

# Motivation as Mediator between the Qualities of Sports Services with the Development of Human Capital of Sports Culture: A Structural Equation Model Analysis

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**Abstract:** The main purpose of this study was to test the motivation variable as a mediator that correlate the Quality of Sports Services with the development of human capital of sports culture in Sabah. In addition, this study was conducted to identify the influence of exogenous variables on endogenous variables of the studies. This quantitative study used survey method, involving 473 students in Kota Kinabalu. Human Capital Model (Swanson & Holton III, 2001) was used as the basis model for this study. The data were analyzed using path analysis (SEM) via AMOS software. The main findings of the study showed that motivation is the significant mediator between the Sports Service Quality with the Development of human capital of the acculturation of sports in Kota Kinabalu. The analysis of the structural equation model (SEM) also showed that the data in this study fit with the proposed regression model. Hence, the independent variables have direct and indirect relationships with the dependent variable of the study which are the development of human capital of sports culture. It is hoped that this study will provide useful inputs for the improvement of the national education system in sports.

**Keywords:** Sports, mediator, motivation, human, culture

## 1. Introduction

The educational excellence of schoolchildren includes academic and non-academic fields. This policy is in line with the National Education Philosophy (FPK) inspiration which is to produce and develop pupils who are balanced, to be fit physically, emotionally, spiritually and intellectually. Personality development and positive attitudes can be achieved through co-curricular activities in school. According to Mohd Sofian *et al.* (2002), co-curricular activities are a variety of educational activities beyond the syllabus and it complements the curriculum requirements and needs, and it also requires students to follow their specific interests or skills. In this study, co-curricular activities were conducted and focused on sports services comprising of program content, coaches, sports facilities, sports equipment and collaborative networking. Quality sports services will provide a wide range of opportunities and enable students to add, measure and practice the skills, knowledge and values learned while learning not only in the classrooms, but also outside the classrooms. School is formal educational institution where students are developed as potential individuals in line with the National Education Philosophy (FPK). In order to communicate effectively and conform to the social norms, their various knowledge and skills need to be taught, educated and nurtured adequately (Shaffe, 2005; Elver *et al.*, 2017).

According to Thete (2003), the quality of the teaching and learning process, the educational and infrastructure facilities and effective implementation of good curriculum are the determinants of good quality of education. Therefore, in order to achieve and implement this vision, all stakeholders within the educational institution must be well-versed in the concept of "quality" as well as be united in realizing the vision of education as a means of development to shape and develop holistically, intellectually, spiritually, emotionally and physically human beings. This vision has also been the cornerstone of all education system improvement efforts since the FPK was enacted in 1988. Furthermore, for the balanced development of education as the basis of the achievement of every student's aspirations, the vision in FPK continues to be used in the latest Education Development Plan, and this is also in line with the education ministry's mission in preserving quality education system to develop individual potentials to meet the country's aspirations.

## 2. Significance of The Study

Quality factors are important issues and concerns to ensure that an organization is able to maintain its competitiveness and lead its field forward. The product or service provided will illustrate the quality of an organization, the better the product or the service provided, the higher the trust it gives. According to Othman & Owen (2001), quality services are fundamental part of the organization in order to succeed. Additionally, Griffin (1995) also advocated that high quality services are needed to maintain customer loyalty and trust. Colfer *et al.*

(1986) emphasizes on quality and well-planned services in sports programs as these sports activities are an effective social tool and able to provide aspirations and motivation for students to learn. In fact, either in formal or informal teaching process, theoretically or practically, optimal learning process or skills acquisition can only be achieved through high self-esteem. Motivation is essential for students as it directs a person to move forward especially in the school program. According to Bye *et al.* (2007), the implementation of a program with an interesting and effective teaching process, strengthened with continuous interaction and guidance will motivate students. According to Weinberg and Gould (1999), intrinsic motivation is an intriguing internal factor, directing and integrating one's behavior to achieve a goal, especially in the students' involvement in sports and physical activities. In the context of academic and sports programs, internal motivational orientation is a stage where students perceive themselves to be engaged in learning and training processes for various reasons such as challenges, curiosity and to master something (Bye *et al.*, 2007). Sports activities such as physical education is the process of learning using physical activity to improve one's fitness, skills and attitudes to optimum levels (Wuest & Bucher, 2009).

Student who are intrinsically motivated in learning will be involved in the activities on their own will. The study conducted by Vansteenkiste *et al.* (2004) showed that students who have high level of intrinsic motivation, read and train more diligently and thoroughly, get better grades, and are more consistent and committed as compared to students with extrinsic motivation. According to Murray (2002), an increased understanding of the quality of service will help service providers to provide quality services that are of equal quality to customers' expectations which will lead to increased levels of satisfaction. The increase in the level of customer satisfaction is important as it can contribute to the attitude of continuous engagement in sports activities (Brady & Robertson, 2001). This is because the effort to sustain interest in sports and recreational activities can help the government to maintain and improve the level of health in Malaysians through sports and recreational activities (National Sports Policy, 1998).

