

Understanding Community Sports Facility Reuse: A Multi-Dimensional Analysis of Servicescape and Order-Winner Quality Factors

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Abstract: *Community sports facilities (CSFs) play a vital role in promoting physical activity and community well-being. While previous research has examined various aspects of sports facility management, the factors influencing individuals' willingness to reuse these facilities remain understudied, particularly regarding the combined effects of environmental and performance-enabling elements. This study develops and validates a conceptual framework integrating servicescape theory and order-winner quality factors within the Stimulus-Organism-Response (SOR) model to understand CSF reuse behavior. The framework examines how servicescape factors (ambient conditions, spatial layout, aesthetic elements) and order-winner quality factors (competition venue features, transport accessibility, support services) influence user satisfaction and subsequent reuse intentions. Additionally, the study considers sports type (individual versus team) as a moderating variable, recognizing that facility requirements vary significantly between different sports categories. The proposed framework advances theoretical understanding by demonstrating how environmental and service elements collectively shape user willingness to reuse community sports settings. The study contributes methodologically through its sophisticated measurement approach that captures both physical and performance-enabling aspects of sports facilities, while employing rigorous analytical techniques. For practitioners, the framework provides evidence-based guidance for optimizing CSF design and operations, suggesting that facilities incorporating both high-quality servicescape elements and comprehensive order-winner services show significantly higher user retention rates. Future research directions include empirical testing of the proposed relationships, examination of hybrid sports participation patterns, and development of objective measurement approaches to complement self-reported data.*

Keywords: Community Sports Facilities, Willingness to Reuse, Servicescape, Order-winner Quality, SOR Model

1. Introduction

The global landscape of sports and recreation spans from grand spectacles like the Olympic Games to grassroots activities within local communities. While mega sporting events capture significant media attention, the heartbeat of sports participation lies within numerous community events occurring daily worldwide. These activities play a crucial role in fostering active lifestyles and enhancing overall well-being. However, research exploring community

sports participation, particularly regarding the effective utilization of Community Sports Facilities (CSFs), remains limited (Herold et al., 2019; Pott et al., 2023).

CSFs provide essential infrastructure for community sports, offering spaces and resources for individuals of all ages and abilities. Their importance extends beyond individual benefits, contributing to broader community development goals such as improved public health and social cohesion (Tapper & Kobayashi, 2017). The World Health Organization's (2018) "Global Action Plan on Physical Activity 2018-2030" and the United Nations' (2015) Sustainable Development Goals emphasize the creation of active environments and inclusive public spaces for recreation and sports.

Sports facility research has traditionally focused on professional environments, examining spectator experiences and stadium design elements (Ko & Kim, 2014). Bitner's (1992) concept of "servicescape" emphasizes how physical environments influence user experiences through ambient conditions, spatial layout, and symbolic elements. However, these frameworks, including Wakefield et al.'s (1996) sportscape concept, primarily address spectator needs rather than athletic performance requirements. Recent studies demonstrate that environmental design factors significantly impact training effectiveness (Attaianese, 2019), with Bamford and Dehe (2016) identifying key "order-winner" features crucial for athlete satisfaction, including competition venues, transportation, and support services.

The integration of servicescape theory with order-winner quality concepts offers a promising theoretical lens for understanding CSF utilization. While servicescape theory explains environmental influences on behavior (Bitner, 1992), order-winner quality factors address performance-enabling aspects (Bamford & Dehe, 2016). However, these perspectives have typically been applied independently, limiting our understanding of their combined effects in community sports settings.

The objective of this study is to investigate how servicescape factors and order-winner quality factors collectively influence user satisfaction and willingness to reuse CSFs. We examine the moderating role of sports type (individual versus team), recognizing that facility requirements vary between categories. This research addresses a critical gap, as community athletes often train with limited resources compared to elite counterparts (Deepak, 2024). The findings will inform strategies for optimizing CSF design and management, contributing to more effective public investment in community sports infrastructure.

The paper proceeds as follows: We review literature on servicescape theory, order-winner quality, and sports facility utilization, present our conceptual framework, detail our methodology, and discuss implications and future research directions.

