

Sport Human Connection (SHC) application as a marketplace for publication and marketing of sports coaching services

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Abstract:

Especially coaches who live in the area. Coaches build and shape athletes by practicing basic techniques. Besides that, the coaches also work hard and need more time to motivate athletes to continue practicing. Until athletes are recruited by the national team. When athletes have been recruited by the National team, athletes can get large salaries and bonuses when they get achievements in competitions. Meanwhile, the salaries of coaches in the regions did not increase and they never received bonuses, even though they had contributed to coaching and developing athletes before athletes were recruited by the National team. The success and achievements of athletes can be used as an attraction for the public to use the services of sports coaches. Because the success and achievements of athletes are evidence of the quality of the performance of sports coaches when training and coaching athletes. Hence it is necessary to develop an application that ensures when athletes achieve success, coaches get additional job opportunities to increase their financial income. Additional job opportunities for coaches can be obtained as a result of the public seeing athletes who have been coached to achieve success and achievements. So that people are interested in using coach services to train their children. In fact, not only the public, but coaches can have the opportunity to be recruited by more sports clubs so that coaches' salaries can also increase. This research aims to develop a Sport Human Connection (SHC) application to publish and market sports coach services. The SHC application is a solution to the problems previously described. Because the SHC application can help the public to be able to see athletes who excel and which coaches have coached these athletes before getting achievements. Data were collected and analyzed from 40 sports coaches across various provinces in Indonesia. The result showed that the SHC application can help publish and market the sports coach profession. This process is more effective compared to the conventional method. The public can find information on the achievements of athletes and coaches anywhere and anytime without the need to come to the training ground or ask other people. In conclusion, the SHC application can help the publication and marketing of sports coaches, thereby providing additional employment opportunities and financial income. Therefore, it is necessary to hold an audience with the Indonesian government to obtain relevant policies on using this application for sports coaches throughout Indonesia.

Key Words: application, sport human connection, marketplace, publication, marketing, sports coach

Introduction

An athlete's financial income is inversely proportional to the coach's income, irrespective of the relevant role played. For example, an athlete's international achievements earn them prizes that can amount to hundreds of millions and even billions of rupiahs from the government and private entrepreneurs (Arbar, 2021). In addition, their salaries and incomes from contracts with professional sports clubs are approximately hundreds of millions of rupiahs (Baihaqi, 2022). The coaches who foster and groom these athletes, from their early childhood to teen ages, continue to work in clubs or athletic coaching sites in the region without any prizes or awards, such as those obtained by the outstanding individuals they have trained. This is irrespective of the fact that they play an important role and strongly influence the athlete's career pursuits (López de Subijana et al., 2022; Schuman et al., 2006a, 2006b; Subijana et al., 2021).

It is necessary to think about how these athletes' achievements can positively affect coaches who have fostered and sustained their careers at every stage. This research addresses problems related to the current digital industry's potential, leading to the design of an application called Sport Human Connection (SHC). It is extremely beneficial to coaches because it displays their relationship with their athletes. With this feature, the public can trace the relationship between these two parties. For example, some parents intend for their children to become outstanding athletes because of those they have observed at the international level through the media. In such circumstances, they usually search for the athlete's name in the SHC application to trace the coaches that trained them from an early age to the professional level. They tend to contact the coach based on the child's age

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to render their services. The SHC application is also integrated with communication media, which Indonesians widely use. Once the parents can contact the coach, a meeting is held where they communicate with the coach in question to discuss and plan related services, such as consulting services, private training, and attending training sessions at the sports club where the coach works. Furthermore, sports coaches who have trained successful athletes are awarded prizes and financial income by the community that needs their services. This also tends to motivate other coaches to work harder to produce outstanding athletes to attract the public.

