

The Relationship between Sports Facility Services and Athletes' Satisfaction of National University of Malaysia



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ABSTRACT: Sports facility services are an important aspect that needs to be paid attention to by the institution. This is because the facility services offered by the university can be evaluated and improved based on the views obtained from the athletes. Therefore, this study was conducted to identify the level of sports facility service with the satisfaction of athletes at the National University of Malaya (UKM) as well as to identify the relationship between facility service and athlete satisfaction. The SERVQUAL theory which involves five elements namely existence/real, reliability, assurance, responsibility and empathy has been used in this study to measure the level of user satisfaction. The study will involve randomly selected university athletes. The design of this study is a case study in the form of a survey using a quantitative approach. The survey form will be used as an instrument to obtain research data. The data obtained will be analyzed using percentage, frequency and t-test methods using statistical package for social science (SPSS) software. The expected findings of the study obtained are the level of sports facility service as well as the relationship between sports facility service and athlete satisfaction.

KEYWORDS: Facility service, Sports facilities, Athlete satisfaction

INTRODUCTION

Based on the first Malaysia Plan to the 10th Malaysia Plan, a number of funds have been allocated and spent for the purpose of developing sports facilities such as Stadiums, Sports Complexes and all facilities in Malaysia. This can be seen from the quote (The Star, 2005), 8261 facilities have been built in Malaysia and as many as 7642 are managed by the State Government and Local Authorities while 619 are managed by the Ministry of Youth and Sports (KBS). This can be seen through the development of sports in Higher Education Institutions (HEIs) in line with the HEI Sports Development Policy (DPSIPT) which is to create a sporting culture in HEIs towards empowering balanced and quality human capital in academic achievement and involvement in the field of sports (KPT, 2009).

Institutions of Higher Education also play a role and function in polishing and developing the sports potential of students by creating systematic athlete management and providing quality sports services to help athletes achieve success in sports tournaments at a higher level. The government is very committed to creating a healthy and intelligent society by inviting the public to increase and maintain interest in sports and recreational activities. With this, the role of students and the local community is very important in making this wish come true. In line with the government's hope of creating a healthy society, the Ministry of Higher Education through the Sports Division and the Universiti Malaysia Sports Council (MASUM) has designed steps and held various sports and recreational activities in every public and private higher education institution to maintain and improve the health of university students through sports and recreational activities. Therefore, the sports organizations involved need to formulate a strategy in making the National Sports Policy a success in order to improve the quality of sports among university students.

Increasing the level of customer satisfaction is important because it can contribute to the attitude to continue engaging in sports activities (Brady & Robertson, 2001). This is because efforts to maintain interest in doing sports and recreational activities can help the government to maintain and improve the health of Malaysians through sports and recreational activities (National Sports Policy, 1998). In addition, this study will also be able to expand existing knowledge about the relationship between service quality and customer satisfaction, especially in the context of sports facilities in our country.

This study involves the profile of university athletes and involves a specific sample group. This study is expected to fill the lack of studies on this issue and sample in this country. Each athlete involved has a different level of experience and sport, and through this study we can see the profile of each athlete as a whole and it is hoped that this study can see how satisfied the athletes are with the facility services offered.

This study aims to identify the service level of sports facilities among Universiti Kebangsaan Malaysia athletes. In addition, this study will also evaluate the level of satisfaction of athletes towards the service of sports facilities. This study is divided into 4

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parts, where the first part consists of a more in-depth literature review. Next, the study discusses methodology and data analysis. The results of the study are then discussed in the third part clearly. Finally, the study ends with a discussion about the impact and future studies that can be done after this study.

Research Objective

This study aims to identify the service level of sports facilities among Universiti Kebangsaan Malaysia athletes. In addition, this study will also assess the level of athlete satisfaction with sports facility services.

Research Questions

The research question for this study is what is the level of sports facility service among Universiti Kebangsaan Malaysia athletes and what is the level of athlete satisfaction with sports facility service.

Hypothesis

The following are the hypotheses that will be tested in this study.

H1 : There is a positive relationship between the level of satisfaction of athletes in doing sports and recreational activities with the overall service of sports facilities.

H2 : Sports facility service is a good predictor of the level of satisfaction of athletes in doing sports and recreational activities.

