

Study of the relationship between the Quality of Sport Services with satisfaction and behavioral tendencies in consumers Sport for all in Tehran City

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ABSTRACT: The purpose of this study was to study the relationship between the quality of sport services with satisfaction and behavioral tendencies in general sports users in Tehran. The research method is a descriptive correlation study that has been implemented in a field. The statistical population of this study was the total population of 4,250,000 people in Tehran in 2014. According to the Cochran table, 400 subjects were selected as the statistical sample. To collect data, personal characteristics questionnaire, quality of Chinese exercise services (Liu, 2008), Chou's athletes' satisfaction (2003) and behavioral tendencies of Rio et al. (2010) were used. The findings of the research showed that the quality of services affects the satisfaction of sport users. Also, the results of the research showed that the satisfaction of the general sports users affects their behavioral tendencies. There was a positive and significant relationship between perceived value and behavioral tendencies from athletes' point of view. According to the results of the research, it is suggested that coaches and public authorities of Tehran with increasing the quality of services provided will satisfy their consumers and will tend to re-enter them.

Keywords: Quality of service, Satisfaction, Behavioral tendencies, Public sport.

INTRODUCTION

Today, given the advancement of science and technology, any new change can have different effects on all aspects of individual, social and economic life of mankind. But the factors that affect human health are of particular importance. Regarding the existing conditions, physical activity is one of the most important factors affecting the health of people in the community. Reducing mobility and obesity has been a problem for today's societies and has had harmful consequences, which has doubled the need for physical activity. In general, exercise is important throughout life, and it makes people have the right time to spend their leisure time and have a great deal of impact on their physical and mental health. But regardless of the importance of exercise, a question that is always for researchers and professionals It has been argued that what kind of sport is useful for the community. Larsen (2002) states in response to this question that one of the main goals of policymakers and sports managers is designing programs that can reach as many people as possible from the community and help promote the general health of the community. In this regard, he states that community sport programs are programs that can be of great importance in this regard (Larsen, 2002). The quality of service, in fact, is the customer's perception of the level of success or failure in meeting expectations (Zeitamel & et al., 1990). Researchers typically utilize quality services by using the customer's assessment of the palpability, Having trust, Empathy, reliability, and Responsiveness of services provided by Parasuraman & et al. (1988) and first introduced by Zeitamel et al. (1990) They were taken, they counted. From the beginning of Zeitamel et al. (1990), quality of service is often measured by examining the perceptions and

expectations of different customers before and after obtaining services (Jao Chuan, 2008). Considering the mentioned issues and the importance of the quality of services and its role in customer satisfaction and their behavioral desires, the researcher is seeking to answer the question as to whether the relationship between the quality of sporting services and their satisfaction and behavioral tendencies in the general public sport users in Tehran is there or not.

Group and public sport in our country has a history of several thousand years. Traditional group games and sports have the educational-training function and can today be a factor in the process of socializing and internalizing social norms, helping to integrate and social solidarity, helping achieve human goals through socially accepted paths and contributing to adaptation. And adaptation to environmental conditions. Today, sport is one of the things that has come up with various titles in the world, and many groups deal with it in various ways. Some people are a professional athlete and amateur athlete. A group is a fan of sports and seeing programs, contests and sports shows, and others are spending their living through sports. Meanwhile, sport has a special place (Soon Yu & et al, 2004). Made However, there has been no research on the relationship between the quality of sporting services with satisfaction and behavioral tendencies in public sports clients in the country, which reveals the importance of this research. On the other hand, the use of management knowledge and its scientific achievements in organizations and sports sectors of our country has been considered less. This study provides a possibility for managers and planners of sport in Tehran to pay special attention to this and to recognize the role and impact of the quality of sports services on the behavior of individuals participating in public sports, and appropriate strategies for their satisfaction.

