

**IMPLEMENTATION OF PLAYDATE WITH OBO EVENT  
PROGRAM TO INCREASE SERVICE SATISFACTION  
AT OBO STUDIO 'N PLAY**

**IMPLEMENTASI PROGRAM EVENT PLAYDATE WITH OBO  
UNTUK MENINGKATKAN KEPUASAN LAYANAN  
PADA OBO STUDIO 'N PLAY**

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**Abstract**

Careful program planning to provide services for children's learning and play activities is an important thing to note. Because it will greatly affect the social, cognitive, sensory, and motor growth of children. With the aim of increasing revenue and demand as well as maximum service satisfaction, planning programs event marketing can be carried out by companies. Using qualitative research methods and data collection by distributing questionnaires based on the dimensions of service quality, namely Tangible, Empathy, Reliability, Responsiveness, and Assurance (TERRA). The results of the questionnaire were obtained from the parents of children who participated in the Playdate With OBO event produce outputs in the form of Terms of Reference containing programs regarding children's activities and stages of implementation. The activities of pre-school children contained in the Terms of Reference based on the advice of child psychologists and program planners for pre-school age children.

**Keywords:** *event marketing, kids preschool activity, preschool program, service quality*

**Abstrak**

Perencanaan program yang matang untuk menyediakan layanan kegiatan belajar dan bermain anak merupakan hal penting untuk diperhatikan. Karena hal tersebut akan sangat memengaruhi pertumbuhan sosial, kognitif, sensorik, dan motorik anak. Dengan tujuan untuk meningkatkan pemasukan dan permintaan serta kepuasan layanan yang maksimal, program perencanaan *event marketing* dapat dilakukan oleh perusahaan.



Menggunakan metode penelitian kualitatif dan pengambilan data dengan pembagian kuesioner berdasar pada dimensi kualitas layanan jasa yaitu *Tangible, Emphaty, Reliability, Responsiveness, dan Assurance*. Hasil kuesioner didapatkan dari orang tua anak yang mengikuti *event Playdate With OBO* menghasilkan luaran berupa *Term of Reference* berisikan program mengenai kegiatan anak dan tahap pelaksanaannya. Kegiatan anak pra-sekolah yang terdapat di dalam *Term of Reference* sudah berdasarkan saran ahli psikologi anak dan perencana program kegiatan anak usia pra-sekolah. **Kata kunci:** kegiatan marketing, kegiatan anak pra-sekolah, program pra-sekolah, kepuasan layanan

## A. Introduction

Preschool learning and playing activities are very much needed by children, parents will do their best to ensure that their children get the best learning to meet the needs of children's growth. Preschool education has a goal to create the basis for intellectual, motor, physical, attitude, moral, social growth skills, which are very much needed by children to be able to adapt to their environment <sup>1</sup>. Businesses in the field of children's classroom activities have enormous potential because nowadays many parents are very concerned about the importance of children's growth and development. So that parents will participate in many non-formal class activities of Preschool age before their children enter the next level, namely formal school. Levels of physical activity in preschool children very considerably between preschools, very positively associated with the overall quality of the preschool <sup>2</sup>.

Due to the impact of the 2020 pandemic, OBO Studio 'n Play only started offline activities in 2021. However, based on observations and staff interviews, OBO's classes have a variety of repetitive activities, especially in the program Playdate. So that children are easily bored and distracted by the activities they do and there are fewer customers who take classes repeatedly. The space where children can play with others but in smaller group, quiet spaces, providing for the growth of their autonomy and independence and playing include studying, or retreat, as and when necessary <sup>3</sup>. To avoid boredom both among mentors, children, and parents. OBO wants to provide an increase in the variety of children's activities with interesting and not boring experiences, so it takes a unique activity plan every week with a different main activity theme in each month. Activities carried out by children during activities are also adjusted to their growth and development needs, which are obtained from expert advice, namely children's psychologists.