The SHC application is an online marketplace for sports coaches. It allows them to meet with the public online, thereby providing more opportunities to render their services to the community, and these can increase their financial income. The SHC application is a platform that aids in publishing and marketing sports coaching services. It is also equipped with a feature that displays the profile and biodata of the trainer, legal documents supporting the coaching profession, and documentation of their achievements. This feature is provided to market their services, which the general public can consider. The legal files supporting the profession measure whether the trainer is credible and competent (Breuer et al., 2022; Klein et al., 2018; Leeder, 2019).

Previous research on the marketing of sports coaching services on social media shows that parents' interest in hiring these services is dependent on the comments and suggestions of other media users, and they do not consider their competence and professionalism based on the professional supporting files or documentation of achievement (Koh & Leng, 2017). This is because, on social media, no feature displays legal files supporting the coaching profession or documentation of specific achievements. The SHC application is a new online platform used to market sports coaching services. It displays legal documents boosting their profession, documentation of achievements, and connection or relationships with fostered athletes. This allows the public to see the athlete's accomplishments due to the influence of training sessions rendered by the coach. Thus, this is the novelty of this study.

This research was also carried out based on the results of previous studies that showed communication, market approach, expertise, and performance are important factors in developing sports coach personal branding. The public usually considers whether or not to use the services of a sports coach. In this study, the need to develop a platform that supports the personal branding of sports coaches was also recommended to increase their use and boost their income (Mortezaei et al., 2022). The developed SHC application offers communication benefits and market approaches through features used to create personal branding. It also has a display of the achievement documentation and professionally supporting legal documents to exhibit the trainer's skills and performances. Therefore, the research and development of this SHC application is a follow-up of the results and suggestions of previous studies from Iran.

Material & methods

Design

This qualitative study adopted an approach using the following steps. First, we analyzed the product requirements that serve as solutions to the relevant research problems. Second, we developed the Sport Human Connection (SHC) application prototype as an online marketplace that provides space for sports coaches to publish and promote their services. Third, we developed the research instruments used for prototype testing. Fourth, we validated the instruments developed by experts. Fifth, we tested the prototype of the SHC application and made revisions when suggestions for improvement were found. Sixth, we evaluated the effectiveness of the SHC application, and last was data analysis.

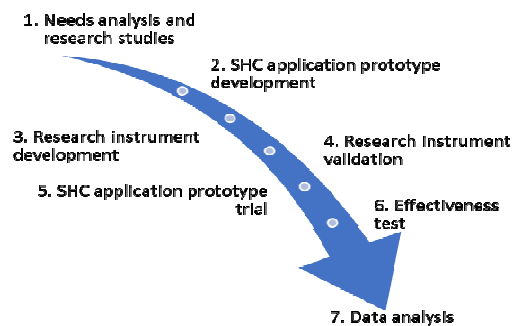


Fig 1. Study process

Population and Sample

The subjects involved in this study included sports coaches spread across various regions in Indonesia. However, not all were included in this study, but only those already familiar with the use of applications on Android-based smartphones were involved. This is because it is a newly developed app on the Android operating system. Another reason is the hope that those involved can understand how to use the SHC application, thereby making it easier to identify its advantages and disadvantages. When trainers can determine the application's advantages and disadvantages, it can further be developed in accordance with the needs of sports coaches who

provide actual implementation. They were offered the opportunity to participate in this study. Finally, the research sample included as many as 40 sports coaches in several country regions.

Table 1. *Regions of Sports Coaches Involved as Subjects in this Study*

No.	Province	City/Regency
1.	West Kalimantan	Bengkayang, Sanggau, Landak, Sambas
2.	East Kalimantan	Samarinda, Berau
3.	Bengkulu	Lebong, Bengkulu, Bengkulu Tengah
4.	Lampung	Tulang Bawang Barat
5.	Jakarta	Jakarta Barat
6.	West Java	Bogor, Sukabumi
7.	Central Java	Grobogan
8.	East Java	Trenggalek, Malang, Nganjuk, Sidoarjo, Batu, Situbondo, Surabaya, Jember, Tulungagung, Lamongan, Gresik,

