

## [POM 11] SERVICE QUALITY IN UUM SPORT CENTRE AND ITS IMPACT ON UUM STUDENTS SATISFACTIONS

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### ABSTRACT

*This research aimed to identify the significant relationship between quality of service at Universiti Utara Malaysia (UUM) Sport Centre its impact toward UUM students satisfaction by using SERVQUAL model. A field survey of UUM Sport Centre service quality was conducted in Universiti Utara Malaysia (UUM) that located at Sintok, Kedah in which involved UUM students' participation as the research target group. This study aimed to identifying which dimensions of SERVQUAL model has the greatest influence on UUM student's satisfaction. The five SERVQUAL dimensions are tangible, responsiveness, assurance, reliability, and empathy as independent variables, while students' satisfaction is the dependent variable. SERVQUAL model was tested to determine and measure their relationship with UUM student's satisfaction. Over 200 questionnaires were distributed to respondents through judgment sampling. The finding shows that UUM students tend to be satisfied with UUM Sport Centre service quality whereby the score of mean and the regression indicated that assurance dimension as the highest influences of UUM students' satisfaction. Therefore, UUM Sport Centre shall response aggressively in positive manner to improve the quality of service provided which focus more on assurance dimension of SERVQUAL. Recommendation for future research was also put forward.*

**Keywords:** *SERVQUAL, customers' satisfaction, UUM Sport Centre, service quality*

### INTRODUCTION

Now everyone need a healthy lifestyle, with the increasing demand and the important of healthy and good lifestyles, more and more public sports facilities already been constructed over the last two decades in order to give an effort to improve community health and welfare and overall quality of life. Either in public or private sector, sports facilities can be classify as an important role in influencing physical activity and increasing the number of participation to join the leisure sports activities. Ministry of Youth and Sports have the authority to implement the policies of the Malaysian government, especially in implementing plans progress in providing sports facilities in higher education institutions in public and private university in Malaysia. Therefore, this research will carried out the UUM students' level of satisfaction on service quality and their awareness with the existence of UUM Sport Centre. Every higher education institutions need a conducive and systematic facilities especially Sport Centre for

student leisure. Service quality of UUM Sport Centre will directly impact the user's satisfaction. Therefore, in order to measure the service quality it involved on how consumer evaluates the service delivery process and the outcome of the service (Parasuraman et al., 1985).

### **Problem statement**

The service quality and satisfaction of customer is essential and interconnected, service is always related with user satisfaction toward any service provided by service provider. The topic that has been chosen is Service Quality of UUM Sport Centre and Its Impact on UUM Student Satisfaction. Sport is one of the most important needs in student's campus activity and it became the ambition of UUM Sport Centre needs to fulfill the users expectation. Generally, service quality performance will impact all users of UUM Sport Centre especially the students and this research will identified the important of this facility for student and all user. Therefore, UUM Sport Centre need to implement their continuous improvement towards service provided. There are some party that gives bad complaints about facilities and service provided by UUM Sport Centre.

These issues need to be observing more detail in order to solve the problems. Examples of the problems and complaint had been received are poor maintenance system, unsystematic of inventory storage, low quality of sports equipment, insufficient sport equipment and courts for some sports in UUM Sport Centre is limited to occupied huge number of users in a time. The Higher the number of student participation in UUM Sport Centre activities will indicate an increasing in students satisfaction level. Responsiveness, tangible, empathy, reliability and assurance are the few elements need to be consider in order achieving the good service quality. All the elements are the indicators to identify the quality service performance in UUM Sport Centre. However, the department or institutions mostly focus on certain element that they thought suitable and ignored others important elements. Through this study can identify the most important elements in service quality for UUM Sport Centre and Its Impact on UUM Student Satisfaction. The objectives for this study are to determine the student's satisfaction level towards UUM Sport Centre and the factor influence of service quality UUM Sport Centre.

### **Research objectives**

The objectives of this study are:

- 1) To determine the level of UUM students satisfaction towards UUM Sport Centre service.
- 2) To determine the factor influence service quality UUM Sport Centre among UUM students.

## **LITERATURE REVIEW**

### **The concept of satisfaction, service, and service quality**

According to Siti Aminah (2011), satisfaction can be stated as a level of agreement of customers between their expectation towards product and service with the performance perceived from the product or service. Yi (1990) (as cited in Dehghan, 2006) defined customer satisfaction result indicator consist of evaluation, perception, and psychological reactions to the consumption experience for a product or service. Customer satisfaction has been studied from the perspective of the individual customers

and what are the drivers of their satisfaction (Oliver, 1993) and as well as from industry-wide perspective to compare customers satisfaction score across firm and industries (Fornell et al., 1996) also over a few organization (De Wulf, Odekerken-Schröder & Lacobucci, 2001).

