

# **The Impact of Service Quality in the Satisfaction and Perceived Value of Football Clubs about Soccer League Antioquia Service in Colombia**

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## **Aim and Background**

Research has focused the study of the influence of Service Quality on satisfaction and perceived value in different sectors (Zeithaml, 1988; Bolton & Drew, 1991; Chiou & Droge, 2006; Bustamante, 2015), including some studies in the sports sector (Mañas, Giménez, Muyor, Martínez y Moliner, 2008; Howat & Assaker, 2012), where it's shown that service quality impact perceived value and in the same time this last construct impact directly overall satisfaction; but it has not been written on the impact of Service Quality in the satisfaction and perceived value of football clubs about Soccer League Antioquia service in Colombia.

The service quality is an overall judgment towards the excellence or superiority of the service, which results from comparisons by customers of expectations with their perceptions of service delivered by the suppliers (Parasuraman, Zeithaml & Berry, 1985), and generally accepted as an antecedent of overall customer satisfaction, because to obtain a high evaluation of service quality, the business must offer a consistent set of satisfactory experiences (Galbán, Clemenza y Araujo, 2013), and that relationship is mediate for perceived value, because satisfaction doesn't only depend on the service quality, worth it high quality levels, if customers believe that is improving the value (Bustamante, 2015). So, for Soccer League Antioquia, is important to know how the amateur football clubs in Columbia (CLubsAF) perceived its service and if they're satisfied.

## **Research Design and Methods**

In spite of these proposals, research has shown little attention on the effects of the Service Quality in the satisfaction for NPSOs. The present study aims to investigate this gap by analyzing the impact of the Service Quality in the satisfaction of amateur football clubs in Columbia (CLubsAF) with the Soccer League Antioquia service in Colombia, and the mediating role of perceived value. Used the SERVQUAL, this paper proposes a model to explain the components of the service quality and its impact on satisfaction of NPSOs, mediate by perceived value. SERVQUAL model has been widely used to analyze the determinants of service quality in companies, and the effects of this on satisfaction, so, the 5 dimensions proposed in the SERVQUAL were taken into account (Parasuraman, Zeithaml & Berry, 1985), and the satisfaction and perceived value scales, where obtained from validated studies (Kima, Parkb & Jeonga, 2004; Sirdeshmukh, Jagdip & Sabol, 2002) The main hypothesis (out of 3 detailed ones) is that service quality impact the satisfaction of amateur football clubs in Colombia, mediated by the perceived value.

A quantitative approach is chosen through the use of PLS-SEM method. The items selected for the study were 22 for SERVQUAL scale (Parasuraman et al., 1985), 9 for satisfaction (Kima et al., 2004), and 9 for perceived value (Sirdeshmukh et al., 2002). The collection of the data was carried out with self-administered questionnaires completed by 270 sports and administrative managers of ClubsAF between February and April 2018. For the analysis of the data, the measurement validation of the instrument for formative and reflective constructs was carried out, and subsequently the evaluation of the structural model.

## Results and Implications

The results have shown that the League was generating SERVQUAL, and that directly and positively influenced the performance of perceived value ( $t=18,512$ ;  $\beta=0,674$ ) and satisfaction ( $t=14,144$ ;  $\beta=0,719$ ) from ClubsAF. The main finding showed that The SERVQUAL is antecedent of perceived value and Satisfaction in the relationship between the Soccer League Antioquia and its Clubs AF in Colombia.

This study suggests that the SERVQUAL is an important driver for generation of satisfaction and the definition of perceived value form ClubsAF. This implies that the Soccer League Antioquia must focus its efforts on increasing the quality of its service, taking into account all its dimensions.

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