The causal relationship between Quality of sports services with satisfaction and behavioral tendencies in Consumers sport for all

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ABSTRACT: The purpose of this study was to study the causal relationship between the quality of sports services with satisfaction and behavioral tendencies in public sports consumers in Tehran. The research method of this research is descriptive-correlational that has been conducted in the field. The statistical population of this study was all consumers of public sports in Tehran in 1399, numbering six million, two hundred and thirty thousand people, who according to the Cochran table, 240 people were selected as a statistical sample. To collect the research data, questionnaires of personal characteristics, quality of sports services of China Liu (2008), satisfaction of athletes Chu (2003) and behavioral tendencies of Rio et al. (2010) were used. Findings showed that the quality of services affects the satisfaction of consumers of public sports. The results also showed that the satisfaction of consumers of public sports affects their behavioral tendencies. There was a positive and significant relationship between perceived value and behavioral tendencies from the perspective of athletes. According to the results of the research, it is suggested that coaches and public sports officials in Tehran increase the quality of services provided to satisfy its consumers and make them want to attend again.

Keywords: Service Quality, Satisfaction, Behavioral Tendencies, Public Sports.

INTRODUCTION

Due to the progress of science and technology, any new change can have different effects on all aspects of personal, social and economic human existence. But among the factors that can impact human health, are of particular role. Given the current situation, one of the most important factors affecting public health, physical activity is. Reduced mobility problems of modern societies, obesity has a negative effect also has been the necessity of physical activity has doubled. In general, exercise is important at all stages of life and makes people have a good time for leisure activities and to meet their physical and mental health has a huge impact. But regardless of the importance of exercise, the question always researchers, and professionals What has been is what sports is useful stratum of society. Larson (2002) in response to this question states that one of the main goals of policymakers and athletic directors can design programs that more people from the community as much as possible and to improve the public health help. In this regard, he states that sport programs, including programs that can be very important in this context (Larson, 2002).

Quality of service, the customer's perception of the success or failure of its expectations (Zeithaml & et al., 1990). They are typically used to assess the quality of services to customers tangible, reliability, ability to empathize, reliability and accountability of services by Parasuraman and et al (1988) were presented for the first time by Zeithaml & et al (1990) used was taken measure. Since the beginning of Zeithaml & et al. (1990) by examining the perceptions and expectations of service quality often varied customers, is measured before and after acquiring services (Jao Chuan, 2008). Based on the foregoing, and the importance of service quality and its impact on customer satisfaction and behavioral tendencies, researchers seek answers to the question of whether the quality of sports services with satisfaction and behavioral tendencies in sport in Tehran consumers causal relationship there.

And popular team sport in our country's history of thousands of years. Traditional games and sports have been training and education functions today can be an important factor in the process of socialization and internalization of social norms, contribute to solidarity and social cohesion, contribute to the achievement of social and human targets by means accepted by adjustment and adapt to the environmental conditions to be considered. Today, sport is one of the issues that have been raised on various topics in the world and many different ways to handle it. Some people are professional athletes and amateur athletes. Fans and sports enthusiasts and watch programs, sporting events and plays and also some of the sport, spend their lives. The sport is a great place.

Because of the importance of sport in promoting public health, the factors affecting the growth and development has been the focus of attention of athletic directors. Research on the situation In a recent study by Sousa & Voss (2002), the strategic use of multi-dimensional definition of quality to achieve a competitive advantage in a dynamic business environment is proposed. In addition, some empirical studies have shown that companies and organizations according to their business and strategic goals, offer different definitions of quality. They agreed with this view and ideas that define quality as a single dimension and a single somewhat meaningless and confusing, because each dimension of quality has certain strengths and weaknesses are. Combining multiple definitions was also about quality can lead to a variety of quality outcomes, and therefore enables organizations to respond to market changes made in the definitions of quality is still growing and development of (Sousa & Voss, 2002).