Variables

Two variables, namely independent and dependent, were determined in this study. The independent variable was the publication and marketing of sports coaching services using conventional methods and the SHC application. Both were later compared to determine which approach is more effective in the publication and marketing of this profession. The effectiveness of the results was the dependent variable. It is measured from the indicators when sports coaches publish and market their profession conventionally or using the SHC application. These include (1) people who contact sports coaches through the application, (2) athletes who contact coaches through the application, (3) other sports players that contact coaches through the SHC application, (4) sports clubs that contact coaches through the application, (5) people seeking coach services that beginning with communicating through the SHC application, (6) athletes that train with coaches by communicating through the application, (7) sports players offer to cooperate in the field, (8) sports clubs recruit coaches, (9) coaches render consultation services that start with communicating through the SHC application, and (10) coaches' financial income increases because they are exposed to several job opportunities as a result of the publication and marketing of their profession through the application.

Instrument

The research instrument used to collect data was a questionnaire. This was used because the qualitative information acquired contains responses of sports coaches to the features of the SHC application and an assessment of its effectiveness in the publication and marketing of their profession. The same questionnaire used to collect data about the responses of sports coaches was also employed during the testing phase of the SHC application prototype. It refers to the instrument grid shown in Table 2.

Table 2. *Instrument grid*

No.	Indicator	Item number	Total items
1.	Smooth use of SHC application features	1, 2, 3, 4, 5	5
2.	SHC application functions for publication and marketing	6, 7	2
3.	Benefits of the SHC application for sports coaches	8	1

Immediately after the sports coach responses were obtained, the SHC application was revised according to the acquired data. Afterward, professional publications and marketing were carried out using the application for three months. The sports coaches were further asked to assess the effectiveness of using the application to promote their work compared to the conventional method. This is based on indicators associated with the effectiveness of the SHC application. The values are based on the number of indicators that appear. Table 3 shows the effectiveness of the application in terms of the scoring indicator.

Table 3. *Scoring indicators related to the effectiveness of publication and marketing of a professional sports coach*

No.	Indicator	Methods of publication and marketing	
		Conventional*	SHC Application*
1.	People contact sports coaches
2.	Athlete contact coaches
3.	Other sports players contact coaches
4.	Sports club contact coaches
5.	The community seeks the services of coaches
6.	Athlete join the training sessions of coaches
7.	Sports actors cooperate in the field of sports
8.	Sports club recruits these coaches
9.	Coaches provide sports-related consultation
10.	The financial income of the coaches increases due to exposure to the many job opportunities as a result of the publication and marketing of the profession
TOTAL	

*Description: give a score of 1 to the indicators that appear during publication and marketing both in the conventional method and using the SHC application

The research instrument was validated by three experts. This measured the feasibility of the questionnaire for data collection. It was carried out by assessing several aspects contained in the instrument. Each was assigned a score within the range of 1 to 5 of the Likert scale. In addition, the results of the instrument validation are shown in Table 4.

Table 4. Results of Instrument Validation by Experts

No.	Aspect	Expert 1	Expert 2	Expert 3
1.	Clarity of the questionnaire title	5	5	5
2.	Clarity of questions	4	5	4
3.	Clarity of instructions for filling out the questionnaire	4	3	5
4.	The accuracy of the statement with the expected answer	5	4	5
5.	Statements related to research objectives	4	4	5
6.	Statement according to the aspect to be achieved	4	5	5
7.	Statements reveal true information	4	5	4
8.	The statement contains one complete idea	5	4	5
9.	The language used is easy to understand	4	4	5
10.	Effective language	3	4	4
Total		42	42	47
Average		4,2	4,3	4,7
Total Average		4,4		

Description:

4.1 to 5.0 : Instruments can be used

3.1 to 4.0 : Instruments are used with minor improvements

2.1 to 3.0 : Instruments are used but need a lot of improvement

1.1 to 2.0 : Instrument cannot be used

0.0 to 1.0 : The instrument is unfit for use

Data analysis

The data obtained are responses from sports coaches with respect to their assessment of the publication and marketing of their profession. These were evaluated using qualitative descriptive data analysis. Meanwhile, the data acquired from the effectiveness of the publication and marketing of the sports coach profession using conventional methods or SHC application were analyzed using inferential statistics by carrying out different tests using the SPSS software.

