

# The Relationship of Sports Facility Service with Athlete Satisfaction at Universiti Kebangsaan Malaysia

Nur Athirah Azhar<sup>1\*</sup>, Wan Ahmad Munsif Wan Pa<sup>2</sup>

<sup>1</sup> Sekolah Menengah Kebangsaan TTDI Jaya, Shah Alam, Selangor, Malaysia

<sup>2</sup> Faculty of Education, Universiti Kebangsaan Malaysia, Selangor, Malaysia

\*Corresponding Author: [athirah.azharmg@gmail.com](mailto:athirah.azharmg@gmail.com)

Received: 30 March 2025 | Accepted: 8 May 2025 | Published: 1 June 2025

DOI: <https://doi.org/10.55057/ajress.2025.7.5.19>

**Abstract:** *One of the most significant issues in improving athlete performance and satisfaction at the university level is the quality of sports facilities. The quality of sports facilities is a crucial factor influencing athlete satisfaction, motivation and performance. Poor infrastructure and inadequate maintenance can have a substantial impact on players entire experience and motivation, thereby impeding their growth and participation. This study examines the relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia. Sports facilities play a crucial role in fostering athletic performance, motivation, and overall satisfaction among university athletes. Using a quantitative approach, data were collected through questionnaires adapted from the Athlete Satisfaction Questionnaire (ASQ) and the Service Quality of Health-Fitness Clubs (SQAS) framework. Findings indicate that while the staff dimension of service quality received high satisfaction ratings, other aspects such as programs, locker rooms, and physical facilities were rated as moderate to unsatisfactory. The overall athlete satisfaction level was rated as satisfactory (mean = 5.4326, SD = 0.20094), indicating that while athletes are generally satisfied, specific facility improvements are necessary. A Pearson Correlation analysis revealed a significant negative relationship between facility conditions and athlete satisfaction, ( $r = -0.289$ ,  $p = 0.033$ ), highlighting the need for improvements in infrastructure and maintenance. No significant relationships were found between athlete satisfaction and other dimensions. These results emphasize the importance of enhancing sports facilities to promote athlete engagement and performance at the university level. Investing in well-maintained and high-quality sports facilities will ultimately support student athletes' engagement, performance, and overall satisfaction.*

**Keywords:** Athlete Satisfaction, Service Quality, Sports Facility

## 1. Introduction

In public universities, sports facilities not only function as a training medium but also as a place for the formation of excellent performance among student athletes. Modern and complete sports facilities play an important role in increasing the motivation and spirit of athletes (Smith et al. 2018). Good sports services and facilities are one of the factors that influence a person's interest in doing recreational activities (Lucas, 2009). According to Lucas (2009), the quality of customer service consists of the ability, knowledge, ability and seriousness of employees in delivering products and services to customers. The quality of sports services and training programs as well as good risk management are one of the contributing factors to improving

athlete performance and satisfaction (Rahman et al. 2021). However, the level of athlete satisfaction with the quality of sports services and facilities is still a major issue that needs to be given full attention. Higher education institutions are also responsible for enhancing the sports potential of students by promoting systematic athlete management and providing high-quality sports services to help athletes achieve success in larger sports tournaments.

In the context of university sports services, if athletes are satisfied with the management of their organization, this will reflect well on the organization because the management has understood and provided the services that athletes want (Rahman et al. 2021). Unsafe and damaged sports facilities should be well maintained so that they can be used and do not hinder government efforts to encourage people to play sports and do physical activities (Muhammad Aniq Bazil et al. 2023). The quality of sports services and training programs and good risk management are one of the contributing factors to improving athlete performance and satisfaction (Rahman et. al 2021). The absence of high-quality sports facilities is one of the reasons why new talents in certain sports fields cannot develop properly (Azlina Zid et al. 2022).

At the Institute of Higher Education (IPT) level, many parties have their own interests in the aspect of using sports facilities (Nor Eeza, 2019). According to Nor Eeza (2019), among them are students, university athletes both students and staff, government and private bodies. In the context of university sports services, if athletes are satisfied with the sports management organization, this will show that they are positive towards the organization because it has understood and provided the services that athletes need (Muhamad Suhaimi Taat, 2023).

