

## EVALUATION OF SPORTS AND RECREATIONAL SERVICES IN A LOCAL COMMUNITY BASED ON USERS' PERCEPTION

Velibor Srđić<sup>1</sup>, Milan Nešić<sup>2</sup> and Lazar Radoš<sup>3</sup>

<sup>1</sup>Pan-European University Apeiron, Banja Luka, Bosnia and Herzegovina

<sup>2</sup>College for Sport and Tourism, Novi Sad, Serbia

<sup>3</sup>University RUDN, Moscow, Russian Federation

*Original scientific paper*

### Abstract

A sample of 210 participants (111 men and 99 women), regular users of sports recreational programs of JP SRC 'Tikvara' in Bačka Palanka, were tested by a questionnaire designed as a scale for individual evaluation of quality of sports and recreational services (Scale Perception of Quality Sports and Recreational Services). The goal of the research was to evaluate some aspects of the quality of sports recreational services offered by this center, which is a complex, multi-functional, sports recreational facility for the territory of the local community (the municipality of Bačka Palanka, Autonomous Province of Vojvodina, Republic of Serbia). The results of the research are based on the perception of the users of that center. Additionally, metrical characteristics of the 20-item scale used were determined. The results of the analysis show that the scale overall has a good internal consistency, which is indicated by a Cronbach's Alpha coefficient of 0.944. Furthermore, the analysis of the main components produced the single component solution which explained for the 49.86% of the total variance (KMO measure of Sampling Adequacy = .886; Sig. = .000). All of the 20 variables gave a suitable factor weight to one extracted component and this confirmed that SPQSRS has validity and that it can be used as an independent scale for evaluation of perception of sports and recreational services quality by their direct users in sports and recreational centers of local communities (municipalities and cities). The results of the SPQSRS survey showed that the chosen sports recreational center is perceived as a place where they can get sports recreational services of high quality. Given the fine metric characteristics gained in this study, it is realistic to expect that this questionnaire can be proven reliable in other local communities.

**Key words:** sports recreational services, quality, users, local community

### Introduction

People's different needs when it comes to sports and recreation bring out the issue of possibility of their existence and realization of their content. Local communities, as places of realization of people's basic rights to have their different needs satisfied, stand as relevant places for realization of people's needs in the field of sport and physical exercise. The European Charter of Local Self-Government (1985) defines it as a group of local institutions which have the right but also ability and obligation to enable citizens of a local community to directly or via their representatives manage certain public affairs relatively independently with responsibility and in their own interest. Local self-government represents the highest level of independency of local authorities in execution of local everyday affairs. The role of local communities is confirmed by European Urban Charter (2008) in the section which refers to the local authorities' role in sport by proclaiming that: 1) a local community has a vital significance in sports promotion as a vital service to the community, 2) sport and physical recreation have an important role in moderation of bad life habits; 3) sport has an enormous significance as preventive health care; 4) each person should have possibility to engage in sport regardless of their age; 5) sports facilities should be available to all, and fees for their usage

should be adequate (Nešić, 2014). In general, sports and recreational services should be available to the widest layers of society, because they satisfy different needs and have different effects on potential users. Thus, it can be said that they should be 'near at hand' to all interested individuals. However, current changes in the modern way of life and work, in modern speed of communication, and the increasing number of various sorts of information coming from different media, can overshadow sports and recreational services. This means that a particular service can stay unrealized even though there are a certain number of people who need it (Nešić, 2013). In the context of modern service business, special attention is being increasingly dedicated to the issue of service quality. This primarily includes clients' or user' opinions about the quality and quantity of benefits/experience which they gained while using it (Nešić & Zubanov, 2015), but it can also relate to the quality of mutually developed relationships and clients' attachment to an organization. It has been proven that the latter factor positively connects the quality of service and quality of developed relationships with clients' satisfaction (Segoro, 2013). Constant identification and monitoring of the service quality (as internal activity of an organization) which has a goal to

make users attached to a certain company (the service provider), as well as to build their loyalty toward a specific organization, is a modern business issue that all service providers have to face. Within this framework, sports and sports recreational centers as places where different sports and recreational services (and other related services) are provided are not excluded. Especially if one has in mind the fact that there is more competition within this 'market' of services which is dominated by modern sports and recreational programs (fitness, programs for health and recovery, so called 'adrenaline' activities, etc). This is why indicators of success of each sports and recreational service (whether it would be pure and/or extended) have to be observed primarily through the relationship that shows to what extent direct users' expectations have been met by delivered services. Even though users' expectations can be influenced by many factors (fashion trends, sports standardization, availability as characterized by motor structure, clients' individual goals, local conditions, etc.), creation of the perception of the service itself, as well as its value, is predominately happening on the individual level of every user (Nešić & Zubanov, 2015).

