



Between Prestige, Comfort, and Community: Exploring the Considerations of Padel Players in Medan City When Choosing a Court

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ABSTRACT

The rapid growth of padel has intensified competition among court providers, making players' venue selection increasingly influenced by experiential and symbolic values rather than purely functional considerations. This study aims to explore the factors influencing padel players' court selection in Medan. A qualitative phenomenological approach was employed to understand players' lived experiences in selecting and evaluating padel venues. Data were collected through in-depth interviews with 15 active padel players selected using purposive sampling and supported by non-participant observation. The data were analyzed using thematic analysis to identify recurring patterns and meanings. The findings reveal three interconnected factors shaping court selection: prestige, comfort, and community. Prestige reflects the symbolic value of a venue, comfort includes court quality, supporting facilities, service quality, and environmental conditions, particularly temperature and lighting that enhance the playing experience. Community emphasizes opportunities for social interaction, networking, and a sense of belonging that encourage continued participation and strengthen venue preference. These findings demonstrate that padel courts function not only as sports facilities but also as experiential and social spaces that generate symbolic, emotional, and relational value. This study contributes to consumer behavior literature in recreational sports while providing practical insights for court managers to develop customer-oriented strategies that enhance player experience and sustain competitive advantage.

Keywords: *Consumer Behavior, Recreational Sport, Padel, Urban Lifestyle, Community*

ABSTRAK

Pertumbuhan olahraga padel yang pesat telah meningkatkan persaingan antar penyedia lapangan, sehingga keputusan pemain dalam memilih venue semakin dipengaruhi oleh faktor pengalaman dan nilai simbolik, bukan hanya pertimbangan fungsional. Penelitian ini bertujuan mengeksplorasi faktor-faktor yang dipertimbangkan pemain padel dalam memilih lapangan padel di Kota Medan. Peneliti menggunakan pendekatan kualitatif dengan metode fenomenologi untuk memahami pengalaman hidup pemain dalam memilih dan mengevaluasi venue padel. Data dikumpulkan melalui wawancara mendalam terhadap 15 pemain padel aktif yang dipilih menggunakan purposive sampling serta didukung observasi nonpartisipan. Data dianalisis menggunakan analisis tematik untuk mengidentifikasi pola dan makna yang muncul. Hasil penelitian menunjukkan bahwa pemilihan lapangan dipengaruhi oleh tiga faktor yang saling berkaitan, yaitu prestise, kenyamanan, dan komunitas. Prestise mencerminkan nilai simbolik venue, kenyamanan mencakup kualitas lapangan, fasilitas pendukung, kualitas layanan, serta kondisi lingkungan seperti suhu dan pencahayaan yang meningkatkan pengalaman bermain. Komunitas memberikan kesempatan berinteraksi, membangun jejaring, dan menciptakan rasa memiliki yang mendorong partisipasi berkelanjutan serta loyalitas terhadap venue. Temuan ini berkontribusi pada literatur perilaku konsumen olahraga rekreasi serta memberikan implikasi praktis bagi pengelola lapangan dalam menyusun strategi berorientasi pelanggan untuk meningkatkan pengalaman pemain dan mempertahankan keunggulan kompetitif.

Keywords: *Perilaku Konsumen, Olahraga Rekreasi, Gaya Hidup Urban, Komunitas*



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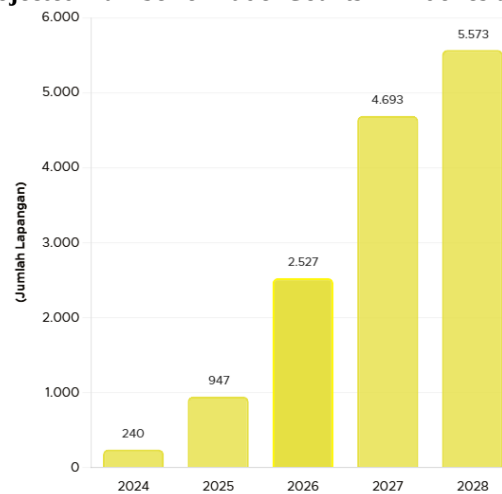
1. Introduction

In recent years, sports in Indonesia have undergone a significant transformation. Sports are no longer viewed merely as an activity for maintaining health and fitness, but have evolved into an integral part of modern society's lifestyle. Data from the 2024 Indonesia Physical Outlook (IPO) indicates that approximately 78% of Indonesians engage in sports activities primarily to maintain their health and fitness. This trend indicates that sports have become an integral part of people's lives and opens opportunities for the emergence of various new sports that offer unique experiences to their participants. This shift demonstrates that the sports industry in Indonesia is no longer solely associated with physical well-being but has also become an important economic and social sector that creates new business opportunities in sports services and recreation.