Customer satisfaction and service are important things that organizations that want to be successful need to consider (Yildiz and Tufekci, 2010). This is because service quality and customer satisfaction are also important for the sports service sector (Pool et al. 2016). To ensure athlete satisfaction, sports organizations must prioritize improving service quality. Therefore, sports organizations are responsible for maintaining and improving service quality so that athletes are always satisfied in using sports services. The objective of this study is to examine the relationship between athlete satisfaction and the quality of sports facility services at Universiti Kebangsaan Malaysia. The level of service quality and athlete satisfaction with sports facilities at the university will also be identified.

## **2. Objectives**

- i. To identify the level of sports facility services provided at Universiti Kebangsaan Malaysia.
- ii. To identify the level of athlete satisfaction with sports facilities at the Universiti Kebangsaan Malaysia as a whole.
- iii. To identify the relationship between athlete satisfaction ant the quality of sports facilities services at Universiti Kebangsaan Malaysia.

## **3. Research Questions**

- i. What is the level of sports facility services provided at Universiti Kebangsaan Malaysia?
- ii. What is the level of athlete satisfaction with sports facilities at Universiti Kebangsaan Malaysia as a whole?
- iii. Is there a relationship between athlete satisfaction ant the quality of sports facilities services at Universiti Kebangsaan Malaysia?

#### 4. Null Hypothesis

Ho1: There is no significant level of sports facility services provided at Universiti Kebangsaan Malaysia.

Ho2: There is no significant level of athlete satisfaction with sports facilities at Universiti Kebangsaan Malaysia as a whole.

Ho3: There is no significant relationship between athlete satisfaction and the quality of sports facilities services at Universiti Kebangsaan Malaysia.

#### 5. Literature Review

Universities' sports facilities play a significant role in encouraging students to engage in physical activity. A high standard of sports services and facilities is frequently associated with satisfaction and perfection. The facilities given must be effectively maintained so that they can be used and do not obstruct government attempts to encourage the community to enjoy sports and engage in physical activities owing to hazardous and damaged sports facilities (Harun et al. 2013).

A study by Alvarez et al. (2019) showed that there is a relationship between service quality and customer satisfaction at Sports Centers. This is because the sports facilities provided have the greatest impact on athlete satisfaction (Alvarez et al. 2019). This statement is also supported by a study by Graikini et al. (2019) which found that good service quality increases athlete satisfaction and results in healthier, fitter and higher quality athletes.

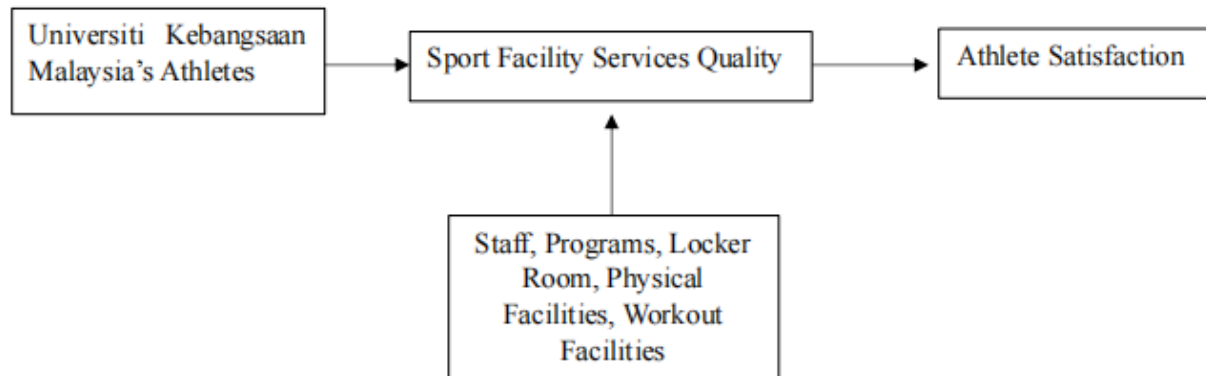
For most institutions, the facility factor, which is allocated to high standards and quality, is considered to have an important influence on students' choice of institution (Price et al. 2003). A study by Woo et al. (2020) was conducted on service quality such as emotional, welfare, functional, social and loyalty aspects to make spectators more loyal to golf. The study found that there is a relationship between functional, emotional and social elements with customer loyalty. According to Woo et al. (2020), the welfare aspect, which is the way charity is done, is not important for consumer loyalty to golf. The study also found that there is a mediator influence, consisting of functional, emotional and social elements, on the relationship.

