

Service Quality and Customer Satisfaction in The Leisure and Cultural Services Department Sport Facilities

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A. Background

- Role of LCSD: Key players in promoting local physical activity and community engagement.
- Research Gaps: Identified in service quality and customer satisfaction in Hong Kong's sports and leisure sector.
- Importance of Understanding Relationships: Functional relationships between service quality and customer satisfaction are crucial. (Shonk & Chelladurai, 2008)
- Essential for the survival of facilities amid rising demand for quality recreational options.
- Goal: To meet community needs and expectations effectively.

B. Purpose

This research aimed to investigate the relationship between service quality and customer satisfaction in sports facilities provided by the Leisure and Cultural Services Department (LCSD).

C. Research questions

1. What are the key dimensions of service quality that influence customer satisfaction in LCSD sports facilities?
2. Will demographic factors (age, gender, etc.) influence perceptions of service quality and customer satisfaction?
3. Will higher levels of service quality in LCSD sports facilities are positively correlated with higher customer satisfaction levels?

D. Methods

- To use the SERVQUAL questionnaire developed by Zeithaml et al. (1996)
- Collecting about 100 citizens aged 18-64
- Collect data through Google form
- Convenience sampling method
- Use SPSS correlation analysis

G. Practical Application

- LCSD should regularly assess user satisfaction through surveys and enhance the service provided.
- LCSD could encourage the staff to provide support proactively, giving assist to the customers, especially for women customers.
- LCSD could provide customer service skills training for staff , focusing on Reliability, Responsiveness, Assurance and Empathy area, maintain the high service quality of the sports facilities and provide service that meet customer's expectation.

E. Results

Table 4.2 Correlation between overall satisfaction of the sports facilities and total score of each service quality element of SERVQUAL

Spearman's rho	N	Correlation coefficient	Sig.
Group	OVERALLSF		
TOTALT	91	.068	.524
TOTALREL	91	.603	<.001
TOTALRES	91	.541	<.001
TOTALA	91	.563	<.001
TOTALE	91	.586	<.001

Table 4.4

Comparison of the total score in different service quality elements of SERVQUAL questionnaire and overall satisfaction between males and females

	Group	N	Mean Rank	U	Z	Sig.
TOTALT	Male	57	46.25	954	-.120	.904
	Female	34	45.57			
TOTALREL	Male	57	46.16	960	-.074	.941
	Female	34	45.74			
TOTALRES	Male	57	50.25	726.5	-2.021	.043
	Female	34	38.87			
TOTALA	Male	57	45.39	1003.5	-.287	.774
	Female	34	47.01			
TOTALE	Male	57	47.06	908.5	-.499	.618
	Female	34	44.22			
OVERALLSF	Male	57	44.89	1032	-.559	.576
	Female	34	47.85			

Table 4.8 Comparison of the total score in different service quality elements of SERVQUAL questionnaire and overall satisfaction between Employed group and unemployed group

	Employed status group	N	Mean Rank	U	Z	Sig.
TOTALT	Employed group	45	42.3	868.5	-1.333	.182
	Unemployed group	46	49.62			
TOTALREL	Employed group	45	42.48	876.5	-1.266	.205
	Unemployed group	46	49.45			
TOTALRES	Employed group	45	43.56	925	-.887	.375
	Unemployed group	46	48.39			
TOTALA	Employed group	45	42.19	863.5	-1.379	.168
	Unemployed group	46	49.73			
TOTALE	Employed group	45	38.98	719	-2.522	.012
	Unemployed group	46	52.87			
OVERALLSF	Employed group	45	44.10	949.5	-.734	.463
	Unemployed group	46	47.86			

F. Discussion

Reliability, Responsiveness, Assurance and Empathy have a strong correlation with overall satisfaction. LCSD should focus on these areas to improve customer happiness with sports facilities (Table 4.2).

However, tangible area service has no significant correlation with overall satisfaction. The result stresses the relevance of these characteristics in improving user satisfaction (Kwortnik & Thompson, 2009).

Significant Finding between male and female respondent (Table 4.4):

- TOTALRES: Significant difference in responsiveness perception.
- Men: Higher perception of responsiveness in service delivery compared to women.
- Implication: LCSD should focus on addressing these gender-based perceptions.

The conclusion is consistent with previous studies shows that gender can influences service perceptions and expectations (Dabholkar et al., 1996).

Significant Finding between employed and unemployed respondents (Table 4.8):

- TOTALE Section: Statistically significant difference observed.
- Employed Individuals: More positive perception of empathy in service compared to unemployed individuals. Respondent with a job often have particular expectations with respect to service encounters (Yoon & Kim, 2000).

The future study about service quality can refer to the results of this study.

Limitations:

- Limited sample size may not represent all Hong Kong citizens
- Three-month data collection period limited seasonal variation capture
- Demographic limitations from specific distribution channels
- Cultural differences can skew perceptions of service quality

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