

Evaluating the quality of sports facilities services of Bonab, Maragheh, Ajab Shir and Malekan sports and youth departments based on SERVQUAL model

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Abstract

Nowadays, gaining a competitive advantage is one of the most important priorities for organizations to succeed, and creating this advantage requires identifying the expectations and needs of customers and having a strategic plan to determine them. Therefore, the purpose of this study was to evaluate the quality of sports facilities services of the Sports and Youth Administration of Bonab, Maragheh, Ajab Shir and Malekan cities based on the SERVQUAL model. This research was a descriptive-survey in terms of purpose of applied research and in terms of data collection method, which was carried out in the field. The statistical population of this study included all customers and users of sports facilities in Bonab, Maragheh, Ajabshir and Malekan. The statistical sample was selected using stratified random sampling method. Due to the high number of statistical populations, the number of statistical samples was selected based on Morgan table and the highest statistical sample of 384 people was selected according to the population. Data analysis was performed using SPSS software. In order to organize and summarize the raw scores and describe the measurements obtained from the samples, descriptive statistics were used. Kolmogorov-Smirnov inferential statistical tests were also used to evaluate the normality of the research data and Wilcoxon, Friedman and independent t were used to analyze the data. Data analysis was also performed at a significance level of 0.05. The results and findings showed that in all 5 dimensions of service

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quality (SERVQUAL) there is a negative and significant gap (between customer expectations and perceptions) that officials should make more efforts to improve. According to the results of the present study, there is a negative gap in the quality of services of sports facilities and infrastructure, it seems that the sports facilities and facilities studied in the present study, as well as its sports and extracurricular programs, have not met customer expectations.

Keywords: service quality, sports places, SERVQUAL.

Introduction

Sports organizations have special service characteristics that distinguish them from other service organizations such as banks or insurance companies (Theodorakis et al., 2014). In small cities of the country, the main mission of advancing sports goals, including increasing sports participation of different segments of society, developing professional sports, discovering and cultivating sports talents is the responsibility of the city's sports and youth department. On the other hand, one of the key factors of success in advancing these sports goals and attracting different people to participate in sports activities is the quality of sports venues, and considering that in the relevant statistical community, most public sports activities in sports venues are under The opinion of the Sports and Youth Department of the cities. Therefore, in the present study, we tried to evaluate the views of clients of sports venues regarding the quality of sports venues services. Gender differences in the perceptions and expectations of sports venues were also examined to provide valuable information in this regard. Therefore, according to all the contents; The present study was conducted with the aim of evaluating the quality of sports facilities services of Bonab, Maragheh, Ajab Shir and Malekan cities (using SERVQUAL model).

Methodology

This research is applied research in terms of purpose and descriptive-survey in terms of data collection method, which was carried out in the field. The method of collecting statistics and information in this study is



survey and library. The statistical population of this study includes all customers and users of sports facilities in Bonab, Maragheh, Ajabshir and Malekan. Also, considering the wide range of customers of sports venues (government organizations, sports boards, sports clubs and the general public) as well as conducting research in four different cities, the statistical sample of this research was selected using stratified random sampling method. At first, the customers of sports facilities services were divided into four classes based on their target city (Bonab, Maragheh, Ajabshir and Malekan). Ratios were randomly selected from customers of four different cities. Due to the unlimited statistical population, the number of statistical samples was selected based on Morgan table and according to the number of population, the highest statistical sample was 384 people. The number of research samples in each class is given in Table 1.

Research Findings

There is a negative gap between all aspects of service quality. Also, sig is less than 0.05 in all cases. This means that there is a significant difference between customer expectations and the current situation.

In order to evaluate the differences between perceptions (objective elements, credibility, responsiveness, reliability, empathy) of male and female customers of the quality of sports facilities services, an independent t-test was used (despite the abnormal distribution of data, due to the high number of samples and To make the independent t-test more valid than its non-parametric counterpart, the independent t-test was used) which was performed between two groups of men and women.

Also, according to the descriptive information of these two groups and considering that the average group of men is 4.07 with a standard deviation of 0.24 and the group of women has a mean close to it, ie 4.09 with a standard deviation of 0.25, so it can be expressed The views of the

two groups on their expectations of service quality and statistical differences are not visible.

Conclusion

The results of the present study were about prioritizing customers' perceptions of the quality of sports facilities services, which is based on the results obtained from this section and considering the significance of Friedman test (Sig = 0.001); Perceptions were ranked, with confidence, empathy, credibility, accountability, and objective elements, respectively. In general, service quality analysis enables managers to allocate limited financial resources to areas that are more important while preventing quality reduction; Knowing and gaining information about the perceptions of customers of sports venues is also one of these areas that managers need to make decisions in the future and adopt operational strategies. Sajjadi et al. (2011) in their research found that meeting the five needs of the customer can affect the quality of services in the customer's mind. One of these basic needs; Is the assurance that can be given to the customer from the service provided; Ramezani et al. (2013); In their study, they examined the "quality of services in university sports facilities based on the SERVQUAL model (case study of the University of Guilan)" whose results showed that the highest average among students' perceptions is related to the confidence dimension and the smallest gap identified in this dimension. Was; Therefore, the results of these two studies are consistent with the results obtained from the present study in this section. However, Faraji et al. (2015); In their research, they "assessed customers' perceptions and expectations of the quality of services at university sports facilities using the SERVQUAL model (Case study: Shahid Madani University of Azerbaijan)", which showed that in the perception section, the dimension is the best guarantee. The dimensions of accountability, reliability, empathy and objective elements also had the next ranks, respectively; Which was inconsistent with the result obtained in this section; Perhaps it can be explained that the difference in the statistical populations of the



two studies can be effective as a result because in the study of Faraji et al. (2016) in addition to students; Staff and faculty who used the university's sports facilities were also assessed. Of course; The conditions governing the sports facilities of the two universities and the existing differences can also be considered as a reason for this.

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