarta. Questionnaires and online structured interviews were conducted using the Google Forms platform to gather information about the subjects. The interview was used in this study to get more in-depth data.

Selection Model and Development

The model chosen and created was based on a constructed theoretical framework so that the primary contents do not overlap and are related. Service quality is crucial in motivating athletes. In addition, finance is considered an indicator that contributes to athlete satisfaction. In terms of financial support, financial status is not a requirement for athletes, but adequate finances can encourage athlete achievement and athlete satisfaction. Athlete satisfaction happens if the athlete's expectations meet their needs. However, athletes will be satisfied if the results exceed the desired expectations. Therefore, it is essential to focus on service quality elements such as tangible, empathy, reliability, responsiveness, and assurance to attain athlete satisfaction. We must also take into account any auxiliary or unrelated motivational elements. Based on the framework above, the researcher provides the correlational model study paradigm that shows the relationship between the variables of service quality, finances, motivation, and athlete satisfaction.

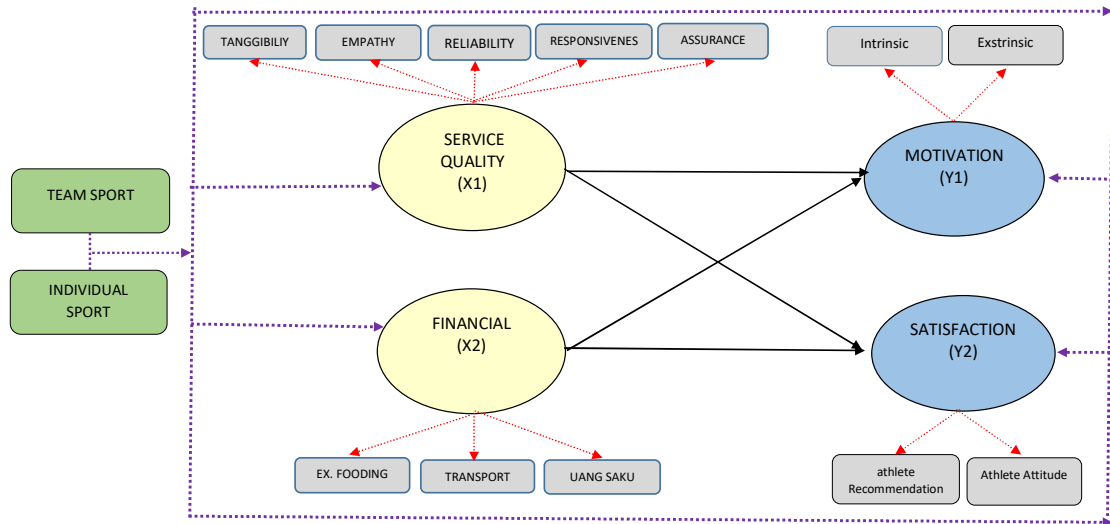


Diagram 1. Correlation Modeling Research Structure

Data analysis

This study examined the influence of relationships and assumptions between variables using partial least squares (PLS) analysis (J. F. Hair et al., 2011). The external model and the internal model were determined in the PLS analysis. This analysis evaluated the correlation research model's estimation parameters between the indicators and the variables. This study used two independent variables and two dependent variables. The following structural research equation model was constructed to summarize this investigation's numerous factors and indicators.

