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Customer's Expectation and Perception
Towards Service Quality at Stadium Tan

Sri Dato' Hj. Hassan Yunos, Johor:

A Comparative Study on Fans of Johor Darul Ta'zim
Football Club and Pahang Football Club

Tan Sri Dato' Hj와 Hassan Yunos, Johor 경기장
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Abstract

Customer's Expectation and Perception Towards Service Quality at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor: A Comparative Study on Fans of Johor Darul Ta'zim Football Club and Pahang Football Club

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The purpose of this research is to examine the differences of expectation and perception of Johor Darul Ta'zim Football Club (JDFTFC) (home) and Pahang Football Club (Pahang FC) (away) fans towards service quality of Stadium Tan Sri Dato' Haji Hassan Yunos, Johor. Questionnaires of QUESC developed by Kim (1993) which consist of 11 dimensions will be used to measure the expectation and perception of fans towards service quality at the stadium. This research will also examine level of service quality based on the expectation and perception of two different

characteristic and demographic groups in order to help management of the stadium for future improvement.

Design/methodology/approach – This research findings are based on the 224 respondent's questionnaire survey which 112 respondents representing fans of JDFTFC and 112 respondents representing fans of Pahang FC. The respondents were registered with each fans clubs and had experience perceived service quality of the Stadium Tan Sri Dato' Haji Hassan Yunos, Johor.

Findings – These research findings clearly show that there were significance differences between fans of JDFTFC as home fans and Pahang FC as away fans in term of expectation and perception towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor. JDFTFC fans with the characteristic as home fans had good expectation towards service quality while Pahang FC fans with the characteristic as away fans did not expect high or good towards service quality of the stadium. JDFTFC fans had a very good perception after perceived the services while Pahang FC fans had vary perception. However both fans had similar good perception in four dimensions which ambiance, employee attitude, convenience and stimulation.

For future research, the response from both teams before and after

the match at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor may strengthen the argument of home and away fans have significant difference on measuring service quality of the stadium. Increase the number of respondent may also strengthen the argument. The questionnaire details and the findings can be also useful to other types of customers not only for fans in order to measure expectation and perception towards service quality of the stadium in overall.

Keywords : Customer service quality, Fans expectation and perception, Sports facilities

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Table of Contents

Acknowledgement	오류! 책갈피가 정의되어 있지 않습니다.
Abstract	i
Table of Contents.....	iv
List of Tables	viii
List of Figures.....	ix
Chapter 1. Introduction	1
1.1. Background of Study.....	1
1.2. Problem Statement.....	3
1.3. Purpose of the Study	8
1.4. Objective of the Study.....	8
1.5. Research Questions.....	9
1.6. Significance of the Study	10
1.7. Scope of the Study	12
1.8. Definitions of Terms	12
Chapter 2. Literature Review.....	14
2.1. Customer Expectation and Perception.....	14
2.2. Services	15
2.2.1. Service Quality	17
2.2.2. Service Quality Model	21
2.2.3. Service Quality and Perceived Value	23
2.2.4. Measurement of Service Quality	24
2.2.4.1. SERVQUAL	25
2.2.4.2. Quality of Excellence in Sport Centres (QUESC)...	29
2.2.4.3. SPORTSERV	30
2.3. Future Behavioural Intention.....	31

2.4.	Sport Fans.....	33
2.4.1.	Sport Fans and Sport Spectator	33
2.4.2.	Fans Management.....	35
2.5.	Sport Facilities in Malaysia.....	36
Chapter 3. Method		37
3.1.	Introduction	37
3.2.	Research Design	37
3.2.1.	Type of Study	38
3.2.2.	Types of Research Design Applied	39
3.2.3.	Unit of Analysis.....	39
3.3.	Research Framework and Hypothesis.....	40
3.3.1.	Research Framework	41
3.3.2.	Independent Variable	41
3.3.3.	Dependant Variable	41
3.3.4.	Hypothesis.....	42
3.4.	Study Area.....	42
3.5.	Population and Sampling	43
3.6.	Instrumentations	45
3.7.	Data Collection Methods.....	46
3.7.1.	Primary Data.....	48
3.7.2.	Secondary Data.....	48
3.8.	Data Analysis.....	48
Chapter 4. Results.....		49
4.1.	Collection and Analyse of the Data	49
4.2.	Data Collection	49
4.3.	Validity and Reliability	49
4.3.1.	Expectation.....	50

4.3.2.	Perception.....	52
4.4.	Cronbach Alpha	53
4.4.1.	Expectation.....	54
4.4.2.	Perception.....	55
4.5.	Characteristic of Respondents	56
4.6.	Team Fans	56
4.7.	Gender of Respondents	56
4.8.	Age of Respondents	57
4.9.	Race of Respondents.....	58
4.10.	Range of income of the respondents.....	59
4.11.	Data Distribution	60
4.12.	Expectation of the Fans	60
4.12.1.	Fans of JDT FC.....	60
4.12.2.	Fans of Pahang FC.....	62
4.13.	Gap Analysis between Expectation of JDFTFC and Pahang FC ...	64
4.14.	Perception of the Fans.....	66
4.14.1.	Fans of JDT FC.....	66
4.14.2.	Fans of Pahang FC.....	67
4.15.	Gap Analysis between Perception of JDFTFC and Pahang FC	69
4.16.	Gap Analysis of Expectation and Perception of JDFTFC Fans	71
4.17.	Gap Analysis of Expectation and Perception of Pahang FC Fans	73
4.18.	Expectation of JDFTFC and Pahang FC Fans.....	75
4.19.	Perception of JDFTFC and Pahang FC Fans.....	76
4.20.	Gap Analysis between Expectation and Perception of the Fans ..	78
4.21.	T-Test Analysis.....	79
4.22.	Correlation Test of the Dimension.....	81
4.22.1.	Expectation.....	81

4.22.2.	Perception.....	83
	Chapter 5. Discussion.....	86
5.1.	Summary of Findings.....	86
5.2.	Discussion of Interesting Findings	90
5.3.	Implications (Theoretical and Practical)	91
5.4.	Limitations and Future Research Direction.....	92
5.5.	Recommendations.....	93
5.6.	Conclusion.....	93
	References	96
	Appendix	101
	국 문 초 록	107

List of Tables

Table 1. Comparative of SERVQUAL vs QUESC	30
Table 2. Correlation between Dimensions (Expectation)	50
Table 3. Correlation between Dimensions (Perception)	52
Table 4. Cronbach Alpha (Expectation).....	54
Table 5. Cronbach Alpha (Perception).....	55
Table 6. Descriptive Statistics JDFTFC Fans (Expectation).....	62
Table 7. Descriptive Statistics Pahang Fans (Expectation).....	64
Table 8. Gap Analysis of JDFTFC and Pahang FC of Expectation.....	65
Table 9. Descriptive Statistics JDFTFC Fans (Perception).....	67
Table 10. Descriptive Statistics Pahang Fans (Perception).....	69
Table 11. Gap Analysis between Perception of JDFTFC and Pahang FC.....	70
Table 12. Gap Analysis of Expectation and Perception of JDFTFC Fans.....	72
Table 13. Gap Analysis of Expectation and Perception of Pahang FC Fans.....	74
Table 14. Expectation of JDFTFC and Pahang FC Fans	76
Table 15. Perception of JDFTFC and Pahang FC Fans	77
Table 16. Gap of Expectation and Perception of Fans.....	78
Table 17. Descriptive Group Statistics.....	80
Table 18. T-Test Result of Mean Expectation and Perception.....	80
Table 19. Correlation Result of Dimension (Expectation).....	81
Table 20. Correlation Result of Dimension (Perception).....	83

List of Figures

Figure 1. Research Framework.....	41
Figure 2. Team Fans.....	56
Figure 3. Gender Composition	57
Figure 4. Age of Respondent.....	58
Figure 5. Race of Respondents.....	59
Figure 6. Range of Income	60
Figure 8. Gap Analysis of Expectation and Perception of JDT Fans	73
Figure 9. Gap Analysis of Expectation and Perception of Pahang FC Fans	75

Chapter 1. Introduction

1.1. Background of Study

Services of sports facilities are becoming rather important in our daily lives. In the context of Malaysia, services of sports facilities become an integrated part in developing sports for the individual and teams directly and indirectly. Therefore, it's essential for an organization to provide these kinds of services. By having good sports facilities, it may influence the quality of life especially on healthy lifestyle because it provides an avenue for a greater participation in sports and recreation. At the end of the day, it may help the nation to be developed. According to Dato'Azalina Othman Said, Minister of Youth and Sport (2005) "A healthy body, healthy mind and then healthy nation".

Providing a good service is the main and should be prioritized element by any organization. In order to get customers satisfaction, sports managers will face a challenging task to confront (Aexandris at.al., 1999). Good services provided by organization or companies can bring higher satisfaction which then lead to good perception (Bitner, 1990).

Sports currently show a very well progress of development especially in Malaysia. Sports facilities rapidly increased in term of construction while fifth Malaysian Plan of year 1986 to 1990. It is proven

when twelve football stadiums that own by the Government of Malaysia with 30,000 people seating capacity from a year of 1990 to 2000 (M. Barghchi et al., 2011).

Malaysia Super League (MSL) of football in Malaysia is currently a new phenomenon, acts as a tool to unite Malaysian. Johor Darul Takzim Football Club (JDFTFC) is one of the clubs that participates in MSL. JDFTFC was the champion of MSL for 2014 which makes them qualified to 2015 AFC Champions League qualifying rounds and also AFC Cup for 2015. Besides that, Pahang Football Club also is one of the team that playing in MSL. Pahang Club also qualified for AFC Cup for 2015 as champion of FA Cup in year of 2014.

Stadium Tan Sri Dato' Haji Hassan Yunos was built in 1964 and currently a home venue for JDFTFC which currently playing in the MSL. Stadium Tan Sri Dato' Haji Hassan Yunos used to be multi-purpose stadium located in Larkin, Johor Bahru, South of Malaysia. The stadium's capacity could house 30,000 spectators. The names taken from former Chief Minister of Johor, Tan Sri Dato' Haji Hassan Yunos. The biggest events was held in this stadium when youth World Cup in 1997.

Before this, the stadium is managed by Perbadanan Stadium Johor (PSJ) and Johor Football Association (JFA) is only one of the clients. But

based on the decision made by Johor State Government, this stadium has been taken over and fully managed by JFA since 2014. JFA also decided to make this stadium only for football/soccer match and not as multi-purpose stadium for other sports such as track and field.

Based on the statement by President of JFA, the management of JFA has re-organized and improvised the facilities in the stadium. This is a good sign for improvement that started by JDFTFC in order to create a very interesting football league in Malaysia. As mentioned earlier that football can be a good unite tools for people.

Besides that, the trend of home fans and away fans coming to the stadium also crucial as debated by many scholars. Most of the scholars agreed that good service quality provided by management will influenced fans to come to stadium frequently. In this research, study on the customers' perception and expectation towards service quality provided by management and examines the level of service quality based on the related dimension will be the main focus.

1.2. Problem Statement

As mentioned earlier, JDFTFC was qualified to AFC Champions League qualifying rounds and also AFC Cup for 2015. For year 2015 AFC Champions League, JDFTFC was the first club in Malaysia qualified for this

highest football league in Asian. Stadium as the venue of this football match also affected due this Asian Champion League competition. JFA has done improvement to the stadium. A crucial reformation began when it took over the management of the stadium and the facilities from PSJ management. PSJ was statutory body under Johor State Government which is considered as public agency while JFA can be considered as private entity.

Customers' perception of service quality is based on the service performance they experienced and based on past experiences of service performance (Berry, Parasuraman & Zeithaml, 1988). Research related to service quality was done in business management area for years because of competitive market and marketing management has transferred its focus from internal performance such as production to external interests such as satisfaction and customers' perception of service quality (Gronroos, 1992). There was research done specifically in sport field such as Kim. S.Y. (1995) which found out the performance of Korean sport centres is lagging behind user expectations.

Besides sports cape, motivation and loyalty are identified as other important factors in predicting spectators' satisfaction and their intentions to re-patronize Malaysian Football Cup (Asiah & M. Pilus, 2009). Asiah

and M. Pilus (2009) also recommended in order maximising the attendance of fans or spectators to stadium, Malaysian Football Cup Malaysian Football Associations and sport marketers should consider sports cape, motivation and loyalty in planning marketing strategies. Therefore, Malaysian Football Associations and sport marketers should be proactive in increasing the attendance and the revenue of the association without just relying on sponsorship. Increasing attendance is a key objective of professional sports organisations (Hansen & Gauthier, 1989). Some sports team income generated from attendance as much as 75% of the overall revenue (Zhang, Smith and Pease, 1996).

Service quality can be a bit of an elusive illusion depending on perspective. It is not static, it depends on a number of variables that include moods, experiences, situations and often a considerable degree of anecdotes that may or may not be true (Harris M. & H. J. Harrington, 2000). Harris M. and H.J. Harrington (2000) also concluded that measuring the level of organization meets the needs of the market in the delivery of goods and services was the key measure. It is not about effectiveness, efficiency, profit, growth, satisfaction, loyalty nor even market value or share.