Results

The results were used to design a sports coaching service marketplace application called Sport Human Connection (SHC). This application has certain main features, namely displaying the coach's profile, achievements, legality file, communication features, and connecting sports actors' relationship accounts. An overview of the display of the SHC application is shown in Figure 2.

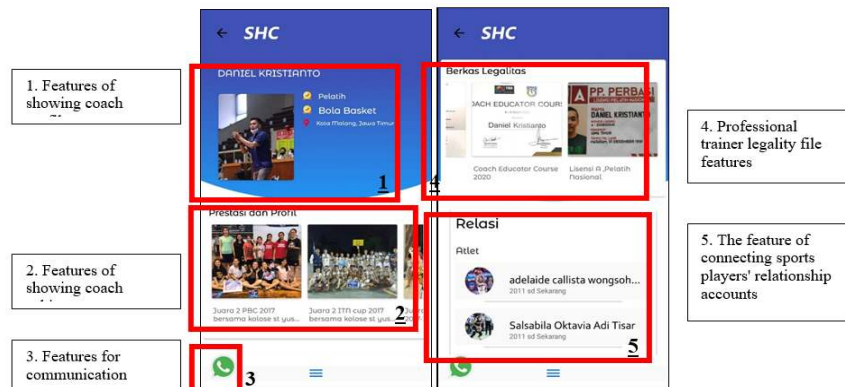


Fig 2. The Sport Human Connection (SHC) marketplace application

The next result was related to the respondents' answers. They were asked for feedback regarding the functionality of the features in the SHC application. These include the display of legality files, achievements, communicating with the community and sports players, including connecting their relationship accounts. Based on the acquired data, 97.5% stated that the feature showing the legality file of the sports coach profession was functional, while 2.5% stated that it was ineffective. A total of 97.5% of the respondents stated that the sports coach professional achievement feature is efficient, while 2.5% reported that it was ineffective. Meanwhile, 97.5% stated that the communication feature with the community was functional, and 2.5% responded otherwise. Then, 97.5% stated that the feature connecting the accounts of other sports players, such as athletes, sports clubs, organizations, doctors, schools, masseurs, and physiotherapists, was effective. In comparison, 2.5% reported that

it was ineffective. A total of 97.5% of respondents stated that the communication feature of coaches with sports actors was functional, while 2.5% responded otherwise. A detailed explanation of the data is shown in Figure 3.

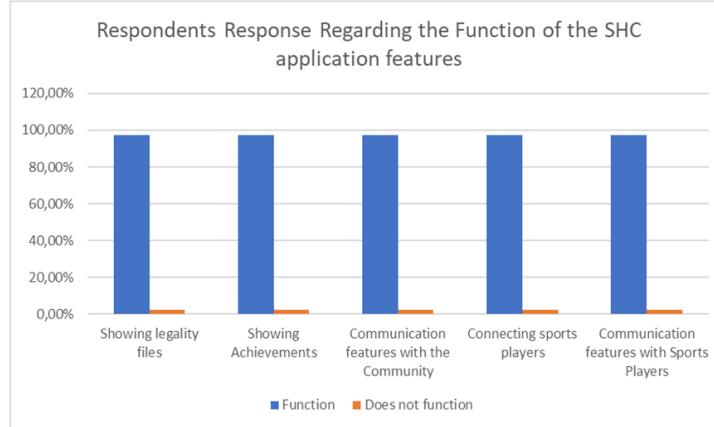


Fig 3. Percentage of respondents' responses regarding the function of the SHC application features

Thus, data on the use of the SHC application as a marketplace for professional publications and marketing was acquired and analyzed. Based on the results, 80% of respondents stated that the application was used to publish the sports coaching profession, 15% reported that it could be used for the same purpose, while 5% responded that it might be utilized. Approximately 75% of the respondents stated that the application is used for marketing sports trainers' competence, and 22.5% responded that it could be used to promote sports coaches. Then, 2.5% of the respondents stated that this application might be used to market the competence of sports coaches. For more details, the data are visualized in Figure 4.