Services is a complicated word. This word has a different meaning and a range of specific services to serve as a product takes. It also includes the word even wider range. A car or virtually any physical product if the seller attempts to provide solutions to meet the customer needs to do, it can be considered to serve the customer. Production and consumption of services can not be separated from each other. Production and customer service organizations in the consumer experience. These features often as intangibility, inseparability, variability, mortality, and lack of transfer of ownership of the product are discussed. Today, the quality of goods and services considered as a very important issue in organizations. Organizations that work to provide services to its customers, to recognize the increasing importance of service quality. The results of some research in this area shows that providing high quality services, a key strategy to seize the market, return on investment, lower production costs, development and promotion of productivity and organizational success in today's competitive environment. As well as providing high quality services for enterprises a competitive advantage that can lead to organizational growth is taken into account. Research conducted in the public and private sectors of the United States of America services showed a positive customer perception of service can be a strategic advantage, repurchase, sales and promotion of the language is widespread. So to understand the customers 'perceptions of quality for organizations that want to satisfy their customers' needs, is essential.

According to various studies, the concept of customer satisfaction measurement, first described in 1977 by Oliver. He, customer satisfaction as pleasant or enjoyable experiences of past purchases the product or service being offered. Cano (1991) into three categories: basic needs, functional and motivational classified. Fornell (1996) Swedish Customer Satisfaction Index and 5 years later, the American index raised. The Varva (1997) using some statistical methods such as multiple linear regression, cluster analysis, the methods for measuring customer satisfaction. In 1999, a multi-criteria model for measuring customer satisfaction was expressed In 2008 research partners to assess the customer's perceived value of professional services performed and the results were positive relationship between these two categories. In this regard, Becker and colleagues were able to evaluate the positive impact of organizational and technological implementation of CRM on capturing, satisfaction and retain customers to prove, as well as Murray and Howat (2008) conducted a case study in Australia, the relationship between quality of service and value received, customer satisfaction and future plans were a positive correlation (Chin Liu, 2008). A study Cronin & Taylor (1992) have done, cause-effect relationship between service quality and customer satisfaction were examined. The results showed that the quality of service perceived by customers and their satisfaction there is (Cronin & Taylor, 1992).

Howat & et al (1998) in their study, in which 5283 people participated in the recreation center, public sports Australia had completed the questionnaire SERVQUAL, customer perception of service quality, satisfaction and decided to return again they examined respectively. In this study, researchers induced changes on the questionnaire. The results showed that the most important factor influencing customers' perceptions of services received, interactions manpower is providing these services. The researchers suggest that the use of SERVQUAL tool, according to the sport, services and facilities related to it, should changes occur in the device (Howat & et al, 1998). Onil & et al (1999) study to measure the quality of service and the relationship between service quality, customer satisfaction and return customers surfing event that was sponsored by Coca-Cola Company, did. SERVQUAL questionnaire completed 239 spectators. The results showed that: 1) that of the audience, the event was able to provide their consent. 2) services provided by the employees involved in this match, was able to draw the audience satisfaction. Also part of the survey results showed that %96 of respondents were satisfied in general to participate

in this event. % 77 of respondents stated that they will participate in the next year and % 88 stated that they would recommend to your friends to participate in the event next year (Onil & et al., 1999).

Theodorakis (2004) The relationship between service quality and customer satisfaction using servo pattern studied sports. Sports Cedar has five dimensions (access, reliability, responsiveness, physical ability (palpable), and security), and to measure audience perceptions of quality of services in professional sports design. The tool has 22 questions. The researchers Cronbach's alpha of the questionnaire between 0.91 to 0.62. Have announced. The results of the first study in which 173 spectators professional basketball in Greece questionnaires were completed, showed that confidence in the sports team, the accountability of personnel involved in the race and security is very low. Environment (physical condition) and access to the gym was somewhat appropriate. The researchers suggest that athletic directors to attract sports fans and keep them there must be careful planning. The researchers emphasized that the staff of sport facilities should be trained and proficient in their work (Theodorakis, 2004).

Due to the quality of goods and services is an issue that is always being used and is not limited to a particular industry. Quality goods and services at sports sports organizations plays an important role in success. Athletes are always looking for the best services and sports sectors. Provide appropriate exercise can not only satisfy and retain athletes, but athletes can lead to the formation of behaviors including verbal propaganda, which can also help to attract more athletes.

