

The Relationship between Service Quality of Sport Event and Customer Satisfaction A Study of President's Gold Cup Volleyball Tournament - 2017

S.D.S Jayalath, A.A.L.Madhushani

* Department of Sports Sciences and Physical Education, Faculty of Applied Sciences, Sabaragamuwa University of Sri Lanka, P.O. Box 02, Belihuloya.

DOI: 10.29322/IJSRP.9.09.2019.p9397
<http://dx.doi.org/10.29322/IJSRP.9.09.2019.p9397>

Abstract- This particular study titled "The Relationship between Service Quality of Sport Event and Customer Satisfaction" was accomplished with special reference to President's Gold Cup Volleyball Tournament, 2017. This study was undertaken by focusing on the matter that was recognized from the National Volleyball Convention, 2017 and through records of Sri Lanka Volleyball Federation. In-depth literature assessment was accomplished to offer a conceptual model to formulate hypotheses for the study.

A quantitative research design was applied to examine the customer satisfaction. The questionnaire survey was used as the main data collection method and 100 volleyball players and 50 spectators were selected as a sample by using random sampling method. The questionnaire was consisted of 33 items. One dependent variable, particularly customer satisfaction and one independent variable, specifically service quality was selected to the study. The design model was examined overall and segments and path coefficients to emphasize the provision to which independent variable were predictive of the dependent variable in the proposed model.

The conclusions were indicated separately as players and spectator's perspective, as well as all main stakeholders. The course setting results were shown service quality is weak positively correlated with service satisfaction. Results also suggested that there is need to enhance service quality to increase level of service satisfaction. The results of this study can be able to use tailor advertising messages as well as to different affiliated parties in sports sector.

Index Terms- Service Quality, Service Satisfaction, Customer Satisfaction,

I. INTRODUCTION

Quality concept of an organization emphasized the overall organization is effective and productive in performance. It is about making organization highly capable of performing for its customers by improving goods, services, and systems performance standards. The managing quality means perpetually followed product/service excellence. Delivering the quality in an organization means identifying

who is a customer, what their needs are and meet those needs (or even better, prodigious expectations) whether in now or future. (Cronin Jr and Taylor 1992)

Since the Quality has been an accretive concept inside the sport marketing research from 1980s, but the considerable attention within field of sports has been arisen recently (Tsitkari, Tsiotras et al. 2006).The importance of a quality concept was determined by number of researchers and experts (Alexandris, Dimitriadis et al. 2001, Alexandris, Dimitriadis et al. 2001); (Chelladurai and Chang 2000);(Murray and Howat 2002); (Kelley and Turley 2001).The emergence of interest among scholars in quality is reveals by its effect on customer satisfaction and impact with perceptions. The organization's performance according to needs of customer leads to the sense of satisfaction.

In sport management context, quality and satisfaction are major factors which explicit customer's desirable behavior at sport tournament. In such circumstance, quality of the market demand (e.g., the sport/game or sportsman performance) and service selection (i.e., the physical environment) may play a significant function in emphasizing customer satisfaction. Thus Quality and Performance are a highly integrated concept of satisfaction. It can be diagnosed as indicator of customer Satisfaction. (Oliver and Westbrook 1993) Customer satisfaction is described as a satisfactory response closer to an excellent, service, advantage, or reward (Oliver, Rust et al. 1997). Customer satisfaction is a prime index of customer retention, tremendous phrase – of- mouth, advanced income, and lower marketing costs ((Anderson, Fornell et al. 1994);(Oliver 1999);(Palmatier, Dant et al. 2006). And the Quality sentiment is the whole assessment of a good or service by the consumers. It is consistent, significant to the achievement and the improvement.

The achievement of a sport tournament is an essential outcome for the tournament organizers and the destination where occasion is hosted. Tournament success is a segment of organizational efficacy which rely on the concepts of quality and satisfaction (Chelladurai and Riemer 1997).

In terms of sports, the national sport in Sri Lanka "volleyball" was selected to evaluate the event attendee's perceptions regarding the quality and satisfaction within the sport.

Customer satisfaction is necessary for the amplification of sport. The game will not develop without the interest of customers. Good plan and the preparation for the tournament is essential. If

not it will end up losing badly. To forecast the satisfaction of customers, this study will be focused the degree of service quality dimension in volleyball tournaments to prophecy the customer satisfaction.