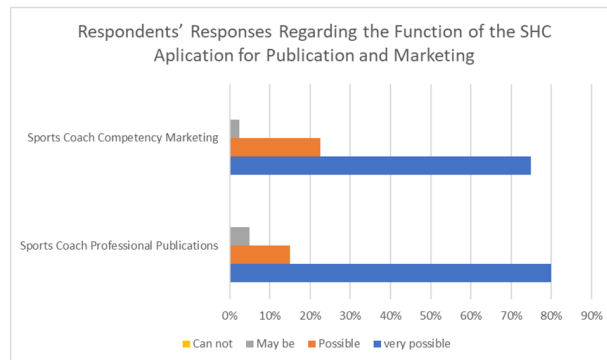


Fig 4. Percentage of respondents' responses regarding the function of the SHC application for publication and marketing of sports coaches

In accordance with developing the SHC application, there is hope that it will benefit its users. This information was extracted from the respondents: 80% of them stated that the SHC application was very useful, while 15% responded that it was useful, and 5% reported it was quite useful. A detailed explanation is shown in Figure 5.

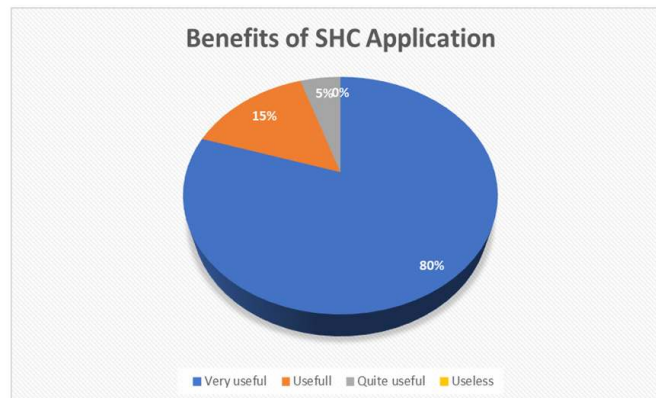


Fig 5. Percentage of respondents' responses regarding the benefits of the SHC application for the sports coach profession

After testing the SHC application, the respondents used it to publish and market their profession. Then, after using it consecutively for three months, they assessed its effectiveness compared to conventional publications and professional marketing. The results of the normality test, descriptive analysis, and the Mann-Whitney difference evaluation of this effect are shown in Table 5.

Table 5. Normality test results

Tests of Normality					
	Method	Kolmogorov–Smirnov ^a		Shapiro–Wilk	
		df	Sig.	df	Sig.
Publication and Marketing Profession	Conventional	40	0.000	40	0.000
	SHC Application	40	0.000	40	0.000

a. Lilliefors Significance Correction

Based on the normality and Kolmogorov–Smirnov test results in Table 5, it is evident that the significance values for the groups using both the conventional method and the SHC application were <0.05 . Therefore, it is presumed that the data for the two groups were abnormally distributed.

Table 6. Group statistics

Group Statistics					
	Method	N	Mean	Std. Deviation	Std. Error Mean
SHC Application	40	7.90	0.744	0.118	

The average value of professional publications and marketing in the conventional method group was 5.98 ± 0.768 , while that of the SHC application was within the range of 7.90 ± 0.744 . These results show that the average value of the group using the application was greater than that of the conventional method.

Table 7. Statistical test results

Test Statistics ^a	
	Publication and Marketing Profession
Mann-Whitney U	54,000
Wilcoxon W	874,000
Z	-7,407
Asymp. Sig. (2-tailed)	0.000

a. Grouping Variable: Method

Since the data tested were abnormally distributed, nonparametric and Mann-Whitney tests were used to evaluate the differences. Based on the results, the significance value was 0.000, however, and assuming a significance of <0.05 , there was a significant difference between the two groups.