Service quality is a concept that was previously been investigated by Parasuraman et al. (1988) that broadly focus on group interview that noticed about the existence of comparison element in customer perspective that compare about what they feels on service, how it should be offered and what is actually been provided to them. Sunder (2016) stated that quality indeed been evaded as a standard definition whereby quality are depend on the context whereby the service environment mostly become a subjective on parameter such as industry, customer needs, organization culture, and other. The concept regarding service quality or SERVQUAL model was introduced by Parasuraman's et al. (1988).

SERVQUAL model has 22 items derived from Gap Model as measuring service quality tool. SERVQUAL aid to evaluate customers' perceptions by differentiate customer expectation with their perception of service according several dimensions namely tangible, reliability, assurance, empathy, and responsiveness. Consequently, Tan and Pawitra (2001) also mentioned that SERVQUAL is a tool for organization to determine their strengths and weaknesses of service quality. Zeithaml et al. (1990) indicated the Gaps Model is a standardize and significant tools that measure and analyse service quality in order to discover where exactly the trouble spot is and identify suitable corrective action. The Gap Model consists of four main issues of service quality, as shown below:

1. The expectation gap : Explain the difference between what customers and manager perception.
2. The standard gap : Explain the difference between understandings of organization towards customer expectations and focus on development of service standard.
3. The performance gap : Explain the difference between the standards of service and the actual service that provided
4. The communication gap : Explain the difference between what is has been delivering to customer and the promises that been made to customer.

### **SERVQUAL Model and UUM Sport Centre service**

Parasuraman et al. (1988) recognized as SERVQUAL that has become broadly used as instrument to measure service quality perception. According to Van Iwaarden et al. (2003) the SERVQUAL tool has been the primary method that used to measure customer service quality perceptions that comprises five dimensions or factors. The SERVQUAL dimensions were indicates as follows:

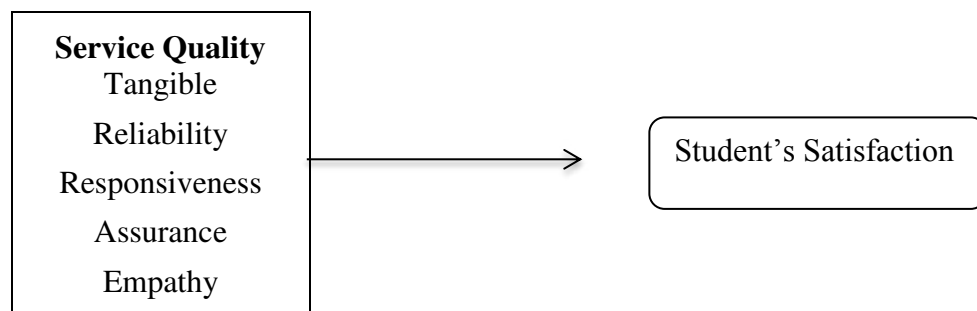
1. Reliability : Reliability defines as the competence to make the service accurately.
2. Responsiveness : The willingness to serve customers and provides quick service.
3. Tangible : The physical facilities, equipment and appearance of personnel.

4. Assurance : The dimension of assurance is knowledge of employee's, courtesy of employees to gain confidence and customers trust.
5. Empathy : Determines level attention of individual provided to customers and also being sensitive towards customers wants.

**Research framework**

Research framework scope down the service quality and show the relationship between service quality dimensions and customer satisfaction is shown in Figure 1. The dimensions of service quality consist of tangible, reliability, responsiveness, assurance, and empathy or known as SERVQUAL Model by Parasuraman et al. (1988). Service and product quality are always in the mind of customer. Measuring quality requires talking to customers. Quality is defined in what extent to which product or service meets or exceeds customer expectations.

Rust and Oliver (1994) identify that companies shall understands on how customer perceived the quality of the service. Companies must measure customer satisfaction on the products and services. Service quality and customers satisfaction are two core concepts that are the crux of the marketing theory and practice (Spreng & Mackoy, 1996). Previously, similar research been conducted by Theodorakis et al. (2001). The research entitled "Relationship between measures of service quality and satisfaction of spectators in professional of sports". The authors found a correlation among the five service quality dimension and the regression analysis also been conducted to identified the relationship further. From coefficients of regression model the authors suggested that the reliability and tangibles dimensions of service quality are the main influence on overall satisfaction then followed by the other three dimensions namely responsiveness, access, and security.



