



## SURVEY OF LECTURERS' UNDERSTANDING OF SPORTS MASSAGE CLINIC SERVICES AT BINA DARMA UNIVERSITY

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### Abstract

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This study aims to determine the understanding of employee lecturers on massage services at Bina Darma University's sports massage clinic. This research is descriptive research. The research population is patients who utilize massage services at Bina Darma University's sports massage clinic. The sampling technique used is incidental sampling with a sample size of 20 people. The data collection technique used a questionnaire. Data analysis using descriptive analysis and percentage. The results of research at the Bina Darma University Sport

The results of the research at Bina Darma University Sport Massage Clinic in 20 people on each question item became in the very satisfying category of 85.75%, in the satisfying category of 76.75%, in the unsatisfactory category of 2.5% and there were no patients who gave an assessment of the sports massage clinic in the very unsatisfactory category.



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## INTRODUCTION

Sport is a series of regular and routine physical activities carried out by individuals to achieve certain goals. Sport is a physical activity that is planned to develop various physical components (Muttaqien et al., 2020). Those who perform high-intensity sports activities become tired. Fatigue can generally refer to the body losing energy until it cannot move. Work systems and human resources both depend on occupational safety and health (OSH) (Novianti et al., 2022). Workplace conditions such as noise, heat, and poor lighting can all contribute to patient discomfort (Gaol et al., 2018). Workplace fatigue is a serious issue that must be addressed appropriately as it can lead to a number of problems, including lower productivity, decreased work capacity, health problems, and the inability to survive workplace accidents (Innah et al., 2021).

The inability to maintain muscle power output is another definition of fatigue (Wahyuni & Indriyani, 2019). Occupational fatigue is a comprehensive criterion that includes not only physical and psychological exhaustion but also decreased physical performance, a feeling of fatigue, decreased motivation, and decreased work productivity (Indrawati & Nufus, 2018). The clinical effects of fatigue include muscle soreness, stiffness, pain, weakness, reduced speed, and discomfort (Novita Intan Arovah, 2015). Workers spend most of the working day sitting for long periods of time, resulting in knee and leg problems due to sedentary work (Septiari, 2020). Sitting for long periods of time is also very bad for a number of health issues (Fridaram et al., 2021). Concentration is the effort of directing attention to a specific thing by ignoring unimportant input. Fatigue is your body's

way of telling you to rest (Rahayu & Effendi, 2017). If rest is not taken, this fatigue can impair one's ability to work. Since the time of our ancestors, people have thought that massage can treat conditions including psychological problems and blood pressure and muscle problems. Sport massage can be used as a way to relax the body and relieve fatigue after exercise for people who often do high-intensity sports and do not have time to rest because massage can stimulate the nervous system which affects muscle relaxation and the constriction and dilation phases of blood vessels (Sport & Malingga, 2018).

Fatigue is a physiological signal that the body naturally sends when working conditions change from favorable to adverse (Mulya et al., 2021). Sports massage is the science and art of applying massage and related techniques to maintain athlete health and improve athlete performance (Benjamin & Lamp, 1999). Sport massage emphasizes the therapist's hands and other body-assisting techniques, although often masseurs are also seen massaging patients while using special instruments (Sandra & Malang, 2023). The body must immediately heal the fatigue experienced while carrying out daily tasks so that the fatigue does not drag on for a long time in a positive way, namely by giving massage (Kandupi & Wahyudi, 2021). Therefore, it is necessary to restore the physical state. Massage is a relaxing activity followed by a conversation between the two people who receive it (Samsudin, 2019). Without a doubt, researchers cannot pinpoint the exact date humans first learned or practiced massage (Guide, 2004). Experts can only speculate on how long ago people first practiced massage because no one can pinpoint exactly when massage was invented. Massage can help those who do other types of activities, such as athletics and physically

demanding jobs, recover so that they can perform better the next day (Basiran, 2009). The application of sports massage is one way to maintain excellent physical condition. Massage is a component of manual care and has evolved into modern medicine (Anggait, 2022). Massage also serves to study and treat some damage caused by certain accidents (Purnomo, 2016). Sport massage stimulates the body's organ functions and modifies the physical activities performed, becoming an invaluable component in training to maintain and restore a weakened physical state. The body's ability to flow energy positively can be improved through massage, which can also strengthen the energy and posture of an already weak body (Kusuma & Anhar, 2020).

