

Service Quality Affecting to Customer'S Satisfaction toward the Artificial Football Turf

Oam To-aj^a, Narathip Naewkhamdee^b, Nuntipak Puangsatit^c

^{a,b} Faculty of Business Administration Bangkok Thonburi University.

^c Faculty of Education, Physical Education, Pibulsongkram Rajabhat University

Email:^aoam.deto@gmail.com, ^bnarathip01@gmail.com, ^c Golly-sports@hotmail.com

Article History: Received: 10 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 20 April 2021

Abstract: The service quality is the thing that all customers expect to gain the best product and the best service, so the customer's satisfaction depend on how the service quality are. It is therefore the problem of the artificial football turf spreading, but many of them are still lacking of the good service quality which will affect the customer's satisfaction in the issue of repeating use from those customers. Objective: To study the service quality affecting the customer's satisfaction toward the artificial football turf. Methods: This study employed a quantitative research design which the phase of data collection by the questionnaire with 260 participants by non-probability sampling with the accidental method, and analyzed with the descriptive statistic and correlation research method. Results: The service quality which were comprised of 1) Tangible, 2) Reliability, 3) Responsive, 4) Assurance, and 5) Empathy have the correlation with the customer's satisfaction toward the artificial football turf ($r = 0.820 - 0.901$) with statistically significant at the 0.05 level ($P\text{-value} = 0.00$).

Keywords: Service quality, Customer's satisfaction, The artificial football turf

1. Introduction

The artificial football turf is becoming more popular among those football lovers who like to play very often. There are lot of benefits of the artificial football turf, for example All-weather utility, Versatility and preparation, No growing required (1). Nowadays, people tend to be stressful very easily due to their responsibility form work. They have so many burdens to take care of; for example, People have so many different in their society, some need to be the role of the parents and son. In the means while, many of them hold too many position in their life. Another example is a guy may be a boss at work, but at home he has to act the best rule in husband and farther character towards his family. This could be the main reason why people in these days are looking for a place to release their stress.(2) There are so many places for doing an exercise, such as fitness center, swimming pool, tennis court, football filed, and so on. (3) Anyway, one of the main reasons for people to choose artificial football turf is to meet friends and exercise with their favorite sport in any season.

The service quality is generally viewed as the output of the service delivery system, especially in the case of pure service systems. Moreover, service quality is linked to consumer satisfaction. Service quality is a perception of the customer. Customers, however, form opinions about service quality not just from a single reference but from a host of contributing factors. (4)

From the above statement, Studying of the customer's satisfaction through the service quality theory and the satisfaction theory would be the key successful factors for knowing the right the customer satisfaction. Since the artificial football turf "Talent sport club by J chanathip" is very famous and successful among their competitors. This is the reason why the researcher would like to study the service quality affecting customer's satisfaction toward the artificial football turf "Talent sport club by J chanathip" in order to know which factors are the most important for satisfying their customers and why people give much royalty to their service. The researcher hope that this work could be the benefit for people who want to start doing this business and those who are already in the business.

2. Research Objectives

The objective of this research was to study the service quality affecting the customer's satisfaction toward the artificial football turf.

3. Research Methods

This study utilized a quantitative design using the questionnaire with 260 people who used the artificial football turf at "Talent sport club by J chanathip" with the G Power program for qualifying the sample size.

The sample was the customers who came to use the facility. All were selected through non-probability sampling with the accidental method.

The researcher developed a questionnaire based on the previous literature. The survey consisted of main factors for perceiving the customer's satisfaction toward the artificial football turf from the quality service and satisfaction theories. The survey comprised 50 items. The content validity of this survey was determined through Item-Objective

Congruence (IOC). Furthermore, the reliability was .85 (Cronbach’s Alpha Coefficient). Questionnaires including 5 points of strongly agree, agree, neither agree nor disagree, disagree, strongly disagree.

The quantitative data was analyzed through descriptive statistics including frequency, mean, standard deviation and simple correlation analysis.