A recent study by Souza and Wouss (2002) suggested the strategic application of multi-dimensional definitions of quality to achieve competitive advantage in a dynamic business environment. In addition, some empirical research has shown that companies and organizations, based on their business and their strategic goals, provide quality definitions of quality. They agree with the idea that the definition of quality as a single and single dimension is somewhat pointless and confusing, because each quality dimension has certain strengths and weaknesses. Also, combining several definitions of quality can lead to different outcomes of quality and thus enable organizations to respond to market changes. Definitions of quality are still evolving (Souza & Voss, 2002). Sharma and Talwar (2007) state that it is necessary for organizations to introduce new definitions of quality that are in line with the changes, and to introduce ethics as a new and universal definition for the continuous development and welfare of humans (Sharma and Talwar, 2007). Service is a complex term. This word has a different meaning and includes a range of distinct services to serve as a product. This word also includes a wider range. A car or almost every physical product. If the seller does an effort to provide a solution to fulfill customer needs, he can be considered a customer service. The production and consumption of services can not be separated. The service is produced by the organization and consumed by the customer in every experience. These features are often referred to as intangibility, indivisibility, variability, mortality, and non-transferability of ownership in services. Today, the quality of goods and services is considered as a very important issue in organizations. Organizations whose job they provide services to their customers have recognized the increasing importance of service quality. The results of some researches in this field show that providing high-quality services is an important strategy for market take-up, return on investment, reducing production costs, developing and enhancing the productivity and success of organizations in today's highly competitive environment. . Also, providing high-quality services for organizations is a competitive advantage that can lead to organizational growth (Di Xie, 2005). Research conducted in the public and private sector services of the United States showed that the customer's perception of the services provided could lead to strategic benefits, re-purchases, more sales, and extensive language promotion. Therefore, it is important to understand the perception of quality customers for organizations that want to meet the needs of their customers. Also, Jae Chuan (2008) states that the study of the effects of various methods on the perception of the quality of services and goods by customers is an important part of marketing research (Jae Chuan, 2008).

According to the studies, concepts related to customer satisfaction and its measurement were first expressed by Oliver in 1977. He suggested customer satisfaction as a pleasant or enjoyable experience of past purchase of a product or service. Kim & et al (2006) classifies these needs into three basic, functional, and motivational categories. Fornell (1996), the Swedish indicator of customer satisfaction, and five years later, the American index of satisfaction was raised. Also, Weiss (2003) provided some methods for measuring customer satisfaction using some statistical models such as multiple linear regression and cluster analysis. In 1999, a multi-criteria model of customer satisfaction measurement was developed by Wyodis and Ciscus. This model was developed by the two people in the following years. In this model, the general and partial satisfaction of customers is calculated according to their judgments. Compared to statistical models, this model interferes customer judgments in assessing their satisfaction. In a case study in Australia, the relationship between The quality of service and value added have positively evaluated the customers' satisfaction and future intentions (China Leo, 2008). A study by Cronin and Taylor (1992) examined the cause-and-effect relationship between customer service quality and customer satisfaction. The results of the

research showed that there is a significant relationship between the quality of services perceived by customers and their satisfaction (Cronin and Taylor, 1992).

Hawat & et al (1998) in their research, in which 5283 participants in the Australian General Sports Facilities completed the SERVQUAL questionnaire, examined customer perceptions of the quality of service, satisfaction, and decision to return to them again. They gave. In this research, researchers created changes to this questionnaire. The results of this study showed that the main factor affecting customer perception of received services is the interaction and interaction of the manpower that provides these services. The researchers suggest that changes to this tool should be made to use the SERVQUAL instrument, in accordance with the sport, its services and its facilities (Hawat & et al., 1998). O'Neill & et al. (1999) conducted a study to measure the quality of service and the relationship between quality of service, customer satisfaction and customer re-sponsorship at a large-scale riding event sponsored by the Coca-Cola Company. 239 spectators completed the SERVQUAL questionnaire. The results of this research showed that: 1) from the viewpoint of the spectators, the venue of the competition has been able to provide them with satisfaction. 2) The services provided by the employees involved in the competition have been able to attract the audience's satisfaction. Also, part of the research showed that %96 of respondents generally felt satisfied with participating in the event. %77 of respondents said they will be participating next year and 88% said they would advise their friends to participate in the event the next year (O'Neill et al., 1999).

Theodorakis (2004) investigated the relationship between customer service quality and customer satisfaction using the Craft Sport Model. Sport Cervis has five dimensions (accessibility, reliability, responsiveness, physical ability (touchability and security) and is designed to measure audience perceptions of the quality of service in professional sports. This tool has 22 questions. Cronbach Alpha's researchers questioned this questionnaire between. To 91 /. announced. The results of the first study, in which 173 professional basketball players in Greece completed the questionnaire, showed that the level of confidence in the sports team is that the ability to answer the manpower involved in the match and the security is very low. Game environment (physical condition) and access to the hall were somewhat appropriate. The researchers suggest that sport managers have to plan accurately to attract and retain spectator sports. The researchers also emphasize that staff working in sports facilities should be skilled enough to be trained (Theodorakis, 2004). Attention to the quality of goods and services is a subject that is always considered by researchers and is not limited to a particular industry. In sport, the quality of goods and services plays an important role in the success of sports organizations. Athletes are always looking for the best services provided by the sports sector. Providing appropriate sports services can not only improve the satisfaction and support of athletes, it can also create behaviors in athletes, including verbal advertisements, which can help attract more athletes. Research on the quality of sporting services in the sports sector of the country has been carried out, but so far no research has been done on the quality of universal sport services and its consequences in the country, which the researcher is determined to do this with a special look at this issue.