#### *The research background*

Service quality measuring is a very large and conceptually varied notion of service management, so a lot of instruments are used for this purpose. As sports recreation has become a more dynamical area of the service sector, the measuring of quality of different services and particular service subjects has become a basis of successful business practice. The identification of perception of quality by direct users is emphasized as the *modus operandi* of each sports recreational center. One of the most widely known models for measuring of service quality (SERVQUAL) was developed by Parasuraman, Zeithaml and Berry (1985, 1988, 1991). It consists of five quality dimensions: *reliability* (the ability to perform a promised service dependably and accurately), *assurance* (the knowledge and courtesy of employees and their ability to convey trust and confidence), *tangibles* (the appearance of physical facilities, equipment, personnel and communication materials), *empathy* (the provision of caring, individualized attention to customers) and *responsiveness* (the willingness to help customers and to provide prompt service) (Parasuraman et al, 1985, 1988, 1991). Even though SERVQUAL has been a basis for measuring service quality for a long time, it was necessary to modify it and adapt it for specific areas (Yu, Morais & Chick, 2005; Beckman & Veldkamp, 1995). This mainly relates to an alternative instrument (Cronin & Taylor, 1992) which is a modified version of the original questionnaire SERVQUAL. This scale in essence doesn't measure clients' expectations, but their perception of quality of an already consumed (used) service. So it is predominately about measuring users' satisfaction. However, in time it has been affirmed that SERVQUAL cannot be used completely authentically for evaluation of the service quality in sports and recreational industry,

and for this reason a new scale for measuring the quality of service in this field has been developed known as REQUAL model (Crompton et al., 1991). The scale contains four dimensions of quality (safety, reliability, responsibility and tangibility). Kim and Kim (1995) developed a model called QUESC (Quality Excellence of Sport Centers) on the sample of sports centers in Korea, which measures 12 dimensions of quality: ambiance, attitude of employees, reliability of employees, friendliness, availability of information, programs offered, staff's reputation, prices, privileges, tranquility, stimulations and convenience. Howat et al. (1999) developed a model called CERM-CSQ (Center for Environmental and Recreation Management – Customer Service Quality) which measures three dimensions of quality: main services, personal and peripheral services. The authors have often used this model for measuring of the quality of service in recreational centers in Australia and New Zealand (Murray and Howat, 2002). Ko and Pastore (2004, 2007) developed a detailed instrument called SSQRS (Scale of Service Quality for Recreation Sport) for measuring of the service quality in recreational sports where they isolated 4 dimensions: quality of programs, quality of interaction, quality of outcome and quality of physical environment.

#### **Methods**

This empirical research of transversal character was realized with the goal of evaluation of some aspects of sports and recreational quality of services provided by the sports and recreational center 'Tikvara' in Bačka Palanka (Autonomous Province of Vojvodina, Republic of Serbia) and which are based on their users' perceptions. For the needs of this research, a special 20-item questionnaire was designed using the SERVPERF model as a template, as well as some other elements of the previously described instruments. Necessary modifications were made so that the questionnaire was adapted to the needs of the research and characteristics of the sample, that is, the local environment where the research was realized. The way and the range of this research, as well as the fact that it is about a specific kind of service, where users take into consideration expectations which made them choose a specific sports and recreational center and its services, lessen the impact of potential objections that could possibly come from the critics of this model. At the same time, it gives specific explanations for relative limitations of this study and similar studies. The sample of participants consisted of 210 regular users of the sports recreational program in this center (111 men and 99 women), which was differentiated for the sake of analysis and in accordance with specific individual characteristics into two subsamples: (1) related to sex and (2) related to the duration of users' activity in the center (*a* – less than 6 months of regular use; *b* – between 6 and 12 months of regular use; *c* – more than 12 months of regular use). The applied instrument was constructed as a scale for individual evaluation of elements of sports