According to HRH Brigadier General Tunku Ismail Ibni Sultan Ibrahim, The Crown Prince of Johor which also President of JFA on January 2015;

“We have achieved a lot of things in a very short period of time such as winning the super league, collaborating with German giants Borussia Dortmund, English champion Manchester City (City Group), improving our football facilities and also building new top class facilities for our football club. We have been successful to make all these positive changes and we are moving forward faster than any other football organisation not only in the country, but in South East Asia. This however is only the beginning. I can assure you that there will be more achievements in the future.”

Based on the statement made by President of JFA, it is only a view from management without knowing the feedback and perception of customer which experienced by themselves the changes made by the management. Besides that, there are no research been done relating to service quality specifically involved Stadium Tan Sri Dato' Haji Hassan Yunos from the perspective of fans neither home nor away. So in this research, the researcher will try to look at the customer expectation and

perception which specifically home and away fans towards service quality provided by management at Stadium Tan Sri Dato' Haji Hassan Yunos .

According to Y Zhang, D Lee, LW Judge and J E. Johnson, (2014);

“The current study did not examine the moderating roles of audience characteristics (i.e. gender, age, occupation, education, and past experience) on the perceptions of service quality, satisfaction, future attendance, and the relationships among these three constructs. A more detailed understanding of what moderators significantly affect the audiences’ evaluations of the game will be beneficial for sport marketer’s strategies.”

Wiid A. and MC Cant (2015) also concluded that it is essential for the management of the stadium which also sports team club to know a factor of motivation of the fans to maintain or increase the satisfaction which can result of loyal attendance. Providing excellent service, which should be the goal of every organization, leads to greater efficiency and effectiveness and a loyal customer base (Zeithaml, Parasuraman & Berry (1990). This is a good as healthy competition exists among public and private organization on the basis of the quality of the service that they can provide. Service is not uniform in different service sectors; hence consumers’ perception of service quality may be different (Yong, 2000). It

is important to note that the expectations and perceptions of the customers change with time (Shahin & N.Janatyan (2011)).

In this research, fans clubs that selected as samples are Johor Darul Ta'zim (JDT) club which is champion of Malaysia Super League 2014 and Pahang Football Club which is champion of Malaysia Cup 2014 and FA Cup 2014. While service quality at Stadium Tan Sri Dato' Haji Hassan Yunus managed by Johor Football Association (JFA) will be the dependant variable of this research.

1.3. Purpose of the Study

The overall of this study is to identify the differences of expectation and perception of JDT FC and Pahang FC fans towards service quality which consist of 11 dimension using QUESC instrument. This study will also examine level of service quality based on the perception and expectation of two different groups in order to help management of the stadium for future improvement.

1.4. Objective of the Study

Specifically this study is designed to:

Examine the difference expectation between JDT football club fans (home) and Pahang football club (away) towards service quality provided by Management at Stadium Tan Sri Dato' Haji Hassan Yunus; and

Examine the difference perception between JDT football club fans (home) and Pahang football club (away) towards service quality provided by Management at Stadium Tan Sri Dato' Haji Hassan Yunos;

Examine the dimension of service quality that fans expect most satisfied and most dissatisfy related to Stadium Tan Sri Dato' Haji Hassan Yunos provided by management;

Examine the dimension of service quality that fans perceive most satisfy and dissatisfy related to Stadium Tan Sri Dato' Haji Hassan Yunos provided by management.

1.5. Research Questions

Based on the statement made by The Crown Prince of Johor which also former President of JFA on January 2015 and also findings by scholar's, it is not mentioned about the service quality from the expectation and perception of fans which also need to be considered in order to know that service provided by management is satisfy all criteria. In this research, the researcher will study on several questions:

Fans Expectation

Q1 Is there any difference expectation between JDT football club fans (home) and Pahang football club (away) towards

service quality provided by Management at Tan Sri Dato' Haji Hassan Yunos Stadium?

- Q2 What is the dimension of service quality that fans expect most satisfied and most dissatisfy related to Stadium Tan Sri Dato' Haji Hassan Yunos provided by management?

Fans Perception

- Q3 Is there any difference perception between JDT football club fans (home) and Pahang football club (away) towards service quality provided by Management at Tan Sri Dato' Haji Hassan Yunos Stadium?

- Q4 What is the dimension of service quality that fans perceive most satisfy and dissatisfy related to Stadium Tan Sri Dato' Haji Hassan Yunos provided by management?

1.6. Significance of the Study

Research related to sports either sports management or sports science is not so develop in Malaysia. This trend is however, changing to be better. Most of the public and private universities are encouraging lecturers to publish and present their research findings (KA Boateng and NW Tumpang, 2004). This study is basically to study on fans of selected football club perception and expectation towards service quality at Stadium

Tan Sri Dato' Haji Hassan Yunos provided by management. If the perception of customers specifically fans club towards services at Stadium Tan Sri Dato' Haji Hassan Yunos is good, it shows that the management of the stadium has successfully doing great in term of providing a good service.

The data from this research also can be used by the management of Stadium Tan Sri Dato' Haji Hassan Yunos to improve on its service quality and also to have a good idea in improving and maintaining their present services as well and be the benchmark for others stadium management to follow especially in Malaysia.

This research will examine the difference perception of two champion's title club fans toward service quality at the Stadium Tan Sri Dato' Haji Hassan Yunos. Findings of this study would contribute to the knowledge of customer behaviours regarding service quality of Stadium in cross-cultural perspective and lead to recommendations for sports marketers. If there are no differences between these two fans clubs, it shows that factors of fans of a specific team and characteristic will not affect the perception of service quality provided at the stadium.

Besides that, the information that is gathered from the study can be implemented and used for the future advancement in upgrading their

services and quality. Lastly, it will provide useful information which is highly recommended for further planning or a long term planning.

1.7. Scope of the Study

This research is to examine on fans of selected football club in Malaysia perception and expectation towards service quality at Stadium Tan Sri Dato' Haji Hassan Yunos provided by management. An analysis will be conducted in order to determine the level of expectation and perception; hence the differences of expectation and perception between the customers which in this study only be limited to fans of JDFTFC and Pahang Football Club (Pahang FC) towards service quality of Stadium Tan Sri Dato' Haji Hassan Yunos provided by management. A literature from previous scholars related to measuring expectation and perception of service quality will be used as references. Questionnaires of QUESC which developed by Kim (1993) will be used to measure the expectation and perception of fans towards service quality at the stadium.

1.8. Definitions of Terms

Perception A belief or opinion, often held by many people and based on how things seem.

(Cambridge Dictionary)

Expectation The feeling that good things are going to happen in the future.

(Cambridge Dictionary)

Services An activity or series of activities of more or less intangible nature that normally but not necessarily take place in interactions between customers and service employees and/or systems of the service provider, which provided as solution to customer problem.

(Gronroos, 1990)

Quality The ability to perform functions; it includes durability, reliability, precision, ease of operation and repair, and other valued attributes.

(Kotler & Armstrong, 1999)

Fans Individuals who are interested in and follow a sport, team, and/or athlete.

(Wann, 1995, 1997)

Chapter 2. Literature Review

2.1. Customer Expectation and Perception

Customer expectations are attitudes held by customers towards a company. When a company is approached for the first time, expectation could be high. There is influence for good or ill, by the way the company handled previous request for service (Katz, 1987). According to Kotler (1999), customer's satisfaction can be defined as the level of person felt based on comparing a products or services performance in the relation to a person's expectation.

Kearney (1990) stated that customers perceive themselves as the most important person in the business of any organizations. Customers were the base of an organization income, market organization products and the public relations that the organization needs. According to Robinson (2006), Concept of customer expectations basis is the quality improvements. Based on this, the researcher takes fans as one of the most important customer towards the development of Stadium Tan Sri Dato' Haji Hassan Yunos.

According to Branham (1997), the idea of customer satisfaction as an aspect of competitiveness is always overblown. One of the important ingredients for the long-term business success is satisfied customers. But

high-level customer satisfaction does not always translate to the bottom line profit.” Customer satisfaction is important for every corporate vision and mission statement (Klein, 1995). Supported statement by Jackson (1997), “customer satisfaction is the most important thing compared to profitability, employee productively and company’s market share.” Satisfied customers is normally more loyal while dissatisfied customers are more likely not to use the product or services again (McDougal & Levesque, 2000). An identification of customers’ needs and the way to satisfy them is essential for the improvement of performance of sports and fitness centres (Gerson, 1999).

As the sports industry becomes global, satisfaction of the customers especially on quality service has become the vital and degree of the success of the organization. (Kim M.K. et al.,2014).

2.2. Services

Product is tangible which is produced in order to satisfy the needs and wants of the customers. Service on the other hand is intangible and slightly significant with expectation and linked to product benefits. Those customer expectations of product and services play an important role in the purchase decision (Kurtz, 1987).

Services have number of distinctive characteristics, which create special marketing challenges and opportunities such as the intangibility of the services, inseparability, heterogeneity, and perishability (Kurtz & Clow, 1998). Services are intangible and include installation and repairs of fitness equipment and entertainment (Parks and Zanger, 1990).

Ramaswary (1996) described service as the business transactions that take place between a donor (service provider) and receiver (consumer) in order to produce an outcome that satisfies the consumer. A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily take place in interactions between the customer and service employees and/or systems of the service provider which are provided as solutions to customer problems (Gronroos, 1990).

Services are intangible due to characteristics which impossible for users to sample, taste, feel, see, hear, smell or possessed a service before they purchase or got it. However (Parasuraman et. al, 1985) reported that one of the dimensions to study services is including tangible factor. Service is not uniform in different service sectors, consumers perception of service quality may be different (Yong, 2000).

2.2.1. Service Quality

According to Chan and Chen (2002), quality of service has been studied in the area of business management for years because the market is more competitive and marketing management has transferred its focus from internal performance such as satisfaction and customer's perception of service quality.

The service quality concept is defined in many studies by different researchers as degree to which the performance of service provider matches customer expectations, and as the customer's overall impression about the service performance, service delivery systems, and overall consumption experiences (Zikmund & D'Amico (1996); Yong & Pastore (2004).

Parasuraman (1985) reported that perceived service quality is defined as the customer's assessment of the overall excellence or superiority of the service. Parasuraman (1985) also mentioned that customer's assessment of overall service quality depends on the gap between expectation and perception of actual performance levels. Zeithaml (1987) defined perceived service quality as the consumer's judgement about an entity's overall excellence or superiority. Providing excellent service, which should be the goal of every organization, leads to greater efficiency

and effectiveness and a loyal customer base (Zeithaml, Parasuraman, & Berry, 1990)

Perceived service quality is therefore viewed as the degree and direction of discrepancy between consumers' perceptions and expectations (Parasuraman et. al, 1988). Early research by Parasuraman et.al, 1985) perceived service quality is the difference between expectations and the service delivered which called as the perception gap and spearheaded the application of gap analysis in the provision of services. Also agreed by Gummerson (1989) which defined the perception gap is the concept that gaps exist between the service provider's and the customer's perception of quality. High perception of service quality triggers a satisfying feeling that in turn influences repurchase intentions.

Similarly, high perception of service value leads to greater satisfaction, which affects repurchase intentions (Tam, 2000). The good things exist when public and private organizations compete on the basis of the quality of the service that they provide (Zeithaml, Parasuraman, & Berry, 1990).

Service providers in all types of sports should emphasize the original value of service quality and continually improve service quality in order to satisfy spectator needs (Lee et. al., 2011). Service demands have

come to be more specialized and diversified than ever (Kim et. al., 2014). Such trends distinctly appear in sports areas where service quality management has actively been introduced (Papadimitriou & Karteroliotis, 2000).

The opportunities of the future service-oriented belong to those who understand the customer experience from the customer's viewpoint and will solve if there is any lack. The measurement of quality is just as simple; it is merely the metrics of determining how well, how effectively and how efficiently needs are met (Harris & H.J. Harrington, 2000). According to Zeithaml et al. (1990), “the difference between customer’s desires, expectations and their perceptions of service quality is known as a service gap. The four main service quality gaps identified by most of the researchers are:

- i. Not knowing what customers are expecting from a service;
- ii. Using the incorrect service quality standards;
- iii. Service performance (gap); and
- iv. Promises regarding the service which do not match delivery.”

Zeithaml, Parasuraman and Berry (1990) conducted an investigation into the gap between consumer needs and management provisions at sport centres in the United States and found that although management

concentrated on the acquisition of modern and high tech equipment, these dimensions were considered by consumers as less important and usually tended to meet or exceed their expectations. However, other aspects of service that consumers perceived as important, such as facilities scheduling, convenience and social services, were ignored by the management.

Consumers should not be seen as those people who just pay money for a product or service (Costa & Clinia, 2003). However, service quality perceptions and goodwill towards the team could differ according to consumer's demofigureics or lifestyle (Kim et. al., 2007; Shaw & McDonald, 2006). Identifying segments of members with similar perceptions of service quality and behavioural intentions can be a powerful tool for sport managers in order to develop positioning strategies (R. Biscaia et. al., 2012) which in this study will also examine the difference perception and expectation of fans.