A study by Mokoena and Dhurup (2017) was conducted on the effect of service quality on achieving satisfaction and desire to use recreational services provided by university campuses. The results of the study also showed a relationship and influence on the quality of recreational services with satisfaction and desire while maintaining a low level of equipment and a good atmosphere.

Satisfaction has been seen as a reliable predictor and promise to purchase and use the goods and services offered (Azlina Zid et al. 2022). The level of athlete satisfaction influences their involvement in sports. Aminduddin et al.'s study (2018) stated that an important component that contributes to improved performance and excellence as well as athlete satisfaction is providing good quality services. In the context of university sports services, if athletes are satisfied with the sports management organization, this will indicate that they are positive towards the organization because it has understood and provided the services that athletes need (Ahmad Fadly et al. 2021). University sports facilities have a significant role in motivating students to engage in physical activity. Harun et al. (2013) state that in order for the facilities to be used and not impede government initiatives to promote physical activity and sports in the community because of unsafe and damaged sports facilities, they must be well maintained.

## 6. Conceptual Framework

A conceptual framework is a generative framework that captures the whole research process (Adom, Hussain, and Joe, 2018). The study's conceptual framework is crucial since it may offer a thorough examination of the variables employed in the research as well as associated dimensions and constructs. Figure 1 explains the entire process of this study, including how sport facility service quality can give effects of athlete satisfaction.



**Figure 1: Conceptual framework for The Relationship of Sports Facility Service with Athlete Satisfaction at Universiti Kebangsaan Malaysia.**

The relationship between athlete satisfaction and the quality of services provided by sports facilities at Universiti Kebangsaan Malaysia is depicted in the conceptual framework. It is intended to give athletes a systematic grasp of how different facets of facility services affect their overall experience and level of satisfaction. The quality of sports facility services is an important component in determining player satisfaction. It includes five dimensions which is staff quality, sports programs, locker rooms, physical facilities, and workout facilities.

Staff quality can be defined as the professionalism, responsiveness, and skill of facility management workers are critical to ensure that athletes have a favourable experience. Sports programs are the availability, variety, and efficacy of sports programs influence whether athletes are engaged and motivated. Locker Room Conditions are the cleanliness, security, and comfort of the locker rooms have a huge impact on the athlete's experience. Physical facilities refers to the quality and upkeep of sports infrastructure, such as fields, courts, and sitting places, affects usage.

This framework helps university administrators understand the critical areas for improvement in sports facility management. By investing in better facility maintenance, enhancing service quality, and continuously seeking athlete feedback, universities can ensure higher levels of athlete satisfaction, increased engagement, and improved overall performance

## 7. Methodology

This study uses a quantitative design to identify the relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia. The probability sampling method was chosen in this study. Probability sampling is synonymous with quantitative research involving random sampling.

The instrument of this study uses a questionnaire to collect respondent data. There are three parts stated in the questionnaire, namely part A, part B and part C. In part A, respondents are given questions related to their demographics which contain information such as gender, age,

race and highest level of achievement in sports. Part B contains questions about athlete satisfaction and uses the “Athlete Satisfaction Questionnaire” (ASQ) questionnaire which contains 56 questions. The development of the 15-dimension, 56-item Athlete Satisfaction Questionnaire (ASQ) was based on Chelladurai and Riemer’s (1997) classification of facets of athlete satisfaction. Part C contains 40 questions from the “Service Quality of Health-Fitness Clubs” (SQAS) from Eddie T. C. Lam (2005) to measure the quality of sports facility services. In the first draft of the SQAS, each of the 46 components was suggested to correspond to one of the six factors which is staff, program, child care, locker room, physical facility, or workout facility. Respondents need to answer the questions according to the scale that has been given, which is from a likert scale of one (poor) to a likert scale of seven (excellent).