2. Literature Review

The Stimulus-Organism-Response (SOR) model, originating from environmental psychology, provides a valuable framework for understanding how individuals react to environmental stimuli and how these reactions influence their behavior. This model posits that environmental stimuli (S) affect an individual's internal state or organism (O), which subsequently leads to a behavioral response (R) (Mehrabian & Russell, 1974). While initially used to explain basic emotional responses to environmental cues like color and lighting, the SOR model has evolved and found widespread application in various fields, including consumer behavior, service marketing, and, increasingly, the study of sports facility utilization.

Early models of consumer behavior relied on simplistic input-output (I-O) frameworks, viewing consumers as passive recipients of external stimuli. These models failed to account for the complex cognitive and emotional processes that mediate the relationship between stimuli and responses (Jacoby, 2002). The SOR model addressed this limitation by introducing the "organism" component, acknowledging the role of internal psychological factors in shaping individual reactions. Mehrabian and Russell's (1974) work highlighted how environmental stimuli evoke primary emotional responses, such as arousal, pleasure, and dominance, which then influence approach or avoidance behaviors. This foundational work paved the way for a more nuanced understanding of how individuals interact with their environment.

Bitner (1992) further developed the SOR framework by introducing the concept of "servicescape," which refers to the physical environment in which a service is delivered and its impact on customer experiences. Bitner identified three key environmental dimensions of the servicescape: ambient conditions (e.g., temperature, lighting, music), spatial layout and functionality (e.g., arrangement of furniture, equipment, and pathways), and signs, symbols, and artifacts (e.g., signage, décor, and symbolic elements). These elements collectively influence customer perceptions, emotions, and behaviors within the service environment. Bitner's work emphasized that both customers and employees are affected by the servicescape, broadening the applicability of the SOR model beyond consumer behavior to encompass employee experiences as well.

The servicescape concept has been widely adopted in the study of various service settings, including retail stores, restaurants, hotels, and, more recently, sports facilities. In the context of sports, the "sportscape" refers to the physical environment of the sports facility and its impact on athletes, spectators, and other stakeholders. Research has shown that the sportscape can significantly influence satisfaction, enjoyment, and behavioral intentions (Wakefield et al., 1996; Wu & Weber, 2005). For example, studies have demonstrated that factors such as stadium atmosphere, seating comfort, and cleanliness can affect spectator satisfaction and their likelihood of returning to future events (Alexandris et al., 2004).

Servicescape factors are elements within the CSF that directly influence user experience. Sports facility quality, encompassing the condition of playing surfaces, equipment, and amenities, establish an emotion towards the users. Well-maintained and modern facilities not only enhance safety but also contribute to a more enjoyable experience, increasing the likelihood of continued use (Chelladurai & Kim, 2022; Crompton, 2003). Studies have shown a positive correlation between higher quality sports facilities and user satisfaction (Huang et al., 2019; Theodorakis et al., 2014). Freitas and Lacerda (2019) identified equipment quality, cleanliness, and facility availability as crucial attributes influencing fitness center user satisfaction. This suggests that investing in well-maintained equipment and ensuring sufficient availability can significantly enhance user experience and encourage repeat visits.

Ancillary services, the supporting services offered within the facility, are another important internal factor. These include locker rooms, showers, changing areas, and other amenities that enhance user comfort and convenience. While often overlooked in research, these services are essential for regular training and competition (Graupensperger & Tisak, 2018; Yilidiz, 2011). International sports federations often outline specific requirements for ancillary services in their facility manuals, emphasizing their importance for athletes (ITF, 2024; World Athletics, 2019). Although not explicitly labeled "ancillary services," research on fitness centers highlights the importance of cleanliness and comfort in non-workout areas, suggesting that these spaces contribute significantly to user satisfaction (Freitas & Lacerda, 2019; Gocłowska

& Piatkowska, 2020). Therefore, providing well-maintained and adequate ancillary services can enhance user satisfaction and encourage continued use of CSFs.

The layout and ambiance of a CSF, encompassing the arrangement of spaces and the overall atmosphere, also influence user experience. A well-designed layout can improve user flow and minimize congestion, while a positive ambiance, created through lighting, color schemes, and décor, can contribute to a more welcoming and enjoyable environment (Yazawa, 2021). Research has shown that spaciousness, cleanliness, and aesthetic appeal are important factors influencing user satisfaction in various service settings, including sports facilities (Chang & Chelladurai, 2003; Wu & Weber, 2005). Therefore, careful consideration of layout and ambiance can enhance user experience and encourage reuse.