and recreational quality of services (*Scale Perception of Quality Sports and Recreational Services*) that are available to users on a daily basis. The final version of the questionnaire was preceded by several test researches. The initial questionnaire consisted of 25 claims, but after the first metrics check, only 20 items were kept that encompass all 5 subscales like the basic version of the SERVPERF scale (Table 1).

Table 1. Reliability Statistics for SPQSRS questionnaire

No.	Question	Cronbach's Alpha if Item Deleted
1	SRC has modern and attractive looking equipment	.942
2	Interior of SRC looks very attractive	.942
3	Hygiene of the space and equipment in SRC is at the expected level	.943
4	Promotional materials of SRC (brochures, fliers, boards etc.) look attractive	.943
5	Announced exercise schedules are always followed	.941
6	Employees in SRC are highly committed to solving potential problems of clients in a prompt and efficient way.	.944
7	Employees of SRC regularly update the record about their professional work (trainings, exercising) which is also available to clients	.941
8	Employees regularly keep an attendance record of their clients	.941
9	Recreational personnel/coaches in SRC perform all their duties on time	.940
10	Recreational personnel/coaches are always there to help their clients	.942
11	When I stay and exercise in SRC, I feel safe and secure	.944
12	SRC has opening hours suitable for their clients	.944
13	Employees' appearance in SRC fosters trust in clients	.941
14	New users of recreational programs in SRC are provided with all the professional information before they start using the service (exercising)	.940
15	Clients always have an option to express their remarks and suggestions to the management of SRC	.940
16	Recreational personnel/coaches' professionalism wins the trust of the clients who they work with	.944
17	Recreational personnel/coaches in SRC try to motivate each client to exercise	.939
18	SRC has employees who pay appropriate individualized attention to each client (exerciser)	.939
19	Clients are always able to express their opinion about the work of SRC	.940
20	Management of SRC cares about their clients' interests	.938
<b>Cronbach's Alpha</b>		<b>.944</b>

Participants could choose one of five positions on the Likert type scale to express their evaluation, where grade 1 represents the lowest, and grade 5 represents the highest level of users' satisfaction. Metrics of the questionnaire was assessed via two

procedures: (1) Scale Reliability Analysis (determination of Cronbach's alpha) and (2) Factor Analysis, Principal Components Analysis (PCA), with the Direct Oblimin method of rotation. All statistical conclusions were based on a level of significance of 0.05 (*Sig.* < .05). The results show that overall the scale has a fine internal consistency, which is indicated by the Cronbach's alpha coefficient which is significantly higher than the recommended theoretical value 0.7 (De Vellis, 2003). Additionally, high internal consistency is confirmed within all five subscales (Table 2).

Table 2. Reliability Statistics for SPQSRS questionnaire-subscale

	Subscale	question	Cronbach's Alpha if Item Deleted	Cr. Alpha
1	Tangibility	1	.706	.809
		2	.663	
		3	.809	
		4	.784	
2	Reliability	5	.563	.749
		6	.749	
		7	.635	
		8	.652	
3	Responsibility	9	.537	.723
		10	.555	
		11	.646	
		12	.643	
4	Trust	13	.750	.810
		14	.706	
		15	.707	
		16	.810	
5	Empathy	17	.917	.936
		18	.911	
		19	.918	
		20	.908	
Cronbach's Alpha				.944

The application of the SPQSRS questionnaire was demonstrated on the example of sports and recreational center 'Tikvara' in Bačka Palanka. Based on the responses to the 20-item questionnaire, for each participant of the study an average scalar value was calculated which was used as numerical data for evaluation of the perception of the sports and recreational service quality that was delivered to them. Descriptive statistical parameters for different subsamples were calculated out of these scalar averages. The significance of differences between arithmetic means was tested by Univariate Analysis of Variance and One Way ANOVA.