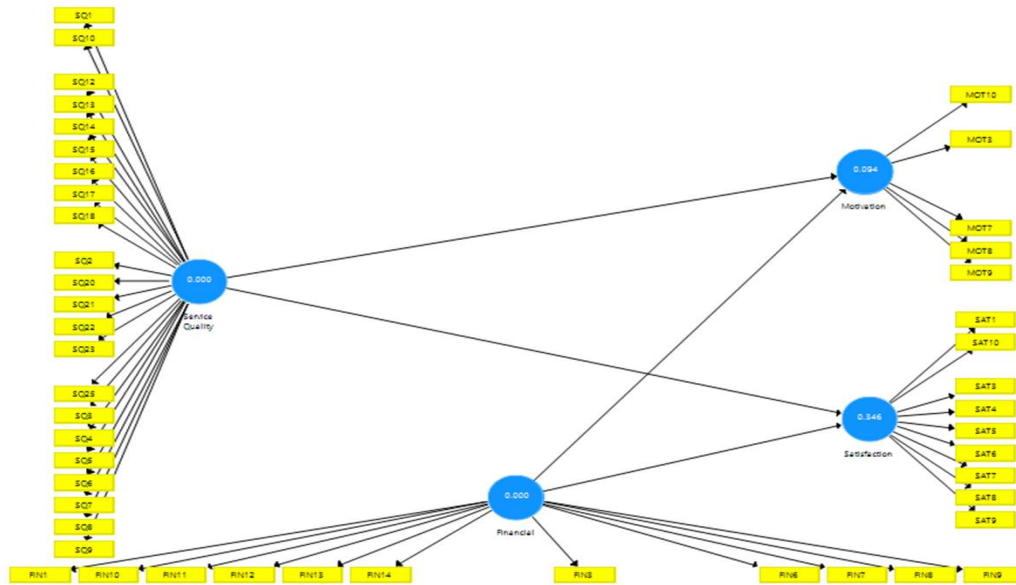


Diagram 2. Model Network Based on Research Variables

Diagram 2. above shows the independent variables, including service quality and finances, while the dependent variables include motivation and satisfaction. Based on prior research, literature informed various levels of the relationship regarding the impact or influence of service quality on motivation or satisfaction and the influence of finance on motivation and satisfaction (Martin et al., 2014). In addition, we found that financial support significantly influences motivation and satisfaction (Gillet et al., 2012), and so forth. In keeping with that, additional studies have examined how closely study variables and their indicators are related. The findings (Lee, 2016) examined whether there is a connection between responsiveness and service quality without overlooking the impact of training volume on athlete performance (Esteve-Lanao et al., 2007). The hypotheses proposed in the study include: 1) There is a positive financial influence on motivation in individual and team sports; 2) There is a positive financial influence on satisfaction in

individual and team sports; 2) There is a positive influence of service quality on positive motivation in individual and team sports; 3) There is a positive influence of service quality on satisfaction in individual and team sports.

Diagram 3. Shows that there was a correlation between each indicator and the specified variable. The research hypothesis mentioned above indicates that there is a correlation between the variables, which is another issue. The four primary variables and twelve indicators in the research structural equation model are distributed as follows: (1) There are four indicators of service quality (tangible, empathy, reliability, responsiveness, and assurance), and (2) financial support includes additional meals, transportation costs, and pocket money. Meanwhile, (3) Extrinsic and intrinsic factors are the two indications for the dependent variable motivation, and (4) The satisfaction variable has two indicators: recommendations and athlete attitudes.