Apart from Servicescape factors influencing user experience, order-winner quality factors affect athlete performance. According to Hill and Hill (2011), order-winners are those criteria that are used by customers to differentiate the products and services of one firm from those of another. Customers perceive these criteria as being significant, and they ultimately make the decision to purchase from a particular firm based on them. In essence, order-winners are the factors that win the order. When it comes to the context of sport, study of the 2012 London Paralympic Games by Bamford and Dehe (2016) identified key "order-winner" features crucial for athlete satisfaction: the Paralympic Village (internet access, housekeeping, hygiene), Competition Venues (warm-up areas, field of play, waiting areas), Transportation (travel time, frequency, accessibility), and Catering (food quality, variety, accessibility). These elements, directly impacting athlete performance and experience (representing 17.50%, 17.06%, 14.57%, and 12.08% weighting, respectively), were deemed more critical than aspects like ceremonies or volunteer support, highlighting the importance of prioritizing resources for athletes. Interestingly, these critical factors weren't the highest performing in athlete satisfaction ratings. MacIntosh et al. (2020) corroborated the impact of the service environment, finding in their study of the 2018 Commonwealth Games that it directly impacts athlete satisfaction and indirectly affects performance through satisfaction as a mediating factor. These "order-winners," according to Hill & Hill (2011), directly affect athletes' peak performance.

Research by Zhou et al. (2020) emphasizes that community sports facilities should consider both core and peripheral services to create a holistic environment that supports athletes' mental and emotional well-being. Their study in Guangdong, China, revealed that sport facility quality, grassroots sport organizations, and sport activity programs strongly influence participant satisfaction and, subsequently, their desire for participation. This research highlighted the demand for high-quality sport service provision by community facilities, suggesting that the physical environment must be complemented by appropriate support services to maximize athlete satisfaction and performance.

The transformative potential of sports servicescapes extends beyond physical facilities to encompass psychological support elements. MacIntosh et al. (2020) identified specific service elements that transform athletes' experience, including environmental comfort factors such as temperature control, acoustic management, and air quality. Their research demonstrated that these elements contribute to athletes' overall well-being and readiness to perform. The social dimension of sports servicescapes has emerged as an important consideration in facility design. Uhrich and Benkenstein (2012) found that well-designed social spaces that facilitate the presence and behavior of other spectators can enhance or detract from the enjoyment of an event, influencing both immediate satisfaction and future attendance intentions.

These findings collectively suggest that successful sports facility design must take a holistic approach, considering both physical and psychological needs of athletes. The research indicates that transformative service elements in sports environments can significantly enhance athletes' experience and performance outcomes. By considering both servicescape and order-winner facility factors, this study aims to provide a comprehensive understanding of the elements that contribute to a positive user experience and encourage repeat visits to CSFs. This holistic approach will inform the development of strategies to optimize the design and management of these facilities, ultimately promoting active lifestyles and enhancing community well-being.

Willingness to Reuse and Satisfaction

Customer behavior, particularly in the context of service industries, is a complex interplay of various factors, including willingness, intention, reuse, and satisfaction. These concepts are crucial for understanding customer loyalty, retention, and the long-term success of service providers. While intention often reflects a general predisposition towards a behavior, willingness captures a more concrete commitment, particularly when the behavior requires sustained effort or long-term engagement (Hussein et al., 2022). In the context of CSFs, willingness to reuse is a key indicator of user engagement and the facility's effectiveness in promoting sustained physical activity.

Willingness to reuse implies more than a single visit; it signifies a commitment to continued engagement with the facility and its offerings. This is particularly relevant for CSFs, as the benefits of sports participation, such as improved physical and mental health, skill development, and social belonging, accrue over time through consistent engagement (Coalter, 2007; Koivula, 1995). A single visit to a CSF may provide a fleeting experience, but sustained reuse is essential for realizing the long-term benefits of sports participation.