## Results

In order to check the validity of the SPQSRS questionnaire, 20 items of the scale were tested through the principal component analysis (PCA). Before performing the PCA, suitability of data for factor analysis was evaluated. A correlational matrix revealed many coefficients with 0.3 value

and higher. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was 0.886, which is above the recommended value of 0.6 (Kaiser, 1970, 1974). Bartlett's test of sphericity (Bartlett, 1954) also showed a high statistical significance. All this indicates factorability of the correlational matrix. The analysis of the principal components acquired after the Oblimin rotation, revealed the existence of 4 components with Eigenvalues above 1, which explain 49.86%, 8.81%, 6.90% and 5.82% of the variance. The resulting Scree plot showed the existence of a clear breaking point already after the first component (Picture 1). Based on the Kattel's criterion (1966) it was decided to keep only one component. This was supported by the results of the parallel analysis with one component whose characteristic values surpass the corresponding threshold values gotten via an equally big matrix of random numbers (20 variables x 210 participants). That single component solution explained a significant part of the total variance.

All 20 variables gave a certain factor weight to one extracted component (Table 3) which confirmed that the SPQSRS questionnaire has validity and that it can be used as an independent scale for evaluation of the perception of the quality of sports and recreational services by their direct users in sports and recreational centers at the level of local communities (municipalities and cities). A hierarchical structure of component matrix shows that the extracted factor is most intensely saturated with items related to the elements of positive experiences of sports and recreational services which are encompassed by the empathy subscale (management's care about clients' interests, coaches as motivators for exercising, employees who pay adequate and individualized attention to each client, clients' ability to express their remarks and suggestions to the employees in the center), that is trust in human resources of the center (part of the trust and responsibilities subscales).

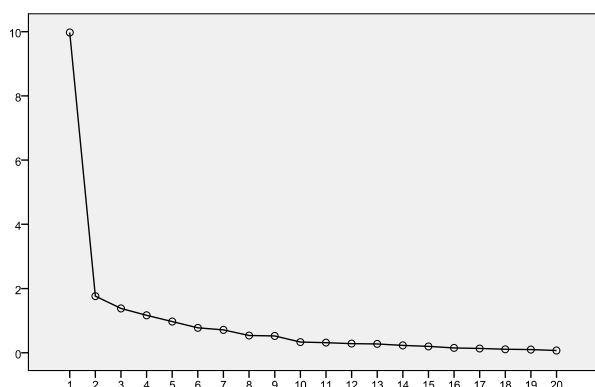


Figure 1. Scree Plot for SPQSRS questionnaire.

The results obtained by the survey that was carried out among SRC Tikvara's service users showed that the chosen sports and recreational center provides sports and recreational services of high quality. On the scale ranging from 1 to 5, the total average grade of the whole sample significantly exceeded

the value of 4, and in some subsamples it reached the value of 4.5 (Tables 4 and 5). The results of the discriminative analysis (average scalar grades) showed that the sex of the participants didn't influence their experience of the quality of the sports and recreational services and programs in the chosen sports and recreational center, but the possible factor of evaluation turned out to be users' duration of activity in the center (*Sig.* = .042).

Table 3. Factor Analysis for SPQSRS questionnaire

Hierarchy of items	Component Matrix	Communality
E20	.875	.765
E17	.835	.697
E18	.811	.658
E19	.801	.641
PO14	.792	.627
PO15	.777	.604
OD9	.757	.573
P5	.748	.560
PO13	.748	.559
P8	.744	.554
P7	.733	.537
OD10	.713	.508
O2	.680	.463
O3	.667	.445
O1	.647	.418
O4	.623	.388
OD12	.549	.302
PO16	.544	.296
OD11	.526	.276
P6	.419	.202

KMO Measure of Sampling Adequacy = .886  
Bartlett's Test of Sphericity = 3.5373 *Sig.* = .000

Table 4. Descriptive Statistics for SPQSRS questionnaire (sex)

Sex	N	Mean	Std. Deviation
Men	111	4.47	.530
Women	99	4.39	.709
Σ	210	4.43	.621

One Way ANOVA: *F* = .793; *Sig.* = .374

Table 5. Descriptive Statistics for SPQSRS questionnaire (duration of activity)