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<sup>1</sup> Rita Eka Izzaty, *Perilaku Anak Prasekolah* (Jakarta: PT Elex Media Kompetindo, 2017).

<sup>2</sup> Line Groenholt Olesen et al., "Physical Activity in Children Attending Preschools," *Pediatrics* 132, no. 5 (2013), <https://doi.org/10.1542/peds.2012-3961>.

<sup>3</sup> Seda Ata, Aysegul Deniz, and Berrin Akman, "The Physical Environment Factors in Preschools in Terms of Environmental Psychology: A Review," *Procedia - Social and Behavioral Sciences* 46 (2012): 2034–39, <https://doi.org/10.1016/j.sbspro.2012.05.424>.

New York businesses have become creative with their playdate activities. Indoor play areas that mimic the types found in malls are developed constantly for toddlers and their caregivers, ranging in price from six dollars per hour <sup>4</sup>. The playdate spaces same as gymnastics studio during certain hours, providing toys, books, and other playdate materials.

Increased activities that will be carried out by children during activities in the OBO class in addition to providing activities according to the growth and development needs of children aged 3-5 years, also to increase service satisfaction that felt by parents. Service satisfaction is a very important thing to be considered by the service industry. Because if service satisfaction is not achieved, it is likely that customers will not make repeat purchases and it will create a bad image for the company. OBO requires a good planning program and evaluation of the activities carried out so that the company can continue to improve and provide satisfaction to customers. In managing service quality, the company must be able to adjust the expected service with the service received, so that customer satisfaction can be achieved.

According to <sup>5</sup>) in their latest refinement there are five dimensions of service quality, namely:

1. Tangibles, how the company shows its company value into physical evidence such as cleanliness of the place, tidiness of employees, completeness of equipment.
2. Empathy, the company can pay attention to customers sincerely and individually, and strive to always understand customers.
3. Reliability, is the ability of the company to be able to serve customers according to their expectations, as well as efforts to provide appropriate and trusted services.
4. Responsiveness, how is the company's policy in an effort to provide responsive and appropriate services to customers who have questions or problems accompanied by the provision of precise and clear information.

To increase service satisfaction, OBO Studio 'n Play can conduct event marketing. Event activities marketing can be held in conjunction withclass activities Playdate Class With OBO that has a different theme each week, the children will get to experience doing activities outside the classroom. Event marketing has been defined as an innovative non-classical communication tool, representing more than just a complement to modern marketingin the existing communication mix (Nufer, 2016). <sup>6</sup>Hoyle suggests that regardless of the nature of the event, the success of an event is to apply

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<sup>4</sup> Tamara.R Mose, *The Playdate: Parents, Children, and the New Expectations of Play* (New York University Pers, 2016).

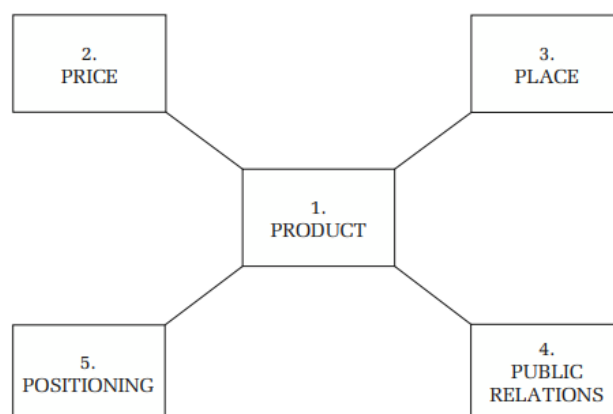
<sup>5</sup> Parasuraman et al., (1994)

<sup>6</sup> Hoyle (2012)

the **Five P's** in marketing which will play an important role. The five P's in event marketing are:

1. Products, can be educational events, food, goods, or launch a new product. And the product must have its own story, value, and uniqueness.
2. Price, when an event marketer is required to understand the company's financial targets. If the financial target has been set, it will be easy to find out the pattern of competitive pricing.
3. Place, the location of the event will determine who will attend, and how the character of the event itself. So the location is an important consideration in planning event.
4. Public Relations, public relations activities can be an interview that contains a presentation on the event upcoming or are being held, including the benefits of the implementation of event. The campaign carried out by public relations is not only an effort to build a positive image of the company or its products, but it is something that must always be implemented.
5. Positioning, marketing event depends on the determination of the company's product positioning, the implementation of event are successful and effective. Positioning is a strategy to lead people to think that the event can fulfill their needs and wants.

**Image 1. Relation Between the Five P's in Marketing**



Source: Based from event marketing how to successfully promote events, festivals, conventions, and expositions, Hoyle hand book (2012)

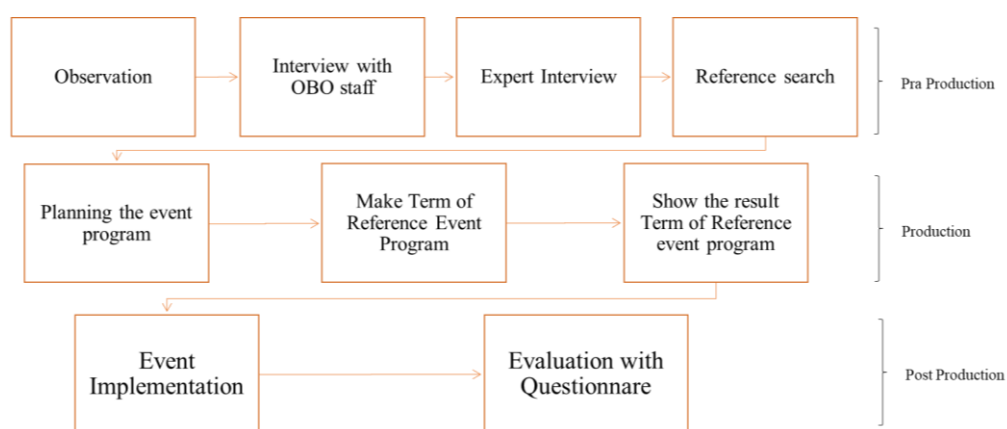
## **B. Method**

Author uses a qualitative methodology in carrying out this project, with a focus on obtaining information on appropriate Preschool activities, according to the growth and development of children aged three to five

years. The qualitative research method according to <sup>7</sup> is the collection of data obtained through non-statistical procedures, the purpose of this method is to try to understand and interpret the meaning of an event through the researcher's perspective. The author collects data through observation during activities and distributing service satisfaction questionnaires to OBO customers. The author also collects data through interviews with psychologists and program designers working in the field of children. By doing this, the author will get an in-depth, good, and valid source.

The implementation of this project is accompanied by a project design that the author designed. <sup>8</sup> suggests that the design stage aims to make a system design to be able to solve company problems. <sup>9</sup> suggests that a project is an activity that has a temporary nature in an effort to create a unique product or service. The design of this project can make it easier for writers to create Terms of Reference for the program event marketing OBO Studio 'n Play. So that the author can reduce the obstacles that may arise during the course of the project. The following is the project design that the author uses:

**Image 2. Project Design**



Source: Based author data process

### C. Result and Discussion

Author observed the activities carried out by OBO Studio 'n Play to find out how the conditions were during class activities. So that the writer can know the things that need to be improved. Then the authors conducted interviews to obtain information about the stages of growth and development and activities that preschool age children can do. There are interviews result

<sup>7</sup> Iman Gunawan, "KUALITATIF Imam Gunawan," *Pendidikan*, 2013, 143.