The analysis of this study was carried out using the "Statistical Package for Social Sciences" (SPSS) version 26 system. The researcher used descriptive analysis to see the level of athlete satisfaction and the level of sports service quality based on dimensions as well as inferential analysis such as correlation tests to see the relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia

## 8. Results

### Identifying The Quality Level of Sports Facility Services at Universiti Kebangsaan Malaysia Based on Dimensions

**Table 1: Level of quality of sports facility services at Universiti Kebangsaan Malaysia based on dimensions**

Dimensions	Mean	std	Level
Staff	6.2586	.19132	Very satisfying
Program	4.0000	5.8061	moderate
Locker room	3.9636	.80654	unsatisfactory
Physical facility	3.8805	.61461	unsatisfactory
Workout facility	3.9606	.75152	unsatisfactory

Table 1 shows the level of service quality of sports facilities at Universiti Kebangsaan Malaysia based on dimensions. Based on the results of the study, the staff dimension obtained the highest mean and was at a very satisfactory level, namely (mean = 6.2586, SD = 0.19132), This shows that the workforce or staff who manage sports facilities at UKM provide good services and meet the needs of users.

For the program dimension, the mean score obtained was (mean = 4.0000, SD = 5.8061). This shows a moderate level of satisfaction with the sports programs offered at UKM. This finding shows that the sports programs provided can still be improved to meet the needs of athletes and users of sports facilities.

Next, the locker room dimension showed to be at a less satisfactory level, namely (mean = 3.9636, SD = 0.80654) while the physical facilities dimension obtained (mean = 3.8805, SD = 0.61461). Similarly, the exercise facilities dimension recorded (mean = 3.9606, SD = 0.75152). All three dimensions were categorized as less than satisfactory. This indicates that aspects of sports facilities such as changing rooms, physical facilities, and exercise facilities still need to be improved to improve the user experience.

## Identifying The Overall Satisfaction Level of Athletes at Universiti Kebangsaan Malaysia

Table 2: Overall level of satisfaction of athletes at Universiti Kebangsaan Malaysia

	Mean	std	Level
Overall	5.4326	.20094	satisfying

Table 2 shows the overall satisfaction level of athletes at Universiti Kebangsaan Malaysia. Based on the table, the overall satisfaction level of athletes is at a satisfactory level with a value of (mean = 5.4326, SD = 0.20094). The mean value indicates that the majority of athletes are satisfied with their experience, while the small standard deviation illustrates that there is little variation in the level of satisfaction expressed by athletes. This indicates that most athletes provide consistent feedback on their level of satisfaction.

## Identifying The Relationship Between Sports Facility Service Quality and Athlete Satisfaction at Universiti Kebangsaan Malaysia

Table 3: Relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia

Dimensions of sports facility service quality	Athlete satisfaction		
	Sig.	Correlation Pearson	N
Staff	.356	-.127	55
Program	.388	.119	55
Locker room	.392	-.118	55
Physical facility	.033	-.289	55
Workout facility	.905	.016	55

Table 3 shows the relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia. Based on the table, the Pearson correlation value for the first dimension of sports facility quality, namely staff, is -.127 with a significant value of 0.356. The study findings show that there is no significant negative relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia. The Pearson correlation value for the second dimension of sports facility quality, namely programs with athlete satisfaction, is 0.119 with a significant value of 0.388. The study findings show that there is no significant positive relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia. The Pearson correlation value for locker rooms is -0.118 with a significant value of 0.392. The study findings show that there is no significant negative relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia.

The Pearson correlation value for the fourth dimension of sports facility quality, namely facilities with athlete satisfaction, is -0.289 and a significant value of 0.033. The study findings show that there is a significant negative relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia. The Pearson correlation value for exercise facilities is 0.016 with a significant value of 0.905. The study findings show that there is no significant positive relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia.