### **3. Operational Definition**

#### **3.1 Quality of Sports Services**

The quality of service in education depends on the well-prepared curriculum and effective implementation of the quality of teaching and learning process as well as the educational facilities and infrastructure (Thete, 2003). This study was aimed to evaluate the dimensions or success factors of the IMIS Program which each dimension of the service quality has their own scope and definitions. The quality dimensions of the IMIS Program Services consist of program components, coaches, sports facilities, sports equipment and collaborative networking as well as student motivation as mediators.

#### **3.2 Motivation**

According to the Board of Dictionary (1989), motivation is a high self-esteem or strong passion that encourages one to try or do something with the goal of achieving success. Meanwhile, Vallerand *et al.* (2013) pointed out that motivation can be referred to the role played by personality, social, and cognitive factors when an athlete performs and wants to achieve goals. Motivation is also defined as a variable that directs and motivates a person to perform activities, to achieve the goals set (Atkinson, 1964). Robbins and Judge (2007) also defined motivation as a process that describes the ability, direction, and efforts to achieve a goal. In this study, motivation is considered as a process of action that directly or indirectly influences a student to be involved in sports based on the existence of impulses and motives of the nature. In addition, this motivation also creates and stimulates behavioural stimulation and attitudes towards achieving their goals and objectives to be involved in sports and motivation is commonly known as intrinsic motivation. This study only focused on intrinsic motivation and viewed it as a direct relationship with the dependent variable of the study, namely the development of human capital of student sports culture.

#### **3.3 The Development of Human Capital of Sports Culture**

Human capital development is defined by Bontiset *et al.* (1999) as the human factor or elements of intelligence, skills and expertise that characterize the organization. These elements or factors are able to be developed through learning, transforming, innovating and creating creative drive that can ensure an organization to continue to exist for a long period of time if motivated effectively. In this study, the purpose of MIBS Development is to cultivate active, healthy, and competing life practices in the students who have been involved in the IMIS Program. This sports culture can be portrayed through the level of student participation, attitude toward sports, the benefits of sports and the students' consistency or loyalty towards

### **4. Objectives of The Study**

- The main objective of this study was to identify the motivational variables as the appropriate mediator between the dimensions of the quality of sports services and the development of human capital of sports culture.

- The next objective was to examine the influence of independent variables (exogenous) towards the dependent variable (endogenous) of the study.

**5. Hypotheses of The Study**

- H<sub>a1</sub>: The data used in this study has significant goodness of fit for the proposed model.
- H<sub>a2</sub>: There is a significant influence of the quality dimension of sports service quality and motivation towards the development of human capital of student sports culture.

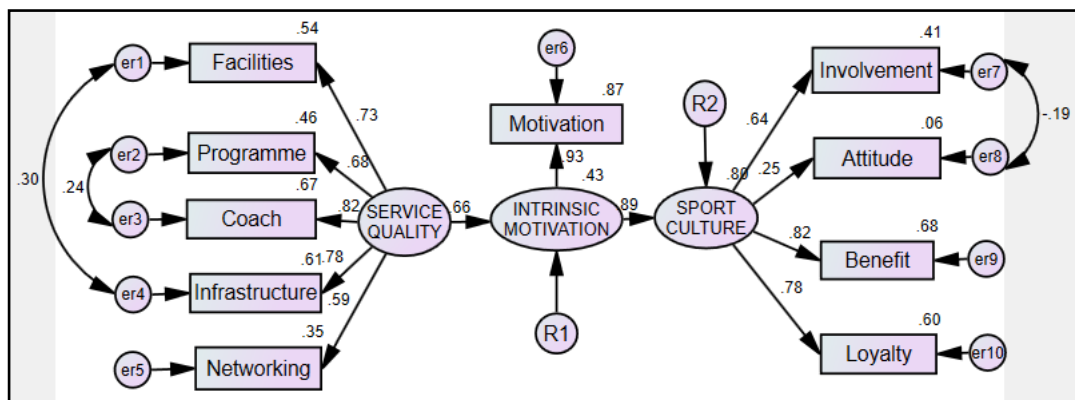
**6. Research Methodology**

This study used survey method to collect data via questionnaires. All items were tested for validity and reliability. This study employed the Measuring Quality of Service in Sports Involvement (SSQPS) Instruments adapted from Ko and Pastore's instruments (2001), Sport Inventory Motivation Measuring Instrument (SMS) by Vallerand *et al.* (1995) and the Intrinsic Motivation Inventory Questionnaire by McAuley *et al.* (1989). While Instruments for Measuring MIBS Development were composed from National Survey of Students Engagement (NSSE) measurement instruments by Chapman (2003). Students' Attitudes and Benefits Instruments from the Health Promotion Model, University of Michigan by Sechrist *et al.* (1987) and Instrument Zeithaml *et al.* (1996) to measure student's loyalty. The respondents were 473 secondary school students in Kota Kinabalu who were selected using purposive sampling and random sampling techniques. The researchers used the Structural Equation Model (SEM) analysis with AMOS 4.0 software to test the hypotheses of the study. Apart from that, the data were also analyzed using the SPSS Version 22 software and the regression analysis was conducted to observe the influence that existed between the variables