Lam (2000) in a study evaluated the quality of service in America Houston fitness clubs found that the employee's behaviour, proposed programs, locker rooms, and environmental and safety features will effect on customer perception of service quality in the club. The quality of services is related to things like customer satisfaction, customer loyalty, value and willingness to repurchase (Shank & Chelladurai, 2008) and (Park

et. al., 2000). Meeting customers' expectations and satisfying their needs are important elements in the effect that an organization makes to retain its customers and gain competitive advantage (Parasuraman, et al., 1988).

2.2.2. Service Quality Model

Parasuraman et. al. (1988) made the first effort to operational the concept of service quality by developed an instrument to assess service quality. Instrument has been developed to assess service quality that empirically relied on the difference in scores between expectations and perceived performance. The earliest instrument was developed by Parasuraman et.al. (1985) consisting of 22 items divided along the 10 second order which are;

Tangibles;

Reliability;

Responsiveness;

Competence;

Courtesy;

Credibility;

Security;

Access;

Communication; and

Understanding. Dabholkar, Thorpe and Tenz (1996) proposed a hierarchical model of service quality which service quality is a multi-level and multi-dimensional constructed including:-

Consumers' overall perception of service quality, A dimension level which consists of physical aspects, reliability, personal interaction, problem solving and policy and A sub-dimension level which recognizes the multifaceted nature of the service quality dimension.

Brady (1997) developed a hierarchical and multi-dimensional model of service quality which there are three dimensions in the model: interaction of quality, outcome quality and physical environment quality and each of dimensions consists of three corresponding sub dimensions:

Interaction Quality- Attitude, Behavior and Expertise; Outcome Quality- Waiting Time, Tangibles, and Valence; and Physical Environment Quality – Ambient Conditions, Design and Social Factors.

Yong (2000) further developed Brady's (1997) model in his study of service quality in recreational sport which proposed perception of service quality consists of four dimensions as follows:

Program Quality-range of activity programs, operating time and secondary services; Interaction quality; Outcome Quality; and Environment quality.

Following Gronroos' (1994) model, service quality is built on:

- (a) Functional quality dimensions. The functional quality dimensions are related to “how” the service is provided.
- (b) Technical quality dimensions. The technical quality dimensions are related to “what” service is provided, i.e. the outcome quality of the process through which the service is delivered.
- (c) Image as a third factor, the image quality dimensions.

Gap model can be explained as shortly that there are some expectations of the customer from the organization, after service presented, service quality determined by comparing these expectations with their perceptions from service (Chang et al., 2002).

2.2.3. Service Quality and Perceived Value

Moon et.al. (2013) investigated theoretical relationships among service quality, perceived value, destination image, and behavioural intention in sport events and found that service quality had a positive influence on perceived value. Hume and Mort (2010) examined the relationship between service quality and perceived value among the performing arts audiences and founded that core service quality influenced perceived value for time and money that art audiences invested for their leisure activity.

According to Howat and Assaker (2013), perceived quality had a positive influence on perceived value among the users of public aquatic centres. Service quality technique is a tool to evaluate the gaps between desired levels and actual performance in a production organization service section and service organization as well (Sarah et. al., 2012).

In short, perception of service quality is a controversial subject with no consensus having been reached on how to conceptualized or operationalize the construct. More recent models developed such as Parasuraman et.al. (1985), Brady (1997), Kurtz & Clow (1998), Yong (2000) and Chang et al., (2002) shows that complexity of the construct of service quality perception.

2.2.4. Measurement of Service Quality

Many researchers emphasized the importance and benefits of service quality measurements (Aslan et. al., 2011). Before this, many researchers intend to adopt both inferred and direct disconfirmation techniques which expectations and perceptions are measured separately, producing a relative measure of how well the service has performed relative to what the consumer expected.

Questionnaires answered by target customers were commonly used to reflect the customer satisfaction levels on critical service elements with

regard to validity and reliability and a five and a seven point Likert-type scale were commonly applied in most research (Hung, et. al., 2003).

2.2.4.1. SERVQUAL

Parasuraman et al. (1988) as mentioned before also developed an instrument which called SERVQUAL, comprising 22 statements used to assess service quality across five dimensions (tangibles, reliability, responsiveness, assurance, empathy) with each statement used twice: once to measure expectations and once to measure perception. It has five generic dimensions or factors and stated as follows (Van Iwaarden et. al., 2003):

- (1) Tangibles: Physical facilities, equipment and appearance of personnel;
- (2) Reliability: Ability to perform the promised service computably and accurately;
- (3) Responsiveness: Willingness to help customers and provide prompt service;
- (4) Assurance (including competence, courtesy, credibility and security): Knowledge and courtesy of employees and their ability to inspire trust and confidence;

- (5) Empathy (including access, communication, understanding the customer): Caring and individualized attention that the firm provides to its customers.

SERVQUAL is a concise multiple-item scale with good reliability and validity that retailers can use to better understand the service expectations and perceptions of consumers and as a result improve service (Parasuraman, Zeithamal & Berry (1988). SERVQUAL has been extensively researched to validate its psychometric properties and while it has attracted recent criticism for its conceptualization of quality measurement issues, it has nonetheless been applied in a wide variety of sectors (Lewis, 1987; Ryan and Cliff, 1997; Lam et al., 1997).

Bryslan and Curry (2001) mentioned that particular advantage of SERVQUAL is that it is a tried and tested instrument which can be used comparatively for benchmarking purposes. Elaborated more by Martin, Wright, Fitz (2001), the results of the questions, within each dimension, are then averaged to obtain a score for each dimension which can then be used to highlight how well an organization is performing in light of customer expectations. The benefits derived from this approach are clear and summarized as follows:

1. SERVQUAL gives management a clear indication of company's performance;
2. SERVQUAL helps prioritize customer needs, wants and expectations by identifying what is most important in the customer's eyes. As stated, this information can be gleaned from the weighting of individual dimensions.
3. SERVQUAL allows the organization to set an expected standard of performance that can then be communicated to all staff and patrons.
4. SERVQUAL can help identify the existence of any gaps between customers and providers and thereby helps focus improvement efforts by directing organizational energies at closing these gaps.

Many researchers are using SERVQUAL as instrument due to their characteristics of flexibility. SERVQUAL can be adapted with minor modification to any service organization (Wisniewski, 2001). Back to summary made by Parasuraman, Zeithamal, Berry (1988), SERVQUAL has a variety of potential applications which can help a wide range of service and retailing organizations in assessing consumer expectation and perceptions of service quality. SERVQUAL also help in pinpointing areas requiring managerial attention and action to improve service quality.” In

this study, the findings may help the management identified and take action on fans expectation and perception.

According to Brown and Bond (1995), the gap model is one of the best to shows most heuristically valuable contributions in the service researched. The SERVQUAL approach was developed by Parasuraman et al. (1985, 1986, 1988, 1991, 1993, 1994; Zeithaml et al., 1990) stated that “six of the gaps, i.e. Gap 1, Gap 2, Gap 3, Gap 4, Gap 6 and Gap 7 are identified as functions of the way in which service is delivered, whereas Gap 5 pertains to the customer. The Gap on which the SERVQUAL approach has been developed is Gap 5.”

Furthermore, the gap measurement is based on the notion that customers judge service delivery through the formula that customers’ perception should equal or exceed customers’ expectation for them to be satisfied with the service provided (Williams, 2003). Customers’ perceptions are based on the actual service delivered, while customers’ expectations are based on past experience, word of mouth, and personal needs (Williams, 2003).

However, Buttle, 1996 and Asubonteng et al., 1996), Asubonteng et al. (1996) has been extensively criticized SERVQUAL on both theoretical and operational grounds and concluded that "Until a better but equally

simple model emerges, SERVQUAL will predominate as a service quality measure". As Gaster (1995) mentioned service provision is complex, it is not simply a matter of meeting expressed needs, but of finding out unexpressed needs, allocating resources, setting priorities, and publicly justifying and accounting for what has been done.

The SERVQUAL scale has been used to measure service quality in a wide variety of service environments (Ladhari, 2009). It proven through varieties of research and service industries including healthcare (Carman, 1990; Kilbourne et al., 2004; Silvestro, 2005); banking (Mels et al., 1997; Lam, 1997; Zhou et al., 2002); fast food (Lee and Ulgado, 1997); telecommunications (Van der Wal et al., 2002); retail chains (Parasuraman et al., 1994); information systems (Jiang et al., 2000); and web sites (Van Iwaarden et al., 2003).

2.2.4.2. Quality of Excellence in Sport Centres (QUESC)

Many researchers were also introducing a new measurement from the idea of SERVQUAL such as QUESC to measure the perceived and expected service quality in sport and fitness centres. QUESC was developed by Kim (1995) consists of items that has been make up in order to consumers assess the service quality which very significant with sport facilities.

One of the major different compared to SERVQUAL is part which QUESC only have one part. This part will ask directly to respondent to rate their sport's centre performance in delivering services included in the construct. The list constant based on the literature revealed on the desired level of services rise without fall.

Table 1. Comparative of SERVQUAL vs QUESC

No.	SERVQUAL	QUESC
1.	Used for all service organizations in general	Fit the characteristics of sport centres
2.	Takes the form of business/ marketing model	Takes the form of an attitude model
3.	Items in instrument generally and a bit complex which maximise difficulty to respondent	Items in the instrument worded positively to minimize difficulties to respondent

As mentioned earlier, SERVQUAL has been developed and modified by many scholars especially on the dimension. In this QUESC, Kim (1993) (P.101) has proven that 12 dimension in QUESC identified by factor analysing the performance data. These will get better perspective on what customer desire and help pinpoint other possible items needing managerial. It is also proven reliable after tested.

2.2.4.3. SPORTSERV

One of the most popular models of service quality in spectator sports is the SPORTSERV (Theodorakis, Kambitsis, Laios, & Koustelios,

2001; Theodorakis & Alexandris, 2008), consisting of five dimensions: tangibles, responsiveness, access, security, and reliability. This model was important to understand the role of service quality at spectator sports, yet its dimensions are focused on the peripheral aspects of the service delivery and neglect the core attributes (e.g., the game itself) (R. Biscaia, A. Correia, V.G. Menezes, A. Rosado & C. Colaço, 2012). Earlier research done by Theodorakis and Kambitsis (1998) developed SPORTSERV with five dimensions and 22 items to measure how spectators perceive the sport service quality in professional sport.

In addition to these, Lam (2000) developed SQAS (Service Quality Assessment Scale) with 6 dimensions and 40 items to measure customers' expectations from sport and health centres.

2.3. Future Behavioural Intention

Increasing attendance is a key objective of professional sports organisations (Hansn & Gauthier, 1989). The income generated from attendance contributes as much as 75% of the overall revenue of some sports teams (Zhang, Smith & Pease, 1996). A satisfactory experience resulting from attending sporting events would appear to be an important predictor of a fan's likelihood of attending future events (Madrigal, R., 1995).

Many researchers such as Murray and Howat (2002); Kim, et al. (2006); Kim and Lough (2007); Tsuji, Bennett, and Zhang (2007); Yoshida and James (2010) have also found satisfaction is a key determinant of attending the sporting event or recommending it to others in the future. Sports organizations are encouraged to continuously meet or exceed audiences' expectations and perceptions regarding service experiences if they are to maintain and grow the number of audiences and future attendance (Kennett et al., 2001).

In the research of Kim et al. (2006), factors including empathy, assurance, responsiveness, and tangibles were identified as most critical in overall repurchase intention. This may suggest that the service quality may have a direct effect on intention to return, but an indirect effect through satisfaction with the service (Shonk & Chelladurai, 2008). However, Murray and Howat (2002); Yoshida and James (2010) supported the theory of the service quality-satisfaction-behavioural intentions chain, while neglecting consideration of a direct impact of service quality on future intentions.

Based on the finding by Y Zhang, D Lee, LW Judge, and J E. Johnson, (2014);-

“Content of the Game is the most important factor which will affect the audiences’ perceptions of satisfaction and future intention. Sport managers should consider establishing and implementing different strategies for the local and foreign audiences. For example, certain services may need to be provided differently, such as the access service (e.g. transportation and parking), because the needs for the services vary among the differing audiences.”

However the research was done based on the sample of audiences from local and foreigner at Shanghai ATP Masters 1000 in 2013 which generally as sport spectator. In this research, the sample will be fans of local and visitor fans. It is important to note that the expectations and perceptions of the customers change with time (Shahin & N.Janatyan (2011).

2.4. Sport Fans

2.4.1. Sport Fans and Sport Spectator

According to Wann and Hamlet (1995), it was less than five percent of the research had focused on fans and spectators. But lately the numbers were increased and improved very positively. Topics such as fan violence (Mustonen, Amis, & Russell, 1996; Wann, 1993), attendance (Laverie & Amett, 2000; Trail, Anderson, & Fink, 2000; Wakefield, 1995; Zhang,

Pease, Hui, & Michaud, 1995), and hero worship (Wannet al., 2001) are the proved that this topic created a new phenomenon. In this research, the researcher will try to emphasize and expand the expectations and perceptions of other fans towards service quality of the stadium.