**Figure 1**  
Conceptual framework for service quality of UUM Sport Centre

**METHODOLOGY**

**Hypothesis development**

In summary and consistent with the finding of the previous studies of the association between the service quality dimension and satisfaction, the research framework (see Figure 1) would test the hypothesis H1, H2, H3, H4, and H5. This study also seeks to examine which dimension of service quality will have the most influence on customer's satisfaction. Since the evidence of this is limited, it is hypothesis that each facet will

contribute equally to variance in customer's or UUM student's satisfaction toward UUM Sport Centre service quality. Therefore, the following H6 is developed.

- H1: Service quality of tangible is significantly associated with customer satisfaction.
- H2: Service quality of reliability is significantly associated with customer satisfaction.
- H3: Service quality of responsiveness is significantly associated with customer satisfaction.
- H4: Service quality of assurance is significantly associated with customer satisfaction.
- H5: Service quality of empathy is significantly associated with customer satisfaction.
- H6: Five dimensions of service quality are significantly influencing the customer's satisfaction.

### **Population and sampling**

This study population comprises 1200 students of undergraduate of the School of Technology Management and Logistics (STML). This research has conducted a survey with 210 set of questionnaires. The returned questionnaires were only 203, while another 7 questionnaires were not valid. In this study, the sample of respondents are STML students who are majoring in Business Administration Logistics and Transportation (LOG), Operations Management (POM), and Technology Management (MOT), whose have knowledge regarding to service provided at the UUM Sport Centre. The selection of 210 respondents was used judgmental sampling method. The respondent selection process involved UUM students' whose are living in UUM campus and also have awareness related to the service quality of UUM Sport Centre.

### **Survey instrumentation and data collection**

The survey instrument has four sections, for section A consist of 6 items about respondent's information, while in section B consist of 5 items related to the awareness of respondents toward the UUM Sport Centre. SERVQUAL dimensions that consist of five dimensions were included in Section C respectively. In Section C, there are five items on UUM students' feedback on service quality of the UUM Sport Centre. Section D consist of 20 items about of expectation questions a five-purpose of Likert scale was utilized to approach respondents for scoring (agreement) running from 1 = emphatically differ to 5 = firmly concur from 1 = strongly disagree to 5 = strongly agree.

The research was started in the beginning of October 2016 until the end of November 2016. The questionnaires were distributed in advance to complete the investigation. Most of the questionnaires were distributed in the School of Technology Management and Logistics (STML), where most of the students who majored POM, MOT and LOG have classes in STML. Other than that, the questionnaires also were distributed at the lecture halls in DKG 6.

### **Statistical analysis**

Instrument that has been used in this study are descriptive statistic and inferential analysis in order to analyses the data in this research. In the questionnaire, section A and B used descriptive statistic to retrieves data on respondent's personal information, their awareness level toward UUM Sport Centre and to determine the level of student's satisfaction. Inferential statistic has been use in section B, C, and D for recognize the

service quality impact on student's satisfaction towards UUM Sport Centre. The five dimensions of SERVQUAL is the independent variable whereas for the dependent variable is the impact of student's satisfaction. To check the relationship correlation and regression analysis has been use. The differences of perceived and expected service quality range are calculated to obtain the score of every SERVQUAL dimensions. Beforehand, the normality and reliability test also was ensured in acceptable range.

Statistical Package for the Social Sciences or IBM SPSS build V22.00 were used in the analysis of collected data. Meanwhile, Table 1 shows the service quality and satisfaction level of mean score. Mean score is categorized to 5 level of satisfaction, which is mean from 1.00-1.80 is for very not satisfied level, 1.90- 2.60 for not satisfied level, 2.70-3.40 for natural, 3.50-4.20 for satisfied and 4.20-5.00 represent for very satisfied level. Al-Hammad et al. (1996) stated that the average index is based on the following formula:

$$\text{Average Index} = \frac{\sum a_i - x_i}{n}$$

**Table 1**  
Satisfaction level and measurement scale

Scale	Mean Score
Very not satisfied	1.00-1.89
Not satisfied	1.90- 2.69
Natural	2.70-3.49
Satisfied	3.50-4.29
Very satisfied	4.30-5.00

## FINDING

### Respondent's profile

Table 2 shows the respondents demographic information in terms of gender, semester level, and major of study. Female respondent's is the highest with 61.08 % compared to male respondent's (38.92%). Respondent's from semester 4 to 6 (41.90%) the highest, followed by semester 7 and above (39.90%) and semester 1 to 3 (18.20%) respectively. Most of respondents of STML are LOG student's (36.45%), followed by MOT students and POM students which are 32.02% and 31.53% respectively.

