

# Analysis of communication model of service quality, satisfaction, electronic trust with customer loyalty of sports websites

Mohsen Bagherian Farah Abadi<sup>1</sup>, Seyed Hatf Mirdozandeh<sup>2\*</sup> and Fatemeh Ravanfar<sup>3</sup>

1. Assistant Professor of Sports Management, Islamic Azad University, Science and Research Branch, Department of Physical Education, Tehran, Iran.
2. PhD Student in Sports Management, Islamic Azad University, Science and Research Branch, Tehran, Iran.
3. Master of Sports Management, Islamic Azad University, Science and Research Branch, Tehran, Iran.

**Corresponding author:** Seyed Hatf Mirdozandeh

**ABSTRACT:** The purpose of this study was to analyze the communication model of service quality, satisfaction, e-trust with customer loyalty of sports websites. The research method is descriptive-correlational according to the subject and data collection was applied in the field using a questionnaire and in terms of using the results. The statistical population of this study includes all customers of the sports website of Channel 3, which was selected as a sample sample based on the Cochran's formula of 384 people due to the uncertainty of the number of people. Simple random sampling method was used to perform sampling in this study. For data collection, Moghimi and Ramezan (2015) Quality of Service Questionnaire, Kim et al. (2011) electronic satisfaction, trust and loyalty questionnaire were used. The obtained data were analyzed using descriptive statistics tests, Chrons and elongation, Pearson and structural equation modeling. It should be noted that in this study, SPSS software version 25 and PLE software were used at an error level of 0.05. The results of the tensile and tensile tests show that the data of the mentioned variable are normally distributed. The results showed that the quality of service is related to e-satisfaction, e-trust, e-loyalty of customers, sports websites, e-satisfaction is related to e-trust and e-loyalty of customers, sports websites, e-trust is related to e-loyalty, customers and sports websites. The ultimate model is quality service, satisfaction, e-trust, customer loyalty, sports websites.

**Keywords:** Service Quality, E-Satisfaction, E-Trust, E-Loyalty, Sports Websites.

## INTRODUCTION

In recent years, studies on service quality have attracted a great deal of interest among marketing and research researchers. The superior quality of services enables a company to differentiate itself from other competitors and to gain a number of competitive advantages in comparison with them. Increasing the quality of service increases customer satisfaction, as well as increasing customer attention, positive word-of-mouth advertising, reducing staff turnover, and improving the company's financial performance (Ladhari, 2009). They do not buy it. They buy the service because the service and the quality associated with it, given their right to choose, has offered them the best value of perceived service. Because attracting new customers in competitive markets is so difficult, and companies' profitability results from customer loyalty, marketers have shifted their focus from customer satisfaction to building loyalty (Chiou, 2004). Thus, customer loyalty to email services can be defined as: When customers have a favorable attitude to the services provided by email services, they have little inclination to change their email service and remain a loyal customer as a loyal customer. Among other things, e-satisfaction is another factor that can affect e-loyalty to e-mail services. In general, customer satisfaction is the collective result of the perception, evaluation, and physiological reaction of the customer to the experience of consuming the product or service. Trust is defined as the