The term sport fan was used as a general description of someone who is interested in sports and identifies with his or her team's success in competitions and sacrifices time, money and energy to watch his or her favourite team in competition and occasionally event in training (Wann, 1997). JA Wiid, MC Cant (2015) also concluded that sport fans as people consuming sport events can be referred to as sport fans, someone who is enthusiastic about a particular sport, an athlete or someone who is motivated to make the effort to attend a live sporting event.

Sport spectator, under the present research, was defined as a description for an individual who views or listens to a sporting event, without making any emotional and financial commitment to the sporting event (Wann, 1997).

As Wakefield and his associates (Wakefield, Blodgett and Sloan, (1996); Wakefield and Sloan, (1995) have shown, the content in which spectator services are provided (i.e. the stadium in which a contest takes

place) is a significant predictor of a fan's attendance and loyalty. And only the spectators know the quality of a service as they experience it.

Sport fans motives to attend or support a particular sporting event may vary across different contexts and cultures (Kwon & Trail, 2001). Furthermore, Kotler and Armstrong (2004) stated that, "... international researchers deal with differing markets in many different countries." From these findings, it suggests that many studies are needed since sport markets vary in different countries and state, more cross-cultural identify and refined. In this study, researcher will examine the difference expectations and perceptions between two different characteristic fans towards service quality provided by management at Stadium Tan Sri Dato' Haji Hassan Yunos.

2.4.2. Fans Management

Many researchers found out that there are a lot of factors affecting on the attendance to the stadium. One of the researcher said, factor such as facilities is one of that (Torksalvie et al, 2013). It is also supported by S Dehghani, A Mehdipour, T Azmshah (2015) which has found that stadiums with greater crowd resulted by appropriate facilities. K Kavyani, S Mohammadi (2014) also found that any organization who are committed with their obligations to customer and attracts the customer trust will lead

to increased satisfaction. It may apply to many kind of field especially in the context of this research related to fans.

2.5. Sport Facilities in Malaysia

Sports facilities have changed through the years from functional facilities, adapted facilities, state of the art facilities to centre of business and regenerating area facilities (AMSCG, 2009). Planning and construction of various types of small and big scale sports facilities in Malaysia rapidly began in the first Malaysia Plan to the present (MT Harun, N Salamudin & HF Hushin, 2013). Rapid increase in the construction of sports facilities began during fifth Malaysian Plan which term from year 1986-1990. From year 1990 to 2000 alone the Government of Malaysia has twelve football stadiums with a seating capacity of 30,000 people (M. Barghchi et. al., 2011).

Chapter 3. Method

3.1. Introduction

This research is basically to study and to examine JDFTFC and Pahang FC fans expectation and perception which participate in MSL in year of 2015 towards services provided by management of Stadium Tan Sri Dato' Haji Hassan Yunus, Johor. Comparative study will be done to study on both fans expectation and perception towards dimension of service quality using instrument of QUESC.

On this chapter, the researcher will discuss on the way of this research conducted. It included research design, population and sampling, instrumentation, data collection and data analysis.

3.2. Research Design

A research design is a necessary plan identifying the methods for collecting and analysing the data. It is important to ensure the answer to the research questions is valid and reliable. Research design refers to decisions regarding the purpose of the study, location of the study, the type of instrument and investigation and the level of data will that be analysed (Sekaran and Bougie, 2009).

3.2.1. Type of Study

The design of this research is a comparative and descriptive study. The quantitative approach is undertaken in order to describe the characteristics of variables in a situation or when the objectives are systematic descriptions of facts and characteristics of a selected population. This research is designed specifically related to sport facility which is Stadium Tan Sri Dato' Haji Hassan Yunus.

A comparative study will be undertaken because it involves two independent variables which are fans of JDFTFC and Pahang FC. Both clubs are competing in MSL. This research will try to show the difference expectation and perception of both fans based on the status of different characteristic which is home and away fans towards 11 dimension in QUESC which representing Service Quality provided by management at Stadium Tan Sri Dato' Haji Hassan Yunus.

In gathering the information related to the research questions, a questionnaire will be distributed as the main instrument for data collection from the respondents. The advantage of using questionnaire is because it is relatively low in cost. The questionnaire forms are either give or sent personally to the respondents or to the leader of targeted respondent through email or by hand.

3.2.2. Types of Research Design Applied

Within this method, the researcher can measure the subject of interest, as they exist naturally. The designs, which represent the data, are very meaningful form thus, it is to help this research to;

1. Understand the characteristic of a group in a situation of interest;
2. Aid in thinking systematically about the aspect in a given situation;
3. Offer ideas for further probing a research, and
4. Help the researcher to make in certain simple decisions

3.2.3. Unit of Analysis

Sekaran and Bougie (2009) stated that the unit of analysis refers to the level of aggregation of the data collected during the subsequent data analysis stage. For the research purpose, the data's will be gathered from each individual and will be treated as an individual data source. Therefore, in this research the unit of analysis are the fans of JDT and Pahang FC that currently competing in Malaysia Super League in year of 2015. The research applied a quantitative research to measure the customer expectation and perception which in this research defined as a fans towards

service quality of Stadium Tan Sri Dato' Haji Hassan Yunos provided by management.

3.3. Research Framework and Hypothesis

The variable of interest in this study is the fan of JDTFC and Pahang FC perception and expectation towards service quality. Therefore, the 12 dimension as stated in QUESC representing services which is ambiance, reliability, employee attitude, ease of mind, convenience, price, programming, information, personal attention, stimulation, privilege, and social opportunity as the dependent variables. However, due to unrelated dimension to this research, researcher will use and measuring 11 dimensions and excluded social opportunity to suit the objectives.

3.3.1. Research Framework

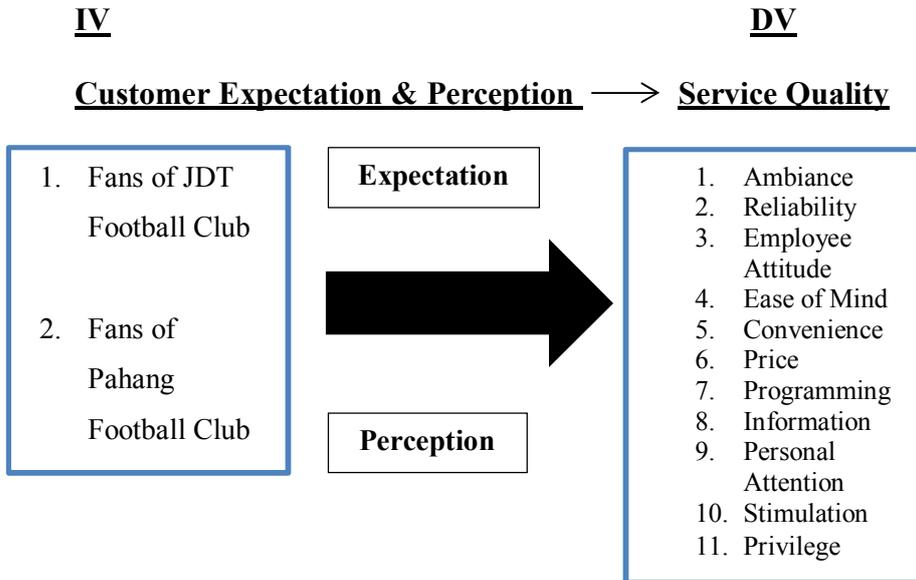


Figure 1. Research Framework

3.3.2. Independent Variable

Fans of JDT FC and Pahang FC will be the independent variable.

The different of these two variables is characteristic. Fans of JDT FC are the home fans which Stadium Tan Sri Dato' Haji Hassan Yunos is the home venue for the team and fans of Pahang FC are away team. There are both getting the services equally.

3.3.3. Dependant Variable

Based on the QUESC instrument developed by Kim (1993), there are 12 dimensions representing "service quality" as mentioned previously.

However in order to suit the objectives, the researcher will only measure 11 dimensions from 12. So, the researcher will examine the differences of both fans expectation and perception for every each dimension.

3.3.4. Hypothesis

- H1: There is no significant difference of expectation between fans of JDFTFC and fans of Pahang FC towards service quality at Stadium Tan Sri Dato' Haji Hassan Yunos provided by management.
- H2: There is no significant difference perception of between fans of JDFTFC and fans of Pahang FC towards service quality at Stadium Tan Sri Dato' Haji Hassan Yunos provided by management.
- H3: Level of Service Quality that fans perceive at Stadium Tan Sri Dato' Haji Hassan Yunos provided by management is good.
- H4: Level of Service Quality that fans expect at Stadium Tan Sri Dato' Haji Hassan Yunos provided by management is good.

3.4. Study Area

This study takes place at Stadium Tan Sri Dato' Haji Hassan Yunos which managed by Johor Football Association and located at Johor State, Malaysia. As mentioned at previous chapter, this stadium currently is only used for football match which home stadium for JDFTFC who is competing in Malaysia Super League. However, the stadium has other facilities such

as sport shop, restaurant, and the parking space being used for market during weekend.

3.5. Population and Sampling

The study requires information from fans of JDTEFC as a home team for Stadium Tan Sri Dato' Haji Hassan Yunus and away team which Pahang FC will be the chosen clubs based on similar achievement in Malaysia Super League 2014. Currently, both clubs can be considered as rivals in the MSL. The respondent will focus on fans especially who have experienced enjoying services at this stadium. Instead of obtaining information from those who are most readily or conveniently available, it might sometimes become necessary to obtain information from specific target groups.

Sampling type used in this research is the purposive sampling. Through this type of sampling, the sampling here is confined to specific types of people who can provide the necessary information, either because they are the only ones who have it, or exhibit some criteria set by the researcher (Sekaran, 2003).

In this research fans as defined by JA Wiid and MC.Cant (2015) someone who is enthusiastic about a particular sport, an athlete or someone who is motivated to make the effort to attend a live sporting event. There

are many organizations which could be considered as fans club but in this research, the researcher will only limit fans club who are registered or affiliated with JFA and Pahang FA.

Based on trend and assumption of researcher, a member of club Johor Southern Tigers which considered as fans of JDT Club affiliates with Johor Football Association is around 300 and fans of Pahang FC under Pahang Fans Club which have experienced enjoying the services provided at Stadium Tan Sri Dato' Haji Hassan Yunos approximately 300 based on the ticket sales between JDT and Pahang match. According to Krejcie and Morgan (1970), the appropriate sample with 95% confidence for 300 people is around 169 people. It is also agreed by Sekaran (2003) which mentioned that the appropriate sample size for population of 300 is 169 people.

So for the purpose of this research, around 200 questionnaires will be distributed via hardcopy and through online for each fans club members. The justifications of 200 for each fan which total 400 hardcopies questionnaires will be distributed are based on the assumption that only 80% of the respondent replied the questionnaires accordingly.

3.6. Instrumentations

Comparative study (quantitative method) and hypotheses was used to conduct the research. This is a cross-sectional study which the data for answering the questionnaire will only be collected once. Since data collection need to be distribute fast and properly handled to the respective respondents, the hardcopy survey has been distributed to the respective respondents and colleagues as it is reliable in getting personal and social details without wasting a lot of money and time especially for fans of Pahang FC. The softcopy version will be published in the respected group's sites/pages especially in social media (facebook) where the fans from each teams are gathered. According to Zikmund et. al. (2010), quantitative methodology addresses research objectives through empirical assessments that involve numerical measurement and analysis approaches.

The questionnaire used in this research was "Quality Excellence of Sport Centers" (QUESC) developed by Kim (1993) that divided by 3 sections. Section A asked respondents to indicate the desirability of a list of scale items, while the Section B asked respondents to indicate their sport centre's level of service delivery performance for each scale item. For Section C consist of questions that asked the customers about their demographics such as age, gender, race, status and income.

According to Kim (1993: 98), “twelve dimensions in QUESC is a better indicator of than ten dimensions suggested by the creators of many scholars of SERVQUAL instruments.” Most importantly, the items in QUESC were worded positively and simple in order to respondents easy to understand and minimizing the difficulty.

Basically, responses to the section A and B of the questionnaire were the focus of this research. The respondents were asked how desirable certain items were to them. The desirability to the importance of certain items were asked because people tend to report intangible benefits as being more appealing when they answer on a desirability scale rather than on an importance scale.

The questionnaire conducted in English language and Malay Language for an easy understanding since these two languages are familiar among Malaysians.

3.7. Data Collection Methods

The population size is obtained from the members that appointed as administrator or somebody influenced of the each fans club through an interview. It was also be verified through official clubs web site especially in term of registration of the club. Once permission is granted, the questionnaires are distributed to the respondents by both online and hard

copies (direct distribution) and collected back within one month due to time constraint. For questionnaires using online (google survey) will also too one month as same as hard copies.