The evolution of sports as part of modern society's lifestyle is also influenced by shifts in consumer characteristics, particularly among urban populations. Today's consumers are not only seeking the functional benefits of an activity but also desire experiences that provide emotional satisfaction, opportunities to build social connections, and symbolic value that can represent their personal identity. In this context, sports are increasingly viewed as a form of experiential consumption, where individuals not only consume products or services but also consume the experiences generated by those activities. Consequently, understanding consumer experiences and motivations has become increasingly important for sports service providers in designing offerings that are able to create memorable experiences and foster long-term engagement.

One sport that has seen rapid growth is padel. Padel is a racket sport that combines elements of tennis and squash. The sport's popularity is driven by the fact that it is easy to learn, can be played by people of all ages, and offers a strong social experience since it is played in pairs. In Indonesia, the popularity of padel surged by 1,684% in 2024, making it one of the fastest-growing modern sports. The rapid increase in public interest indicates that padel has successfully positioned itself not only as a recreational activity but also as a lifestyle trend among urban communities, particularly among young professionals and middle-to-upper-income groups.

Figure 1. Projected Number of Padel Courts in Indonesia (2024–2028)



Source: *Growell* (2025)

The rapid development of padel is also reflected in the growth of its infrastructure and community in Indonesia. According to data from Growell (2025), the number of padel courts in Indonesia increased from 240 courts in 2024 to 947 courts in 2025 and is projected to continue growing in the coming years. Additionally, the number of padel clubs is projected to reach 722 by 2026—a 299% increase from the previous year. This growth indicates that padel is not only expanding as a sporting activity but also as a social space that fosters new communities and strengthens social networks among players. The emergence of numerous clubs and communities further demonstrates that the value offered by padel extends beyond physical exercise and increasingly emphasizes social interaction, networking opportunities, and community engagement.

The same phenomenon is also taking place in the city of Medan. In recent years, the sport of padel has grown rapidly, marked by the emergence of various international-standard padel venues, such as Ultimate Padel Medan, Object 59 Padel Court, Padel Space Medan, and Arena Padel Club. Additionally, various padel tournaments and communities have been actively developing, so that this sport is no longer viewed merely as a physical activity, but has also become a means of building social relationships and expressing a specific

lifestyle identity. The growth of the padel ecosystem in Medan indicates the emergence of a new recreational sports market that is increasingly competitive and has significant potential for business development.

The growth of padel venues in the city of Medan has led to increasingly fierce business competition. Consumers have many alternatives when choosing a place to play, so the decision on which court to choose is no longer based solely on functional aspects, such as location, price, or the completeness of facilities, but is also influenced by the experience gained while using the service. This experience can include the comfort of the atmosphere, interaction with the community, quality of service, the venue's image, and even the prestige associated with padel as part of a modern lifestyle. Therefore, understanding the factors that shape players' preferences and decision-making processes is crucial for venue managers to develop effective strategies for attracting and retaining customers.

This phenomenon indicates that there are three key factors that can influence players' decisions when choosing a padel court: prestige, comfort, and community. Prestige refers to the symbolic value, image, and social status that players perceive when playing at a particular venue. According to Pizzo et al. (2024), modern sports are no longer viewed merely as physical activities but as a means of building social identity, lifestyle, and social networks. Thus, a specific padel venue can serve as a symbol of lifestyle and enhance players' perceptions of prestige. In this regard, certain sports venues may become symbols of exclusivity and social recognition, encouraging consumers to associate themselves with places that reflect their desired identity.

Furthermore, comfort relates to the level of physical and psychological comfort experienced by players while using sports facilities, such as court quality, cleanliness, atmosphere, and service provided. In the service industry, a comfortable experience is one of the key factors influencing consumer preferences and decisions when choosing a service. A pleasant and comfortable environment can create positive emotions that enhance customer satisfaction and increase the likelihood of repeat visits and positive word-of-mouth communication.

In addition, "community" refers to a sense of togetherness, social connectedness, and opportunities to build relationships gained through sports activities. Research by García-Fernández et al. (2023) shows that a sense of community and emotional experiences are key factors in shaping consumer loyalty in the community-based sports industry. Another study by Watanabe et al. (2025) also indicates that the social experiences and symbolic value consumers derive are among the primary determinants in selecting and maintaining engagement with recreational sports services. This suggests that sports consumers increasingly value social interactions and a sense of belonging, making community-building an important strategic element for sports service providers.

