

RELATIONSHIP BETWEEN SERVICE QUALITY FACTORS AND SPECTATORS' REVISIT IN IRANIAN SOCCER PREMIER LEAGUE

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Abstract

The purpose of this paper was to study effective factors on spectators' tendency to revisit the games with an emphasis on service quality. For this purpose, 450 spectators were randomly selected among spectators of home premier soccer league stadiums and questionnaires distributed among them. After applying some modifications by experts and specialists, reliability ($\alpha=0.89$) determined by Cronbach's alpha. Collected data from four stadiums were analyzed by regression test. Results indicated that among of studied factors, unpredictability of match (mean=3/73) and diversity of stadium entertainment and facility (mean=1/94) showed the most and least mean, respectively. Results also indicated that almost 66/7 of spectator satisfaction were explained by service quality (access quality, contest quality, facility quality, venue quality and sport quality). Regression coefficient indicated that sport quality had more effect ($B=0.78$, $P=0.001$) than other factors and access quality ($B=0.16$, $P=0.001$) have more effects on spectator satisfaction. Other factors (contest quality and stadium quality) had no significant effects. Furthermore, about % 55/1 of repeated attendance of spectator variance in future competitions explained by satisfaction. Eventually we can conclude that service quality is good anticipator for spectator satisfaction in sport event and their revisit in the future.

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