It is known that massage stimulates and controls physiological functions including breathing and digestion (Nuraini, 2016). Although massage involves relatively basic manipulation as a natural reaction of the body, more and more people are beginning to understand that maintaining physical health is necessary. Massage can be used to cure or reduce some congenital defects, deformities caused by force, or defects caused by medical errors (Ari Wibowo, Kurniawan, 2021). Sports massage involves the manipulation of movement techniques as a reason to relax the muscles after exercise. Soft tissue manipulation techniques using pressure and movement are massage. Common methods of seven manipulation techniques used during massage: effleurage, petrissage, shaking, friction, tappotament, and walken (Novita, 2010). The activities of Bina Darma University employees which include a busy teaching schedule, prolonged sitting and family responsibilities are thought to have a fatigue effect on their bodies. As a result, they often experience muscle fatigue, which increases the risk of injury. Bina

Darma University sports massage clinic is a sports clinic that provides sports health services and body reflection after a hard day's work, specifically integrated and very comprehensive. Any action or activity that can be provided by one party to another is known as a service. Quality is a dynamic state that affects people, processes, products and the environment to meet or exceed expectations (Jimek et al., 2022). This sport massage clinic is located at Jl. Jenderal Ahmad Yani No. 3, 9/10 Ulu, Serbang Ulu 1 District, Palembang City. Based on the problems that can be taken from this research, namely: how is the service of Bina Darma University sports massage clinic according to Bina Darma University employee lecturers.

Based on the formulation of the problem, the purpose of this study is to determine the service of the sports massage clinic at Bina Darma University.

Five indicators make up the service, which are as follows:

1. Tangibles, the attractiveness of company facilities, buildings, equipment, supplies, and materials, as well as the appearance of staff.
2. Reliability, is the unit's capacity to provide accurate services from the time the clinic is established and the delivery of agreed-upon times.
3. Responsiveness, how quickly staff provide services to patients, this also refers to how willing employees are to help customers and meet their needs.
4. Assurance, customer trust in the sport massage clinic, especially through staff behavior and providing a sense of security to patients.
5. Empathy, the clinic can understand the problems that occur to customers and provide attention to customers.

## SPORT MASSAGE TECHNIQUES

There are various sport massage techniques, sometimes known as manipulation techniques, that can be used (Ari Wibowo, Kurniawan, 2021). Each has a different purpose and impact. During the massage the following techniques are given to the patient consisting of.

### a. Effleurage

Effleurage is a type of massage that involves a rubbing motion that starts with the fingers and moves to the palm of the hand.

### b. Petrissage

Petrissage is a type of massage that is done by pressing and feeling the area of the body that needs to be massaged. Perform this massage technique smoothly and rhythmically.

### c. Shaking

Shaking is the movement of shaking the body part that will receive massage.

### d. Friction

Friction is a simple method that involves fingers with friction. If the area used for this technique has a thick surface, friction can be performed using the palm, thumb, and elbow.

### e. Tappotement

Tappotement is a massage technique that involves rhythmic and careful strokes on the massaged area.

### f. Walken

Walken is the Indonesian definition of rubbing. Similar to effleurage, there are versions of how it is used. Walken alternates rubbing into the massaged area crosswise with the palms of both hands.

## METHODS

A method is a process or strategy for learning something that follows a series of steps (Rosmala Dewi 2021). This research uses a quantitative descriptive method is to clearly ascertain the level of

certainty of the data collected using many calculated numbers. While this research used is a survey. The population of this study were lecturer employees of Bina Darma University with a total of 300 people. Sampling of this study using incidental sampling technique. The technique of determining the sample based on kebetuality, patients or clients who use sports massage services in the Bina Darma University sports massage laboratory totaling 20 people.

The research data collection tool uses a questionnaire that has 33 questions that can find out the understanding of employee lecturers of the Bina Darma University sports massage clinic.