**7. Findings**

The analysis of the structural equation model (SEM) using AMOS 4.0 software indicated that motivation is the significant mediator variable in this study. Analysis showed that motivation is a major variable that influence the MIBS Development variable in Kota Kinabalu. Thus, the findings of this mediator have fulfilled the requirements of establishing mediator variables by Baron and Kenney (1986). Hence, H<sub>a1</sub> that stated 'the data used in this study has significant goodness of fit for the proposed model' was accepted. Complete analysis is shown in Figure 1 and Table 1 below:

**Figure 1: SEM Model for Mediating Effect of Motivation**



**The Influence of Exogenous Variables on Endogenous Variable**

Based on Figure 1, the result of structural equation analysis (SEM) showed that the proposed regression model is appropriate, where the Service Quality Program variable is a significant predictor variable for intrinsic motivation variable ( $\beta = 0.66$ , CR = 10.48,  $p = 0.001$ ). In addition, motivation variable is also a significant predictor variable for sport's culture ( $\beta = 0.89$ , C.R. = 11.87). Overall, the results of the structural equation model analysis (SEM) showed that the variance in motivation endogenous variables predicted by exogenous variable of Service Quality is 0.43 and this explains that 43% variance Motivation is predicted by Service Quality. Meanwhile, the variance value in endogenous variables in Sport's Culture predicted by exogenous variable Motivation is 0.80 and this indicated that 80% variance in Sport' Culture is predicted by Motivation. Therefore, motivation is the appropriate and significant mediator variable in this study.

**Table 1: The Goodness of Fit Model (GFI)**

N	The Goodness of Fit Model (GFI)	Index
1	RMSEA	0.085 (<0.08)
2	RFI	0.911 (>0.80)
3	IFI	0.953 (>0.80)
4	NFI	0.941 (>0.80)
5	TLI	0.930 (>0.80)

The results of the analysis of the structural equation model (SEM) for the survey data showed chi-square / df = 4.39 (minimum value is below 5), Goodness of Fit Index (GFI) = 0.946 (approximate value of 1 is better) Adjusted Goodness of Fit Index (AGFI) = 0.900 (value greater than 0.9 is good). According to Byrne (2010), this model is acceptable and fit when the CFI and TLI index approaches 1.00, indicating an appropriate match and the RMSEA 0.08 index or less indicates a reasonable and acceptable estimation error. The RMSEA value for the hypothesis model which is closer to 0.08 (RMSEA = 0.085) indicates that the significant hypothesis model is fit with the data collected from the survey.

These results are consistent with the analysis of CFI, IFI and TLI compatibility index values of 0.90, 0.953 and 0.930 respectively. All types of measurement used indicated that the data used in the study were proven to have significant goodness of fit for the proposed model. Therefore,  $H_{a2}$  which stated that 'there is a significant influence the quality of Service Quality 1M1S Program and Student Motivation on Sport's Culture' is accepted. Measurement analysis of the proposed model can be referred in the Table 1.

## 8. Discussion and Conclusion

This study clearly showed that there are two different variables that influence student's motivation in urban areas of Kota Kinabalu which are coach variables and sports facilities. Both variables influence students' motivation significantly. Based on the research models, students in Kota Kinabalu are of the opinion that coaches and sports facilities are more important than others in motivating them. This finding was parallel to some studies that suggest students' motivation is not only influenced by coach instruction but also good sports facilities (Bernier *et al.*, 2005). This finding also agreed with Abdul Halim and Mohamad Khairul Azman (2010) and Muhamad Suhaimi and Agatha (2020) which summarized that teachers should play the role of a true teacher or coach who do not only carry out effective teaching in the classroom but also provide continuous guidance beyond the class by using all available facilities.

This finding explained the importance of integration of the theoretical instructional aspects of teaching in the classroom with practical aspects of the field by optimizing the use of sports facilities to motivate students and drive their MIBS development (Apaket *et al.*, 2021). Therefore, it can be concluded that the teaching aspect in the classroom, the aspects of coaching outside the classroom as well as the aspects of sports facilities should be addressed by educators in order to improve student motivation. This is important because high intrinsic motivation will be a catalyst for the students to develop sports culture human capital (MIBS) well and effectively. The element of MIBS development was proven to have a significant impact on the success of a student, especially in sports and physical activities.

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