belief in the capabilities of e-service provider websites, such as competence, honesty, and benevolence, to fulfill their customer relationship obligations (Chen, 2012). Together with customer satisfaction, they form a dynamic process that takes place after a specific period of time. Trust refers to a sense of security and a desire for dependence on one person and one thing (Kim & et al., 2011). Therefore, customer loyalty is a level of high interest in companies, and has a direct impact on a company's revenue and profitability. Attracting trust, satisfaction, and creating and maintaining customer loyalty, given the role of quality and service in virtual environments, is a strategic issue in e-commerce; Because the issues of customer loyalty, quality, service, satisfaction and trust have always been a major issue in building and building a competitive advantage. In recent decades, with increasing competition in the markets, organizations have realized the importance of customer satisfaction and loyalty to their customers and have realized that retaining the organization's current customers is far less costly than attracting new customers. For today's organizations, customer satisfaction alone is not enough; they need to make sure that their satisfied customers are loyal to everyone. Documentary studies show that a 5% increase in retaining existing customer numbers can lead to a profitability of 25 to 95% in various industries. Free, verbal, loyal customers, increasing the possibility of predicting revenue streams in different market segments, followed by lower cost targeting. with the same attitude of e-loyalty, customer willingness to revisit an e-business. It is defined based on past experiences and future expectations (O'Callaghan & et al., 2005). Therefore, it is important for email service providers to know what their customers want and how they can persuade them not to change their email service. Is effective. Other factors affecting users' loyalty to various websites are their satisfaction with the products offered on the website or even the features of the website. Kim & et al (2011) also stated that customer satisfaction due to service quality, change costs, and access to more attractive alternatives has a significant impact on customers' decision to continue or disconnect from their previous e-mail service (Kim & Shin, 2009). Managers, on the other hand, often use quality, service, and customer satisfaction measurements to evaluate customer satisfaction. Quality of service and customer satisfaction are sometimes used interchangeably, when they are separate concepts but with everyone. Perhaps the key factor that can differentiate between these two variables is that satisfaction is based on experience, while the quality of service is not. That is, one must have experienced satisfaction or dissatisfaction with a product, but no experience is needed to shape an understanding of quality (Shilbury & et al., 2003). In fact, improving the quality of services is considered a vital strategy for success and survival in today's competitive environment. Organizations need to monitor and review information related to customer perceptions to see if the organization has met customer needs. In the midst of the growth and expansion of e-commerce in today's world, customer trust has become very important. Electronic services provide a unique opportunity for businesses to offer new models for value creation for customers. The quality of electronic services has a great impact on the mental judgments of customers, of services, plays an important role in building trust in them. Trust in e-commerce is very important due to the lack of uncertainties and risks arising from the use of technology, the protection of financial, personal, personal and transactional information (Kim & et al., 2009). Evidence shows that the main reason for customers' reluctance to buy online is related to issues such as security and privacy, corporate reliability, and website technology. Given all of the above, the purpose of this study is to analyze the communication model of quality, service, satisfaction, e-trust with customer loyalty, sports websites and websites. Because this study analyzes the communication model of quality of service, satisfaction, e-trust with customer loyalty, sports websites, and examines this important goal, which is one of the factors of quality of service, satisfaction, e-trust with customer loyalty, sports websites and They are important. The researcher decided to investigate such a study.

### **Methodology:**

Since the purpose of this research is to analyze the communication model of service quality, satisfaction, e-trust with customer loyalty, sports websites, the research method is descriptive and survey-based according to the research topics and objectives, and the data are collected. The questionnaire will be used and the results will be used. The statistical population of this study includes all customers who use the services of a sports website, network, or network. Given that the statistical population is infinite, the Cochran formula with an infinite population is used to determine the sample size. The sample size of this research is based on the Cochran's formula of 384 people. Available random sampling method was used to select a sample from this statistical population. E-loyalty is the desire of customers to revisit an e-business based on past, present and future experiences. Electronic loyalty in this study is a set of scores that are assigned by participants to the standard e-loyalty questionnaire of Kim & et al. (2011). Also, the scoring method in this questionnaire is Likert value (strongly disagree; disagree; nine agree, no disagree; agree; strongly agree). In this study, five questionnaires were used. In line with the set goals, cognitive demographic questionnaires were designed by the researcher himself and include objective variables such as gender, marital status, age, level of education. The quality of services in this study is a set of scores that are given by the participants to the standard questionnaire of quality of services, Moghimi & Ramezan (2016). Also, how to score in this