Researcher has tried distributed the questionnaires personally to encourage the cooperation from the respondents. In order to ensure confidentiality of the responses, an instruction or information of confidentiality has been informed and explained clearly the purpose of this study. The respondents do not need to provide any identification on the questionnaire. The respondents have to submit the completed questionnaire to the selected representative. The above method is applied to allow respondents to attend the questionnaire without any pressure so that whatever responses reflect the true information. Hence, the responses bias due to time constraint and the presence of researcher would not rise.

To increase the numbers of respondent, the questionnaire will also be distributed using official social media (Facebook) group's that are created specifically for the respected group members of the fans clubs. Johor Southern Tigers and Pahang Fans Club (Elephant Army) group has been chosen in order to send any information regarding research. The group is administrated by the members of each fans clubs and a new member only

approved by respected committee to make sure the identification of a member is not falsified.

Information required for this study includes, primary and secondary data were been used.

3.7.1. Primary Data

Primary data originated for the specific purpose of addressing the problem at hand. Primary data will be quantitative.

3.7.2. Secondary Data

The researcher gets the secondary data based from journals, articles, and internet.

3.8. Data Analysis

The data will be analysed using the Statistical Package for the Social Sciences (SPSS). SPSS 22.0 became one of the most famous analyses that are available in the market. Inferential analysis which is independent group t- Test is used to compare two variables and this test will be determine either wants to reject or accept the hypothesis. The alpha value is 0.05 of the study.

Chapter 4. Results

4.1. Collection and Analyse of the Data

Regarding the main focus in this research, researcher had succeeded to conduct the survey. In survey, researcher has collected 238 questionnaires. However only 224 questionnaires will be used and to be analyzed due to some of the respondents failed to answer full questions. From 224 respondents, it was divided into two groups which were fans of JDTFC and Pahang FC to represent their group. For the survey, researcher provided 32 questions for expectation, 32 questions for perception and 5 questions of personal information and total 69 questions to respondents. In the survey, researcher has divided the questions into 3 sections which were Section A for Expectation, Section B for Perception and Section C about personal information of respondent.

4.2. Data Collection

The data collection processing involved the standardized test (validity and reliability test), tabulation of respond from respondent and analysis of expectation and perception of the fans (T-test analysis).

4.3. Validity and Reliability

Validity test in this researcher involved 30 respondents. From the result, researcher can justify all the questionnaires are valid and significant

correlated. For this research, researcher used the value of confidence interval is 0.05 or 95%. Result can be seen in the table 2 and 3.

4.3.1. Expectation

Table 2. Correlation between Dimensions (Expectation)

		Correlations								
		Mean Ambiance	Mean Employee Attitude	Mean Reliability	Mean Information	Mean Convenience	Mean Programming	Mean Personal Consideration	Mean Ease of Mind	Mean Expectation Total
Mean Ambiance	Pearson Correlation	1	.729**	.760**	.796**	.734**	.675**	.725**	.773**	.835**
	Sig. (2-tailed)		0	0	0	0	0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Employee Attitude	Pearson Correlation	.729**	1	.848**	.776**	.784**	.623**	.781**	.821**	.864**
	Sig. (2-tailed)	0		0	0	0	0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Reliability	Pearson Correlation	.760**	.848**	1	.883**	.812**	.758**	.838**	.815**	.912**
	Sig. (2-tailed)	0	0		0	0	0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Information	Pearson Correlation	.796**	.776**	.883**	1	.946**	.859**	.941**	.914**	.972**

	Sig. (2-tailed)	0	0	0		0	0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Convenience	Pearson Correlation	.734**	.784**	.812**	.946**	1	.856**	.951**	.914**	.958**
	Sig. (2-tailed)	0	0	0	0		0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Programming	Pearson Correlation	.675**	.623**	.758**	.859**	.856**	1	.855**	.728**	.867**
	Sig. (2-tailed)	0	0	0	0	0		0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Personal Consideration	Pearson Correlation	.725**	.781**	.838**	.941**	.951**	.855**	1	.958**	.968**
	Sig. (2-tailed)	0	0	0	0	0	0		0	0
	N	30	30	30	30	30	30	30	30	30
Mean Ease of Mind	Pearson Correlation	.773**	.821**	.815**	.914**	.914**	.728**	.958**	1	.950**
	Sig. (2-tailed)	0	0	0	0	0	0	0		0
	N	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).										

Based on these score, all of the dimensions/ variables score more than 0.867 and Sig. (2-tailed) .000 which showed that significant correlated.

4.3.2. Perception

Table 3. Correlation between Dimensions (Perception)

Correlations										
		Mean Ambiance	Mean Employee Attitude	Mean Reliability	Mean Information	Mean Convenience	Mean Programming	Mean Personal Consideration	Mean Ease of Mind	Mean Total
Mean Ambiance	Pearson Correlation	1	0.318	.387*	.420*	.473**	0.327	.462*	.601**	.549**
	Sig. (2-tailed)		0.087	0.035	0.021	0.008	0.078	0.01	0	0.002
	N	30	30	30	30	30	30	30	30	30
Mean Employee Attitude	Pearson Correlation	0.318	1	.848**	.776**	.784**	.623**	.781**	.644**	.837**
	Sig. (2-tailed)	0.087		0	0	0	0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Reliability	Pearson Correlation	.387*	.848*	1	.883**	.812**	.758**	.838**	.653**	.895**
	Sig. (2-tailed)	0.035	0		0	0	0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Information	Pearson Correlation	.420*	.776*	.883**	1	.946**	.859**	.941**	.795**	.964**
	Sig. (2-tailed)	0.021	0	0		0	0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Convenience	Pearson Correlation	.473*	.784*	.812**	.946**	1	.856**	.951**	.803**	.963**
	Sig. (2-tailed)	0.008	0	0	0		0	0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Programming	Pearson Correlation	0.327	.623*	.758**	.859**	.856**	1	.855**	.671**	.869**

	Sig. (2-tailed)	0.078	0	0	0	0		0	0	0
	N	30	30	30	30	30	30	30	30	30
Mean Personal Consideration	Pearson Correlation	.462*	.781*	.838**	.941**	.951**	.855**	1	.796**	.964**
	Sig. (2-tailed)	0.01	0	0	0	0	0		0	0
	N	30	30	30	30	30	30	30	30	30
Mean Ease of Mind	Pearson Correlation	.601*	.644*	.653**	.795**	.803**	.671**	.796**	1	.863**
	Sig. (2-tailed)	0	0	0	0	0	0	0		0
	N	30	30	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).										
**. Correlation is significant at the 0.01 level (2-tailed).										

Based on these score at Table 3, it showed that correlations between dimensions/variables were significant correlated with score of sig. 0.00 except ambience 0.02 which also under 0.05.

4.4. Cronbach Alpha

Based on the Cronbach's test especially on the dimension of expectation and perception that has more than 2 questions to represent the dimension, the value of Cronbach's alpha is ≥ 0.78 . The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the Likert-type scale. George & Mallery (2003) provided the following rules of thumb for Cronbach's alpha coefficient (α): " $\alpha > 0.9$ - Excellent, $\alpha > 0.8$ - Good, $\alpha > 0.7$ - Acceptable, $\alpha > 0.6$ - Questionable, $\alpha > 0.5$ - Poor,

and $\alpha < 0.5$ – Unacceptable. Measurement validity and reliability is necessary, because if the instrument used is not valid and reliable then certainly the research results will not be valid and reliable. It can be concluded, this questionnaire will remain consistent if it is applied again.

4.4.1. Expectation

Table 4. Cronbach Alpha (Expectation)

No.	Dimensions	Cronbach's Alpha	N of Items
1	Ambiance	0.95	5
2	Employee Attitudes	0.884	3
3	Reliability	0.906	4
4	Information	0.959	5
5	Convenience	0.788	3
6	Programming	0.932	4
7	Personal Consideration	0.963	3
8	Ease of Mind	0.929	2

Based on these score of Cronbach Alpha for expectation questions except the question that has single question, the score minimum score was

0.788 and maximum score was 0.963. It showed that the questions by each dimension were valid to represent the dimension.

4.4.2. Perception

Table 5. Cronbach Alpha (Perception)

No.	Dimensions	Cronbach's Alpha	N of Items
1	Ambiance	0.858	5
2	Employee Attitudes	0.955	3
3	Reliability	0.952	4
4	Information	0.964	5
5	Convenience	0.912	3
6	Programming	0.929	4
7	Personal Consideration	0.96	3
8	Ease of Mind	0.932	2

Based on these score of Cronbach Alpha for perception questions except the question that has single question, the score minimum score was 0.858 and maximum score was 0.964. It showed that the questions by each variable were valid to represent the variable.

4.5. Characteristic of Respondents

Based on 224 data respondents, researcher can categorized the personal information into five such as gender of respondent, Age, Race, and Range of Income of the respondent. The respondents also divided into 2 groups which is Fans of JDFTFC and Pahang FC.

4.6. Team Fans

The total numbers of respondents were 224 which divided by groups of fans teams. The numbers is equal which is 112 from JDFTFC fans and 112 from Pahang FC fans. Data can be seen in the figure below.

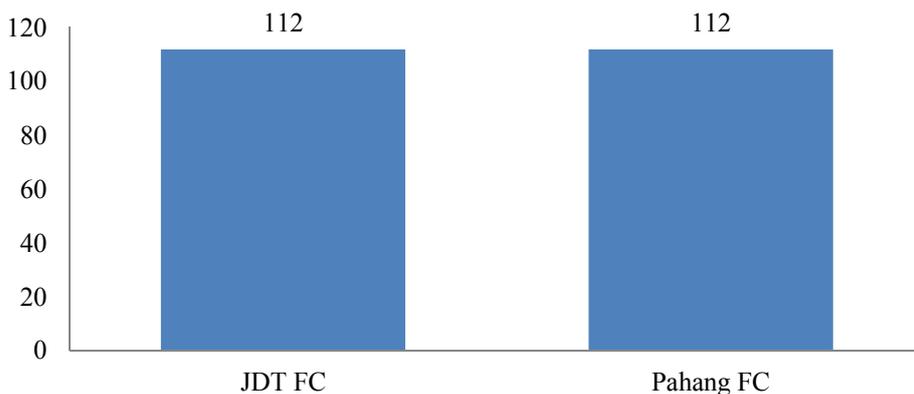


Figure 2. Team Fans

4.7. Gender of Respondents

The total numbers of respondents were 224 respondents from two (2) groups of fans. The compositions based on gender 189 respondents (84%) were male and 35 respondents (16%) were female. From the data survey

and researcher's personal experience, researcher got conclusion mostly the gender composition of a fan of football clubs in Malaysia is dominated by males.

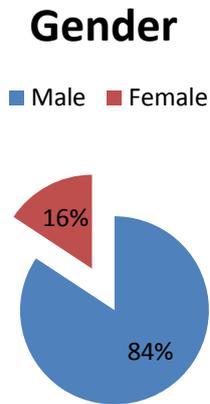


Figure 3. Gender Composition

4.8. Age of Respondents

For the age of respondents, majority that involved in this survey is from range 20-29 years old which 111 respondents. Next is range of age of 30-39 years old which 97 respondents. Then, range of age 40-49 years old which 11 respondents, 10-19 years old, 4 respondents and more than 50 years old 1 respondent. This is actually a common situation in Malaysia football league match which most of the fans are from 20-40 years old which also called youth according to Malaysia Youth Development Act.

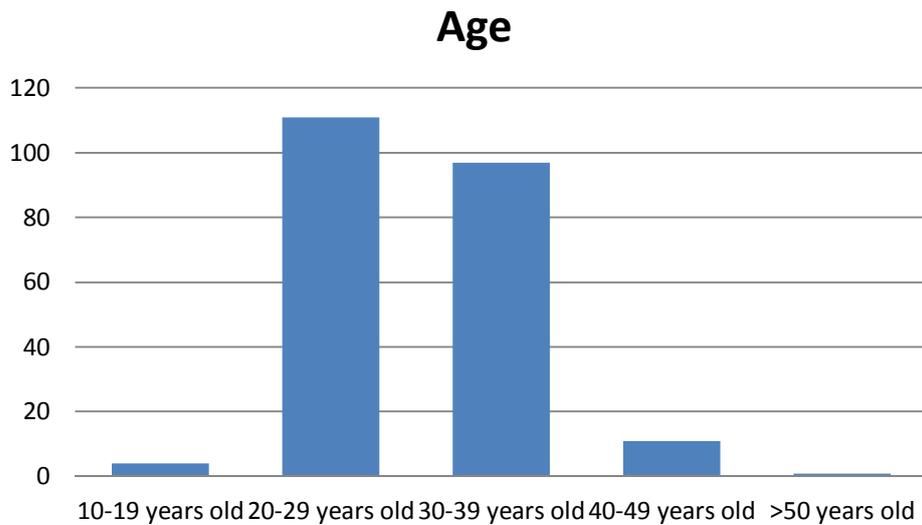


Figure 4. Age of Respondent

4.9. Race of Respondents

Regarding on the race of respondents that involved in this research, from 224, 215 fans were from Malay, 6 from Indian and 3 from Chinese. Based on the researcher's experiences, this is common in Malaysia football league which dominated by Malays. This is also proven through the lack of numbers of registration with the attached fans clubs which in this case JDT FC and Pahang FC fans club.