Based on the literature review, research on consumer behavior in the recreational sports industry has predominantly focused on service quality, customer satisfaction, revisit intention, and consumer loyalty, while limited attention has been given to the broader experiential and symbolic dimensions that influence consumers' decisions when selecting recreational sports facilities. Although several studies have acknowledged the importance of emotional experiences and community engagement in sports settings, these factors have generally been examined separately, leaving a gap in understanding how prestige, comfort, and community simultaneously shape players' venue selection decisions. Furthermore, empirical studies on these issues remain scarce in the context of emerging sports, particularly padel, in developing countries such as Indonesia, where the sport has experienced rapid growth.

Addressing this gap, the present study adopts a qualitative phenomenological approach to explore players' lived experiences in selecting padel venues and demonstrates that venue selection extends beyond functional considerations, such as price, location, and facilities, to encompass symbolic value, experiential value, and social value. The findings contribute to the consumer behavior literature in recreational sports by providing a more holistic understanding of venue selection through the integration of prestige, comfort, and community, while offering empirical evidence from Indonesia that broadens the contextual scope of existing research and enriches current knowledge on consumer decision-making in the emerging padel industry.

Therefore, the study titled "Between Prestige, Comfort, and Community: Exploring the Considerations of Padel Players in Medan City When Choosing a Court" is important to conduct in order to gain a deeper understanding of the various factors underlying padel players' decisions when selecting a playing venue, as well as to provide theoretical and practical contributions to the development of the recreational sports industry in Indonesia. The findings of this study are expected to enrich the literature on consumer behavior in recreational sports and provide practical insights for managers of padel venues in developing customer-oriented strategies that create competitive advantages in an increasingly dynamic market.

2. Literature Review

Consumer Behavior in Sports Services

In service marketing, consumer behavior is influenced by the overall experience felt during the service consumption process. Kotler, Keller, and Chernev (2022) explain that service consumers tend to evaluate services based on the experience, interaction, and emotional value obtained. In the context of recreational sports, services are intangible and highly dependent on user perception.

Wakefield and Blodgett (2016) emphasize that the service-scape, atmosphere, and social interactions within sports facilities significantly influence consumer satisfaction and behavioral intentions. Padel courts are part of a service that not only offers a playing experience but also a social experience for players. In addition, the concept of perceived value is important in understanding consumer decisions. Sweeney and Soutar (2001) explain that the value perceived by consumers includes functional, emotional, and social dimensions. Players' assessments in choosing a padel court are not only based on the quality of the facilities but also on the comfort, atmosphere, and social experience gained.

Urban Lifestyle and Symbolic Consumption

Lifestyle refers to a person's pattern of living expressed through activities, interests, and opinions. According to Philip Kotler and Keller (2022), lifestyle is a person's pattern of living in the world as expressed in activities, interests, and opinions that reflect the whole person interacting with his or her environment.

Urban lifestyles reflect the consumption patterns of modern societies that are rich in symbolic meaning. Miles and Ebrey (2018) explain that recreational activities are a means of forming identity and social affiliation. Recreational sports are often associated with the image of a healthy, modern, and classy lifestyle. The concept of prestige in this study can be understood as a form of status consumption, which is consumption aimed at affirming an individual's social position and symbolic identity (Eastman et al., 2016). Certain padel courts are perceived as having symbolic value that reflects a middle-class lifestyle. Social media also reinforces this construction of meaning through visual representations of padel playing as a symbol of modern lifestyle (Hutchins, 2019).

Prestige

Prestige can be understood through the concept of status consumption. According to Jacqueline Eastman et al. (2016), status consumption is the motivational process by which individuals strive to improve their social standing through the conspicuous consumption of products and services that confer status. In the context of sports consumption, prestige refers to the symbolic value, social image, and social recognition perceived by consumers when participating in a particular activity or using a specific sports venue.

Certain padel courts are perceived as having symbolic value that reflects a middle-class and modern lifestyle. Social media also reinforces this construction of meaning through visual representations of padel as a symbol of prestige and contemporary urban identity (Hutchins, 2019).

Comfort

Comfort is a multidimensional concept that includes physical and psychological aspects experienced by consumers while consuming a service. According to Peter Vink (2005), comfort is a pleasant state of physiological, psychological, and physical harmony between an individual and the environment. In the service context, comfort is reflected through environmental conditions, cleanliness, atmosphere, and the quality of interactions experienced by consumers.