Method:

In general, the purpose of this study was to study the relationship between quality of sport services with satisfaction and behavioral tendencies in Tehran's general sport users. Data was collected using a questionnaire. Then, the data were described without any interference or mental inference, and the relationship between the main variables of the research with their sub-sets was analyzed and analyzed. This descriptive research is a correlation type that has been implemented in the field. In this regard, the researcher has tried to describe and interpret a clear picture of the characteristics of the statistical society, which is what it is without any influence or interference with the results. In other words, in addition to the objective and actual description of the characteristics of the subject, the analysis and interpretation of the conditions and relations between the variables of the research were discussed. Disruptive variables that have been controlled for more credibility are the anonymity and the other only being ticking in the question options so that the participants express their true opinions without worrying about being identified. In order to avoid mistakes and ambiguity in how to complete the questionnaires, provide a justifiable letter of instruction in the beginning of the questionnaires. In the same letter, the confidentiality of the information was confirmed and the reason for the research was mentioned so that participants, responding to the importance of work, responded with more motivation and cooperation. Finally, with the credibility of formal and informal credits, they tried to get the questions open to participants clearly. The statistical population of this study is all people participating in general sport activities in Tehran in 1396. According to the statistics of the Tehran Municipality Sports Department, the population of the study is four million two hundred thousand people, organized in a variety of activities including morning exercise, health roads, swimming, bodybuilding, cycling. . . They will attend. The exact volume of the statistical community was determined based on an inquiry from the Tehran Municipality Sports Department. In order to determine the sample size in this research, stratified random sampling (female and male classes) was used and 400 participants were selected as participants in the research according to the number of Cochran community. To

collect the required data on the theoretical background of the research from foreign and domestic books, dissertations and publications, and to access articles related to the subject of research, different scientific sites were used and the researcher, by referring to libraries and scientific centers such as universities, needed information Has compiled itself. In this research, a questionnaire was used and general sports athletes in Tehran responded to these questionnaires. In this regard, after supplying questionnaires and assessing their validity and reliability, the questionnaires were distributed among athletes in coordination with the authorities of Tehran Municipality Sports.

According to the research objectives, a questionnaire was used to study the causal relationship between the quality of sport services with satisfaction and behavioral tendencies among the general public in Tehran. The questionnaires are in two parts. The first part deals with demographic characteristics such as age, level of education, and sports experience of the participant in the research (subject). The second part consists of 3 questionnaires that are appropriate to the research variables described below.

The Quality of Service Questionnaire was first designed and implemented by Parasurman et al. (1998). In 2008, China Liu created a change in the questionnaire and used it in a sporting environment. He cited Alpha Cronbach at 94/0. The questionnaire has 25 questions of five options that will be used to rate these options based on the Likert scale. The questionnaire of 25 response packets measures the quality of services in five dimensions: sensible factors, trust, accountability, assurance and sympathy. To assess the satisfaction of athletes participating in sport, a questionnaire of 12 questions of athlete satisfaction questionnaire (2003) was used. This questionnaire is rated based on the Likert scale (I totally disagree = 1 to fully agree = 5). Chou (2003) reported Cronbach's Alpha 0.86. To measure the behavioral attitudes of athletes participating in public sport in this research, a questionnaire of 5 questions was used by Rio et al. (2010). This questionnaire is rated based on the Likert scale (I totally disagree = 1 to fully agree = 5). Rio et al. (2010) reported that Cronbach's alpha was 0.78. Considering that the tool of this research was a questionnaire, the following were considered for face and content validity: relevance of questionnaire questions to the goals and assumptions of the research, observance of grammatical points consistent with the country's culture, proper appearance of the questionnaire, readable type (use of the pen Appropriate, interval between lines), the appropriate number of questions per page, the correct way of writing the words, and the determination of face and content validity, after confirmation by the professors of the guidance and counseling questionnaire, five physical education (sports management) professors . After receiving the completed questionnaires and reviewing them, the comments and suggestions were submitted. In this research, descriptive and inferential statistics were used to analyze the statistical data of the data in two separate sections. In the first section, descriptive analysis of data was presented in the form of frequency tables, averages, and standard deviations. Descriptive statistics section of the SPSS software was used. In the second part, with emphasis on a new method in the domain of structural equation modeling (which goes beyond multivariable analysis), LISREL and PPL software were used to examine the relationships between variables. In addition, all statistical tests were performed at a significant level ($\alpha = 0.05$).