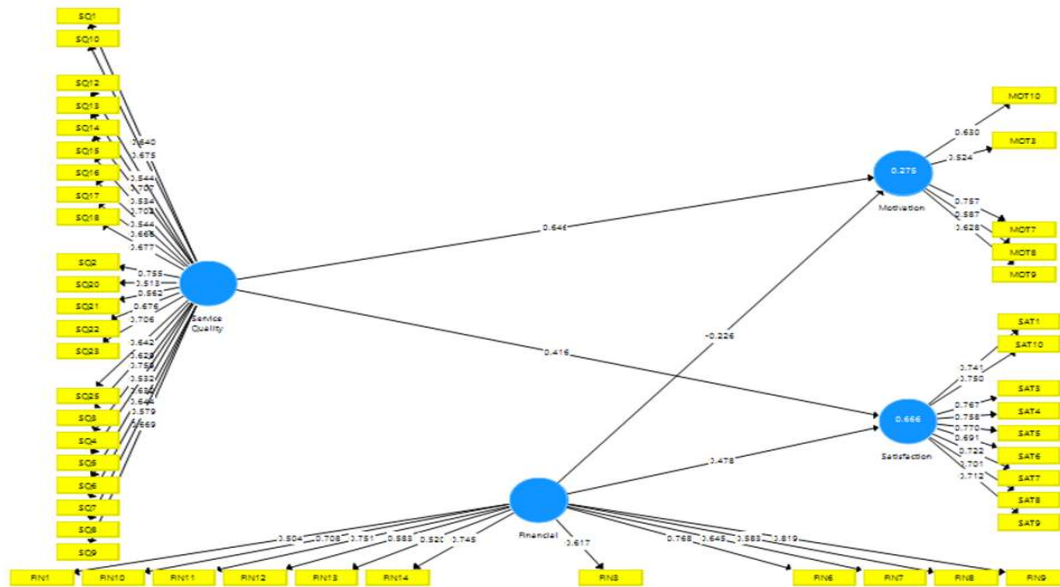


Diagram 3. Correlation or relationship between variables and indicators

The diagram above shows the relationship between indicators and variables. We can see from this diagram if the variables themselves have an impact or if the indicators impact the variables. The data showed a strong positive correlation from 1 to 0.5 and a strong negative correlation from -1 to -0.5. The correlation is weakly positive between 0.5 and 0.00 and negative between -0.5 and 0.00. The findings show that almost all indicators with ranges between 0.819 and 0.513 significantly correlate.

Data Analysis Process

PLS-SEM method and Smart-PLS software are used to analyze the data of this research. Each indicator and the other variables influence each other. A multivariate analysis method called PLS-SEM estimated path models with latent variables. Prior investigations determined the sampling threshold for PLS-SEM to be 100 samples. However, for this technique, the sample size of 137 people is considered sufficient.

Results

Assessment of reflective measurement models requires evaluating the reliability and validity of items for latent variables. It entails evaluating the correlation between related items and latent variables using indicators. For a test to show how well it measures the construct theory it is founded on, it must have construct validity. According to Lam (2012); Ingle & Mahesh (2020), the construct is said to have good construct validity if the average variance extracted value (AVE > 0.5 and AVE value > 0.4) is still acceptable. The study showed that the lowest AVE value was 0.40-0.54. It means the test is still acceptable.

Two necessary coefficients, extracted average variance (AVE) and composite reliability, are frequently used to evaluate internal consistency reliability and convergence validity. As described in the preceding section, the measuring model utilized in this study consists of four constructs and twelve indicators. The loading of each indicator on the related latent variable must be calculated and contrasted with the threshold to evaluate the model's dependability. The output loading must be greater than 0.7. As a result, the composite reliability is acceptable. All composite reliability scores in this investigation loaded above the suggested 0.70 and were consistent with these hypotheses. The minimum value was 0.76, and the maximum value was 0.94.

The findings showed that all variables in the investigation have loading values larger than 0.70. These findings showed that the measurement and computation models have a respectable level of reliability. In order to

ensure internal consistency, Rho_A , which must be greater than 0.7, is also utilized to evaluate construct reliability. Table 1 below lists the findings of statistical validity and reliability collinearity.

Table 1. Instrument Validity and Reliability Output

	Average Variance Extracted (AVE)	Composite Reliability
Financial	0.44	0.90
Motivation	0.40	0.76
Satisfaction	0.54	0.91
Service Quality	0.41	0.94

Source: Results of data processing with PLS

Analyzing the relationship between variables in light of this study's hypothesis is known as hypothesis testing. The inner model output of the Smart-PLS program includes hypothesis testing. The output can be produced using the bootstrapping procedure, and the path coefficient table contains the findings of the hypothesis testing. Based on the T-statistics and P-value, the outcomes of hypothesis testing using the calculated path coefficient may be assessed. The estimated value describing the correlation between latent variables discovered through the bootstrapping technique is displayed in the estimated path efficiency.

If the T-statistics value was higher than 1.96 and the p-value was lower than 0.05 at a significance threshold of 5%, the measurement items utilized are significant. In the meantime, the parameter coefficient illustrates the direction of influence by examining the positive or negative of the original sample. The data is split into two groups for the purpose of evaluating the hypothesis: individual data and team data. The findings of the testing of individual data are as follows.