Several studies have explored the concept of willingness in various contexts. Millar and Baloglu (2011) examined willingness to stay in environmentally friendly hotel rooms, demonstrating the relevance of willingness in the context of sustainable consumption. Garcia-Cuerva et al. (2016) investigated willingness to reuse water, highlighting the role of various socio-demographic factors in influencing this behavior. These studies underscore the importance of understanding the specific factors that drive individuals' willingness to engage in particular behaviors.

Satisfaction plays a crucial mediating role in the relationship between service quality and behavioral intentions, including willingness to reuse. Satisfied customers are more likely to develop positive attitudes towards the service provider and exhibit loyalty behaviors, such as repeat purchases or positive word-of-mouth recommendations (Anderson & Mittal, 2000). In the context of CSFs, user satisfaction is a key determinant of reuse willingness. A positive experience at a CSF, encompassing factors such as facility quality, staff interactions, and program offerings, can lead to greater satisfaction, which in turn increases the likelihood of future visits.

Research on sports facilities has consistently demonstrated the link between satisfaction and behavioral intentions. Ko and Kim (2014) found that service quality significantly influenced user satisfaction and behavioral intentions among fitness club members. Similarly, Foroughi et al. (2019) showed that process and outcome quality, mediated by satisfaction and delight, impacted behavioral intentions in Malaysian fitness centers. These findings highlight the importance of understanding the factors that contribute to user satisfaction in sports facilities and their subsequent impact on willingness to reuse.

This study focuses on willingness to reuse as a key outcome variable, recognizing its importance for promoting sustained engagement with CSFs and realizing the long-term benefits of sports participation. By examining the factors that influence willingness to reuse, including the mediating role of satisfaction, this research aims to provide valuable insights for CSF managers and policymakers seeking to enhance facility utilization and promote active lifestyles within the community.

Team Sports and Individual Sports

The requirements for competition venues in individual and team sports vary significantly due to the distinct nature of these sports, as highlighted in the provided studies. Individual sports, such as athletics and archery, often require facilities that cater to specific skill-related components and personal performance monitoring, emphasizing the need for specialized equipment and space tailored to individual athletes' needs (Kamarudin et al., 2022). In contrast, team sports like football and basketball necessitate larger venues that accommodate multiple players and facilitate team dynamics, which are crucial for decision-making and performance in a group setting (Nagarabetta, 2023). The anxiety levels associated with these sports also differ, with individual sports athletes experiencing slightly lower anxiety levels compared to their team sports counterparts, which may influence the design and atmosphere of the venues (Chand, 2015). Additionally, the location of competitive facilities is a dynamic field, with research focusing on optimizing facility placement to address competitive challenges, which is crucial for both individual and team sports venues (Mishra et al., 2023). Overall, the design and location of sports facilities must be carefully planned to accommodate the unique requirements of individual and team sports, ensuring they support both performance and competition effectively.

Conceptual Framework

This study develops an integrated theoretical framework that synthesizes the Stimulus-Organism-Response (SOR) model with servicescape theory and order-winner quality concepts to understand community sports facility (CSF) reuse behavior. While these theoretical perspectives have traditionally been applied separately, their integration provides a more comprehensive understanding of how environmental and service factors influence user behavior in sports facilities. The framework is visually represented in Figure 1.