## 9. Discussion

This study aims to identify the relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia. For objective one, which is the level of sports facility service quality, the staff dimension shows a very satisfactory level. This shows that the staff involved in the management of sports facilities at Universiti Kebangsaan Malaysia

provide good services and are able to meet the needs of athletes. This is in line with studies that emphasize the importance of the role of staff in ensuring that sports facilities function well.

On the other hand, other dimensions such as programs, locker rooms, facility amenities and exercise facilities are at a moderate to less satisfactory level. This shows that there is a need for improvement in this dimension, especially in the provision of better physical facilities and locker rooms to improve user comfort. According to Perez et al. (2012), high-quality services provided can ensure customer satisfaction, cause repeat use and achieve usage goals. In an effort to promote optimal use of sports facilities, sports center management must focus on high-quality services. This is because existing sports facilities are used not only by athletes and students, but also by the public and employees. The study's results are consistent with those of Tan et al.'s (2019) investigation, which demonstrates the hospitality and consideration provided to university athletes and students.

For the second objective, the level of athlete satisfaction was at a satisfactory level and showed that most athletes were satisfied with their experience using sports facilities at Universiti Kebangsaan Malaysia. According to Hightower et al (2002), superior tangibles, such as contemporary facilities and hygienic surroundings, enhance the venue's visual appeal and comfort, which raises patron pleasure.

This study has a significant impact on the management of sports facilities in small and medium-sized enterprises (SMEs). Since employees receive the highest ratings, management can maintain the standard of service provided by employees. However, to increase customer satisfaction, emphasis should be placed on better sports programs, better locker rooms, and improvements to exercise and physical facilities. According to Huang et al. (2023), Customer satisfaction, loyalty, and the overall profitability of businesses across a range of industries are all significantly impacted by service quality. Additionally, it is important to improve the quality of facilities as there is a significant negative relationship between athlete satisfaction and the facilities provided. Management can assess the effectiveness of changes by considering ways to improve infrastructure, conduct regular maintenance, and obtain feedback from athletes on a regular basis. Studies have shown that customer satisfaction is positively impacted by service quality (Tsuji et al., 2007; Suh and Pedersen, 2010; Tsitskari et al., 2014; Thamnopoulos et al., 2012).

## 10. Conclusion

This study explored the relationship between the quality of sports facility services and athlete satisfaction at Universiti Kebangsaan Malaysia. The findings highlight that while staff services received high satisfaction ratings, other critical aspects such as sports programs, locker rooms, and physical facilities were rated as moderate to unsatisfactory. The correlation analysis indicated a significant negative relationship between facility conditions and athlete satisfaction, underscoring the need for improved infrastructure and maintenance.

The findings of this study have several important implications for university sports management, policymaking, and facility development. First, the significant relationship between sports facility service quality and athlete satisfaction highlights the necessity for universities to prioritize infrastructure improvements. Investing in better-maintained locker rooms, upgraded physical facilities, and well-structured sports programs can enhance athlete experiences and encourage greater participation in sports activities. Second, university administrators must recognize that staff quality plays a crucial role in shaping athlete

satisfaction. While the study found that staff performance was highly rated, continuous training and professional development programs should be implemented to maintain and further improve service delivery.

Third, the study underscores the need for regular assessments and feedback mechanisms to evaluate the effectiveness of sports facilities and services. Universities should establish a systematic approach to gathering athlete feedback, allowing for proactive maintenance and timely improvements. Finally, policymakers in higher education institutions should integrate sports facility management into broader student well-being initiatives. A well-maintained and high-quality sports environment can contribute to students' overall physical and mental health, reinforcing the role of sports in holistic education.

Overall, the study suggests that enhancing the quality of sports facilities and services is essential for improving athlete satisfaction and fostering better sports engagement. Universities must prioritize investment in modernizing and maintaining their sports facilities to support student-athletes effectively. Future research could further explore the impact of specific facility improvements on athlete performance and long-term engagement in sports activities.