<sup>8</sup> Ladjamudin (2013)

<sup>9</sup> Schwalbe (2012)

that the author got with psychologists named Insany Sabarine and planners of preschool activities programs named Wangi Gitaswara, the following are the results of the interviews:

1. There are several aspects to stimulate children's growth and development, namely fine motor and gross motor aspects, language aspects, cognitive aspects, social aspects of independence.
2. Activities to train children's gross motor skills can be alternated with jumping, running, climbing and descending stairs.
3. To train fine motor skills, children can do activities by opening book pages one by one, cutting paper, following straight patterns with a pencil, building towers of up to 9 blocks, ringing beads of various sizes.
4. In the language aspect, you can use the phonetic or letter sound phonics method, where children are introduced to the sound of letters through a song.
5. Perform pretend play where children play pretending to be a chef or a merchant. In addition to developing cognitive it also affects imagination and creativity.
6. The activity is carried out within one hour with a distribution of 15 minutes for each variation of activities carried out by children.

After the writer made observations, interviews, and looked for activity references. The author designs activities for the month of June with the theme of family with the main event are pretend playing activities like a Mother where children will carry out activities according to activities that are often carried out by families such as washing, shopping, giving gifts, and others. The author designed this activity based on the results of interviews with experts, where the stages of activities carried out by children were in accordance with their growth and development needs. In this event, the children will do activities like a mother, namely washing, shopping, and the child will give a gift to the mother in the form of a heart-shaped card.

According to Hoyle regardless of the nature of the event, the success of an event can be achieved by applying the five P's in marketing which will play an important role.<sup>10</sup> Five P's in marketing that the author applies in event this, namely:

1. Product, the product of event this children's activity is Playdate With OBO. This event contains interesting Preschool age children's activities to stimulate children's growth and development and creativity.
2. Price, the price for one meeting of the activity Playdate With OBO is IDR 125,000 for one child and one companion.

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<sup>10</sup> Hoyle, *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, Second Edition*.

3. Place, this event is located at OBO Studio 'n Play which is located at Setiabudhi Kids Center Bandung. With a strategic location, namely towards the direction of Lembang tourism, customers can easily go to the location.
4. Public Relations, this activity is promoted through Instagram and Whatsapp social media so that it can attract many audiences and enthusiasts to take part in this activity.
5. Positioning, OBO places a position in the eyes of customers that the Preschool activities it organizes contain fun and interesting activities for children to do, with a place that has an open space, of course, it will make children safer and more comfortable to do activities during the pandemic.

The author distributes a questionnaire of 20 questions to 31 respondents who are parents of children who are active during the event Playdate With OBO. Questionnaire data that has been obtained by the author, was analyzed using simple statistical calculations using descriptive statistics.

**Table 1. The Five Dimension of Service Quality TERRA**

No.	Dimensions
1.	Tangible
2.	Emphaty
3.	Reliability
4.	Responsiveness
5.	Assurance

**Table 2. Service Quality Interval Value**

Likert Scale Value	Criteria
1	Very Disagree
2	Disagree
3	Moderate
4	Agree
5	Very Agree

Source: Sugiyono (2013)<sup>11</sup>

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<sup>11</sup> Sugiyono, (2013)

**Table 3. Questionnaire Calculation Result**

<b>Dimension</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
Tangible	31	4.50538	0.636287738
Empathy	31	4.51613	0.636104025
Responsiveness	31	4.51613	0.680552991
Reliability	31	4.52258	0.562179015
Assurance	31	4.60000	0.553618557
<b>Service Quality Average Result</b>	31	4.53204	0.613748465

Source: Author data process (2021)

**Table 4. Interval Value and Criteria**

<b>Interval Value</b>	<b>Criteria</b>
1,00 - 1,80	Very Low
1,81 - 2,60	Low
2,61 - 3,40	Average
3,41 - 4,20	High
4,21 - 5,00	Very High

Source: Husein Umar (2011)<sup>12</sup>

Using simple calculations, the results obtained from a questionnaire that has 20 statements and 31 respondents. Based on the table 3, the average value of service satisfaction is 4.53 with a standard deviation of 0.61. Which can be interpreted in accordance with table 4.10 the value of the interval and its criteria, then the level of customer satisfaction is very high. So that costumers are very satisfied with the services provided by OBO Studio 'n Play in the event's activities.