Table 2. Path Coefficients of Individual Data

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (OSTDEV)	P Values
Financial -> Motivation	0.10	0.09	0.22	0.44	0.66
Financial -> Satisfaction	0.44	0.43	0.13	3.41	0.00
Service Quality -> Motivation	0.39	0.43	0.18	2.13	0.03
Kualitas Layanan -> Satisfaction	0.37	0.40	0.13	2.98	0.00

Source: Results of data processing with PLS

Based on the path coefficient test results in Table 2, the path test results prove the research hypothesis as follows: 1) In individual sports, finance has a positive but minor impact on motivation. An original sample value of 0.10 that is positive indicates these outcomes. The value of the t-statistic was 1.96. That amounts to 0-0.44, and a P-value of >0.05 is 0.66; 2) In individual sports, finance positively and significantly affects satisfaction. The positive original sample value indicates these results. The value is 0.44. The t-statistic value is > 1.96 . The t-statistic value of this research is 3.41, the P-value <0.05 , and this research is 0.000; 3) In individual sports, service quality has a positive and significant effect on motivation. These results are indicated by the positive original sample value of 0.39. The t-statistic value is 2.13, and it is > 1.96 . The P-value is 0.003. It is <0.05 ; 4) In individual sports, service quality positively and significantly affects satisfaction. These results are indicated by the positive original sample value of 0.37, the t-statistic value > 1.96 , 2.98, and the P-value <0.05 , 0.000.

Table 3. Path Coefficients Data Team

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Financial -> Motivation	-0.44	-0.45	0.16	2.78	0.01
Financial -> Satisfaction	0.45	0.43	0.11	4.20	0.00
Service Quality -> Motivation	0.83	0.85	0.13	6.29	0.00
Service Quality -> Satisfaction	0.56	0.57	0.09	6.00	0.00

Sources: Results of data processing with PLS

Based on the path coefficient test results in Table 3, the path test results prove the research hypothesis as follows: 1) In team sports, finance has a negative effect on motivation. These results are indicated by the negative original sample value, which is -0.44. The t-statistic value is > 1.96 , and the test result is 2.78. The P-value <0.05 , which is 0.01; 2) In team sports, finance positively affects satisfaction. These results are indicated by the positive original sample value, which is 0.45. The t-statistic is still > 1.96 , and in this research is 4.20. Then, the P-value is <0.05 , which is 0.000; 3) In team sports, service quality positively affects motivation. These results are

indicated by the positive original sample value, which is 0.83. The t-statistic is > 1.96 . This research shows a 6.29 t-statistic value. Similarly, the P-value is < 0.05 , which is 0.003; 4) In team sports, service quality positively and significantly affects satisfaction. These results are indicated by the positive original sample value, which is 0.56. The t-statistic value > 1.96 , which is 6. The P-value < 0.05 , which is 0.000.

Multi-group Analysis

Multi-group analysis in this study used Smart PLS. Multi-Group Analysis (MGA) or multi-sample analysis was carried out to compare data analysis based on sample data because it has different characteristics with two or more characters. These characteristics can be gender (male and female), marital status (married and not married), employee status (permanent and contract), and so on. The step taken is to compare the t-statistic values of each of these groups.

This study groups respondents into two criteria, namely individual sports and team sports. The results of the analysis are illustrated in Table 4.

Table 4. Multi Group Analysis

	Path Coefficients- diff (Tim- Individu)	p-Value original 1-tailed (Tim- Individu)	p-Value new (Tim- Individu)
Financial -> Motivation	-0.54	0.97	0.07
Financial -> Satisfaction	0.01	0.49	0.97
Service Quality -> Motivation	0.44	0.02	0.04
Service Quality -> Satisfaction	0.19	0.10	0.19

The MGA (Multi Group Analysis) test results are as follows: 1) The financial effect on motivation has a p-value of 0.07, where the $P > 0.05$. Thus, there was no significant difference between individual and team sports; 2) The financial effect on satisfaction has a p-value of 0.97, where the value is > 0.05 . Therefore, the result showed no significant difference between individual and team sports; 3) The effect of service quality on motivation has a p-value of 0.04, where the value is < 0.05 . It indicated a significant difference between individual and team sports; 4) The effect of service quality on satisfaction has a p-value of 0.19, where the value is > 0.05 . Thus, it suggested no significant difference between individual and team sports.

