

Article

How to Increase Customer Satisfaction by Beautifying Sports Facilities? What is the Key Role of Service Quality?

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Abstract: The purpose of this study was to investigate the key role of service quality and beauty of sports facilities in increasing customer satisfaction. The research method is descriptive and correlational research. The statistical population of the study was 154188 organized athletes covered by sports insurance (103890 men, 50298 women) who were working in sports halls of Mazandaran province and according to Morgan table, 384 athletes were randomly selected by cluster Were. Aesthetic questionnaire, service quality and customer satisfaction were used to collect information. Data analysis was performed using Pearson test and structural equation modeling by SPSS24 and Amos structure analysis software. According to the research results, the indirect effect of aesthetics of sports venues on increasing customer satisfaction through service quality is significant. Managers can take effective steps to increase their presence and increase the income of gyms by using quality improvement strategies and customer satisfaction.

Keywords: Beauty, Customer, Sports Facilities, Service Quality, Satisfaction

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1. Introduction

Today, in the modern world, one of the factors that attracted the attention of a city view and are a factor in terms of urban development, is the creation and construction of luxurious, attractive and advanced sport facilities [1]. If these spaces are modern, efficient and up to date, they represent the image of a city [2].

All developed countries are planning in the field of efficient sport facilities [3]. Countries are trying to develop their cities much better and for this, they do very large investment for the construction of the places [4]. With regard to limited land and resources, it is necessary to pay special attention to the beauty and being efficient in terms of lower power consumption during designing sporting venues, As well as the date and it's charming [3]. Impressive means being luxury and ultimately beauty as any kind of relationship cause Prestige. Generally, an impressive space is combined with modern and expensive technology and is related to society's upper-class life [2]. Today, the beautiful appearance of a building can be a factor that encourages the viewer to enter it [4].

In the third millennium Exercise is considered as a principle for all societies, and governments always are planning for their citizens, in relation to the sport and making sport facilities [5]. Also, in their plans they don't consider only the citizens, but also, they benefit from impressive sporting venues as a tourist attraction [3]. With creating impressive sport facilities, they also create jobs and they are successful in attracting investment, they provide sport services for the people either [2]. Today, Sports tourism is one of the most thriving in tourism industry and to create that, it is necessary to have impressive and modern sport facilities such as spa centers and modern sport clubs and modern hotel adjacent to the mineral water [6]. In fact, today, the culture of fun and happy sports is combined with the culture of trips and [7], it needs to have beautiful and

functional sport facilities [2]. Today our country is far lower than in the developed countries in the field of construction of modern sports facilities [8]. The beauty and charm of sports facilities and sports venues is an important factor for architects and designers, because the number of beneficiaries of these places are much higher than residential [9].

Countries that make their own luxurious Sport facilities themselves, prevents from exiting money of their country and with this, they help their economy [6]. In developed countries in terms of architecture, today, according to the cost for construction of buildings, they pay attention to another important consideration which is the physical beauty or appearance, and it places an important role in the public image of the society [10]. While we do not use modern science of sports architecture to build sport facilities [11]. Sports and supporting it, give identity role to the inhabitants of one area and what it needs are sport facilities, and as an infrastructure, the more beauty, the more prestige will create [12,13]. Given these facts, we refer briefly to the titles of the problems in our country. The lack of sport facilities with beautiful tourist attractions and as a result, lower contributions of sports tourists [14]. Not using the science of modern impressive sport facilities construction [8]. Removal of significant amounts of foreign currency from the country because of the lack of modern impressive sport facilities [15]. Sport facilities are not beautiful [16].

All these problems are the reasons for choosing this subject by researchers and having experience to build sport facilities and having interest in this matter would help. Researches have been done in these backgrounds. For example, Haghgoo & Vedyeh Mulla Salehi achieved results in terms of places in the best cities, such as the importance of color in the view of the city and the lighting of the world's top cities appearance. The research aims to highlight significant impressive sport areas of sport and specify its role in view of the city [17]. Nopembri, in research, with the title of development of sport facilities and its relation to tourist attractions sporting venues of entertainment for tourists, came to the conclusion that in Southeast Asian countries like Indonesia, Thailand, Malaysia, Maldives the construction of multi-purpose sports sites has been in power for job creation and tourism and earn more money. In addition to the hotels and clubs, these countries as tourist destinations, design sports facilities very impressive [6].

By doing this research, the Researcher wants to consider beneficiaries view to the beauty and charm of the variable sport facilities, to see if there is any significant correlation, in order to attract the idea of policy makers and urban planners in terms of building sport facilities. Among these, to what extent the quality of service can return the customers to re-use this sporting venues. So, the important question that researchers are trying to find the answer is, to what extent the construction of sport facilities at attractive rates affect customer's satisfaction? And does the construction of advanced and impressive sport facilities affect in improving the appearance of the city?

2. Materials and Methods

According to the topic, this research is a cross-correlation research and is practical in terms of purpose and was conducted in the field. The population of the study, the number of 154,188 organized athletes' sport's insurance coverage (103890 men, 50298 women), 384 athletes were selected randomly according to Morgan's table. Data for this study consists of four questionnaires. The demographic questionnaire consisted of questions such as gender, marital status, age, education level, and the frequency of using sports sites. The aesthetic questionnaire (Koshesh et al, 2015) [4], has two parts, and each question has 5 options for response. In the first part, the subject's ideas about aesthetic of sport facilities are evaluated (19 questions) and in the second part economically using attractive sporting venues for customers is evaluated (8 questions). Standardized questionnaire of assessing the quality of sports centers (Liu et al, 2012) [18], was used for data collection after adjustment and implementation gym environment and cultural conditions. Also, the

modified customer satisfaction questionnaire (Ghasemzadeh et al, 2014) [19], was used to measure customer satisfaction from sport facilities. Statistical techniques Kolmogorov - Smirnov test, Pearson correlation was used to test the hypothesis of a significant level of $p < 0/05$. The structural equation modeling and mediating regression analysis was used to determine the role of mediator. Analyses were analyzed using software SPSS22 torque structure analysis software (AMOS).