In sports facilities, comfort can be manifested through court quality, supporting facilities, accessibility, cleanliness, temperature, and the responsiveness of employees. A comfortable experience can create positive emotions that influence customer satisfaction and encourage repeat visits.

Recreational Sports, Community, and Consumer Engagement

Recreational sports have a strong social function in forming communities and a sense of belonging. Stebbins (2020) emphasizes that participation in recreational sports creates a sense of belonging and collective identity. The existence of a community encourages continued engagement in sports activities.

This phenomenon is related to customer engagement. Brodie et al (2013) explain that repeated interactions between consumers and service providers create emotional bonds and loyalty. Wicker and Breuer (2023) show that the quality of social relationships in sports communities has a significant effect on satisfaction and sustainability of participation.

Community

Community refers to a group of individuals who share common interests, values, and emotional connections and engage in regular interactions. In the context of recreational sports, communities encourage participation continuity, emotional attachment, and social engagement among members. This phenomenon is closely related to customer engagement. According to Brodie et al. (2013), customer engagement is a psychological state that occurs through interactive and co-creative experiences between consumers and organizations. Wicker and Breuer (2023) further demonstrate that the quality of social relationships in sports communities significantly influences satisfaction and the sustainability of participation.

Decision to Choose a Padel Court

Consumer decision-making is the process by which individuals identify needs, evaluate alternatives, and choose a product or service. According to Kotler and Keller (2022), purchase decision is the stage in the consumer decision-making process where consumers actually choose to purchase a product or service after evaluating available alternatives.

3. Method

This study employs a qualitative approach using phenomenological methods to understand the experiences and meanings attributed by padel players to their considerations when choosing a padel court in Medan, particularly regarding the aspects of prestige, comfort, and community. A qualitative approach is appropriate because this study seeks to explore participants' subjective experiences and understand how they interpret the factors influencing their decisions rather than measuring variables quantitatively. According to Sugiyono (2019), qualitative research is conducted in natural settings and aims to understand social phenomena from the perspectives of the participants. Similarly, Moleong (2005) explains that qualitative research seeks to understand phenomena experienced by research subjects, such as behavior, perceptions, motivations, and actions, holistically through descriptive data presented in the form of words within a natural context.

The phenomenological method was chosen because this study focuses on exploring the lived experiences of padel players in selecting a padel court. Through this approach, the researcher seeks to understand how players perceive and assign meaning to prestige, comfort, and community as considerations in their court selection. Rather than emphasizing objective measurement, phenomenology allows the researcher to gain a deeper understanding of participants' personal experiences and the meanings they attach to those experiences.

The criteria established by the researcher for selecting the informants are as follows:

1. Padel players residing in the city of Medan.
2. Actively playing padel at least once a week over the past six months.
3. Having played at more than one padel venue in the city of Medan.
4. Willing to provide in-depth information regarding their experiences and considerations in choosing a padel court.

Based on these criteria, this study involved 15 padel players. The number of informants was determined based on the principle of data saturation, which refers to the point at which additional interviews no longer produce new information or themes relevant to the research objectives. Therefore, the selected participants were considered capable of providing comprehensive insights into the phenomenon under investigation.

The data collection techniques used in this study were:

1. Interview

According to Sugiyono (2019), an interview is a meeting between two people conducted to exchange information and ideas through questions and answers, enabling the construction of meaning regarding a particular topic. In this study, semi-structured in-depth interviews were employed to allow flexibility in exploring participants' experiences while ensuring that all research objectives were addressed.

The interview guide was developed based on the three main aspects examined in this study, namely prestige, comfort, and community. Informants were encouraged to describe their experiences in choosing padel courts, explain the factors influencing their decisions, and share their perceptions regarding the image of different venues, the comfort provided by the facilities and services, and the influence of social relationships or communities on their preferences.

2. Observation

Observation was conducted to complement the interview findings and provide contextual understanding of the research setting. According to Sugiyono (2019), observation is a data collection technique carried out through direct observation of behaviors and events occurring in the field.

This study employed non-participant observation, in which the researcher acted solely as an independent observer without participating in the activities being observed. Observations were conducted at several padel venues in Medan to examine the physical environment, facilities, cleanliness, service quality, social interactions among players, and the overall atmosphere of each venue. The observation findings were used to support and verify the information obtained through interviews.