LITERATURE REVIEW

Sports facilities at universities are important in encouraging students to be active in physical activity. According to Harun et al. (2013), the facilities provided need to be well maintained so that they can be utilized and not hinder the government's efforts to encourage the community to play sports and do physical activities due to unsafe and damaged sports facilities. Forrester (2014) conducted a survey of 38 colleges and universities across the United States. A total of 33,500 students were involved in this study. The results of the study show that almost 90% of students state that they spend at least 30 minutes each time using the sports facilities on campus. A total of 68% of students reported that sports facilities on campus influenced their decision to attend college or university.

In addition, the study conducted by Mokoena and Dhurup (2017) concerns the effect of service quality on satisfaction and desire to use university campus recreation services. The study respondents were 301 university students. The study was conducted in the South Gauteng region of South Africa and the study respondents were students at Vaal University of Technology. There are seven aspects in recreation services which are interaction aspect, facility design, reliability, physical change, equipment, atmosphere, program. The study uses Statistical Package for Social Sciences (SPSS) and Analysis of Moment Structures (AMOS) version 23.0 data analysis. The findings of the 301 respondents in this study were 57% (n=171) male athletes and 43% (n=130) female athletes. Most soccer athletes (41%; n=124) used recreational services at the university. In addition, the findings of the study also show that there is a relationship and influence of the quality of recreation services with satisfaction and desire, but the aspect of atmosphere is high and the aspect of equipment is the lowest.

Facility service quality in an organization is often associated with perfection and satisfaction.

However, the definition of service quality is different based on the party that needs it (athletes) and the party that offers it (sports organization/sports staff). The taste of perfection and standards of satisfaction for both parties are of course different from various perspectives. Therefore, the determination of whether something is of good quality or not depends a lot on several factors, especially taste, will, ability, knowledge, perception, impression or so on, especially for the receiving party. Therefore, based on this study, the receiving party is the university athlete and the giving party is the Sports Center at the university.

METHODOLOGY

Sampling

The respondents consisted of 109 Universiti Kebangsaan Malaysia (UKM) athletes who were selected using the purposive sampling method, which is the selection of respondents from among certain students only. This sampling method is suitable to be used in this study since the required respondents are from among the students who use the sports facilities at the college.

Study Design

This study uses a descriptive and quantitative design to analyze the data collected and to examine the findings from the questionnaire conducted. Sample profiles such as gender, age, race, and level of education in sports can be seen comprehensively. Through this design, the results of the study can be seen in the form of charts, tables and can explain the data obtained. In addition, the data analysis that will be done in this study is Pearson Correlation to see the relationship between sports facility services and athlete satisfaction as well as Linear Regression to assess the relationship between sports facility service dementia and the level of athlete satisfaction in experiencing the available services.

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Study Instruments

The instrument that will be used in this study is a questionnaire because it aims to obtain accurate and effective information. Respondents can give good responses in the aspects that want to be studied compared to the interview method. Questionnaires can also help the researcher achieve the objective more effectively and more practically, and can avoid bias or 'bias' to the interviewee.

The research instrument is a questionnaire adapted from a previous study on facility service in sports and athlete satisfaction. This questionnaire contains three parts namely Part A, Part B and Part C. Part A is the demographic information of the respondents. Part B is a questionnaire about facility service and Part C is a questionnaire about athlete satisfaction. Before the actual study is done, a preliminary study is done first by the researcher. It is to test the suitability of the questionnaire that has been formed. It also aims to see the understanding of the subject, the appropriateness of the items and the instructions contained in the research form.

The researcher assumes that if the subject understands the items in this questionnaire, it is most likely that the real subject will also be able to understand them, so the items in this survey form are considered suitable to be used in the actual study. The survey questions that were designed are divided into three parts, namely A, B and C

Data Analysis

The data obtained by the researcher will be analyzed using a computer while the program used is the Statistical Package for Social Sciences (SPSS). According to Mohd Majid Konting (1990) statistical data analysis using SPSS programming software can produce accurate calculations. The mean is used to determine the level of quality of sports services provided as well as the level of satisfaction of the respondents. Next, Pearson Product Moment Correlation analysis was used to determine the relationship between sports facility services and the level of satisfaction. Finally, a linear regression analysis was conducted to assess the relationship between sports facility service dementia and the level of athlete satisfaction in experiencing the available services.

Income

110 Universiti Kebangsaan Malaysia (UKM) athletes have answered the questionnaire. Table 1 shows the number of players for each position and the percentage.