**Table 2**  
Respondent's demographic information

General information		Percentage (%)
Gender	Male	38.92
	Female	61.08
Semester	1 – 3	18.20
	4 – 6	41.90
	7 and above	39.90
Major of study	Degree	03.90
	POM	31.53
	MOT	32.02
	LOG	36.45

**Level of services quality and student's satisfaction toward UUM Sport Centre**

Table 3 showed that the mean scores of tangible, assurance and empathy dimensions were at satisfied scale as referred to average index (Al-Hammad et al., 1996). Meanwhile, mean scores of reliability and responsiveness dimensions were only at natural scale. This result is answering the first research question whereby the level of UUM student's satisfactions towards UUM Sport Centre service was determined.

**Table 3**  
Descriptive statistics of variables (N= 203)

Variables	Mean	Std. Deviation
Tangible	3.6099	.72788
Reliability	3.4837	.77656
Responsiveness	3.4000	.76015
Assurance	3.5557	.76288
Empathy	3.6059	.77099
Students' Satisfaction	3.4458	.39517

**Pearson-Correlation analysis results**

Correlation matrix describe the relationship exist between dependent variable and independent variables. In order to determine the relationship, Pearson correlations were run. Table 4.0 shows that independent variables have significant and positive relationship to UUM student's satisfaction toward UUM Sport Centre service. From this, it directly relates that perceive higher level satisfaction with five SERVQUAL Model dimensions will result in higher overall UUM student's satisfaction.

There are six hypothesis formulated for the current research. In order to test the first five hypotheses, correlation test was used. As refer to Table 4, out of the five relationship hypothesis, all are supported. The result reveals a significant and positive relationship between student satisfaction and (1) tangibility ( $r=0.407$ ,  $p=.000$ ), (2) reliability ( $r=0.592$ ), (3) responsiveness ( $r=0.610$ ), (4) assurance ( $r=0.756$ ,  $p=.000$ ), and (5) empathy ( $r=0.714$ ,  $p=.000$ ). Below are the results of the overall influences of service quality and customer satisfaction.

**Table 4**  
Correlation matrix result (N=203)

Service Quality	1	2	3	4	5	6
Tangible (1)	1					
Reliability (2)	.699(**)	1				
Responsiveness (3)	.647(**)	.792(**)	1			
Assurance (4)	.671(**)	.785(**)	.796(**)	1		
Empathy (5)	.646(**)	.718(**)	.725(**)	.782(**)	1	
Satisfaction (6)	.407(**)	.592(**)	.610(**)	.756(**)	.714(**)	1

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

### Multiple regression analysis results

To test hypothesis six, multiple regression was used. The use of multiple regression analysis is to test if the SERVQUAL dimensions significantly related to students' satisfaction on UUM Sport Centre as shown in Table 5. The outcomes of the regression indicated the three predictors explained the students' satisfaction variance. The main predictor is assurance  $F(1,201) = 268.260$ ,  $p < 0.01$  significantly contributed a total of 57.2 percent of variance in students satisfaction ( $R^2 = 0.572$ ). It was found that empathy significantly predicted students satisfaction  $F(2,200) = 156.757$ ,  $p < 0.01$  significantly contributed a total of 3.9 percent of variance in student satisfaction ( $R^2 = 0.039$ ). Next, the predictor is tangible  $F(3,199) = 121.963$ ,  $p < 0.01$  significantly contributed a total of 3.7 percent of variance in students satisfaction ( $R^2 = 0.039$ ).

**Table 5**  
Multiple regression analysis results

Predictor	Service quality		
	Beta	T	R <sup>2</sup>
Constant	$\beta = 2.085$		
Assurance	$\beta = 0.623$	(8.656)**	57.2%
Empathy	$\beta = 0.400$	(5.723)**	3.9%
Tangible	$\beta = -0.269$	(-4.585)**	3.7%
Adjusted R <sup>2</sup>	0.648		

\* Correlation is significant at the 0.05 level (2-tailed).

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

## DISCUSSION

UUM Sport Centre shall select the best alternatives to fulfill or satisfy UUM student's needs. The administrative must clear about important of improvement in UUM Sport Centre services based on assurance, tangible, and empathy variables the management should implement a training programmer by providing the comprehensive employee training program to achieve the targets and to maintain high customer satisfaction. According to Anderson et al. (1994), organizational has to provide the continuous training for staff because it is the best method to excel in service quality. Through the training program enable the UUM Sport Centre employees to be prepared for doing the



specific tasks which can utilize the employee's potential. UUM Sport Centre has to find the best alternatives to fulfill or satisfy student's needs. This is because customers are the king and they have a power that influence to bring or gain profit.

## CONCLUSION

As stated previously, the two objectives of this study are to determine the level of UUM student's satisfaction towards UUM Sport Centre services and to determine the factor influence service quality UUM Sport Centre among UUM students. Based on the research finding, using the SERVQUAL dimensions namely tangible, assurance, and empathy are categorized in satisfied level as referred to average index (Al-Hammad et al., 1996) and also multiple regression analysis result.

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