Users' duration of activity	N	Mean	Std. Deviation
Less than 6 months	37	4.43	.612
Between 6 and 12 months	73	4.57	.507
More than 12 months	100	4.33	.682
Σ	210	4.43	.621

One Way ANOVA: *F* = 3.209; *Sig.* = .042

## Discussion

Planning, building and usage of the sports and recreational facilities in local communities should primarily be based on previously identified needs and interests of the citizens in this area. Furthermore, management of these facilities (in most cases these are complex sports and/or sports

and recreational centers) as well as the way of their usage should serve sports and recreational programs that are sought after in local communities (Nešić, 2006). Regarding Bačka Palanka as an administrative, business, sports and cultural center of the same municipality, one can notice a high demand by its citizens for facilities of this sort, that is, the sports and recreational services offered by them. Considering that the majority of sports and recreational centers on the territory of the Republic of Serbia are owned by the state, political management of the local self-governments have direct influence on the choice of management that is responsible for the quality and manner of its functioning. However, management recruited in this way has often demonstrated poor competence in practice so far. Furthermore, it has been observed that the state in essence does not show sufficient interest in effective functioning of sports and recreational centers in smaller places. Thus, evaluations of the successfulness of their work and functioning are mostly performed formally, that is by one-sided judgment of business results by the management in charge. In other words, the service provider is frequently the only one to evaluate its own performance, which often gives an incomplete picture that later becomes a poor basis for new planning phases (Nešić, 2013). Following the current world practice, one can notice that the most common difficulties when it comes to the notion of quality in sports industry service are about the dilemma what one should measure – quality of the service itself or the users' experience (Crosby, 1979; Cronin & Taylor, 1992; Cairns, Harris, Hutchison & Tricker, 2004).

Additionally, one of the methodological problems is related to the suspicion about the objectivity of evaluation of quality, where most authors think that the users should be the main focus of the service quality (Ivanović & Antić, 2011). Creation of users' experience about the quality of service is mostly determined by internal factors of a sports-service organization, as well as by relations with other stakeholders (Campbell, 2002; Ivanović, 2011). Many difficulties come from this relationship which is the reason why measuring of the delivered services represents a very sensitive issue (Cairns, et al., 2004), especially related to the aspect of modeling the service assortment of sports and recreational organizations. One determinant is the adequate identification of users' perceptions and specific experience of quality through a positive or negative feeling after the use of a service (Evans & Lindsey, 2010). Sports-service subjects apply different concepts of management of quality and apply different models for measuring the service quality (Kelley & Turley, 2001; Tsitskari, Tsiotras & Tsiotras, 2006; Lee, Duck Kim, Ko, & Sagas, 2011). The majority of the sports and recreational centers in smaller local communities in the territory of Vojvodina still don't focus on the application of management of quality and on the measuring of different aspects of quality. Measuring of users' satisfaction is especially neglected, which significantly lowers the possibility for improvement

of management efficiency, internal organization and marketability. The significance of management of quality is indicated by experiences in certain organizations which are active in the field of sports and recreation (Currie & Ipson, 2002; Murray & Howat, 2002; Jae Ko & Pastore, 2004, 2007; Carr & De Michele, 2010). The most commonly evaluated elements of quality in studies carried out thus far in sports and recreational centers are mostly related to physical conditions (size and interior of the facility, space and exercising equipment, availability, etc.), and are much less related to the quality of programs and professional potential of human resources (the sort of activity, educational concept, coaches' relationship with clients, etc.). Certain aspects of the perception of service quality from the basic SERVPERF model (tangibility, reliability, trust, empathy) were used for the formation of the instrument that was used in this study. Those elements are primarily focused on the activity of human resources in a sports and recreational center. Even though it was expected that the factor analysis would result in specific components of quality that were connected to the subscales' constructs, eventually, it turned out that the quality in a sports and recreational center of local significance should be observed as a unitary space. When a single-factor structure was obtained, the appropriate parsimony was also achieved and thus the validity of the SPQSRS questionnaire confirmed showing the fine characteristics of a single multi-item scale. This is a good recommendation for its future use in direct work of local sports and recreational centers. The internal consistency of selected items contributed to the good metrics of this instrument, which shows that it can be used as an independent scale for evaluation of users' perception of quality of sports and recreational services in sports and recreational centers of smaller local communities.