4. Results

This research is a three-step process.

Step 1. Describing the characteristics of the level of the service quality from those customers who who used the artificial football turf at “Talent sport club by J chanathip”

Table 1. The result of the average, the standard deviation and the level of the service quality from the customers toward the artificial football turf “Talent sport club by J chanathip”.

Service Quality	Mean	Std.	level
1. tangibles	4.19	0.75	High
2. reliability	4.21	0.74	High
3. responsive	4.29	0.70	High
4. assurance	4.28	0.70	High
5. empathy	4.09	0.66	High
The total results of the Service Quality	4.21	0.71	High

Table 1 shows that the overall of the service quality was high, and when each aspects were considered found that the highest was the responsive (Mean = 4.29, Std.0.70). The second highest was the assurance (Mean = 4.28, Std.0.70), the reliability (Mean = 4.21, Std.0.74), the tangibles (Mean = 4.19, Std.0.75), and the empathy (Mean = 4.09, Std.0.71) respectively.

Table 2. The result of the average, the standard deviation and the level of the customer satisfaction from the customers toward the artificial football turf “Talent sport club by J chanathip” .

Customer satisfaction	Mean	S. D	level
1. Equitable Service	4.29	0.64	High
2. Timely Service	4.21	0.67	High
3. Ample Service	4.11	0.84	High
4. Continuous Service	4.06	0.62	High
5. Progressive Service	4.04	0.71	High
The total results of the service result.	4.14	0.69	High

Table 2 shows that the overall of the customer’s satisfaction was high when each aspects were considered found that the highest was the equitable service (Mean = 4.29, Std.0.64). The second highest was the timely service (Mean = 4.21, Std.0.67), the ample service (Mean = 4.11, Std.0.84), the continuous service (Mean = 4.06, Std.0.62), and the progressive service (Mean = 4.04, Std.0.71).

Table 3. The result of the correlation analysis between the service quality and the satisfaction from the consumers toward the artificial football turf “Talent sport club by J chanathip”.

Service Quality	(1)	(2)	(3)	(4)	(5)	(6)
1.tangibles	1					
2.reliability	.885**	1				
3.responsive	.828**	.809**	1			
4.assurance	.819**	.854**	.866**	1		

5.empathy	.849**	.776**	.902**	.829**	1
6.Customer satisfaction	.887**	.846**	.820**	.901**	.889**

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

Service Quality	Customer satisfaction		The result	The correlation level
	Correlation	P-Value		
1.tangibles	.887**	0.000	Accept	High
2.reliability	.846**	0.000	Accept	High
3.respondive	.820**	0.000	Accept	High
4.assurance	.901**	0.000	Accept	High
5.empathy	.889**	0.000	Accept	High

From the correlation analysis found that the independent variables of the service quality has the r value between 901.0- 820.0which is correlated in high level (P-Value = 0.000). It can be interpreted that the good service quality affects toward the customer's satisfaction, and will be leading to the repeated use.

r- Value	The correlation level
0.90 - 1.00	High correlation
0.70 - 0.90	High correlation
0.50 - 0.70	Average correlation
0.30 - 0.50	Low correlation
0.00 - 0.30	Very low correlation

5. Discussion

The findings of this study are consistent with the previous research about the good service quality and the satisfaction. The discussion topics will be divided into 3 topics.

Topic 1: From the result of the average, the standard deviation and the level of the service quality from the customers toward the artificial football turf "Talent sport club by J chanathip" are related to the service quality theory (5) and the work of Safiek Mokhilis which his title is about The Influence of Service Quality on Satisfaction: A Gender Comparison, and the result found that the study also revealed that that tangibles, reliability and responsiveness were critical service quality dimensions for determining satisfaction of both male and female customers.(6)

Topic 2: The result of the average, the standard deviation and the level of the customer satisfaction from the customers toward the artificial football turf "Talent sport club by J chanathip" are related to the satisfaction theory (7) and the work of Down Iacobucci which his title is about the calculus of service quality and customer satisfaction: Theoretical and empirical differentiation and integration, and the result was concluded that quality and satisfaction are extremely important concepts to academic researchers, particularly in services marketing, and to practitioners as a means of creating competitive advantages and customer loyalty. (8)