3. Data Analysis

The data collected in this study were analyzed using thematic analysis following the framework proposed by Braun and Clarke (2006). Thematic analysis was selected because it provides a systematic procedure for identifying, analyzing, and interpreting recurring patterns of meaning within qualitative data.

The analysis began with the transcription of all interview recordings into written form. The researcher then repeatedly read the transcripts to become familiar with the data before generating initial codes that represented meaningful statements related to the research objectives. Similar codes were subsequently grouped into broader categories to identify potential themes.

The identified themes were then reviewed and refined to ensure consistency with the data. Each theme was clearly defined and named according to its meaning and relevance to the phenomenon under investigation. Finally, the researcher interpreted the themes and drew conclusions regarding how prestige, comfort, and community influence padel players' decisions when choosing a padel court in Medan.

4. Results and Discussion

Based on the results of in-depth interviews and field observations, it was found that players' considerations in choosing a padel court in Medan are multidimensional and not solely based on functional factors such as location, price, and availability of facilities. Players' decisions are also influenced by social experiences, symbolic meaning, the venue's image, and the quality of the playing experience gained while at the court. These findings indicate that padel courts are no longer viewed merely as sports facilities, but also as social spaces that represent a modern lifestyle, places to build relationships, and an integral part of the players' personal identities.

Venue Prestige and Image as Factors in Choosing a Field

The interview results show that one of the factors most frequently cited by informants is the venue's image and prestige. Several informants noted that playing at certain courts conveys an impression of exclusivity, modernity, and sophistication. Venues with attractive designs, high-quality facilities, a comfortable atmosphere, and those that frequently serve as gathering places for the padel community are perceived as having higher social value compared to other venues.

Thematic analysis showed that this pattern was repeatedly expressed by the majority of participants. Many informants associated well-known padel courts with exclusivity, modern lifestyle, and social recognition. As one participant explained:

"I usually choose courts that are already well known because the atmosphere is more exclusive and many experienced players play there." (Participant 2, 2026).

"Playing at a popular court makes me feel more confident because the place has a good reputation and reflects a modern lifestyle." (Participant 7, 2026).

"Besides the facilities, I also consider the reputation of the venue. Playing at a well-known court gives me confidence because it reflects a modern and active lifestyle." (Participant 9, 2026).

For some players, choosing a venue is not just about fulfilling their need for exercise, but also a way to express their lifestyle. Playing on a popular court is seen as a way to showcase one's identity as an active, trend-conscious individual who is part of a specific social group. Thus, the aspect of prestige serves as a symbolic value that influences players' preferences when selecting a venue.

These findings were corroborated by field observations. During the observation process, it was noted that several padel venues in Medan were designed with a more modern concept than that of a mere sports facility. The operators provided attractive architectural designs, comfortable seating areas, cafes or coffee corners, photo spots, and a layout that supports socializing after play. On several occasions, it was also observed that players did not immediately leave the venue after a match ended but remained on the premises to chat, enjoy food or drinks, or interact with other players. This indicates that the venues were indeed developed as social spaces that offer a specific experience and project a certain image.

Comfort and Quality of the Gaming Experience

The interview results also indicate that comfort is a key factor in choosing a padel court. Informants generally stated that they prefer venues with clean courts, well-maintained facilities, comfortable rest areas,

friendly service, and an easy-to-use reservation system. The availability of supporting facilities such as clean restrooms, waiting rooms, seating, parking areas, and gathering spaces was also considered to contribute to a more enjoyable playing experience.

Thematic analysis revealed that this pattern was consistently expressed across participants' interviews. Most informants repeatedly emphasized that comfort was not limited to the quality of the court itself but also included supporting facilities and service quality. As one participant explained:

"I enjoy playing at venues that are clean, have comfortable waiting areas, and provide good service because those factors make the overall experience much better." (Participant 3, 2026).

"If the court is clean, the staff are friendly, and the facilities are complete, I don't mind paying a little more." (Participant 6, 2026).

"Comfort is important because we usually stay for several hours, so the waiting area and other facilities also matter." (Participant 11, 2026).

"A good court is not enough for me. I also look at the cleanliness, the waiting area, and whether the facilities are well maintained because those things make me want to come back." (Participant 12, 2026).

According to the respondents, comfort is not only related to the physical quality of the courts but also encompasses the overall atmosphere of the environment. Venues that are not too crowded, have good air circulation, and support both playing and socializing are considered to enhance player satisfaction. These positive experiences encourage players to return to the same venue on future occasions.