## RESULTS

In order for the data obtained to be thorough data, data collection in research using research instruments. The research data collection tool uses a questionnaire that has 33 questions that can find out the understanding of Bina Darma University employee lecturers on the services of the sports massage clinic at Bina Darma University. Based on the analysis and discussion in the previous chapter, the results of the analysis on each question item on the services of Bina Darma University Sport Massage Clinic are as follows:

1. Question Item One Regarding the Room Used for Massage is known to be in the very satisfactory category (55.0%), (45.0%) in the satisfactory category. There are no patients who give ratings in the unsatisfactory and very unsatisfactory categories.
2. Question Item Two regarding the dressing room provided was found to be (30.0%) in the highly satisfactory category, (60.0%) in the satisfactory category. (10.0%) in the unsatisfactory category and no patients gave an

- assessment in the very unsatisfactory category.
3. Question Item Three regarding the waiting room was found to be (30.0%) in the highly satisfactory category, (60.0%) in the satisfactory category, (10.0%) in the unsatisfactory category and no patient gave an assessment in the highly unsatisfactory category.
  4. Question Item Four regarding toilet conditions was found to be (35.0%) in the highly satisfactory category, (60.0%) in the satisfactory category, (5.0%) in the unsatisfactory category and no patients gave an assessment in the very unsatisfactory category.
  5. Question Item Five regarding the bathing room was found to be (10.0%) in the highly satisfactory category, (65.0%) in the satisfactory category, (25.0%) in the unsatisfactory category and no patients gave an assessment in the very unsatisfactory category.
  6. Question Item Six on Massage Room Cleanliness was found to be (70.0%) in the very satisfactory category, (30.0%) in the satisfactory category. No patient gave an assessment in the unsatisfactory and very unsatisfactory categories.
  7. Question Item Seven on Existing Therapy Equipment was found to be (30.0%) in the highly satisfactory category, (70.0%) in the satisfactory category. There were no patients who gave ratings in the unsatisfactory and very unsatisfactory categories.
  8. Question Item Eight regarding the results felt by patients was found to be (75.0%) in the highly satisfactory category, (25.0%) in the satisfactory category. No patients gave ratings in the unsatisfactory and very unsatisfactory categories.
  9. Question Item Nine regarding the appearance of front office staff is known (45.0%) in the highly satisfactory category, (55.0%) in the satisfactory category. There were no patients who gave ratings in the unsatisfactory and very unsatisfactory categories.
  10. Question Item Ten regarding the appearance of the assigned masseur was found to be (45.0%) in the highly satisfactory category, (55.0%) in the satisfactory category. There were no patients who gave ratings in the unsatisfactory and very unsatisfactory categories.
  11. Question Item Eleven regarding the timeliness of massage services according to the promises given is known (60.0%) in the very satisfying category, (40.0%) in the satisfying category. There are no patients who give ratings in the unsatisfactory and very unsatisfactory categories.
  12. Question Item Twelve Regarding the Timeliness of Clinic Opening and Closing was found to be (60.0%) in the highly satisfactory category, (40.0%) in the satisfactory category. There were no patients who gave ratings in the unsatisfactory and very unsatisfactory categories.
  13. Question Item Thirteen regarding the appropriateness of massage and massage goals was found to be (45.0%) in the highly satisfactory category, (55.0%) in the satisfactory category. There were no patients who rated the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  14. Question Item Fourteen regarding the professionalism of the staff owned by Saf is known (45.0%) in the highly satisfactory category, (55.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  15. Question Item Fifteen Regarding the obstacles Masseur conveyed from

- the beginning, it is known that (25.0%) in the category of very satisfying, (75.0%) in the category of satisfying. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
16. Question Item Sixteen regarding the ease of getting to the Bina Darma University Sport Massage Clinic is known (50.0%) in the very satisfying category, (50.0%) in the satisfying category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  17. Question Item Seventeen regarding the ease of registering as a patient was found to be (65.0%) in the highly satisfactory category, (35.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  18. Question Item Eighteen Regarding Concern for Patient Complaints was found to be (70.0%) in the highly satisfactory category, (30.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  19. Question Item Nineteen Regarding Communication Channels Bina Darma University Sport Massage Clinic is Easy to Contact known (55.0%) in the highly satisfactory category, (45.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  20. Question Item Twenty The delivery of information needed by patients was found to be (40.0%) in the very satisfactory category, (60.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  21. Question Item Twenty-One regarding the friendliness of the messieurs was found to be (80.0%) in the highly satisfactory category, (20.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  22. Question item twenty-two regarding the behavior of the masseur towards the patient was found to be (80.0%) in the highly satisfactory category, (55.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  23. Question Item Two Paluh Three regarding the courtesy of the masseur was found to be (80.0%) in the highly satisfactory category, (20.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  24. Question item twenty-four regarding the masseur's response to patient complaints was found to be (80.0%) in the very satisfactory category, (20.0%) in the satisfactory category. No patient gave an assessment in the unsatisfactory and very unsatisfactory categories.
  25. Question Item Twenty-Five Regarding Bina Darma University Sport Massage Clinic's Response to Criticism and Suggestions from Patients is known (50.0%) in the highly satisfactory category, (50.0%) in the satisfactory category. There are no patients who give ratings in