II. RESEARCH ELABORATIONS

Customer Satisfaction

Customer Satisfaction in a product primarily based organization creates a positive word regarding the overall business, long term benefits and also customer loyalty (Anderson 1998);(Palmatier, Dant et al. 2006). Coping with customer satisfaction is one of the most enormous feature to ensure monetary success of an enterprise. (Reichheld 1994). But making sure customer satisfaction regarding corporation is complicated venture.

As Oliver (1993) emphasized customer satisfaction will fluctuate from person to person and similarly situation. In line with the (Churchill Jr and Surprenant 1982) attempt to procure an explanation for investigations regarding the customer satisfaction provide one of the maximum essential proofs concerning its determinants

Customer Satisfaction with sport event

The studies carried out by the Churchill and Surprenant (1982) and next enlargement of that idea with the aid of Cronin and Taylor (1992), these researchers' explanations of customer satisfaction theory applied to sport customers. This would cause to gain a better concept concerning the customer satisfaction in a sports setting. (Warren 2011) research changed into a study on the spectators at two professional basketball games in Greece in an attempt to examine the connection between service quality and customer satisfaction. It needs to be taken into account the extend which customer satisfaction is motivated by the provision of quality of service and the core product.

The key determinant of customer satisfaction in the service industry is customer service. Therefore, it is miles clear that service industries work to provide a high level of service quality to ensure customer satisfaction. As defined by the earlier service marketing literature (Oliver, 1981; (Parasuraman, Zeithaml et al. 1985);(Lehtinen and Lehtinen 1991); and (Mackay and Crompton 1988) customer satisfaction builds up and, ultimately, creates, or

fails create, service quality in the minds of customers. Many researchers have been developing SPORTSERV instruments to measure service quality. (Theodorakis & Kambitsis, 1998), SPORTSERV was composed with access, reliability, responsiveness, and tangibles to measure consumer perceptions. After years ago scholars used single item to measure overall satisfaction in the service environment.

Many scholars found that, above dimensions correlate with customer satisfaction. There are two reasons why customer satisfaction is important for the service industry. First customer satisfaction is based totally on customer's subjective judgment of service is one of the fine standards for evaluating services. Since it is tough to keep constant service performance due to the intangible and heterogeneous elements of the services, customer satisfaction became understood when it comes to the exceptional of service (Cronin & Taylor, 1992; (Dabholkar, Shepherd et al. 2000), & (Dabholkar, Shepherd et al. 2000); (Parasuraman, Zeithaml et al. 1994).

Service Quality

For many years in service marketing literature, numerous studies has been conveyed regarding the service quality. Service quality is a dominant factor in the abundance of the Organization. Service quality has been investigated over a long period of time and their various interpretations. (Bitner and Hubbert 1994) define service quality as the "Overall sense of relative inferiority/superiority of the industry and its services". Service Quality is a determinant of customer Satisfaction. Service quality has an interaction between service employees and an environment where service was provided. (Brady & Cronin, 2001; Cronin & Taylor, 1992 Parasuraman et al., 1988).

Service Quality in Sport Context

The quality of services contributes to improve sport stakeholder satisfaction are gaining substantial consideration as a research topic. (e.g., Wakefield & Sloan, 1995; Murray & Howat, 2002; Hill & Green, 2000) when compare these topics it state that stakeholder factors, which marketers are control. Specifically, hospitality (staff), scoreboards, accessibility, and food service are essential factors.

In the context of sports Chelladurai (1992) explains six special classes for sport and physical activity. His six classes, pleasure, human skills, consumer health/fitness, human excellence, human sustenance, and human curative, set the sport service industry apart from traditional business. Therefore service industry has concentrated on sports.

Firstly, researchers have examined how the operating environment influences the process consumers interact with the operating conditions. Second, scholars have evaluated the exceptional role played by the staff performance rating staffing rendering service staff.

III. RESULTS AND FINDINGS

The primary intent of this study is to examine the relationship between perceptions of service quality, and the components of the stakeholder service experience. Specifically, this study investigates the service quality

perceptions play in effecting exact determinants of customer satisfaction, through the service satisfaction.