Method:

In general, the purpose of this study, the causal relationship between satisfaction and behavioral tendencies of consumers with quality sports services Sport in Tehran that the data were collected using a questionnaire. The data were described without interference or mental deduction and also between the main variables together with a subset of the study and were analyzed.

This cross-correlation that has been implemented in the field. In this regard, the researcher has tried to provide a clear picture of the characteristics of the population, that is without any influence and interference in the results, describe, and interpret. In other words, in addition to describing the objective characteristics subject to analysis and interpretation of the relationship between variables was investigated.

The results were controlled for more credit disruptive variables that anonymity and the other one was just checking options to participants' questions without fear of detection, realistic to express their opinions. To avoid confusion in how to complete the questionnaire, in a letter of explanation should be given the necessary instructions in the questionnaire. In the same letter, the confidentiality of the information has been verified and were referred for study participants to understand the importance of work, answer questions with more cooperative, motivated. Finally, with established face and content validity Ratings tried to questions from participants are given clearly enough.

The population of the study, all participants in sport activities is in Tehran in 1393. According to the sports section of Tehran, the statistical population is two million and one hundred and ten thousand public that they are organized in a variety of activities including exercise in the morning, road safety, swimming, fitness, biking. They will attend. The exact size of the study population on the basis of inquiries made exercise part of Tehran was determined. To determine the sample size in this study, stratified random sampling method (class females and males) were used and in terms of society and the Cochrane 384 athletes as research participants (subjects) were selected as the 328 athletes (85 percent) returned completed questionnaires.

To collect the required data on the theoretical underpinning of books, theses and publications at home and abroad and to acquire articles related to the subject, from different scientific sites and researcher by visiting libraries and research centers such as universities required information has compiled itself. In this study, a questionnaire was used for the athletes and sport in Tehran responded to the questionnaire. In this regard, the preparation of questionnaires, and the validity and reliability of them, in coordination with the Municipality of Tehran sports officials, athletes and distribution of the questionnaires were collected. The research aims to study the causal relationship between the quality of sports services and behavioral tendencies in consumer satisfaction questionnaire was used sport in Tehran. The questionnaire is in two parts. The first part related to demographic characteristics such as age, education and sport activities participants in the study (subjects) is. The second part contains 3 questionnaire that fits variables which are described below.

Questionnaire quality of service for the first time by Parasurman and etal (1998) were designed and used. In 2008, Chin Liu made changes in the questionnaire and applied it in a sports environment. Cronbach's alpha has it with him 0.94. This questionnaire has 25 questions with five options of scoring these options is based on the Likert scale. The survey of 25 closed, the quality of services in five tangibles, reliability, responsiveness, assurance and empathy measures. To measure the satisfaction of athletes participating in sport, athletes satisfaction questionnaire of 12 questions Chu (2003) was used. The questionnaire based on the Likert scoring scale is measured (1 = strongly disagree to strongly agree = 5). Chu (2003) reported Cronbach's alpha of the questionnaire 0.86.

To measure behavioral tendencies athletes participating in sport in this study, the 5 questions questionnaire Rio et al (2010) was used. The questionnaire based on the Likert scoring scale is measured (1 = strongly disagree to strongly agree = 5). Rio et al (2010) reported Cronbach's alpha of the questionnaire 0.78. According to the research instrument was a questionnaire, the following for face and content validity were considered: the questionnaire related to the objectives and hypotheses, observing the rules of grammar consistent with the culture of the country, the appearance of questionnaire, legible type (using brushes Proper spacing between lines), the appropriate number of questions per page, writing words correctly and to determine the content validity, after approval by professors and advisors questionnaires to view 5 professors of physical education (Sports Management) reached. Upon receipt and review of questionnaires sent, comments and recommendations were applied.