Sex	Frequency (n)	Percentage (%)
Male	79	71.8
Female	31	28.2
Total	110	100.0

To answer this research question, the analysis that needs to be carried out is Pearson Correlation and Linear Regression. To carry out this analysis, the data distribution must be normal and through the normality test conducted, the data distribution is normal because the skewness and kurtosis values are small and are between -1.96 and +1.96.

CORRELATIONS

		Facility Mean	Satisfaction Mean
MeanFasiliti	Pearson Correlation	1	.743**
	Sig. (2-tailed)		<.001
	N	110	110
Satisfaction Mean	Pearson Correlation	.743**	1
	Sig. (2-tailed)	<.001	
	N	110	110

** Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows that the analysis carried out is a 'Pearson r' correlation test because the data distribution was found to be normal for all variables. This analysis is to see the relationship between each surviving variable and the dependent variable. In the correlation table displayed 'Pearson r', 'coefficients', 'significance values' and 'number of cases with non-missing values (N)'. This study uses Pearson correlation to examine the relationship between sports facility services and the satisfaction of Universiti Kebangsaan Malaysia athletes. Correlation is determined through the correlation between the mean satisfaction score with the mean facility score for the overall service quality and each of the dimensions. The mean facility score shows a relationship with the mean satisfaction score when the p value is <0.01 and the p value is lower than recommended. Next, the mean satisfaction score with the mean facility score is also significant when the p value is <0.01 and the p value is lower than recommended.

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.743	.552	.548	.43257	.552	133.079	1	108	<0.01

a. Predictors: (Constant), Satisfaction Mean

b. Dependent Variable: Facility Mean

Table 3 shows that simple linear regression can be used to estimate the relationship between two quantitative variables. A simple regression analysis was carried out to evaluate the relationship between dimensions in sports facility services and the level of athlete satisfaction in experiencing the available services. Next, the R² value obtained is 0.552. This is caused by the value of R² being between the values of the range 0 - 1. This shows that the service of the facility plays a role related to the satisfaction of the athletes.

DISCUSSION

Based on research findings that state there is a significant relationship between sports facility services and athlete satisfaction. Aspects in the service of sports facilities are such as facility management and ease of access to sports facilities. Both aspects have a strong relationship in determining the level of satisfaction of Universiti Kebangsaan Malaysia athletes.

In general, the findings of this study show that the service of sports facilities among athletes is at a good level as concluded from the facility score and satisfaction score. Based on the SERVQUAL Model, the level of service quality can be described through the gap that exists between the customer's experience and expectations while the gap is explained through a score between six to negative six.

This can be seen that the athletes feel the treatment and attention or considered as service provided by the sports staff is very helpful in managing the needs of the athletes is at a good level. In addition, athletes feel comfortable and easy to interact with the staff as they already know the relationship between athletes and staff is very important in achieving success. Athletes are more comfortable and tend to interact with staff who do not care about protocol or rank between athletes and staff. In addition, athletes find it easy to interact and deal with the sports staff because the sports staff can understand the needs and wishes of the athletes due to the staff having the same knowledge and experience in the field of sports such as sports management and coaching. This further facilitates understanding between staff and athletes in dealing with training and competition as well as welfare. The findings of the study are in line with the findings of the study of Tan et al., (2019) which shows the service of hospitality and attention given to students or athletes at the university. This can be seen from the point of view of the help provided promptly regardless of operating time or time outside the office. It can be seen that the time and hours of training carried out by athletes are outside of office hours and there are training carried out outside the university area, but the service provided by the sports staff provides satisfaction to the athletes in terms of the use of facilities, welfare and training needs such as sports equipment or drinks and food supplements to ensure the athlete's performance is at a high level.

CONCLUSION

In summary, this study found that facility service has a relationship with the satisfaction of athletes at the university and it is an important aspect to create the harmony and stability required by sports customers to produce an individual or a team with high quality and performance to undergo training or improve healthy lifestyle among university students. The findings of the study also show that there is a relationship between facility service and university athlete satisfaction which explains that the higher the relationship between facility service and athlete satisfaction, the higher the satisfaction of university athletes will be. This situation is also indirectly related to the aspects that need to be emphasized or improved in service by the sports staff so that being more creative and innovative in showing and managing the facilities provided will have a good impact on the university.

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