Race

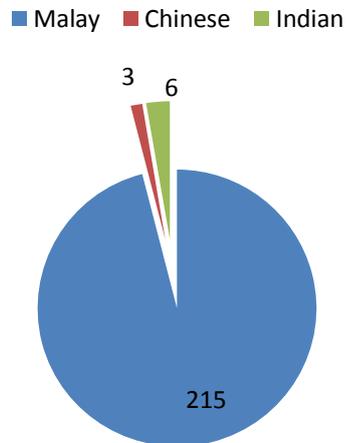


Figure 5. Race of Respondents

4.10. Range of income of the respondents

Based on the range of income of respondents that involved in this research, most of the fans range of income were from RM1,000-1,999 which 79 respondents. Continued by RM2,000-2,999 which 75 respondents, RM3,000-3,999 which 25 respondents, less than RM999 which 23 respondents and lastly more than RM4,000 were 22 respondents. According to this result, it showed that middle income dominated the list of fans which supported MSL.

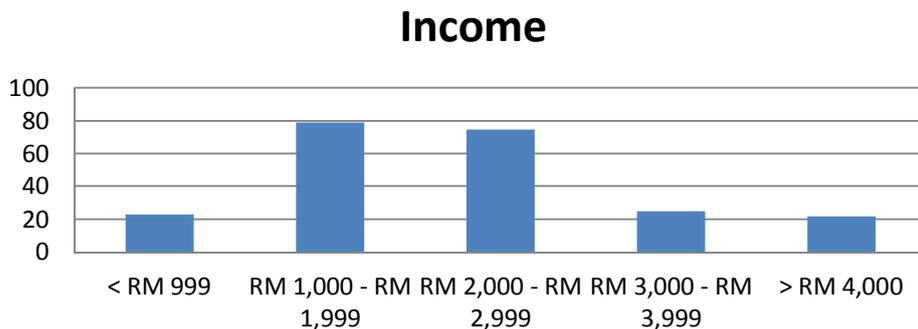


Figure 6. Range of Income

4.11. Data Distribution

In this section researcher will show the respond distribution of respondent. The distribution will focus on two indicators, which are mean and standard deviation. Mean of answer for each question calculated by adding up all the values and divide by the number of respondent. Whereas mean of variable calculated by adding up all the values of questions in one variable and divide by the number of questions. Mean showed the average value of respondent to answer the question. While, standard deviation are measures of how spread out a distribution of data.

4.12. Expectation of the Fans

4.12.1. Fans of JDT FC

Based on Table 6, the maximum score on expectation of JDTCFC fans is ambience which the mean score was 4.5643; while the minimum score was 4.2188 which were ease of mind. All of the mean score of JDT

Fans on expectation is more than 4.0 which was positive. Researcher concluded that majority of respondents which from JDFTFC fans with the characteristic as home fans had good expectation towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunus, Johor provided by management. The ranges for standard deviation are between 0.99556 till 1.27127. If the value standard deviation is low, it means the data distribution is near to mean value and vice versa.

Table 6. Descriptive Statistics JDFTFC Fans (Expectation)

	Mean	Std. Deviation	N
Ambiance	4.5643	0.99556	112
Employee	4.4107	1.05027	112
Reliability	4.5156	0.97218	112
Information	4.4286	1.05347	112
Convenience	4.3601	1.0665	112
Program	4.2388	1.13174	112
Personal Consideration	4.25	1.14556	112
Price	4.2946	1.21283	112
Ease of mind	4.2188	1.27127	112
Privilege	4.4821	1.17774	112
Stimulation	4.4732	1.21522	112

4.12.2. Fans of Pahang FC

Based on the Table 7, the maximum score on expectation of Pahang FC fans was also ambience which the mean score 3.9339, while the minimum score was 3.3393 which was price. Majority of the Pahang FC fans mean score on expectation was above 3 but lower than 4.0. Researcher

concluded that majority of respondents which from Pahang FC fans with the characteristic as away fans did not expect good service quality at Stadium Tan Sri Dato' Hj. Hassan Yunus, Johor provided by management. The ranges for standard deviation are between 0.74804 till 0.80391. If the value standard deviation is low, it means the data distribution is near to ean value and vice versa.

Table 7. Descriptive Statistics Pahang Fans (Expectation)

	Mean	Std. Deviation	N
Ambiance	3.9339	0.74804	112
Employee	3.5298	0.83774	112
Reliability	3.5022	0.8113	112
Information	3.4357	0.82842	112
Convenience	3.5268	0.81728	112
Program	3.3862	0.80391	112
Personal consideration	3.3512	0.82847	112
Price	3.3393	0.8442	112
Ease of mind	3.3661	0.82195	112
Privilege	3.4018	0.86431	112
Stimulation	3.7768	0.88745	112

4.13. Gap Analysis between Expectation of JDTFC and Pahang FC

Based on Table 8, it showed that JDTFC fans in term of expectation towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor was better than Pahang FC fans. So, researcher concluded that a factor of home fans contributed to high level of expectation towards service quality

of the stadium. However, based on this result, researcher also concluded that both fans had positive expectation on ambience dimension towards the stadium. It showed that the management of Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor was doing well in the aspect of ambience. Data can be seen below.

Table 8. Gap Analysis of JDFTFC and Pahang FC of Expectation

	JDFTFC	Pahang FC	Mean Difference
Ambiance	4.5643	3.9339	-0.63
Employee	4.4107	3.5298	-0.88
Reliability	4.5156	3.5022	-1.01
Information	4.4286	3.4357	-0.99
Convenience	4.3601	3.5268	-0.83
Program	4.2388	3.3862	-0.85
Personal consideration	4.25	3.3512	-0.9
Price	4.2946	3.3393	-0.96
Ease of mind	4.2188	3.3661	-0.85
Privilege	4.4821	3.4018	-1.08
Stimulation	4.4732	3.7768	-0.7

4.14. Perception of the Fans

4.14.1. Fans of JDT FC

Based on Table 9, the maximum score on perception of JDFTFC fans is ambience which the mean score was 5.0571; while the minimum score was 4.2188 which ease of mind. All of the mean score of JDT Fans on expectation is more than 4.0 which was positive. Researcher concluded that majority of respondents from JDFTFC fans with the characteristic as home fans had good perception towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor provided by management. The ranges for standard deviation were between 0.91017 till 1.23644. If the value standard deviation is low, it means the data distribution is near to mean value and vice versa.

Table 9. Descriptive Statistics JDFTFC Fans (Perception)

	Mean	Std. Deviation	N
Ambiance	5.0571	0.91017	112
Employee	4.9286	1.07052	112
Reliability	4.9598	0.99636	112
Information	4.8679	1.11906	112
Convenience	4.869	1.09814	112
Programs	4.6719	1.22061	112
Personal consideration	4.8244	1.2014	112
Price	4.8661	1.18926	112
Ease of mind	4.8348	1.23644	112
Privilege	5.0089	1.08632	112
Stimulation	4.9643	1.21499	112

4.14.2. Fans of Pahang FC

Based on the Table 10, the maximum score on perception of Pahang FC fans was consistent which ambience with the mean score 4.6536, while the minimum score was 3.8571 which was price. Majority of the Pahang FC fans mean score on expectation was above 3 but lower than 4.0.

Researcher concluded that majority of respondents which from Pahang FC fans with the characteristic as away fans in term of perception was varied towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunus, Johor provided by management. Four (4) variables mean score more than 4.00 which were Ambiance, Employee Attitude, Convenience and Stimulation showed that Pahang FC fans did also agree that stadium management has done a good job on these factors. The ranges for standard deviation are between 0.81516 till 1.02789. If the value standard deviation is low, it means the data distribution is near to mean value and vice versa.

Table 10. Descriptive Statistics Pahang Fans (Perception)

	Mean	Std. Deviation	N
Ambiance	4.6536	0.81516	112
Employee	4.0387	0.86616	112
Reliability	3.8616	0.86657	112
Information	3.9571	0.8559	112
Convenience	4.1071	0.82529	112
Programs	3.8594	0.84081	112
Personal consideration	3.869	0.88854	112
Price	3.8571	0.91884	112
Ease of mind	3.8973	0.87801	112
Privilege	3.9107	0.89597	112
Stimulation	4.4196	1.02789	112

4.15. Gap Analysis between Perception of JDFTFC and Pahang FC

Based on the Table 11, it showed that JDFTFC fans in term of perception towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor was better than Pahang FC fans. So, researcher concluded that a factor of home fans contributed to high level of perception towards

service quality of the stadium. Therefore, based on this result, researcher also concluded that both fans had positive expectation towards some of the dimensions such as ambience, employee attitude, convenience and stimulation which both mean score more than 4.0 towards the stadium. It shows that the management of Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor was doing well in the aspect of these dimensions. Data can be seen in the following table below.

Table 11. Gap Analysis between Perception of JDFTFC and Pahang FC

	JDFTFC	Pahang FC	Mean Difference
Ambiance	5.0571	4.6536	-0.4
Employee	4.9286	4.0387	-0.89
Reliability	4.9598	3.8616	-1.1
Information	4.8679	3.9571	-0.91
Convenience	4.869	4.1071	-0.76
Program	4.6719	3.8594	-0.81
Personal consideration	4.8244	3.869	-0.96
Price	4.8661	3.8571	-1.01
Ease of mind	4.8348	3.8973	-0.94

Privilege	5.0089	3.9107	-1.1
Stimulation	4.9643	4.4196	-0.54

4.16. Gap Analysis of Expectation and Perception of JDFTFC Fans

Based on the Table 12 and Figure 6, it shows that all dimensions had positively increased from expectation to perception. So, researcher concluded that JDFTFC fans as home fans had positive views after perceived the service quality at Stadium Tan Sri Dato' Hj. Hassan Yunus, Johor. The characteristics as home fans might influence the result. The researcher also concluded that the dimension of ease of mind was the highest gap between expectation and perception. It showed that stadium management has done well with this dimension. At the same time, stadium management also may look into the ease of mind dimension to have a good image. So, it can increase the expectation from the customer especially home fans.

Table 12. Gap Analysis of Expectation and Perception of JDTCF Fans

	Expectation	Perception	Mean Difference
Ambiance	4.5643	5.0571	0.49
Employee	4.4107	4.9286	0.52
Reliability	4.5156	4.9598	0.44
Information	4.4286	4.8679	0.44
Convenience	4.3601	4.869	0.51
Programming	4.2388	4.6719	0.43
Personal consideration	4.25	4.8244	0.57
Price	4.2946	4.8661	0.57
Ease of mind	4.2188	4.8348	0.62
Privilege	4.4821	5.0089	0.53
Stimulation	4.4732	4.9643	0.49

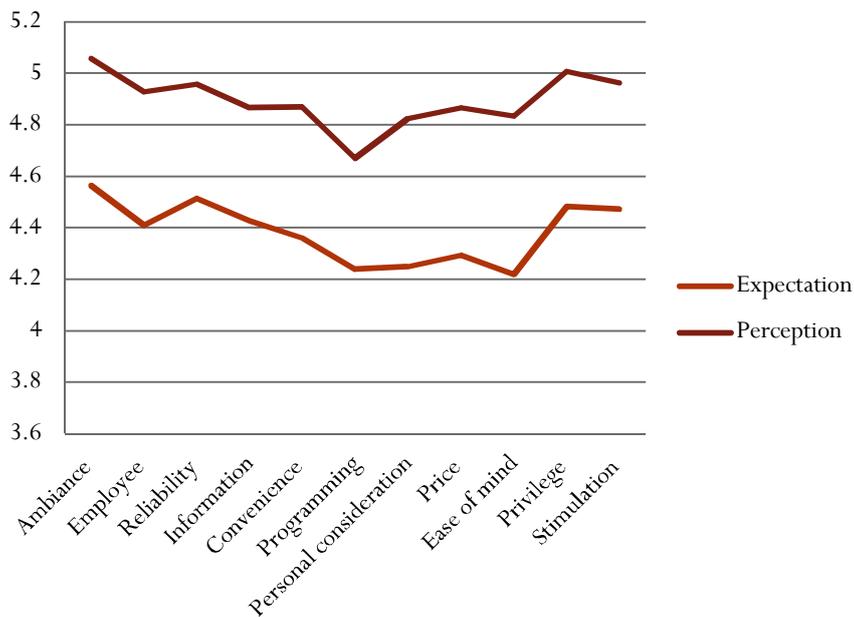


Figure 7. Gap Analysis of Expectation and Perception of JDT Fans

4.17. Gap Analysis of Expectation and Perception of Pahang FC Fans

Based on the Table 13 and Figure 7, it shows that all dimensions had positively increased from expectation to perception. Therefore it is concluded that Pahang FC fans as away fans also had positive views after perceived the service quality at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor. The characteristics as away fans not significantly influence the result on certain dimensions. The researcher concluded that the dimension of ambience was the highest gap between expectation and perception. Even though it was the highest gap, it showed positive feedback after perceived

the service quality of the stadium. It showed that stadium management has done well with this dimension. Another conclusion that researcher can made was after perceived the service quality of the stadium, Pahang FC fans showed positive feedback and they agreed that service quality at the stadium was good which better than expected.