questionnaire is Likert.. Electronic satisfaction in this study is a set of scores that are assigned by participants to the standard questionnaire of electronic satisfaction, Kim & et al (2011). Also, how to score in this questionnaire is Likert.. The meaning of e-Trust in this study is the set of scores that are given by the participants to the standard questionnaire of e-Trust, Kim & et al (2011). Also, how to score in this questionnaire is Likert.. Electronic loyalty in this study is a set of scores that are assigned by participants to the standard e-loyalty questionnaire of Kim & et al (2011). Also, Also, how to score in this questionnaire is 5 Likert. In order to determine the validity of the questionnaires, first the questionnaires, along with general and specific objectives, were presented to 10 specialists (professors of physical education and sports sciences, sports management orientation), in order to apply their opinions in the following cases. In addition to conducting a preliminary study to determine the sample size, as mentioned earlier, the reliability of the questionnaire was also examined to diagnose performance limitations and eliminate possible ambiguities. For this purpose, the Cronbach's alpha coefficient method was used. Finally, Cronbach's alpha was calculated for each of the research indicators. Given that most of the obtained coefficients are greater than 0.70, the reliability of the instrument is acceptable, and this indicates the internal correlation between the variables to measure the concepts in question, and thus the instrument can be said to be reliable or presentable. The present research is a descriptive-survey type which is applied in terms of purpose of the research series. In this research, the findings were analyzed in two sections: descriptive and inferential. In the descriptive section, frequency distribution tables were used and in the inferential statistics section, with the assumption of naturalness, data distribution, the structural equation model test was used. All statistical operations were performed according to the specific objectives of the research, using SPSS software version 1 and SPSS software version 25, and the significance level of the tests was considered  $P < 0.05$ .

**Results:**

The results showed that out of 384 statistical samples, 278 were male (72.4) were male and 106 were female (27.6) were female. Therefore, it can be said that the majority of customers, services, websites, sports, networks are three men. 128 subject (33.3) were single and 256 subject (66.7) were married. Therefore, it can be said that the majority of customers, services, websites, sports, networks and networks are married. Findings also showed that 39 person 10.2 % of the statistical sample of subjects was less than 25 years old, 81 person 21.1 % of the statistical sample of subjects aged 26 to 33 years, 66 person 17.02 % From the statistical sample of subjects aged 34 to 41 years, 90 person 23.4 % of the statistical sample of subjects aged 42 to 49 years, 51 person 13.3 % of the statistical sample of subjects aged 50 to 57 years and 57 person 14.8 % of the statistical sample of subjects are more than 57 years old, so it should be said that the majority of customers, services, websites, sports, network, three are aged 42 to 49 years. The results showed that there is a good relationship between quality of service, e-satisfaction of customers, sports websites, which is a positive and direct relationship ( $r = 0.795$ ) and at a distance of ( $\pm 0.6 \pm 0.9$ ) and This means that the intensity of the relationship between quality of service, e-satisfaction of customers, sports websites and websites is strong. The calculated coefficient of determination also shows that 63.202 percent of the quality of services, sports websites, is explained through their electronic satisfaction.

Table 1. Estimation of Pearson's test coefficient to examine the relationship between quality and service with electronic trust customers sports websites

Variable	Electronic loyalty, customers, sports websites			
the quality of service	Number	Pearson correlation coefficients	Significance level	The coefficient of determination
	384	0.861**	0.001	74.132

The results show that there is a good relationship between the quality of services, with the electronic trust of customers, sports websites, which is a positive and direct relationship ( $r = 0.861$ ) and at a distance of ( $\pm 0.6 \pm 0.9$ ) and this means that the intensity The relationship between quality of service and e-trust of customers, sports websites and sports websites is strong, and the calculated coefficient of determination indicates that 74.132% of the quality of service of sports websites is explained by their electronic trust. With e-customer loyalty, there are sports websites that have a positive and direct relationship ( $r = 0.872$ ) and at a distance of ( $\pm 0.6 \pm 0.9$ ) and this means that the intensity of the relationship between quality of service and e-loyalty of customers Sports websites are strong, and the calculated coefficient of determination also shows that 76.038% of the quality of services, sports websites, is explained through their electronic loyalty.