Discussion

The product of this study was the Sport Human Connection (SHC) application, which serves as a marketplace for the publication and marketing of sports coaching services. It has several main features that function to display coach profiles, legality files, and achievements, connect their relationships with others, and help them to communicate with the community and other sports players. From this study, it was found that the SHC application had a positive impact on the publication and marketing of sports coaching services. Sports coaches receive offers for services to the community. This also increases the financial income of sports coaches. This is evidenced from the results that the use of the SHC application is more effective for publication and marketing of sports coaching services than using conventional methods. According to the results of this study, the community needs the SHC application to seek sports coaching services.

The coaches' profile needs to be updated through the SHC application because it contains their identity, such as name, sport, and address. The sports branch is for those who need the services of a coach. Meanwhile, the address is for easy accessibility. This information, including the categories of expertise, such as their sport, needs to be displayed because it is usually considered by those who need these services to make necessary adjustments (Blobel et al., 2021; Li et al., 2021; Liu & Liu, 2018; Shao, 2021; Zhang et al., 2020).

Furthermore, the coach's legality file is important for the profession. It clarifies that the sports coach in question has adequate competencies and skills and has been proven to credibly serve the community (Hogenová, 2002; Kelly & Igelman, 2007; Merzagora et al., 2015; Scholes, 2016). This also allows people to confidently seek the services of a sports coach because the file is provided to the public as legal documents to support the services rendered, and there is no crime. The legal documents displayed on the SHC application include a license or training permit, a sports club or institution certificate, etc. There are options for displaying legal files. It is evident from the acquired data that 97.5% of coaches stated that the feature for displaying legality files was useful when testing the application.

The results showed that 97.5% of sports coaches, who tested the SHC application, stated that the features used to display achievements were functional. It helped them to publish their achievements. However, achievements of the athletes is considered a measure of the work put in by the coaches (Kim & Kim, 2014). Before any community member decides to use these services, they need to ascertain that the coach is competent (Amilia & Usman, 2021). The SHC application needs to provide facilities for publishing the works and

achievements of coaches because people usually consider them before opting for their services. The coach's exceptional performance is an excellent way to obtain more jobs. This also motivates other coaches to be competitive to have as many achievements as possible.

Features for communication are also important in the SHC application. In total, 97.5% of the sports coaches stated that the application is functional. Communication is a means and medium of interaction and reaching agreements related to work transactions (Duralia, 2018; Kalaivani & Santhi, 2014; Mihart, 2012; Puspanathan et al., 2021; Rawal & Upadhayay, 2017; Sangeetha et al., 2017; Suharko & Melinda, 2021; Umbreen, 2013). In accordance with online communication features, it tends to make it easier for people to agree on a time, place and price for services rendered. These features make it easier to interact from anywhere and whenever (Bernhold & Rice, 2020). Therefore, it provides time efficiency in obtaining information and agreeing on the services desired by the community (Du et al., 2018).

The subsequent results showed that 75% of coaches participating in the SHC application trial stated that the feature that connected their relationships with other sports players was functional. This feature is useful for viewing the work of coaches, such as those who have trained many great athletes. If the coach's account is connected to that of the athlete, the public can track evidence of the athletes' achievements in their profile displayed on the SHC application. This provides evidence of the coaches' work. This is because an athlete's success is inseparable from the influence of the coaches who foster them during training (Meffert et al., 2021). Therefore, when a coach has many athletes who excel, opportunities are created for more jobs. This is because if people see that a particular coach trains athletes who excel, they seek their services. The system that connects relationships in the application is highly secured. The coach cannot link the account if the athlete does not agree to the relationship. Only those with real relationships in sports activities can connect in the SHC application. This becomes a reliable source of information for people intending to use the services in question.