Procedure

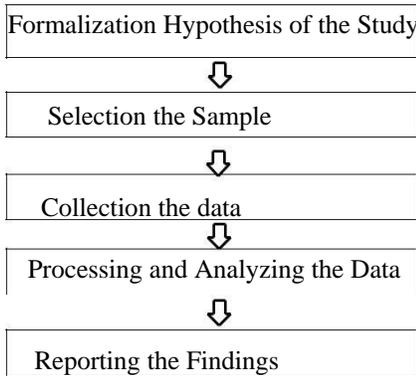


Figure 1.1 Procedure

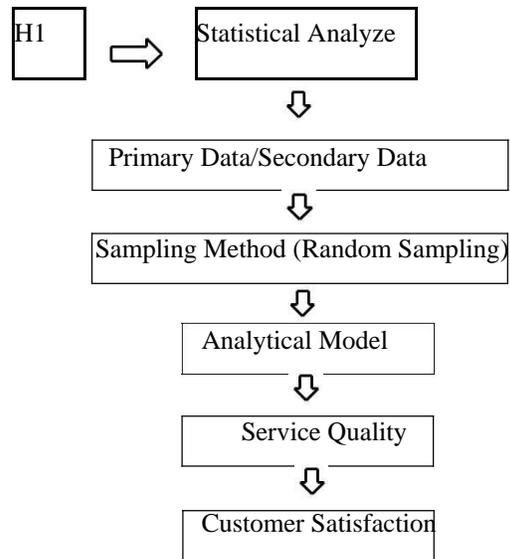
Formulations of Hypotheses

Service quality dimensions of customer satisfaction

H1 - There is a positive relationship between service quality and service satisfaction

H0 - There is a negative relationship between service quality and service satisfaction

Research Design



Source: Develop by the researcher

$$y = \beta_0 + \beta_1 a + \beta_2 b$$

y = Customer Satisfaction

Research approach

In research approaches, two types can be found. They are inductive research approach and deductive research approach. Using, inductive approach makes disclose a new concept, model, deductive approach can prove something by using previous theories or concepts. The researcher uses a deductive approach in this study.

Study Area and Design Sport Marketing Perspective

Relationship between Quality and Customer Satisfaction

The study population

The population of the research can be considered as the Stakeholders of volleyball tournaments in Sri Lanka.

Sample

The Study was conducted in President’s Gold Cup Volleyball Tourney sport setting in Sri Lanka. Main Stakeholders of the tournament will be selected as a sample of the study such as Players, and Spectators.

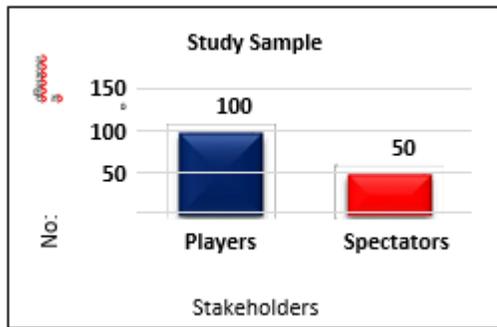


Figure 2: Study Sample

Analysis of Questionnaire

This section of the study reports the findings of the analysis and discussion of data collected. Its flows are assumed the sequence in which design objectives of the research in order. Reliability and Validity are components which verify the quality in research.

Reliability Test

Table1: Reliability Test Results

N	%	Cronbach's Alpha	No: of Variables
150	100	0.922	33

Source: Output from SPSS

In the current study reliability coefficient of 0.922 which was above recommended level. The study, however achieved a significant response rate. Therefore, it can be concluded as the survey construct has adequate reliability to continue data analysis and draw conclusions, formulate theories, or make claims about the generalizability of a study.

Validity Test

Table2: Validity Test Results

Variable	KMO (Kaiser-Meyer-Olkin)and Bartlett's Test Measure of Sampling Adequacy
Tournament Organizing Committee	0.803

Facility Access	0.645
Facility Space	0.801
Service Satisfaction	0.709

According to the KMO and Bartlett test values it can be concluded that sampling adequacy is higher in selected variables. As all variables show more than recommended level value in results.

Correlation Analysis

Table 3: Correlation of Service Quality and Service Satisfaction

Sample	Pearson Correlation Coefficient
Players	0.430
Spectators	0.406
All Customers	0.424

In the study it takes the main stakeholders of the tournament as players and spectators. The results indicate that there is a relationship between dependent variable and independent variables. Correlation is significant at the 0.01 level.