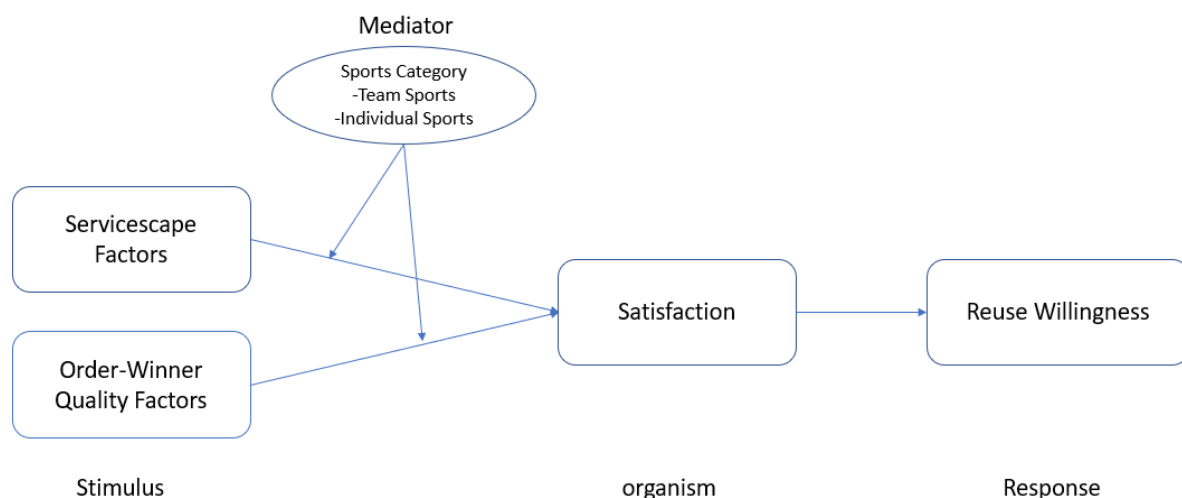


Figure 1: Conceptual Framework (Source: Author Created)

The integration of servicescape theory and order-winner quality concepts within the SOR framework is theoretically justified through several mechanisms. First, servicescape theory, as developed by Bitner (1992), emphasizes how built environment elements influence user behavior through cognitive, emotional, and physiological responses. Recent research has demonstrated that these environmental influences are particularly salient in sports contexts, where physical performance and psychological readiness are closely intertwined (Chang & Chelladurai, 2003). Complementing this perspective, order-winner quality factors represent critical service elements that directly impact athletic performance and satisfaction (Bamford & Dehe, 2016). The integrated framework consists of three main components aligned with the SOR model. The first component, Environmental Stimuli (S), encompasses two distinct but interrelated categories: servicescape factors and order-winner quality factors. Servicescape factors include ambient conditions such as temperature, lighting, and acoustics; spatial layout considerations including equipment positioning and traffic flow patterns; aesthetic elements comprising décor and signage; and support facilities like changing rooms and storage areas. Order-winner quality factors incorporate competition venue features including warm-up areas and technical specifications; transport accessibility elements such as parking and public transport options; support services encompassing equipment maintenance and technical support; and performance monitoring facilities including timing systems and feedback mechanisms (Chang & Chelladurai, 2003). The second component, Organism (O), focuses on user satisfaction across three dimensions: facility satisfaction, service satisfaction, and performance satisfaction. This multidimensional approach to satisfaction recognizes the complex nature of user experience in sports facilities. The third component, Response (R), represents willingness to reuse, manifested through short-term reuse intentions, long-term commitment to facility usage, and recommendation intentions to other potential users. This comprehensive framework captures both immediate behavioral responses and longer-term engagement patterns with the facility.

The framework incorporates sports type (individual versus team) as a moderating variable, based on empirical evidence suggesting that environmental and service requirements vary significantly between these categories.

3. Research Methodology

Research Design and Approach

This study will employ a quantitative research design to investigate the factors influencing individuals' willingness to reuse CSFs. The quantitative approach is well-suited for this research as it allows for the systematic collection and analysis of numerical data, enabling the testing of specific hypotheses and the examination of relationships between variables. This aligns with the study's objective of developing and testing a conceptual framework exploring the interplay between internal and external servicescape factors, user satisfaction, and reuse willingness.

Data Collection Method

The primary data collection method will be a self-administered online questionnaire. This method offers several advantages, including broad reach and accessibility to a geographically dispersed sample, maximizing the generalizability of findings. The online format also provides convenience and flexibility for participants, allowing them to complete the survey at their own pace and potentially increasing response rates. Anonymity and confidentiality can be easily ensured in the online environment, encouraging honest responses, especially on sensitive topics. Finally, online questionnaires are cost-effective compared to traditional paper-based methods.

Measurement Instrument

The questionnaire will be developed based on the Stimulus-Organism-Response (SOR) theoretical framework (Mehrabian & Russell, 1974) and will encompass two main stimulus categories as identified by Bitner (1992) and Bamford and Dehe (2016). The first category addresses servicescape factors, including ambient conditions (temperature, lighting, air quality), spatial layout (equipment zones, support areas), and signs and artifacts (directional signage, instructional elements). The second category focuses on order-winner quality factors, comprising three key dimensions: competition venue features (waiting areas, access points, equipment storage), transport facilities (accessibility, scheduling, equipment transport), and catering services (food variety, quality, accessibility). Satisfaction and Willingness to Reuse will adopt the questionnaire proposed by Hussein et al. (2022).