Table 2. Estimation of Pearson test coefficient to examine the relationship between e-satisfaction and e-trust of customers, sports websites

Variable	Electronic loyalty, customers, sports websites			
Electronic satisfaction	Number	Pearson correlation coefficients	Significance level	The coefficient of determination
	384	0.702**	0.001	49.280

Significance at the level of 0.001

The results show that there is a good correlation between e-satisfaction and e-loyalty of customers, sports websites, which is a positive and direct relationship ( $r = 0.702$ ) and at a distance of  $(\pm 0.6 \pm 0.9)$ . This means that the intensity of the relationship between e-satisfaction and e-loyalty of customers, sports websites and websites is strong. Also, the calculated coefficient of determination shows that 49.280% of the electronic satisfaction of sports websites is explained through their electronic loyalty. The results show that there is a good relationship between e-satisfaction with e-loyalty, customers, sports websites, which is a positive and direct relationship. ( $r = 0.774$ ) and at a distance of  $(\pm 0.6 \pm 0.9)$  and this means that the intensity of the relationship between e-satisfaction and e-customer loyalty Sports websites are strong, and the calculated coefficient of determination also indicates that 59.907% of e-satisfaction is attributed to sports websites through their electronic loyalty. E-Loyalty Customers There are sports websites that have a positive and direct relationship ( $r = 0.829$ ) and a distance of  $(\pm 0.6 \pm 0.9)$  and this means that the strength of the relationship between e-Trust and e-Loyalty Sports sites are extremely strong. The calculated coefficient of determination also shows that 68.724% of the electronic trust of sports websites is explained through their electronic loyalty.

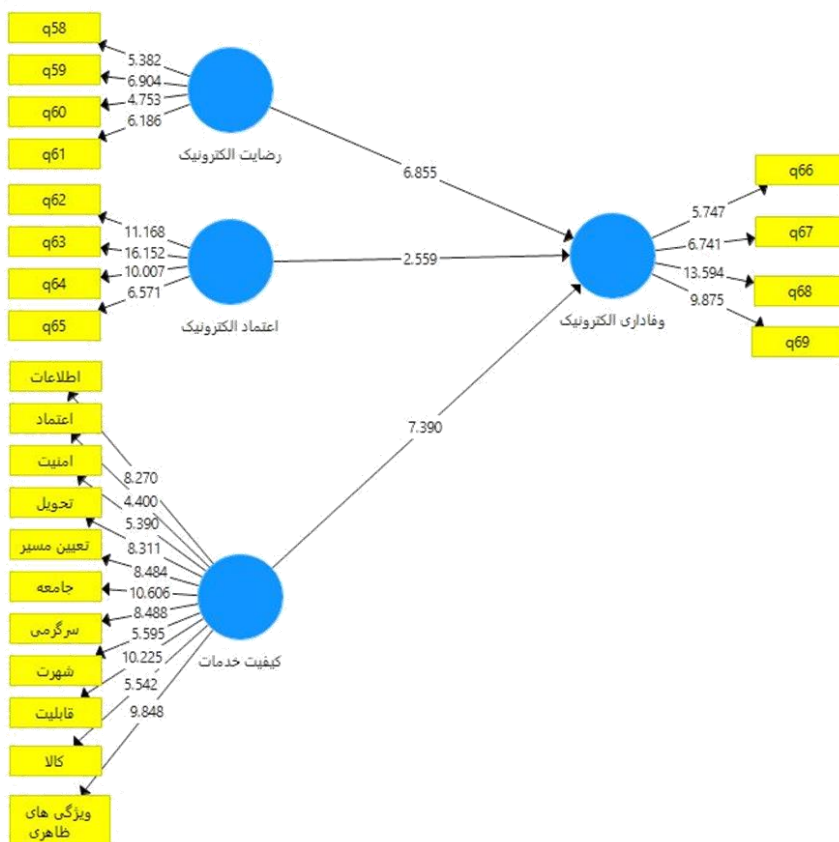


Figure 1. Model of quality, service, satisfaction, e-trust, customer loyalty, sports websites, in a meaningful state

Given the above figure, all significance coefficients of T are greater than 1.96, which confirms the significance of all questions and relationships between variables at a confidence level of 0.95.