□ Players Pearson Correlation Coefficient is 0.430**. So the correlation between service quality and service satisfaction in player's perspective, it shows the weak positive relationship.

□ Spectator's Pearson Correlation Coefficient is 0.406**. So the correlation between service quality and service satisfaction in spectator's perspective it shows the weak positive relationship

□ All Customers or the both players and spectators Pearson Correlation Coefficient is 0.424**. So the correlation between service quality and service satisfaction in both customer's perspective it shows the weak positive relationship.

Regression Analysis

Model Summary Table

Interpret the R (Correlation Coefficient) between two variables

R square – Amount of change independent Variable. It should be needed to check the R square of the model for the goodness of it.

Table: 4 Model Summary

Sample	Model	R	R Square	Adjusted R square	Standard error of estimate
Players	1	0.819	0.671	0.668	0.28436
Spectators	1	0.796	0.633	0.626	0.38168
All Customers	1	0.793	0.629	0.614	0.37887

Source: Output from SPSS

According to the regression analysis the R square was recorded in players, spectators, and all customers' perspective. So the results of that are recorded as 67.1%, 63.3%, and 63% respectively.

Considering the value of the R square it can be concluded that the independent variable is explained in player's perspective 67.1% by the selected independent variables in the model. Spectators perspective it explain 63.3% of independent variables. And when consider all main stakeholders of the tournament both players and spectators it explained 63% of the independent variable.

IV. CONCLUSION

The contemplate of the present study was to gain better understanding about the relationship between quality of sport tournament and customer satisfaction of a President's Gold Cup Volleyball Tournament in Sri Lanka – 2017. In the study, according to the conceptual framework of the setting it explains regarding the link in between service quality, service satisfaction. The results of this study support the idea that determinants of service quality perceptions are defined to be different in various settings within the sport context. Findings suggest that tournament quality and outcome quality were critical factors of service quality in determining both players and spectator satisfaction at President's Gold Cup Volleyball Tournament – 2017.

In the case of an investigation, tournament quality was viewed perspective of service quality which refers to the setting as the event organizing committee, facility access, facility space that might boost the satisfaction levels of players and spectators.

Scholars stated that, in sport context customer satisfaction study can be divided into three categories: service satisfaction, game satisfaction, and service and game satisfaction combination. (Kim, Magnusen, & Kim, 2014). With regard to the relationship between services quality, was found to be the key factor in predicting satisfaction. This finding is consistent with the previous studies which emphasized the significance of the outcome (Brady et al., 2001; Brady et al., 2006; Kim et al., 2014).

The current study has reached a number of findings, In players perspective service quality in the tournament influence service satisfaction and they show a weak positive relationship.

In spectator perspective service quality and service satisfaction in the tournament it shows the weak positive relationship.

When consider all main stakeholders overall influence to the service quality and service satisfaction in both customer's perspective it shows the weak positive relationship.

In terms of the relationship between customer's quality perceptions of the sport event, the study discovered a significant relationship between two variables.

This finding is understandable because the achievement and winning of the tournament, building star players can influence overall satisfaction with sport event. Gronroos (1984) defined outcome as what the patron with when service is delivered. This is probably the motive why the outcome is taken into consideration as a significant indicator of satisfaction with service quality. Consistent with the results gain through the data series in President's Gold Cup Volleyball tournament, it emphasized that service quality dimensions such as a tournament organizing committee, facility access, and facility space contribute as weak positive relationship with service satisfaction which means that the tournament main stakeholders are not tremendously happy with the service quality they gain at the tournament. Event organizers should pay higher consideration to the service quality in the tournament to enhance their service satisfaction. Services might help athletes to apply their opinion about services experienced and staff to the overall perceptions of President's Gold Cup Volleyball Tournament.

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AUTHORS

First Author – S.D.S.Jayalath, Demonstrator, Department of Sports Sciences and Physical Education, Faculty of Applied Sciences, Sabaragamuwa University of Sri Lanka, P.O. Box 02, Belihuloya., sadhanajayalath@gmail.com
Second Author - A.A.L.Madushani, Lecturer, Department of Sports Sciences and Physical Education, Faculty of Applied Sciences, Sabaragamuwa University of Sri Lanka, P.O.Box 02,Belihuloya, lakshika@appsc.sab.ac.lk