The results of the field observations support these findings. During the observations, it was found that venues with high visitor traffic generally maintained good cleanliness standards, well-maintained fields, adequate waiting areas, and relatively responsive service. In addition, some venue operators provided additional facilities such as equipment rentals, canteens or cafes, and gathering spaces that players used before and after matches. The physical condition of these venues indicates that comfort is indeed one of the aspects that operators prioritize to enhance the customer experience.

The Influence of Environmental Conditions on the Play Experience

The interview results revealed that physical environmental conditions, particularly lighting and temperature, constitute important considerations in players' selection of a padel venue. Most informants expressed a preference for playing at night because the cooler temperature and the absence of direct sunlight provide a more comfortable playing experience. One participant explained,

"I prefer playing at night because it is much cooler, and the sunlight doesn't interfere with my vision when following the ball" (Participant 4, 2026).

"I avoid playing during the afternoon because the sunlight makes it difficult to see the ball, so I prefer courts with better lighting or to play at night." (Participant 10, 2026).

"Good lighting is very important, especially for evening games. It helps us see the ball clearly and makes the game more comfortable." (Participant 14, 2026).

"If I have to play during the day, I prefer courts with better lighting and less direct sunlight because it helps me focus on the game." (Participant 15, 2026).

These responses indicate that players consider not only the availability of facilities but also environmental conditions that directly affect their performance and comfort while playing. If they must play during the day, participants tend to choose venues with good court orientation, proper lighting, or a design that minimizes glare. Thus, playing comfort is influenced not only by the main facilities but also by the quality of the physical environment that supports the sport.

These findings are supported by field observations. Researchers noted differences in comfort levels between venues that offer protection from sunlight and those with open fields without barriers. During the day, some fields exhibited light reflections that significantly impaired players' vision, whereas at night, playing appeared more comfortable and the number of players tended to increase.

Community as a Factor Shaping Loyalty and Venue Preferences

Interview results show that community is one of the dominant factors influencing players' decisions when choosing a padel court. Most informants reported that they were first introduced to padel by friends, coworkers, or a specific community. Social interactions that take place before, during, and after matches foster a sense of camaraderie, expand social networks, and boost motivation to continue playing.

Thematic analysis revealed that this theme emerged consistently across participants' interviews. Many informants repeatedly described community as an important reason for choosing a particular venue, emphasizing that they preferred to play where their friends, colleagues, or regular playing groups gathered. As one participant explained:

"For me, padel is not just about playing the game. I also enjoy meeting new people and spending time with friends, so I usually choose courts where the community is active." (Participant 1, 2026).

"I usually play wherever my friends are playing because it is more enjoyable and easier to arrange matches." (Participant 5, 2026).

"I usually follow where my friends or community members play because it is easier to arrange matches and the atmosphere is much more enjoyable." (Participant 8, 2026).

"The community keeps me motivated to play regularly. I often choose the venue where our group usually gathers." (Participant 13, 2026).

Some participants even stated that the presence of a specific community was the main reason they chose one venue over another. Thus, padel courts serve not only as sports facilities but also as social spaces that facilitate the formation of social networks and interpersonal relationships.

Field observations show that social activities are indeed an integral part of playing padel. At some venues, players arrive in groups, warm up together, chat after matches, and even enjoy food and drinks together in the café area. Venue managers are also seen providing spaces that support these community activities, making the atmosphere more lively and interactive.

5. Conclusion

Based on the research findings, it can be concluded that players' considerations when choosing a padel court in Medan are multidimensional and not based solely on functional aspects such as location, price, and facilities. There are three main factors that players consider: prestige, comfort, and community. The prestige aspect is reflected in players' perceptions of a venue's image, exclusivity, and symbolic value elements that represent their modern lifestyle and social identity. The comfort aspect relates to the physical and psychological comfort derived from facility quality, venue atmosphere, service, and ease of access, which collectively create a positive playing experience and encourage the intention to return. Meanwhile, the community aspect indicates that the presence of a community, social interaction, and opportunities to build relationships are key factors influencing players' preferences when selecting a padel venue. Thus, padel courts in Medan are not merely viewed as places for exercise but also as social spaces and symbols of lifestyle that provide emotional, social, and symbolic experiences for players. These findings suggest that venue managers need to integrate these three aspects into their management and marketing strategies to create a superior customer experience and gain a competitive edge amid the rapid growth of the padel industry in Medan.

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Finally, the author hopes that the findings of this research will contribute to the development of knowledge in the fields of consumer behavior, sport management, and sports marketing, particularly in understanding the decision-making process of consumers when selecting padel venues and supporting the sustainable development of the padel industry in Indonesia.

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