Then the author conducted a non-parametric One-way Anova test (Kruskal-Wallis) using SPSS program. This stage is carried out as an alternative to testing the hypothesis if after being analyzed with the classical assumption test it is not met. The author conducted the Kruskal-Wallis test between gender and age of respondents with service satisfaction.

Interpretation: Judging from the Asymp value. Sig. with a probability of 5% or 0.05.

1. If the Asymp value. Sig < 0.05 means that there is a difference.
2. If the Asymp value. Sig > 0.05 means there is no difference.

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<sup>12</sup> Husein Umar (2011)



**Table 5. Kruskal-Wallis Test Results by Gender**

	<b>Service Satisfactio n</b>
Kruskal-Wallis H	0,381
df	1
Asymp. Sig.	<b>0,537</b>

Based on the table 4, the Asymp value is obtained. Sig. of  $0.537 > 0.05$  which means it is not significant. Conclusion: there is no significant difference by gender between men and women regarding service satisfaction at OBO Studio n' Play.

**Table 6. Kruskal-Wallis Test Results by Age**

	<b>Service Satisfactio n</b>
Kruskal-Wallis H	0,45
df	1
Asymp. Sig.	<b>0,499</b>

Based on the table 5, the value of Asymp is obtained. Sig. of  $0.499 > 0.05$  which means it is not significant. Conclusion: there was no significant difference based on age between the age range of 21-30 years and the range of 31-40 years regarding service satisfaction at OBO Studio n' Play. It means that users or in this context parents, have satisfaction with the implementation of play activities through the OBO Studio n' Play program.

However, there are several things that need to be considered in providing services for children's play activities. Ellies explains that play should ideally involve some degrees of agency, enabling children to take on any active roles and ownership in their experiences, as well as recognizing and trusting children to be capable, autonomous, and agents of their own playful learning journeys. So, in developing those functions, play should be

meaningful, joyful, actively engaging, iterative, and socially interactive.<sup>13</sup> Play is an important thing for early young children to do. They learn through their actions and explorations. They also need a chance to explore their environment to learn. The brain is developing so much during the early childhood years, and play is a key aspect of helping the young children's brains development.<sup>14</sup> Some of the indicators above can be used as benchmarks in creating an appropriate children's playground, so that the OBO Studio n' Play program can always be in accordance with customer needs.

#### **D. Conclusion**

It can be concluded that the program of preschool activities and implementation of the Event Playdate With OBO program can increase service satisfaction. It is proven by the results of the service satisfaction questionnaire that the author has processed and in accordance with the service satisfaction criteria table which has an interval 1-5 value. Indicating that the results of the questionnaire have an average of 4.53, it can be interpreted that respondents are very satisfied with the services provided by OBO during event activities. With these results indicate that the activities have been implemented and planned properly. And the author makes an output in the form of a *Term of Reference* (TOR) which contains a program of activities for Preschool age children that has been adapted to the results of interviews with experts.

The output in the form of a *Term of Reference* contains background, mentors for activities, major activities themes, weekly themes, activity stages, material tools, and activity budgets. It is hoped that OBO Studio 'n Play can use this output as well as possible to maintain OBO service satisfaction.

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<sup>13</sup> Anastasia Warpinski, ed., "Learning through Play : Strengthening Learning through Play in Early Childhood Education Programmes" (New York: UNICEF, 2018).

<sup>14</sup> Teresa M McDevitt and Jeanne Ellis Ormrod, *Child Development and Education* (New Jersey: Pearson Education, 2002); Sarah Ellis, "Play in Early Childhood Education" (Murray State University, 2017).

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