The hierarchical structure of the extracted factor shows that in the process of evaluation of service quality in a specific sports and recreational center, users most intensely focus on the total experience of the services that they used. Although they rate all the elements of quality positively, the most influential ones are: management's attitude toward clients, coaches who are able to motivate clients to exercise and who dedicate appropriate individualized attention to each client, as well as the possibility of an open communication between users and management of the center. Thus there are elements that predominantly fall into the subscale of empathy. On the other hand, elements from the tangibility scale (interior, equipment, hygiene, marketing, etc.) are positioned much lower hierarchically, which clearly indicated that the perception of the quality of sports and recreational services in this center is principally experienced through the employees' good, professional and competent attitude toward clients, and less through the physical space where these services are delivered. These data are significant for the center's management considering that they point out the activities that need to be carried out for the

purpose of constant improvement of the service quality. Valuing certain elements of quality, users send clear information to the management about areas for improvement. It would be interesting to follow these elements in further researches in other sports and recreational centers in the area and check to what extent this observation can be confirmed.

## Conclusion

This study had a goal to show the process of the formation of one questionnaire for evaluation of the quality of sports and recreational services, as well as its application on one sports and recreational center in a local community. Based on several preliminary studies, 20 items that had the suitable metrics were defined. A scale reliability analysis resulted in a high value of Cronbach's Alpha, and a factor analysis proved the scale's fine validity. A statistically acceptable parsimony was achieved by the Principal component analysis (PCA), and a single-factor structure was validated. The hierarchical structure showed that the general factor of quality of sports and recreational services in a local sports and recreational center is most

influenced by the items that are related to the positive experience of human resources' attitude toward clients (management's attitude toward the center's clients, coaches that know how to motivate clients to exercise and who pay individualized attention to each client, as well as the possibility for the users to communicate openly to the management of the center). The existence of just one factor enabled the use of a single scale for evaluation whose final result was the average value calculated from the grades by which users rated certain aspects of the quality. In this way a specific multi-item scale was obtained which in essence contains all five subscales of the SERVPERF model that was used as a foundation of this research (tangibility, reliability, responsibility, trust and empathy). The application of the SPQRSRS questionnaire was demonstrated on one sports and recreational center in a local community. It is expected that further studies will test the questionnaire on other similar sports and recreational facilities. Considering the fine metric characteristics obtained in this study, it is realistic to expect that the questionnaire proves to be reliable in other local communities in the Republic of Serbia.