Table 13. Gap Analysis of Expectation and Perception of Pahang FC Fans

	Expectation	Perception	Mean Difference
Ambiance	3.9339	4.65357	0.72
Employee	3.5298	4.03869	0.51
Reliability	3.5022	3.86161	0.36
Information	3.4357	3.95714	0.52
Convenience	3.5268	4.10714	0.58
Programming	3.3862	3.85938	0.47
Personal Consideration	3.3512	3.86905	0.52
Price	3.3393	3.85714	0.52
Ease of mind	3.3661	3.89732	0.53
Privilege	3.4018	3.91071	0.51
Stimulation	3.7768	4.41964	0.64

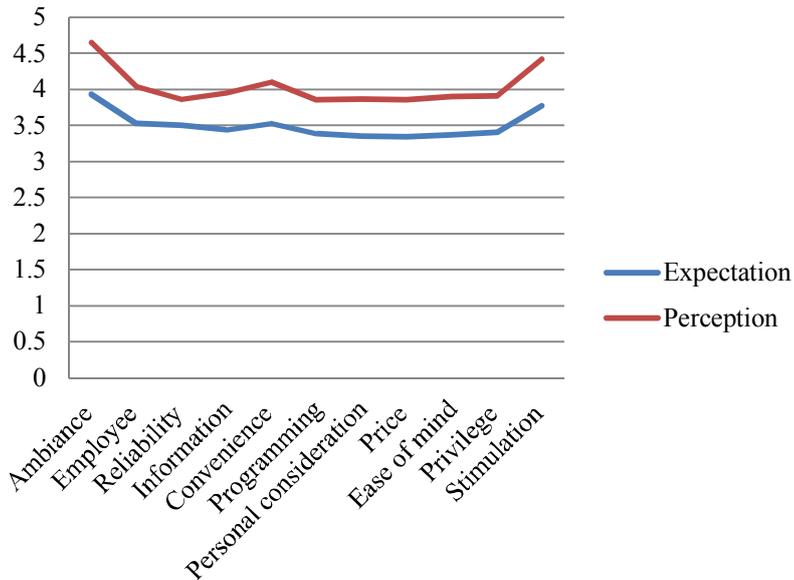


Figure 8. Gap Analysis of Expectation and Perception of Pahang FC Fans

4.18. Expectation of JDTFC and Pahang FC Fans

Based on the Table 14, both fans expectation on ambience dimension was the highest with mean score of 4.2491 and the lowest was Ease of Mind with mean score 3.7924. This result might be used by stadium management to improve on the image of the service quality at the Stadium Tan Sri Dato' Hj. Hassan Yunos in order to increase expectation of the customer especially fans.

Table 14. Expectation of JDFTFC and Pahang FC Fans

	Mean	Std. Deviation	N
Ambiance	4.2491	0.93363	224
Employee	3.9702	1.0456	224
Reliability	4.0089	1.02761	224
Information	3.9321	1.06844	224
Convenience	3.9435	1.03587	224
Programs	3.8125	1.06856	224
Personal Consideration	3.8006	1.09441	224
Price	3.817	1.14722	224
Ease of mind	3.7924	1.15035	224
Privilege	3.942	1.1642	224
Stimulation	4.125	1.11753	224

4.19. Perception of JDFTFC and Pahang FC Fans

Based on the Table 15, ambience got the highest score of mean which 4.8554 and the lowest was programing dimension. This result might be used by stadium management to improve on the service quality at the

Stadium Tan Sri Dato' Hj. Hassan Yunos especially on the programming and personal consideration dimension in order to satisfied the customer.

Table 15. Perception of JDTFC and Pahang FC Fans

	Mean	Std. Deviation	N
Ambiance	4.8554	0.88544	224
Employee	4.4836	1.0456	224
Reliability	4.4107	1.08204	224
Information	4.4125	1.09373	224
Convenience	4.4881	1.04166	224
Programs	4.2656	1.12218	224
Personal Consideration	4.3467	1.15785	224
Price	4.3616	1.17468	224
Ease of mind	4.3661	1.1685	224
Privilege	4.4598	1.13572	224
Stimulation	4.692	1.1555	224

4.20. Gap Analysis between Expectation and Perception of the Fans

Based on Table 16, ambiance consistently is highest score of gap between expectation and perception. From this result, researcher also concluded that both fans showed positively feedback after perceived the service quality at Stadium Tan Sri Dato' Hj. Hassan Yunos. It was a good sign for JFA as a management of the stadium to maintain and improve the quality and standard.

Table 16. Gap of Expectation and Perception of Fans

	Expectation	Perception	Mean Difference
Ambiance	4.2491	4.8554	0.61
Employee	3.9702	4.2247	0.25
Reliability	4.0089	4.4107	0.4
Information	3.9321	4.4125	0.48
Convenience	3.9435	4.4881	0.54
Program	3.8125	4.2656	0.45
Personal Consideration	3.8006	4.3467	0.55
Price	3.817	4.3616	0.54
Ease of mind	3.7924	4.3661	0.57

Privilege	3.942	4.4598	0.52
Stimulation	4.125	4.692	0.57

4.21. T-Test Analysis

The hypothesis of this research:-

H1: There is no significant difference of expectation between fans of JDFTFC and fans of Pahang FC towards service quality at Stadium Tan Sri Dato' Haji Hassan Yunos provided by management.

H2: There is no significant difference of perception between fans of JDFTFC and fans of Pahang FC towards service quality at Stadium Tan Sri Dato' Haji Hassan Yunos provided by management.

Table 17. Descriptive Group Statistics

		N	Mean	Std. Deviation	Std. Error
Expectation	JDT FC	112	4.3852	1.01471	0.09588
	Pahang FC	112	3.5045	0.71956	0.06799
Perception	JDT FC	112	4.8957	1.03221	0.09753
	Pahang FC	112	4.0392	0.74852	0.07073

Table 18. T-Test Result of Mean Expectation and Perception

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Expectation	Equal variances assumed	23.034	0	7.492	222	0	0.88065	0.11754	0.64902	1.11229
	Equal variances not assumed			7.492	200.104	0	0.88065	0.11754	0.64888	1.11243
Perception	Equal variances assumed	20.332	0	7.109	222	0	0.85649	0.12048	0.61906	1.09392
	Equal variances not assumed			7.109	202.452	0	0.85649	0.12048	0.61894	1.09405

Based on the Table 17 and 18 above, it is shown that the value of Sig. in expectation and perception were 0.000, when the value is ≤ 0.005 , is means researcher can reject H_0 and accept H_1 . So, in this research, researcher concluded that there is significant differences of expectation and perception of JDFTFC fans and Pahang Fans towards service quality of Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor provided by management.

4.22. Correlation Test of the Dimension

4.22.1. Expectation

Based on the correlation result of expectation on Table 19, it shows that the lowest value of Pearson correlation was 0.847 and the highest was 0.937. It meant there is strong correlation between each dimension in term of expectation of the fans. So, stadium management may take seriously on all of these dimensions in order to satisfy the customer.

Table 19. Correlation Result of Dimension (Expectation)

		Total variables
Ambiance	Pearson Correlation	.849**
	Sig. (2-tailed)	0
	N	224
Employee	Pearson Correlation	.899**

	Sig. (2-tailed)	0
	N	224
Reliability	Pearson Correlation	.926**
	Sig. (2-tailed)	0
	N	224
Information	Pearson Correlation	.937**
	Sig. (2-tailed)	0
	N	224
Convenience	Pearson Correlation	.937**
	Sig. (2-tailed)	0
	N	224
Program	Pearson Correlation	.933**
	Sig. (2-tailed)	0
	N	224
Personal consideration	Pearson Correlation	.956**
	Sig. (2-tailed)	0
	N	224
Price	Pearson Correlation	.918**
	Sig. (2-tailed)	0
	N	224

Ease of mind	Pearson Correlation	.931**
	Sig. (2-tailed)	0
	N	224
Privilege	Pearson Correlation	.890**
	Sig. (2-tailed)	0
	N	224
Stimulation	Pearson Correlation	.847**
	Sig. (2-tailed)	0
	N	224

4.22.2. Perception

Based on the correlation result of perception on Table 20, it is also shown that the lowest value of Pearson correlation was 0.765 and the highest was 0.959. It meant there is strong correlation between each dimension in term of perception of the fans. So, stadium management may take seriously on all of these dimensions in order to satisfy and provide the best service quality to the customer.

Table 20. Correlation Result of Dimension (Perception)

		Total variables
Ambiance	Pearson Correlation	.800**

	Sig. (2-tailed)	0
	N	224
Employee	Pearson Correlation	.924**
	Sig. (2-tailed)	0
	N	224
Reliability	Pearson Correlation	.942**
	Sig. (2-tailed)	0
	N	224
Information	Pearson Correlation	.954**
	Sig. (2-tailed)	0
	N	224
Convenience	Pearson Correlation	.925**
	Sig. (2-tailed)	0
	N	224
Program	Pearson Correlation	.931**
	Sig. (2-tailed)	0
	N	224
Personal consideration	Pearson Correlation	.959**
	Sig. (2-tailed)	0
	N	224
Price	Pearson Correlation	.917**
	Sig. (2-tailed)	0
	N	224
Ease of mind	Pearson Correlation	.943**
	Sig. (2-tailed)	0
	N	224
Privilege	Pearson Correlation	.902**
	Sig. (2-tailed)	0
	N	224
Stimulation	Pearson Correlation	.765**

	Sig. (2-tailed)	0
	N	224

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

Chapter 5. Discussion

5.1. Summary of Findings

This research was conducted to determine customer expectation and perception which specifically home and away fans towards service quality provided by management at Stadium Tan Sri Dato' Haji Hassan Yunos. According to Wiid A. and MC Cant (2015), it is essential for the management of the stadium which normally sports team club to know a factor of motivation of the fans to maintain or increase the satisfaction which can result of loyal attendance.

Services of sport facilities are becoming rather important in our daily lives. In the context of Malaysia, services of sports facilities become an integrated part in developing sports for the individual and teams directly and indirectly. The trends of customer come to the stadium also crucial which debated by many scholars. Most of the scholars agreed that good service quality provided by management will influenced customer's to come to stadium repeatedly (Tam (2000); Shank and Chelladurai (2008); Kim et.al. (2014). In this research, one of the focus subjects are sports spectators who football team fans in Malaysia.

Service quality can be an elusive illusion depends on personal perception. It is not static; it depends on the many factors such as moods,

experiences and situations. Based on these research findings, the characteristics of home and away fans also influence the expectation and perception in particularly service quality of the stadiums.

It is also consistent with many other scholars (Kim et.al, (2007) & Shaw and McDonald (2006) who stated, services quality perceptions could be different due to several factors. Different customers are likely to evaluate the same service differently because they bring not only a different set of needs, but also different attitudes, prior experience and skill that impact on the experience. Different personality also might cause variability to exist. It is also involve human interaction such that different actions on the part of both provider and customer will elicit different actions from each other. It is also agreed by Park (1993), service by the same provider may also vary depending on the energy and mind set.

A factor of rival fans was chosen by researcher. JDFTFC and Pahang FC were the teams that have been qualified to represent Malaysia in the AFC Cup League in a year of 2015. Both fans considered as rivals due to team achievement which almost same in 2014 and any other factors such as incidents of cancellation of the match due to fans behaviour and provocation by both fans.

Based on these research findings, mostly the gender composition of football clubs fans in Malaysia especially who were watching match live in the stadium dominated by male. It may influence by many factors such as the culture of Malaysian especially the Malays prefer to stay at home at night rather than going outside. Most of the MSL football match held in the evening. This research also showed that middle income dominated the list of fans which supported MSL. Based on researcher's experience, it makes sense where high income individual may choose golf as a preferable sport that like to be watched while low income individual may choose watching the match at home due to less cost. Currently TV3 and TV9 was the television channel who got licensed from Malaysia Football Association to cover the match but limited to super league match.

Expectation and perception were two different factors that crucial to the stadium management especially from the view of fans as the closest customer that enjoy the services. Thus, it is very hard to fulfil and satisfy all factors. However, stadium management still need to reduce the gap between expectations and perceptions of the fans towards service quality. Consistent with the findings by Parasuraman et.al.,(1985) and Cronin and Taylor (1992), perceived high quality can result in increased consumer satisfaction. Different expectation and perception of fans especially as

home and away fans were good input to the stadium management to examine the level of the dimension that most satisfactory and improvise whichever needed.

In this research, majority from JDTEFC fans with the characteristic as home fans had good expectation towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunus, Johor. Contra with Pahang FC fans with the characteristic as away fans did not expect high or good towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunus, Johor provided by management. However feedback from Pahang FC fans varied. Both fans showed positive expectation towards dimension of ambiance. It showed that in term of tangibles dimension, stadium management has done a good job.