Table 3. Estimating the direct effects of variables on quality, service, satisfaction, e-trust, customer loyalty, and sports websites.

independent variable	The dependent variable	the amount of	P. Val ue	Effect coefficient
Electronic consent	Electronic loyalty	0.498	0.001	Is confirmed
Electronic trust		0.118		
the quality of service		0.610		

Based on the results in the table above, the effect value of the electronic satisfaction variable coefficient with electronic loyalty of customers, sports websites is equal to 0.498, the effect value of the electronic trust variable coefficient with electronic customer loyalty, sports websites sports equal to 0.118, the effective value of the coefficient The variable of quality of service, with electronic loyalty, customers, sports websites, is equal to 0.610, and is statistically significant. Sports is relevant, it is approved.

**Discussion and conclusion:**

The aim of all present research was communication model, quality of service, satisfaction, e-trust, customer loyalty, sports websites. The research method was descriptive and correlational according to the subject and objectives of the research and the data collection was applied in a field using a questionnaire and in terms of using the results. The statistical population of this study includes all customers, website, sports website, network 3, which due to the uncertainty of the number of customers, based on the Cochran's formula, 384 people were selected as the sample size. Simple random sampling method was used to perform sampling in this study.

For data collection, Cognitive Demographic Questionnaire, Questionnaire 58 Questions of Quality of Services, Moghimi & Ramezan (2016) , Questionnaire 4 Questions of Satisfaction, Trust and Electronic Loyalty, Kim & et al (2011) were used. The data were obtained and analyzed using descriptive statistics, chi-square and elasticity tests, Pearson test and structural equation model. It should be noted that in this study, SPSS software version 25 and PLE software were used at an error level of 0.05. The results of the tensile and tensile tests show that the data of the mentioned variable are normally distributed. The results showed that the quality of service is related to e-satisfaction, e-trust, e-loyalty of customers, sports websites, e-satisfaction is related to e-trust and e-loyalty of customers, sports websites, e-trust is related to e-loyalty, customers and sports websites. The ultimate model is quality service, satisfaction, e-trust, customer loyalty, sports websites.

The results of the descriptive test of the gender variable show that out of 384 statistical samples, 278 were male (72.4) were male and 106 were female (27.6) were female. The results of the descriptive test of the variable of marriage show that out of 384 statistical samples, 128 were single (33.3) single and 256 were (66.7) married. The results of the descriptive test of the age variable show that out of 384 subjects of the statistical sample, 39 person was 10.2% of the statistical sample of subjects less than 25 years old, and 81 person was 21.1% of the statistical sample of subjects aged 26 to 33 years old, 66 person 17.2% of the statistical sample of subjects aged 34 to 41 years, 90 person 23.4% of the statistical sample of subjects aged 42 to 49 years, 51 person 13.3% of the statistical sample of subjects aged 50 year Up to 57 years old and 57 people 14.8% of the statistical sample of subjects are more than 57 years old. The results of the descriptive test of the variable status of education show that out of 384 subjects of the statistical sample, 70 participant (18/2) has a diploma and a sub-diploma, 62 participant (16/1) has a diploma, 157 participant (40.9) Bachelors and the number of 95 participants (24/7) were Bachelors and above.

The results of this study indicate that e-satisfaction and quality of e-service are among the major issues in the globalization of e-commerce. High quality e-service is the key to the success of any website operating in a competitive, global e-commerce environment. Most experienced and successful companies in e-commerce have realized that the factors of success or failure are not only the presence of the company on the web or low cost, but also the important factor of transferring high quality electronic services. And lack of product differentiation, quality, service, is recognized as a competitive advantage and has a direct impact on customer satisfaction. Therefore, the managers of sports websites, by expanding and improving the quality of services, their website can increase customer satisfaction with the website and lead to customer loyalty.