In this study, for statistical data analysis, descriptive and inferential statistics were used in two separate parts. The first part is a descriptive analysis of the data in the form of frequency tables, mean, and standard deviation were presented. Descriptive statistics were used SPSS software. In the second part, with emphasis on the new approach in the area of structural equation modeling (that is beyond the multivariate analysis), to examine the relationships between variables LISREL and PLS was used. In addition, all statistical tests the level of significance ($\alpha = 0.05$) were put to the test.

Results:

The findings showed that the average age of participants is 39/41 years and the minimum and maximum age of the subjects was 14 years and 91 years. Results showed that the most frequent (n = 145) of income related to one million to two million dollars, and the lowest prevalence (36) of the Group's income from its three million dollars and more. Results showed that, on average tangible factors 3/90, 4/04 reliability, responsiveness 3/91, 3/84 reliability and empathy is 3/90 while the average quality of service is 3/92 to score five This suggests that quality of service is above average.

Table 1. Describing the quality of service

Variable	statistic			
	Mean	Standard deviation	Minimum	Maximum
Tangible factors	3.90	0.87	1.00	5.00
Confidence	4.04	0.82	1.00	5.00
Accountability	3.91	0.93	1.00	5.00

Results showed that the effect of reliability on consumer satisfaction, were not significant. In other words, the effect is not significant in terms of reliability on consumer satisfaction. The null hypothesis is confirmed and stated that the reliability of consumer satisfaction not affect Tehran's sport. Results showed that in scale factors are tangible impact on consumer satisfaction. Therefore, the null hypothesis can be verified and stated that tangible factors on consumer satisfaction not affect Tehran's sport. Results showed that the effect of the empathy and the satisfaction of consumers, the impact is not significant. In other words, the effect of empathy on consumer satisfaction sport in Tehran is not statistically significant.

Results showed that the effects of accountability on consumer satisfaction, the impact is not significant. In other words the ability to respond to consumer satisfaction is not affected sport in Tehran.

Table 2. Effect of accountability on consumer satisfaction

components	Consumer satisfaction		
	t		β
Accountability	0.060	-	0.007
n = 328			
	-	1.96 ≤ t value≤ + 1.96	

Results and analysis of structural equation modeling showed that service quality is significant and positive impact on consumer satisfaction. In other words, the quality of service the consumer satisfaction is affecting the sport in Tehran.

Table 3. The effect of hedging on consumer satisfaction

variable	Consumer satisfaction	
	t	β
Quality of Service	10.39	0.73
n = 328		
	- 1.96 ≤ t value≤ + 1.96	

Results showed that the effect of consumer satisfaction and significant positive effect on behavioral interactions. In other words, consumer satisfaction is influencing their behavior interactions sport in Tehran.

Table 4. The effect of satisfaction on consumer behavioral interactions

variable	Behavioral interactions	
	t	β
consumer satisfaction	8.25	0.99
n = 328		

- 1.96 ≤ t value≤ + 1.96

Discussion and conclusion:

Survey on demographics in society consists of the following: Assessment of the age of the participants showed that the average age of the subjects was 39/04 years minimum and maximum age of the subjects was 14 years and 91 years. The results showed that the gender of the subjects studied 328 subjects, 208 men (% 63/4) and 120 females (36/6 percent) are women. More subjects in the study (36/9 percent) had a high school diploma. Then the associate degree (29/9 percent), bachelor's (21/3 percent), school education (% 6/7) and postgraduate (5/2) were next in the ranking. Results showed that average work experience of participants in the sport for 9/54 years and the lowest and most experienced subjects is 1 year and 50 years. The results showed that participants with the highest frequency of income related to income group is one to two million dollars.

The results are described in terms of service quality, satisfaction and behavioral tendencies of consumers in the sport following impressions: Among the five dimensions of service quality, factors 4/04 reliability with a mean and standard deviation of 0/82 had the highest average and the ability to empathize with the average standard deviation of 3/84 and 0/99 has the lowest mean. The results also showed that the average quality of service 3/92, which suggests that the quality of sport activities from the perspective of the average consumer. The satisfaction of athletes, the results showed that the average satisfaction athletes 4/14, and this amount is above average. Finally, the results showed an average of 4/15 behavioral tendencies athletes, and this amount is above average.