## References

- Abdul Rahman, A. F., Taat, M. S., Nordin, H., & Lada, S. (2021). Hubungan perkhidmatan sukan dengan kepuasan atlet universiti awam Malaysia. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(6). <https://www.msocialsciences.com/index.php/mjssh/article/view/827/595>
- Asmawi, M. D. H., Kutip, M. F., Gilbert, C., & Mohamad Azmi, A. A. (2024). Understanding Customer Satisfaction in Stadium Environments: The Contribution of Service Quality in North Malaysia. *Jurnal Sains Sukan & Pendidikan Jasmani*, 13(1), 53–60. <https://doi.org/10.37134/jsspj.vol13.1.6.2024>
- Günel, İ., & Duyan, M. R. (2020). The effect of service quality on athlete satisfaction: An empirical results from sports facilities of public organizations. *European Journal of Management and Marketing Studies*, 5(3). <https://doi.org/10.46827/ejmms.v5i3.830>
- Huang, Y., & Kim, D. (2023). How Does Service Quality Improve Consumer Loyalty in Sports Fitness Centers? *Sustainability*, 15(17), 12840. <https://doi.org/10.3390/su151712840>
- Lam, E. T. C., Zhang, J. J., & Jensen, B. E. (2005). Service Quality Assessment Scale (SQAS): An instrument for evaluating service quality of health-fitness clubs. *Measurement in Physical Education and Exercise Science*, 9(2), 79–111. <https://www.researchgate.net/publication/270593377>
- Mokoena, A., & Dhurup, M. R. (2017). Evaluation of a campus service quality recreational scale. *Studia Universitatis Babe-Bolyai Oeconomica*, 62(3). <https://doi.org/10.1515/subboec-2017-0014>
- Pool, J. K., Dehghan, A., Jamkhaneh, H. B., Jaber, A., & Sharifkhani, M. (2016). The effect of e-service quality on football fan satisfaction and fan loyalty toward the websites of their favorable football teams. *International Journal of E-Business Research*, 12(1), 43–57.
- Rahman, A. F. A., Taat, M. S., Nordin, H., & Lada, S. (2021). Hubungan Perkhidmatan sukan dengan kepuasan atlet universiti awam Malaysia. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(6), 138-146

- Riemer, H. A., & Chelladurai, P. (2002). Manual for the Athlete Satisfaction Questionnaire (ASQ). University of Regina. <https://ess110smith.wordpress.com/wp-content/uploads/2014/04/asq-manual-part-1.pdf>
- Rozman Azram, M. A. B., Mazalan, N. S., & Wan Rezawana. (2023). The relationship between sports facility services and athletes' satisfaction of National University of Malaysia. *International Journal of Social Science and Human Research*, 6(8), 5229–5233. <https://doi.org/10.47191/ijsshr/v6-i8-82>
- Tsuji, Y., Bennet, G. and Zhang, J. (2007). Consumer satisfaction with an action sports event. *Sport Marketing Quarterly*, 16(4), 199-208
- Yıldız, S. M., & Tüfekçi, Ö. (2010). Fitness merkezi müşterilerinin hizmet kalitesine yönelik beklenti ve algılarının değerlendirilmesi. *Bahkesir Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 13(24), 1–11.
- Yusof, A., & Abd Aziz, S. (2008). Hubungan antara kualiti perkhidmatan kemudahan sukan kolej matrikulasi dengan kepuasan pelajar. *Jurnal Pendidikan Sains Sosial*, 2(1), 9–21.
- Zainal Abidin, N. E., Muhamad, T. A., & Ahmad, J. (2019). Kualiti perkhidmatan fasiliti sukan di universiti awam Malaysia. *Jurnal Pendidikan Malaysia*, 44(1), 55–66. <https://doi.org/10.17576/JPEN-2019-44.01SI-05>
- Zid, A., Wahab, S. A., Hushin Amri, H. F., Abdul Hamid, S. F., Ab Aziz, M. N., Samat, H. A., & Hashim, M. (2022). Kualiti perkhidmatan dan kemudahan sukan bagi program pembangunan atlet berprestasi tinggi di Majlis Sukan Negeri. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 7(11), e001906. <https://doi.org/10.47405/mjssh.v7i11.1906>