Results:

The findings showed that the mean age of the subjects was 39.41 years and the minimum and maximum age of the subjects was 14 years and 91 years, respectively. The results showed that the highest frequency (145 persons) was related to the income of the group of one million to two million tomans, and the lowest (36) was related to the income group of three million and a thousand tomans and more. The results showed that the mean of tangible factors is 3.90, 4.04, 3.91, 3.90, and 3.84, respectively, while the average of service quality is 3.92 of the five points. This indicates that the quality of service is higher than the average level.

Table 1. Description of service quality

Variable	Average	Standard deviation	Minimum	Maximum
Tangible factors	3.90	0.87	1.00	5.00
reliability	4.04	0.82	1.00	5.00
Responsiveness	3.91	0.93	1.00	5.00
trust	3.90	0.91	1.00	5.00
Empathy	3.84	0.99	1.00	5.00
quality of service	3.92	0.81	1.00	5.00

Findings showed that the effect of reliability on consumer satisfaction is not significant. In other words, the effect of reliability on consumer satisfaction is not statistically significant. Therefore, the zero assumption is confirmed and it is stated that reliability does not affect the satisfaction of the general sport users in Tehran. The results showed that the subscale of tangible factors had no effect on the consumer satisfaction variable. Therefore, the zero assumption has been confirmed and it can be stated that the concrete factors do not affect the satisfaction of the general sport users in Tehran. Findings showed that the effect of empathy and consumer satisfaction is not

significant. In other words, the effect of empathy on the satisfaction of sport users in Tehran is not statistically significant. The results showed that the effect of accountability on consumer satisfaction is not significant. In other words, the ability to respond to the satisfaction of public sports users in Tehran is not affected.

Table 2. Effect of Ability Responsiveness on consumer satisfaction

Variable	Consumer satisfaction	
	β	t
Ability Responsiveness	- 0.007	0.060

$\leq t \text{ value} \leq + 1.96 \quad 1.96 -$

Findings and the analysis of structural equation modeling showed that service quality has a positive and significant effect on consumer satisfaction. In other words, the quality of services affects the satisfaction of the general public sport users in Tehran.

Table 3. Effect of service quality on consumer satisfaction

Variable	Consumer satisfaction	
	β	t
quality of service	0.73	10.39

$\leq t \text{ value} \leq + 1.96 \quad 1.96 -$

The results showed that the effect of consumer satisfaction on behavioral interaction has a positive and significant effect. In other words, the satisfaction of Tehran sport users is influenced by their behavioral interactions.

Table 4. The effect of satisfaction on consumer behavioral interactions

Variable	Behavioral interactions	
	β	t
Consumer satisfaction	0.99	8.25

$\leq t \text{ value} \leq + 1.96 \quad 1.96 -$

Discussion and Conclusion

The survey on demographic variables in the research community indicated that :
 The study of the age of the subjects showed that the mean age of the subjects was 39.04 years. The minimum and maximum age of the subjects was 14 years and 91 years. Findings of the research on the gender of the subjects under study showed that of the 328 subjects under study, 208 men (%63.4) and 120 women (%36.6) were women. Most of the research subjects (%36.9) had a diploma. Thereafter, the degree of associate (%29.9), undergraduate (%21.3), undergraduate (%6.7) and postgraduate (%2.5) were in the following rankings. Data analysis showed that the mean of experience of the participants in general sport activities was 9.54 years and the lowest and the most experienced subjects were 1 year and 50 years respectively. The results of the research regarding the income level of the subjects showed that the highest income for the income group is one to two million tomans. The results of the research on the description of the quality of services, satisfaction and behavioral tendencies of general sport users include :

Among the five dimensions of service quality, reliability factors with a mean of 4.04 and standard deviation of 0.82 had the highest mean and empathy with a mean of 3.84 and standard deviation of 0.99, had the lowest mean. Also, the results showed that the average quality of services was 3.92, which indicates that the quality of services of sports activities from the consumer point of view is moderate. Regarding the athlete's satisfaction variable, the results showed that the average satisfaction of athletes was 4.14 and this value was higher than the average level. Finally, the results showed that athletes' behavioral attitudes were 4.15 and higher than the average level. With increasing competition in the world today, the need for organizations to use a customer-centric approach to their marketing strategy has increased dramatically. Organizations have learned that attracting a customer is easy, but turning a customer into a customer loyal to the organization is overwhelming and difficult. Today's research has shown that customer satisfaction is not enough, but what matters is keeping customers and increasing their loyalty. This has gone beyond the service organizations and includes other sectors such as sports. Today, one of the most important concerns of club managers and sports marketers is the attraction and maintenance of athletes. In this regard, Chelladuraie and Chang (2008) say that in order to attract athletes to sporting environments, there is a need for precise marketing programs that can meet the needs of these athletes.