Topic 3: The result of the correlation analysis between the service quality and the satisfaction from the consumers toward the artificial football turf "Talent sport club by J chanathip" are related to the work of Azman Bin Ismail which his title was about examining the relationship between service quality and customer satisfaction: A factor specific approach, and the result found that the outcome of multiple regression analysis showed that responsiveness and assurance variables reflected a high correlation with customer satisfaction (9)

6. Recommendations

1. The future research should collect the data from the different sample group and location which will make more diversity.

2. The analyzing in this research using the service quality and the satisfaction in general, not based on all types of the artificial football turf in Thailand, so the measurement may need to be changed in different locations.

7. Conclusion

From the research finding it can be concluded that the overall result both from the aspect of service quality and the satisfaction were high, and the outcome of the correlation analysis showed that the service quality variables reflected a high correlation with the customer satisfaction.

References

1. Football Technology. (2021). Fifa Quality Programme For Football Turf. [Fifa.Com.https://Football-Technology.Fifa.Com/En/Media-Tiles/Fifa-Quality-Programme-For-Football-Turf-1/](https://Football-Technology.Fifa.Com/En/Media-Tiles/Fifa-Quality-Programme-For-Football-Turf-1/)
2. Habib Y., Yunes P., Hedayat S., Thomas P. J., And Amirhossein S. (2017). The Impact Of Stress On Body Function: A Review. *Excli J.* 2017; 16: 1057–1072. Doi: 0.17179/Excli2017-480
3. Evald B.L. (2018). Public Management Of Sports Facilities In Times Of Austerity. *International Journal Of Sport Policy And Politics.* Volume 10, 2018 - Issue 1: Austerity. Pages 79-94. Doi: [10.1080/19406940.2018.1426621](https://doi.org/10.1080/19406940.2018.1426621)
4. Ekaabi, M.A., Khalid, K., Davidson, R., Kamarudin, A.H. And Preece, C. (2020), "Smart Policing Service Quality: Conceptualisation, Development And Validation", *Policing: An International Journal*, Vol. 43 No. 5, Pp. 707-721. Doi: [10.1108/Pijpsm-03-2020-0038](https://doi.org/10.1108/Pijpsm-03-2020-0038)
5. Asubonteng, P., Mcclary, K.J. And Swan, J.E. (1996), "Servqual Revisited: A Critical Review Of Service Quality", *Journal Of Services Marketing*, Vol. 10 No. 6, Pp. 62-81. Doi: [10.1108/08876049610148602](https://doi.org/10.1108/08876049610148602)
6. Safiek Mokhlis. (2012). The Influence Of Service Quality On Satisfaction: A Gender Comparison. October 2012. *Public Administration Research* 1(1):103-112. Doi: 10.5539/Par.V1n1p103
7. Sheng Yen Lee. (2017). Service Quality Of Sports Centers And Customer Loyalty. August 2017 *Asia Pacific Journal Of Marketing And Logistics* 29(2):00-00. Doi: 10.1108/Apjml-10-2016-0191
8. Iacobucci, D., Grayson, K. A., & Ostrom, A. (1994). The Calculus Of Service Quality And Customer Satisfaction: Theoretical And Empirical Differentiation And Integration. *Advances In Services Marketing And Management*, 3(C), 1-67. Doi: [10.1016/S1067-5671\(94\)03013-8](https://doi.org/10.1016/S1067-5671(94)03013-8)
9. Michel R., Nicholas J.A., Jinyi S., Janet C. (2009). An Examination Of The Relationship Between Service Quality Dimensions, Overall Internet Banking Service Quality And Customer Satisfaction: A New Zealand Study. February 2009 *Marketing Intelligence & Planning* 27(1):103-126. Doi: 10.1108/02634500910928344