With increasing competition in today's world, organizations need to take advantage of customer-centric approach in its marketing strategy, has increased dramatically. Organizations have learned that it is easy to attract customers, but the customer into a loyal customer organizations and difficult task. Today, research has shown that customer satisfaction is not enough, but what is important is to maintain customers and increase their loyalty. This service organizations and other sectors beyond such exercise is also included. One of the main concerns of the clubs and sports marketing to attract athletes and maintain them. In this regard, Shonk & Chelladuraie (2008) argue that to attract athletes to the sport setting, there is no precise marketing programs that meet the needs of the athletes, it seems necessary. The results showed that the quality of sport in Tehran on consumer satisfaction affects the findings with results Cronin and Taylor (1992), Howat (1998), Onil (1999), Shonk & Chelladuraie (2008) is consistent.

Athletes regardless of sport and sports needs (recreational, amateur or professional), are considered important components of the sports industry. Robinson (2006) argues about the importance of athletes in the sports industry: As customer is important for other industries, and the athletes are also important for the sports industry. To protect athletes, providing appropriate services for them is essential. Quality of service in business and trade has long been studied, but the concept of quality of services in the last two decades in sports and recreational activities have drawn much attention. The large and extensive study of the quality of services in the sports industry, including professional sports, activities, fitness programs, spectator sports and recreational activities, leisure and tourism surrounds and managers working in the sports sector have recognized the importance of quality of service. Chelladuraie and Chang (2000) study on the quality of services provided by the sports organizations have done. The results showed that the quality of services provided in sports organizations is one of the most important factors for the success of such organizations. The results showed that consumer satisfaction is affecting the sport on their behavioral tendencies that blessing with the results of research Howat (1999), Onil (1999), Lay Lay (2004) are consistent. Predictive factors influencing the behavior of athletes in sports environments has always been one of the most important challenges of sport managers. Shonk & Chelladuraie (2008) reported that athletic directors have to predict factors influencing the behavior of their players to provide grounds maintenance. Create a quiet environment for the athletes and good interaction with the athletes, addressing the problems of athletes, sports services tailored to the needs of athletes, athletes build confidence in the service provided, innovation in services provided to athletes and determine the appropriate price for services rendered athletes, On the other hand knowledge of the expectations and needs of their athletes can cause emotional allegiance to a sports club's athletes. Loyal athletes to sports clubs effective means of verbal propaganda and can also reduce a lot of marketing costs. Given the foregoing, it can be stated that the consent of the athletes of the quality of sports programs in the future could affect their behavioral tendencies. The athletic directors can use this as a catalyst for advertising their programs.

The results showed that the reliability of consumer satisfaction not affect Tehran's sport, it is suggested that the problems of athletes by coaches and sport leaders are identified and measures taken to solve them. Create a database of athletes and the problems they may be useful in this regard. The results showed that the reliability of consumer satisfaction sport in Tehran is effective, therefore, to improve the recruitment and training of human resources programs including sport athletic staff and trainers spaces for interaction with athletes and understand the needs and demands of it is suggested. The results showed that tangible factors on consumer satisfaction sport in Tehran is not effective, it is suggested that tangible factors in athletic spaces (including health services, tools used in gyms, sports halls physical space, water and heating pavilions, sports lounge and additional services) and parks (including sports equipment and the number of stations) has been revised and well-being of athletes to improve their situation. The results showed that the ability of empathy on consumer satisfaction sport in Tehran is not effective, it is proposed to consider the special needs of athletes by gender and age and to meet the coaches and managers their sport for all are working on. The results showed that the ability to respond to consumer satisfaction not affect Tehran's sport, so in this regard it is suggested that the type of services offered to consumers of sport in the sport spaces and parks identified and also the time of services is also carefully examined and athletes are aware of the type of service. The results showed that satisfaction on consumer behavioral tendencies sport in Tehran is effective, it is suggested that sport managers with assessment and use of the best programs, facilities and manpower satisfied consumers of sport and the current preserve sports they promote through their work for others.

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