From the perception of fans towards service quality of the Stadium Tan Sri Dato' Hj. Hassan Yunus, Johor, both fans especially JDTEFC fans had a good perception after perceived the services while four variables which were ambiance, employee attitude, convenience and stimulation showed that Pahang FC fans had a good perception. It is also prove that stadium management has done a good job on these dimension compared to others.

These research findings clearly show that there were significance differences between fans of JDFTFC as home fans and Pahang FC as away fans in term of expectation and perception towards service quality at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor. These findings significantly consistent with Kim et.al.(2007) and Shaw and McDonald (2006) which service quality perceptions towards team could differ according to consumer's demographic.

5.2. Discussion of Interesting Findings

There were some of expectation and perception towards the dimension as listed in service quality agreed by both fans and it clearly shows that stadium management has done a good job in particular dimensions. As found out by Kim et.al.(2014), service demand have to be more specify. Concurrent with these research findings which some of the result especially from fans of Pahang FC was varied. Four variables which were ambiance, employee attitude, convenience and stimulation showed that Pahang FC fans had a good perception towards service quality provided by stadium management. For the dimensions that got lower score which could be called not good need to be improvise by stadium management while the dimensions that has been measured as a good need also be strengthen in term of services. As mentioned by Lee et.al (2011),

service providers need to continually improve service quality to satisfy spectator needs which in this research context is fans.

5.3. Implications (Theoretical and Practical)

In the context of theoretical implication, this research will help to develop research industry especially in sports either sports management or sports science in Malaysia particularly. A very few research has been done specifically on football fans behaviour which different from each country. Culture, demographics, economy status, football environment might influences the expectation and perception has been discussed earlier. If the perception of customer specifically fans club towards services at Stadium Tan Sri Dato' Haji Hassan Yunos is good, it shows that the management of the stadium has successfully doing great in term of providing a good service.

From the practical implications, the data from this research also can be used by the management of Stadium Tan Sri Dato' Haji Hassan Yunos to improve on its service quality and also to have a good idea in improving and maintaining their present services as well and be the benchmark for others stadium management to follow especially in Malaysia.

Besides that, the information that is gathered from this research can be implemented and used for the future advancement in upgrading their

services and quality. Lastly, it will provide useful information which is highly recommended for further planning or a long term planning.

5.4. Limitations and Future Research Direction

This research got the feedback through online and manual due to the strategic location of the researcher. The respondents were members of each fan clubs. This research was not done during the match between JDFTFC and Pahang FC at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor. So the respond was gathered while both fans having a match with other teams. For future research, respond from both teams before and after the match at Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor may strengthen the argument of home and away fans have significant difference on measuring service quality of the stadium.

Future research also may increase the number of respondent based on the Sekaran (2013) findings which minimum numbers of certain numbers of group to strengthen the argument. Future research may expand the respondent to other types of customers instead of fans in order to have significant expectation and perception towards service quality of the stadium.

5.5. Recommendations

Based on these research findings, there are many loop holes that need to be considered by stadium management in order to satisfy the customer. By looking at in a positive ways, even though feedback from Pahang FC fans especially on expectation not good compared to perception, JDFTFC or stadium management need to take that feedback as a priority to work on.

Besides that, stadium management also need to take into consideration expectation and perception from the local fans in order to maintain and improve the loyalty. So that the attendance which also the major income for the clubs can be in increase.

Both expectation and perception will also help not only stadium management but also the Government and private clubs as well as to set a good benchmark to be referred to. JFA seems to succeed especially on ambiance dimension but need to look into other 10 dimensions which got lower score on the expectation and perception.

5.6. Conclusion

Overall, Johor Football Association as a responsible entity for the management of Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor has done a

good job especially on service quality of the stadium. It is a good benchmark for other stadium management to be followed.

A factor of home fans contributed to high level of expectation and perception towards service quality of the stadium. This factor in particularly measuring service quality of the stadium can be concluded influenced the expectation and perception. Consistent with Berry and Parasuraman (1991) stated that a factor of personal need such as psychological characteristics and social influenced customer's expectations.

Taken into consideration of expected and perceived service quality by both fans, stadium management of Stadium Tan Sri Dato' Hj. Hassan Yunos, Johor need to consider some of the dimension of the service quality to be improve on. Even though there were different, the feedback from both fans is crucial to stadium management which in this context JFA. This research found out that both fans agreed and perceived a good service quality for the dimension such as ambience, employee attitude, convenience and stimulation. It is evidenced that JFA has done a good job in these dimensions particularly. However, the dimension of others such as programming, price and personal consideration need to be strengthened.

Feedback for Expectation in this research referred to before perceived while perception referred to after perceive the service quality of

the stadium. Both expectation and perception measurement will be based on many factors. For expectation, respondents might be influenced based on the information they obtained. It may truth or false. Perception seems to be more accurate to measuring the service quality of the stadium. However, a factor of the characteristic of home and away fans cannot be denied to influence the measurement. Home fans expectation and perception consistently high while away fans slightly increase from expectation to perception.

However, the expectation and perception of these groups are crucial to the stadium management because there were considered the closest among other customers. Satisfying home fans will create loyalty towards the club which directly improve the attendance in the future. Satisfying away fans also benefits to the JDFTFC especially on creating a good image. Both expectation and perception will also help not only stadium management but also the Government and private clubs as well as to set a good benchmark to be referred to.

In overall, these research findings consistent with Kim (1993) who quoted service by the same provider may also vary depending on the energy and mind set and on whether there are other customers which in this context home and away football fans in Malaysia.

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Appendix

The Quality of Excellence in Sport Centres (QUESC)

The following questionnaire is concerned with your feelings about Stadium Tan Sri Dato Haji Hassan Yunos (Home Stadium for JDT FC) performance in delivering what **expect**. Using the following scale, Please provide your response to each statement by placing an X in one of the five boxes which best indicates the degree to which you think the following items are provided to you.

0	1	2	3	4	5
Very Poor	Poor	Not Sure	Good	Very Good	Excellent

SECTION A

A. Expectation

		0	1	2	3	4	5
1	Stadium has modern facilities						
2	Stadium is clean						
3	Stadium is bright						
4	Stadium locker room has a warm and comfortable atmosphere						
5	The facilities have adequate space						
6	Employees from whom help can be sought are readily accessible						
7	Employees are courteous						
8	Stadium management is responsive to complaints						

		0	1	2	3	4	5
9	The employees have adequate knowledge and skill for their work						
10	The employees are responsible workers						
11	Stadium management has well-kept files or records on its customers						
12	Stadium management provides services with consistency						
13	Stadium is well-prepared to handled emergencies						
14	Stadium provides safety education						
15	Stadium provides comprehensive information concerning its programs						
16	Stadium provides clear direction as to where the facilities or equipment are and as to how to use them						
17	Travel to stadium and parking must be convenient						
18	The procedure or time associated with accessing the desired facility is relatively simple or short						
19	Water for drinks are readily accessible						
20	The programs are scheduled at convenient time periods						
21	Stadium provides programs for the whole family						
22	Stadium offers programs that are customized for customer's physical conditions						
23	Stadium Management sponsors special programs for the community in which it is located						
24	Stadium allows you to participate in a variety of sports						
25	It is easy to obtain membership						
26	Stadium management offers personal consultation with regard to which programs are appropriate for a customer						
27	Stadium provides grooming necessities						
28	Membership fee is moderate						
29	Stadium prevents loss or damage to personal property						
30	Stadium provides privacy						

		0	1	2	3	4	5
31	Stadium allows you to bring non-members guest						
32	Stadium provides music to make participation in physical activities more enjoyable						

The following questionnaire is concerned with your feelings about Stadium Tan Sri Dato Haji Hassan Yunos (Home Stadium for JDT FC) performance you **perceived**. Using the following scale, Please provide your response to each statement by placing an X in one of the five boxes which best indicates the degree to which you think the following items are provided to you.

0	1	2	3	4	5
Very Poor	Poor	Not Sure	Good	Very Good	Excellent

SECTION B

A. Perception

		0	1	2	3	4	5
1	Stadium has modern facilities						
2	Stadium is clean						
3	Stadium is bright						
4	Stadium locker room has a warm and comfortable atmosphere						
5	The facilities have adequate space						
6	Employees from whom help can be sought are readily accessible						
7	Employees are courteous						

		0	1	2	3	4	5
8	Stadium management is responsive to complaints						
9	The employees have adequate knowledge and skill for their work						
10	The employees are responsible workers						
11	Stadium management has well-kept files or records on its customers						
12	Stadium management provides services with consistency						
13	Stadium is well-prepared to handle emergencies						
14	Stadium provides safety education						
15	Stadium provides comprehensive information concerning its programs						
16	Stadium provides clear direction as to where the facilities or equipment are and as to how to use them						
17	Travel to stadium and parking must be convenient						
18	The procedure or time associated with accessing the desired facility is relatively simple or short						
19	Water for drinks are readily accessible						
20	The programs are scheduled at convenient time periods						
21	Stadium provides programs for the whole family						
22	Stadium offers programs that are customized for customer's physical conditions						
23	Stadium Management sponsors special programs for the community in which it is located						
24	Stadium allows you to participate in a variety of sports						
25	It is easy to obtain membership						
26	Stadium management offers personal consultation with regard to which programs are appropriate for a customer						
27	Stadium provides grooming necessities						
28	Membership fee is moderate						
29	Stadium prevents loss or damage to personal property						

		0	1	2	3	4	5
30	Stadium provides privacy						
31	Stadium allows you to bring non-members guest						
32	Stadium provides music to make participation in physical activities more enjoyable						

SECTION C

Respondent Background

1. Gender: Male Female

2. Age:

 10-19 years

 20-29 years

 30-39 years

 40-49 years

 More than 50 years

3. Race:

 Malay

 Chinese

 Indian

 Others

<input type="checkbox"/>	RM999 below
<input type="checkbox"/>	RM1,000 – RM1,500
<input type="checkbox"/>	RM1,501 – RM1,999
<input type="checkbox"/>	RM2,000 – RM2,499
<input type="checkbox"/>	RM2,500- RM2,999
<input type="checkbox"/>	RM3,000- RM3,499

[]	More Than RM3,500
-----	-------------------

4. What is average monthly gross income:

THANK YOU / TERIMA KASIH

국문초록

Tan Sri Dato' Hj와 Hassan Yunos, Johor

경기장 서비스 품질에 대한 소비자

인식과 기대

: Johor Darul Ta' Zim구단과 Pahang구단 팬비교연구

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본 연구의 목적은 Johor Darul Ta' zim 축구단 (홈) 과 Pahang 축구단 (원정) 팬들의 Tan Sri Dato' Haji Hassan Yunos, Johor 경기장 서비스 품질에 대한 기대와 인식의 차이를 확인하고자 하였다. 선행연구에서 개발된 QUESC 설문지를 사용하여 11개의 변인을 통해 경기장 서비스 질에 대한 팬들의 기대와 인식을 측정하였다 (Kim, 1993). 나아가 경기장 운영자들이 향후 서비스 품질 향상을 위한 기초자료로 활용

할 수 있도록 팬들의 특성 및 인구통계학적 요인으로 구분하여 보다 세분화된 결과를 제시하였다.

자료는 설문지 배포를 통해 총 224개를 회수하였으며 이 자료는 Johor Darul Ta' zim 축구단 팬과 Pahang 축구단 팬 각 112명으로 구성되어 있다. 각 구단 팬들은 구단 공식 팬클럽에 가입되어 있고, Tan Sri Dato' Haji Hassan Yunos, Johor 경기장을 방문한 경험이 있는 사람들이다.

연구결과에 따르면 홈 팬들과 원정 팬들 간의 경기장 서비스 품질에 대한 기대 및 인식에 통계적으로 유의한 차이가 있는 것으로 나타났다. 홈 팬들은 서비스 품질에 대해 높은 기대를 가지고 있는 반면 원정 팬들은 높지 않은 기대를 가지고 있는 것으로 나타났다. 홈 팬들은 경기장 서비스 품질에 대해 긍정적인 인식을 가지는 반면 원정 팀 팬들의 반응은 다양하게 나타났다. 하지만 두 팬들 모두 경기장 분위기, 직원들의 태도, 편의성, 그리고 흥분 (분위기)에 대해서는 긍정적인 인식을 가지고 있는 것으로 나타났다.

후속연구에서는 경기장 방문 전후에 설문을 진행하여 팬들의 기대 및 인식의 변화를 확인 하는 것이 홈 팬들과 원정 팬들의 서비스 품질에 대한 기대 및 인식에 차이가 있다는 주장에 힘을 실어 줄 것이

다. 또한, 보다 많은 자료를 수집하여 즉, 여러 경기장에서 다양한 구단 팬들을 대상으로 연구를 진행하여 결과의 일반화 가능성을 높이는 것도 필요할 것이다. 마지막으로 스포츠 팬들 뿐만이 아닌 일반 소비자들을 대상으로 경기장 서비스 품질에 대한 기대 및 인식을 확인해 보는 것도 후속연구에서 추구할 필요가 있는 방향이라고 생각한다.

주요어: 소비자 서비스 품질, 팬의 기대 및 인식, 스포츠 경기장

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