The results of the research showed that the quality of services affects the satisfaction of the general sport users in Tehran. Athletes, regardless of the type of sport and the type of sports requisition (amusement, amateur or professional), are important components of the sports industry. Robinson (2006) states the importance of athletes in the sports industry: As the customer is important to other industries, athletes are also important for the sports industry. To maintain athletes, providing the right services is essential. For a long time, the quality of services in business and business has been studied, but the concept of service quality in the last two decades has attracted a lot of attention in sports and recreational activities. Today, the study of the quality of services in the sports industry includes widespread areas such as professional sports, fitness programs, sports enthusiasts, recreational activities, leisure and tourism, and managers who work in these sports sectors have recognized the importance of quality services. Chelladuraie and Chang (2000) conducted studies on the various dimensions of the quality of services provided in sports organizations. The results of these studies showed that the quality of services provided in sports organizations is one of the most important factors for the success of such organizations. according to the above mentioned, it can be stated that the quality of services of general sport activities is one of the most important factors affecting the satisfaction of users of such programs.

The results of the research showed that satisfaction of sport users in general affects their behavioral tendencies. This finding is consistent with the results of researches by Howat & et al (1999), O'Neill et al. (1999), Lai (2004) and Lien et al. (2011). The prediction of effective factors on athlete's attitudes in sporting environments has always been one of the most important challenges for sports managers. Shank and Chelladuraie (2008) state that athletic managers should provide their careers with the prediction of factors affecting the behavior of athletes. Creating a relaxed environment for athletes and appropriate interaction with athletes, addressing the problems of athletes, providing sports services tailored to the needs of athletes, building trust in athletes through the services provided, innovating the services provided to athletes, and determining the appropriate price for the services provided. The athletes are among the things that, according to Calabuig & et al. (2010), can make athletes and their oral advertising available to their club's sports services for others, and reinforce the re-entry of athletes. On the other hand, knowing the expectations of athletes and meeting their needs can increase the emotional loyalty of athletes to a sports club. Athletes who are loyal to sports clubs are effective in verbal promotion and can also reduce many marketing costs. Regarding the mentioned cases, it can be stated that athletes' satisfaction with the quality of sports programs can affect their behavioral tendencies in the future. Therefore, sports managers can use this as a factor in advertising their programs.

The results of this study showed that reliability is not effective on the satisfaction of Tehran sport users in general. Therefore, it is suggested that athletes' problems are identified by trainers and general sports managers and measures are taken to resolve them. Creating a database of athletes and their problems can be useful in this regard. The results of this study showed that reliability is effective on the satisfaction of the general sport users in Tehran, therefore, to improve it, employing and training the human resources of sports programs such as sports field staff and coaches for proper interaction with athletes and understanding their needs and desires it is suggested. The results of the study showed that the tangible factors do not affect the satisfaction of the general sport users in Tehran. Therefore, it is suggested that tangible factors in sports spaces (including health services, tools used in gyms, outdoor sports halls, heating and heating systems Venues, athletes 'playgrounds and side services) and parks (including sports equipment and number of stations) and improve their condition in order to improve athletes' well-being. The results of the research showed that empathy was not effective on the satisfaction of Tehran sport users. Therefore, it is suggested that special needs of athletes should be considered according to their gender and age, and coaches and general managers of sport should try to resolve them. The results of the research showed that the responsiveness capability does not affect the satisfaction of the general sport users in Tehran. Therefore, it is suggested that the type of services provided to the sport users in sport spaces and parks is specified, as well as the timing of the delivery of the services carefully The athletes will be aware of the type of service. The results of the study showed that satisfaction with behavioral tendencies of the sport users in Tehran affects. Therefore, it is suggested that general sports managers, with the needs assessment and using the best programs, facilities and manpower, will satisfy the users of sport in general and while maintaining current athletes Their way of promoting their work to others.

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