The results of this research show that with the growth and expansion of e-commerce in today's world, customer trust has become very important. Electronic services provide a unique opportunity for businesses to offer new models for value creation for customers. The quality of electronic services has a great impact on the mental judgments of

customers, of services, plays an important role in building electronic trust in them. Therefore, webmasters must focus on high quality e-service in order to build customer trust, loyalty and customer retention.

The results of this research show that the managers of sports websites, recognizing the importance of customer retention, are looking for solutions to retain them. Customers will be loyal to the websites when the website knows their expectations and acts to meet their needs. The concept of quality of service considers the need to pay attention to the needs and wants of customers in order to lead to customer loyalty.

The result of this research is that in general, webmasters of websites should pay more attention to the factors that affect the trust of customers, according to their specific circumstances. Because a trusted customer is more satisfied with the website. As a result, providing information in a timely and accurate manner, as well as designing the system in a way that is more safe and comfortable for the customer, leads to greater trust, which is itself a factor in increasing satisfaction.

The results of this research show that the rapid growth of electronics and the growing trend of e-business, customer loyalty and satisfaction, and its maintenance in these types of markets has become a very important issue. Electronic loyalty is the sense of belonging of a stable psychologist from one customer to another provider of a particular product or service, and electronic satisfaction is the measure of customer satisfaction with the design of the site, information or content of the site. Accordingly, one of the factors affecting customer loyalty is their satisfaction, which means that if the customer is satisfied with the content of the website, it leads to his loyalty.

The results of this research show that it is very difficult to build lasting loyalty in the customers, the website, because on the Internet, the customer with the lowest transfer cost and easily and with just one click can leave one website and visit another site, from Therefore, sports websites are more eager to implement loyalty programs and customer trust in their website. Therefore, developing electronic relationships with customers, giving them trust and loyalty to sports websites can be a competitive advantage for sports websites.

The results of this study show that many have emphasized the importance of loyalty to achieving organizational success. Organizations need to know how loyalty building works as an interactive process, and how organizational policies and activities affect customer loyalty. Therefore, the greatest effect on e-loyalty of customers, sports websites, among the variables is e-satisfaction, e-loyalty and e-trust, the variable of quality of service. Therefore, as the quality of services, sports websites increase, it leads to more loyalty, so according to the results of this research, website managers can increase the quality of website, content and content of the website ... can increase the quality of services, website and in As a result, improving the quality of the website leads to an increase in customer loyalty. Therefore, the website can take a step towards gaining customer satisfaction and trust by providing quality and desirable services and making them loyal to themselves. According to the results of the first hypothesis, it is suggested that the comments, suggestions and suggestions of the customers increase the quality of the services and provide the services in accordance with their expectations and needs, which are accompanied by the satisfaction of the customers. Based on the results of the second hypothesis, it is suggested that the administrators of sports websites, in order to increase customers' trust in their sports website, refrain from messages that are not completely accurate. According to the results of the third hypothesis, it is suggested that in order to increase customer loyalty, they should use attractive and customer-friendly demand. According to the results of the fourth hypothesis, it is suggested that the managers of sports websites use the latest world content on their website in order to increase customer satisfaction. Based on the results of the fifth hypothesis, it is suggested that the managers of sports websites should know that when customer satisfaction with the website increases, it leads to their loyalty, so they should pay attention to the design of the site and 24/7 access to the site to attract customer satisfaction. . Based on the results of the sixth hypothesis, it is suggested that you ask the website once every six months for their opinion on the content of the website in order to gain trust and increase customer loyalty. According to the results of the seventh hypothesis, it is suggested that solving problems, system, site, and facilitating the customer-service process should be a priority for the website management program.

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