- the unsatisfactory and very unsatisfactory categories.
26. Question Item Twenty-Six Regarding Clarity of Information on Time of Service Delivery is known (50.0%) in the highly satisfactory category, (50.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  27. Question Item Twenty-seven regarding speed and accuracy in administrative services is known (55.0%) in the highly satisfactory category, (45.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  28. Question Item Twenty-Eight Regarding Employees Always Give Free Time to Serve Members is known (60.0%) in the very satisfying category, (40.0%) in the satisfying category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  29. Question Item Twenty-Nine Regarding the Bina Darmaini University Sport Massage Clinic Masseur who has high skills is known (35.0%) in the highly satisfactory category, (65.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  30. Question Item Thirty regarding the sense of security during massage was found to be (70.0%) in the highly satisfactory category, (30.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  31. Question Item Thirty-One Regarding Vehicles in the Parking Lot was found to be (55.0%) in the very satisfactory category, (45.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  32. Question item thirty-two regarding the ability and knowledge possessed by the masseur was found to be (40.0%) in the highly satisfactory category, (60.0%) in the satisfactory category. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.
  33. Item Thirty-three of the question regarding the experience of the massage therapist is known to be (30.0%) in the category of very satisfying, (70.0%) in the category of satisfying. There are no patients who give an assessment of the sports massage clinic in the unsatisfactory and very unsatisfactory categories.

## DISCUSSION

The results of research at Bina Darma University Sport Massage Clinic on 20 people on each question item became in the very satisfying category of 85.75%, in the satisfying category of 76.75%, in the unsatisfactory category of 2.5% and there were no patients who gave an assessment of the sport massage clinic in the very unsatisfactory category. These results indicate that patients give good reviews about massage services at Bina Darma University Sport Massage Clinic when patients receive massage treatments that meet their expectations, this can foster a sense of fun and satisfaction.

According to the study, patients at Bina Darma University Sport Massage Clinic rated the existing massage treatment as satisfactory overall. This can be explained by the fact that patients feel good after receiving massage therapy. The type of massage service provided is very imprinting. This indicates that the sport massage clinic has succeeded in providing adequate massage services and contains elements such as tangible evidence, constraints, responsiveness, assurance, and empathy. This research shows that Bina Bina University Sport Massage Clinic has successfully demonstrated tangible evidence for the massage treatments provided. Physical facilities (providing good rooms for patients, adequate changing rooms, comfortable waiting rooms, the presence of toilets, and maintained cleanliness), buildings, equipment (oil, towels, cloths), and materials used in patient services that can be touched. Certainty of the sports massage clinic to deliver correct information and complete the task in a timely manner. Certainty to empathize with the patient is what allows the clinic to provide fast service while understanding the patient's concerns.

Bina Darma University Sport Massage Clinic exemplifies empathy through its location on the ground floor, quick access, ease of registration and the messur's concern for patient issues. In addition, this is achieved by effective communication, providing individualized attention to patients and having a friendly and polite messur who is in charge of treating patients with respect. Bina Darma University Sport Massage Clinic patients said they were satisfied with the guarantee factor of the massage services provided, which included a guarantee of good messur competence, a sense of comfort during massage, a sense of security when parking, a guarantee of the ability and knowledge possessed by the

messur on duty is a certified messur. The key in patient satisfaction is the patient's opinion about satisfactory massage treatment. The positive impression is the patient's way of the Bina Darma University Sport Massage Clinic massage service to show how the patient's expectations have been met. This study shows that it is very important for massage clinics to provide more expectations by offering high-quality care supported by tangible evidence, assurance, responsiveness, empathy and certainty. The five aspects of service must be fulfilled properly by the massage clinic in order to create positive service and patient satisfaction is achieved.

## CONCLUSION

This study shows that patients at Bina Darma University Sport Massage Clinic have good massage treatment. This shows that to create a positive thing, professionally managed services must include elements such as tangible evidence, constraints, responsiveness and assurance. The ability of massage clinics to provide professional services and meet patient expectations in order to improve patient impressions and satisfaction with massage treatments.

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