## References

- Backman, S.J., & Veldkamp, C. (1995). Examination of the Relationship between service quality and user loyalty. *Journal of Park and Recreation Administration*, 13(2), 29-41.
- Bartlett, M.S. (1954). A note on the multiplying factors for various chi square approximations. *Journal of the Royal Statistical Society*, 16(Series B), 296-298.
- Cairns, B., Harris, M., Hutchison, R., & Tricker, M. (2004). *Improving Performance: The Adoption and Implementation of Quality Systems in UK Nonprofits*. Birmingham, UK: Centre for Voluntary Action Research, Aston Business School.
- Campbell, D. (2002). Outcomes assessment and the paradox of nonprofit accountability. *Nonprofit Management and Leadership*, 12(3), 243-259.
- Carr, J.W., & De Michele, P. (2010). Original Research Service Quality and Satisfaction within Campus Recreation: The Moderating Role of Identification. *Recreational Sports Journal*, 34(1), 9-23.
- Cronin J.J., & Taylor S.A. (1992): Measuring Service Quality: A Reexamination and Extension, *Journal of Marketing*, 56(3), 55-68.
- Crosby, P.B. (1979). *Quality is free: The art of making quality certain*. New York: McGraw Hill Custom Publishing.
- Crompton, J.L., MacKay, K.J., & Fesenmaier, D.R. (1991). Identifying dimensions of service quality in public recreation. *Journal of Park and Recreation Administration*, 9, 15-28.
- Currie, M.E., & Ipson, M.N. (2002). Perceptions of quality services delivery in community recreation. In: Jackson, E. (ed.) (2002). *Abstract of Papers Presented at the Tenth Canadian Congress on Leisure Research*, Edmonton: Faculty of Physical Education and Recreation, 152-155.
- DeVellis, R.F. (2003). *Scale development: Theory and applications* (2nd ed.). Thousand Oaks, California: Sage.
- Evans, J.R., & Lindsey, W.M. (2010). *The management and control of quality*. USA: South-Western Pub/Thomson
- Howat, G., Murray, D., & Crilley, G. (1999). The relationships between service problems and perceptions of service quality, satisfaction, and behavioral intentions of Australian public sports and leisure customers. *Journal of Park and Recreation Administration*, 17, 42-64.
- Ivanović, M., & Antić, Z. (2011). Vrednovanje poslovnih rezultata neprofitnih organizacija. [Evaluation of business results of non-profit organizations. In Serbian.]. *Management – časopis za teoriju i praksu menadžmenta*, 16(61), 99-109.
- Ivanović, M. (2011). *Strategija društvenog marketinga u pozicioniranju neprofitnih organizacija*. [The strategy of social marketing in the positioning of non-profit organizations. In Serbian.]. Beograd: Faculty of Organizational Sciences, doctoral dissertation.
- Jae Ko, Y., & Pastore, L.D. (2004). Current Issues and Conceptualizations of Service Quality in the Recreation Sport Industry. *Sport Marketing Quarterly*, 13, 158-166.
- Kaiser, H. (1970). A second generation Little Jify. *Psychometrika*, 35, 401-415.

- Kaiser, H. (1974). An index of factorial simplicity. *Psychometrika*, 39, 31-36.
- Kattel, R. (1966). The scree test for the number of factors. *Multivariate Behavioral Research*, 1(2), 245-276.
- Kelley, S.W., & Turley, L.W. (2001). Consumer perceptions of service quality attributes at sporting events. *Journal of Business Research*, 54(2), 161-166.
- Kim, D., & Kim, S. Y. (1995). QUESQ: An instrument for assessing the service quality of sport centers in Korea. *Journal of Sport Management*, 9, 208-220.
- Ko, Y.J., & Pastore, D. (2004). Current Issues and Conceptualizations of Service Quality in the Recreation Sport Industry. *Sport Marketing Quarterly*, 13, 158-166.
- Ko, Y.J., & Pastore, D. (2007). An instrument to assess customer perceptions of service quality and satisfaction in campus recreation programs. *Recreational Sports Journal*, 31, 34-42.
- Ko, Y.J., Zhang, J., Cattani, K., & Pastore, D. (2011). Assessment of event quality in major spectator sports. *Managing Service Quality*, 21(3), 304-322.
- Lee, J.H., Duck Kim, H., Ko, Y. & Sagas, M. (2011). The influence of service quality on satisfaction and intention: A gender segmentation strategy. *Sport Management Review*, 14(1), 54-63.
- Murray, D., & Howat, G. (2002). The relationship among service quality, value, satisfaction, and future intentions of customers at an Australian sports and leisure centre. *Sport Management Review*, 5, 25-43.
- Nešić, M. (2006). *Resursi u sportu*. [Resources in sport. In Serbian.]. Bačka Palanka: Logos.
- Nešić, M. (2013). Značaj evaluacije sportsko-rekreativnih usluga od strane njihovih korisnika. [The importance of evaluating sports and recreational services by their users. In Serbian.]. U: Jovanović, M. i Nićin, Đ. (ur.) *International scientific conference "Sport sciences and health", Proceedings*, Banja Luka: University Apeiron - College of Sports Sciences, 30-41.
- Nešić, M. (2014). Uloga lokalnih zajednica u razvoju rekreativnog sporta. [The role of local communities in the development of recreational sports. In Serbian.]. *Zbornik Matice srpske za društvene nauke*, 147(2), 309-322.
- Nešić, M., & Zubanov, V. (2015). Zadovoljstvo korisnika sportskih usluga kao činilac lojalnosti sportskoj organizaciji. [Customer satisfaction sports services as a factor of loyalty to a sports organization. In Serbian.]. *Poslovna ekonomija*, 16(1), 335-354.
- Packianathan, C., & Kyungro, C. (2000). Targets and Standards of Quality in Sport Services. *Sport Management Review*, 3(1), 1-22.
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1985). A Conceptual Model of Services Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41-50.
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Parasuraman, A., Berry, & L.L. Zeithaml, V.A. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of Retailing*, 67(4), 420-450.
- Segoro, W. (2013). The Influence of Perceived Service Quality, Mooring Factor, and Relationship Quality on Customer Satisfaction and Loyalty. *Procedia – Social and Behavioral Sciences*, 81, 306-310.
- Tsitskari, E., Tsiotras, D., & Tsiotras, G. (2006). Measuring service quality in sport services. *Total Quality Management & Business Excellence*, 17(5), 623-631.
- Yu, H., Morais, D.B., & Chick, G. (April 2005). Service quality in tourism: A case study in 2001 Study Tour in Taiwan. *Presentation at the Northeastern Recreation Research Symposium*. Bolton Landing, NY.
- \*\*\* <http://ucanr.org/sites/ceprogramevaluation/files/113732.pdf>
- \*\*\* European Urban Charter II: Resolution 269 (2008) Council of Europe, Congress of local and regional authorities of the Council of Europe, Strasbourg, 2008.
- \*\*\* European Charter on Local Self-Government, Council of Europe, Strasbourg, 1985.