Furthermore, as many as 97.5% of sports coaches who participated in the trial of the SHC application stated that the communication feature that connects other players functioned adequately. There is a need for the availability of this feature because not only does the public benefit from these services. These coaches often render services to athletes, clubs, and government-owned sports institutions (Lauwerier et al., 2020; Raw et al., 2015). Athletes need these services for training guidance and consultation related to mental strength (Hudimova et al., 2021). Sports clubs require services to train athletes who are their members (DiSanti et al., 2019; Harman et al., 2021; Harman & Doherty, 2019; Post et al., 2019). Government-owned sports institutions also need these services to guide and train athletes representing the state or nation during sports competitions (Izzicupo et al., 2021; Novan et al., 2020). This feature provides several opportunities for coaches to obtain jobs from sports players.

An average of 97.5% stated that these features were functional. Meanwhile, 2.5% reported that it did not work. According to the interview results, the SHC application could not run on the smartphones of 2.5% of sports coaches. The analysis of the development team's results showed that an error occurred on their smartphone devices because one of the application codes did not match that of the phone's brand. The developers must improve the code to enable the SHC application to run on all smartphone devices, including those owned by 2.5% of the coaches.

One of the support features in the SHC application displays evidence of the coach's work, achievements, and relationships with outstanding athletes. Thus, these certainly have the potential to support their profession's publication and marketing. These promotion activities aim to provide them with even more job opportunities. The features that display the sports coach legality files and communication activities are also important. These two also play a critical role in supporting the publication and marketing of the sports coach profession. Incidentally, all these statements were also supported by the responses of coaches involved in the trial of the SHC application. As shown by the results, they stated that the application could be used to publish relationships. However, they were divided into groups of 80%, 15%, and 5% statements. Several other groups, namely 75%, 22.5%, and 2.5%, further reported that the application could be used for marketing purposes and to determine coaching competence. None of the respondents expressed that the application could not be used for the publication and marketing of this profession. Its success is reinforced by the fact that there was a significant difference between the use of the conventional method and the SHC application.

The SHC application was developed to successfully market and publicize services in other fields besides sports. Furthermore, the aspects used were adopted, and the innovative process was carried out upon developing the application. During this research process, we reviewed the results of previous studies and theories of experts in the service industry. Therefore, this application was developed to assist the publication and marketing of the sports profession. Someone reported that the service provider influences the promotion ability. If the outcome of the work is considered reasonable by consumers, they will also be interested in using the services provided (Amalia & Putra, 2021; Giurma Mahfud & Soltes, 2016). SHC offers features to the public and sports institutions that need the services of a coach and allows them to view the coaches' works, achievements, and relationships with athletes. This is because consumers tend to search for information related to the work that has been executed by service providers (Chandra & Wirapraja, 2020). It was further explained that this profession requires legality and recognition to boost consumer confidence, certainty of performance, and feasibility (Disemadi et al., 2020; Zulwi et al., 2016). Based on this, the SHC application has a feature that

displays legal documents supporting the coach's profession to ensure that they are truly competent in sports training. The results show that the key to successful marketing of a product or service is the communication between the producers and consumers (Krchova & Svejnova Hoesova, 2021). The application provides communication features to make it easier for coaches to interact with the public or sports institutions that require training services. This aids them in freely exhibiting their work, programs, and types of services rendered by adjusting the character of community communication.

Conclusions

The SHC application is useful for publishing and marketing the coaching profession with the support of certain features, which makes this application more effective than the use of conventional methods. Although these two methods can effectively improve the financial well-being of sports coaches, the application motivates coaches to work harder and properly nurture their athletes to realize outstanding achievements. It is necessary to socialize and publish the use of the SHC application to coaches throughout Indonesia as an online marketplace for promoting their services. Furthermore, it is necessary to meet with the Indonesian government, making it easier for socialization through formal channels. It would be more effective if policy mandates sports coaches in the country to use the SHC application because it would be advantageous and beneficial to their profession.

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