3. Results

The Participants average age was 19-29 years with a 26.56%. 48.43% female, 44.79% single, 22.92% had master's degree or higher and 48.69% use gym two to three times a week. The 13.96% of the participants use Sports venues in order to become healthy. The description of variable external view and attractive 4.27±0.55 and variable points of the facade with an attractive interior with 4.19±0.68, variable cost 4.39±0.61, and variable customer satisfaction with 3.72±0.54 points respectively.

Table 1. Results of research hypotheses

Variables	N	correlation coefficient	Sig. (2-tailed)
Beauty of sports facilities * Improving the city view	384	0.392	0.001
Exterior view of sports facilities * Customer satisfaction	384	0.373	0.001
Interior view of sports facilities * Customer satisfaction	384	0.748	0.001
Build beautiful * attractive sports facilities with economic justification	384	0.667	0.001

There is a relation Between Aesthetic Attractive sports facilities and the view of the city ($p=0.001$, $r=0.39$). There is a relation between the external facade of the sports facilities and the amount of the customer's satisfaction ($p=0.001$, $r=0.37$). There is a relation between the inside view of the sports facilities and the amount of the customer's satisfaction ($p=0.001$, $r=0.75$). There is also a relation between the construction of the attractive sports facilities and respect to the admission of economic growth ($p=0.001$, $r=0.67$). The quality of the services as the relationship between sports facilities and customer's satisfaction is impressive.

Table 2. Results of structural equation modeling for conceptual and theoretical models

Template routes	B	SE	β	R ²	X ²	GFI	AGFI	NFI	CFI	AIC	RMSEA
Quality of service and aesthetic	0.362	0.05	2.524	0.47							
Quality of service and customer's satisfaction	0.163	0.02	0.641	0.3	0.158	1	0.976	0.996	1	11.23	0

As you see on the table you can see the first row the beta coefficient, is accounted a measure of aesthetic sport facilities with 2.524, 47% of the variance in the quality of services. In the second row of the table shows the effectiveness of beta coefficient measures 0.641, 30% the percentage of variance accounted customers. Index -By fitting provided in

the seventh to thirteenth column of Table 2 all showed good fitness model shown in Figure 1 with data of research. In Figure 1 research model based on standard coefficients and explained variance of each variable interface (Quality of Service) and criteria (customer satisfaction) are given.

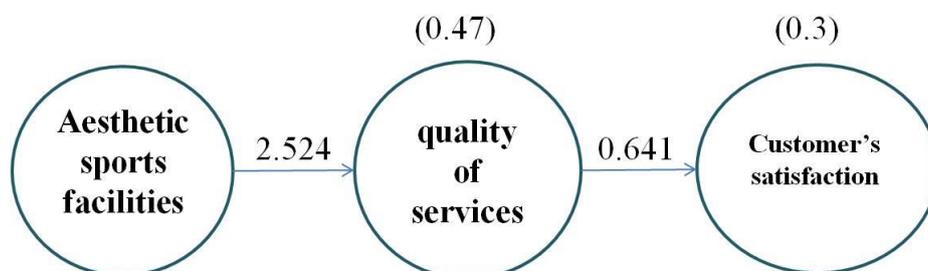


Figure 1. Standardized coefficients and explained variance service quality and customer satisfaction

According to calculations, the effect of non-standard method of direct aesthetic sport facilities on customer satisfaction is significant through quality of service.

4. Discussion

The main purpose of the research was to study the relationship between the facade with attractive sports facilities and the quality of service and the amount of the customer's satisfaction. The results of the physical theory of the effect of the transition to a service as of the Association of the relationship between these places following the exercise of such knowledge and customer's satisfaction showed that the quality of services, as a mediator, impact on both factors and increase customer's satisfaction. The results have been consistent with the results of Bahlakeh *et al* (2009), Goharrostami (2009), Hamzehpour (2012), Amirnezhad *et al* (2013), Hasibi *et al* (2014), Hosseini *et al* (2014). Forghani Ozrudi *et al* (2016), Ghasemi & Forghani Ozrudi (2021) [1, 20-25]. This means that if the managers of sports centers focus on the quality of service and consider its various aspects, in addition to aesthetic sport facilities, they can increase customer's satisfaction and to return them again, or in other words, increasing their loyalty. Therefore, it may be said that Managers focus on strategy quality improvement and customer satisfaction, can be an effective step in the direction of more presence and increase their income.

Sports hall management approach should be Coherent, recruitment and retention and help customers interact with customers, manage and coordinate through customer satisfaction surveys. On the other hand, seeking for Customer's complaints is an important part of the definition of the desired services. Seeking to customer's complaints and demands as the opportunity to communicate with customers, should be taken into consideration by club's managers that increase mutual trust between the customer and the club. Also, another one of the possibilities may shorten the time period between the findings of this call customer service at the club is good that can be created that makes the difference in the satisfaction of its components. With proper notification of their service, clubs can increase the quality of services. The use of qualified staff with public relations and attention to the syntax of the service provider and has enough information about how to deal with the customer causes increase customer's satisfaction.

5. Conclusions

On the other hand, lack of proper notification not being a clear and positive image of the governmental clubs is also can be due to lower customer satisfaction. With regard to the efficiency and quality of public services is due in the halls of government, the administration building, public's satisfaction and retain customers with quality action.

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