## PROCJENA KVALITETA SPORTSKO-REKREATIVNIH USLUGA U LOKALNOJ ZAJEDNICI ZASNOVANA NA PERCEPCIJI KORISNIKA

### Sažetak

Na uzorku od 210 ispitanika (111 muškaraca i 99 žena), redovnih korisnika sportsko-rekreativnih programa JP SRC „Tikvara“ u Bačkoj Palanci, primijenjen je upitnik konstruiran kao skala za individualnu procjenu kvaliteta sportsko-rekreativnih usluga (Scale Perception of Quality Sports and Recreational Services). Cilj istraživanja se odnosio na procjenu nekih aspekata kvaliteta sportsko-rekreativnih usluga koje pruža ovaj Centar kao kompleksan multifunkcionalan sportsko-rekreativni objekt za područje lokalne zajednice (općina Bačka Palanka, Autonomna pokrajina Vojvodina, Republika Srbija), a koji su bazirani na percepciji njegovih korisnika, kao i utvrđivanje metrijskih karakteristika konstruirane i primijenjene skale sa 20 itema. Rezultati analize pokazuju da skala u cjelini ima dobru unutrašnju suglasnost, na što ukazuje iskazani Kronbach koeficijent alfa čija je vrijednost bila 0,944. Također je i analiza glavnih komponenti dovela do single component rješenja, čime je objašnjeno 49,86% ukupne varijanse (KMO measure of Sampling Adequacy = ,886; Sig. = ,000). Svih 20 varijabli dalo je odgovarajuću faktorsku težinu jednoj izdvojenoj komponenti, čime je utvrđeno da SPQSRS upitnik ima korektnu validnost i da se može primjenjivati kao samostalna skala za procjenu percepcije kvaliteta sportsko-rekreativnih usluga od neposrednih korisnika u sportsko-rekreativnim centrima na razini lokalnih zajednica (općina i gradova). Rezultati prikupljeni anketiranjem korisnika primjenom SPQSRS upitnika pokazali su da izabrani Sportsko-rekreativni centar percipiraju kao mjesto na kojem mogu dobiti sportsko-rekreativne usluge visokog kvaliteta. Polazeći od dobrih metrijskih karakteristika dobivenih u ovoj studiji, realno je očekivati da se upitnik pokaže pouzdanim i u drugim lokalnim sredinama.

**Ključne riječi:** sportsko-rekreativne usluge, kvaliteta, korisnici, lokalna zajednica.

Received: October 25, 2016

Accepted: December 15, 2016

Correspondence to:

Assist.Prof. Velibor Srđić, PhD.

Pan-European University "Apeiron"

Faculty of Sport Sciences

Pere Krece 13, Banja Luka, Bosnia & Herzegovina

E-mail: velibor.srdic@gmail.com