Discussion

This research confirms the different factors that influence the motivation and satisfaction of athletes in individual and team sports (Kotes, 2023; Sarkar & Fletcher, 2014; Sindik et al., 2013). The specified indicators that are expected to influence the motivation and satisfaction of athletes become new results or new evidence that can be taken into account by the stakeholders concerning the goal of achieving success with a management approach. The results of this study highlight the importance of understanding the differences between individual and team sports in the context of athletes' experiences. Besides, it can serve as a basis for decision-making for sports organizers, team managers, and athletes. A better understanding of what is essential to athletes in individual and team contexts can help improve the services, management, and financial support provided to them.

The present study delves into the intricate domain of the athlete experience by examining the influence of service quality and financial factors in individual and team sports. This multidimensional investigation has illuminated several critical aspects, shedding light on the unique dynamics that underpin the experiences of athletes in these two distinct sporting contexts. One of the primary findings of this study reveals that the athlete's perception of service quality significantly differs between individual and team sports. Athletes engaged in individual sports place a higher emphasis on personal training and the quality of facilities. This finding suggests that individual athletes may perceive themselves as more self-reliant and seek personalized training experiences to hone their skills. On the other hand, athletes in team sports tend to prioritize team support and management-related factors. The team environment, including the support from coaches and management, plays a pivotal role in the overall experience of these athletes, which might be attributed to the inherent collective nature of team sports.

Moreover, the analysis of financial factors has unveiled disparities between individual and team sports. Athletes participating in individual sports often rely more on individual sponsorships and contracts for financial support, while those in team sports benefit from financial backing from their respective teams or organizations. This distinction in financial reliance indicates that individual athletes bear greater responsibility for securing their financial stability, potentially leading to a more volatile financial situation. In contrast, team athletes enjoy a more stable support structure (Sankey et al., 2023). The multifaceted nature of this study's approach has provided a deeper understanding of how service quality and financial factors interact with the athlete experience. In individual sports, where athletes are more responsible for their success and earnings, service quality impacts an athlete's ability to secure sponsorships and contracts. Conversely, in team sports, the quality of team

management, psychological factors, and support substantially influence an athlete's performance and overall experience (Maier et al., 2016; Popovych et al., 2022). In addition, variables related to satisfaction with health services, such as physiotherapy services and other health-related services, both individual and team sports, equally contribute as essential factors to athlete satisfaction

These findings have substantial implications for sports administrators, coaches, and athletes. Tailoring services, facilities, and support systems to meet the unique needs and preferences of athletes in individual and team sports is crucial. Understanding that individual athletes may require personalized training facilities and financial planning support while team athletes benefit from robust team structures and management can lead to more effective athlete development and enhanced experiences (Mirzaaghazadeh et al., 2016).

Furthermore, the insights from this research have broader implications for the sports industry. Recognizing the distinct financial challenges faced by individual athletes could lead to the creation of better support systems and financial planning resources. In contrast, improving the quality of team support and management in team sports can enhance athletes' overall performance and satisfaction, contributing to more successful and competitive teams.

Conclusion

The difference in influence between team and individual sports is as follows: (1) Financial effect on motivation: It was concluded that there is no significant difference between individual and team sports. Financial factors can be a source of motivation for individual and team sports. For individual athletes, financial rewards such as bonuses, sponsorship contracts, or competition prizes can be a powerful motivator to succeed. Similarly, sponsorship agreements and financial support can motivate a team or a group of athletes to achieve good results collectively. (2) financial influence on satisfaction concluded that there is no significant difference between individual and team sports. Generous bonuses or financial rewards can provide economic satisfaction that increases overall satisfaction. This applies to individual and team athletes. Either way, fair and adequate financial compensation can increase satisfaction and motivate athletes to continue to excel. (3) the quality of service to motivation has concluded that there is a significant difference between individual and team sports. Athletes interact more directly with service providers in individual sports, such as coaches or support staff. It allows them to receive more personal attention and intensive supervision, which can contribute to a better quality of service. On the other hand, in team sports, the individual's level of interaction with the service provider may be more limited as there are more team members to serve. (4) the quality of service to satisfaction is concluded that there is no significant difference between individual and team sports. Sport, both individually and as a team, involves critical psychological aspects.

Satisfaction in sports can be influenced by factors such as personal achievement, sense of competence, social relationships, and emotional satisfaction. In both individual and team sports, these factors can play a role in shaping athlete satisfaction with the services provided.

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