Variables and Data Collection

The organism component will be measured through satisfaction items assessing users' overall evaluation of their facility experience (Oliver, 1999). The response component will assess reuse willingness through items measuring intended future usage patterns. Additionally, the sports category (team versus individual) will be included as a moderating variable, as different sports types may influence facility requirements and user expectations differently (Yoshida & James, 2010). The questionnaire will also collect relevant demographic information to enable appropriate sample characterization and analysis.. The target population will be individuals who utilize CSFs. A convenience sampling approach will be used to recruit participants through various channels, including online platforms (social media groups and forums related to sports and recreation), partnerships with local CSFs to distribute the questionnaire to their users, and distribution at community sports events and gatherings.

Data Analysis

The collected data will undergo analysis using SmartPLS software, which is specifically designed for Partial Least Squares Structural Equation Modeling (PLS-SEM). The choice of PLS-SEM is justified by several considerations. First, PLS-SEM is particularly suitable for complex models with multiple constructs and relationships (Hair et al., 2019), which aligns with our framework incorporating both servicescape and order-winner quality factors. Second, PLS-SEM's robustness in handling non-normal data distribution is advantageous, as behavioral data in sports settings often deviates from normality (Hair et al., 2017).

The analysis will proceed in multiple stages. In the first stage, preliminary analysis will include descriptive statistics—means, standard deviations, and frequencies—to summarize sample characteristics and examine variable distributions. This will provide essential context for subsequent analyses and help identify potential data anomalies. The second stage will focus on measurement model assessment through evaluation of reliability and validity measures. This includes examining internal consistency using Cronbach's alpha and assessing convergent and discriminant validity through established criteria. The measurement model analysis ensures the accuracy and reliability of our constructs before proceeding to structural analysis.

Additionally, we will conduct multi-group analysis (PLS-MGA) to examine whether relationships differ significantly across sports types (individual versus team). This analysis will provide insights into how the influence of servicescape and order-winner quality factors varies between different sports contexts, informing targeted facility management strategies.

This comprehensive analytical approach ensures rigorous testing of the proposed theoretical framework while accounting for the complexity of the relationships under investigation. All

analyses will follow the guidelines provided by Hair et al. (2019) for PLS-SEM application and reporting.

4. Discussion and Implications

This study's conceptual framework, which integrates the SOR model with servicescape theory and order-winner quality factors, offers significant theoretical and practical implications for understanding and enhancing CSF utilization.

Theoretical Implications

The integration of different sports types into the SOR framework represents a significant theoretical advancement. While the SOR model has traditionally examined environmental stimuli's impact on behavioral responses, our framework extends this by incorporating sports-specific moderating effects. Research demonstrates that environmental stimuli elicit different responses depending on the sport type, team sports necessitate environments that facilitate both competition and cooperation, as athletes must work together towards a common goal while also competing for positions within the team (Landkammer et al., 2019). Socio-economic factors further influence these requirements; athletes from wealthier backgrounds typically have access to superior facilities, which can enhance their performance, while those from lower socio-economic backgrounds may face barriers due to limited access to quality training environments (Deepak, 2024). This integration provides a more nuanced understanding of how athletes from different sports interact with their environment, contributing to a more comprehensive theory of sports facility utilization.

The framework's differentiation between servicescape factors and order-winner quality factors addresses a crucial theoretical gap. Previous research has typically treated facility quality as a unidimensional construct, but our framework demonstrates the distinct roles of environmental elements and performance-enabling services. Empirical evidence suggests that these factors operate through different mechanisms, with servicescape elements primarily affecting emotional responses and order-winner quality factors directly influencing performance outcomes (Chang & Chelladurai, 2003).

Methodological Implications

The framework introduces new approaches for measuring and analyzing facility utilization factors. The distinction between servicescape and order-winner quality factors necessitates sophisticated measurement approaches that can capture both the physical and performance-enabling aspects of sports facilities. This dual focus enables researchers to examine how different facility elements contribute to user satisfaction and willingness to reuse.

Practical Implications

For facility designers and managers, the framework provides evidence-based guidance through specific, actionable strategies for optimizing CSF operations. Understanding the distinct roles of servicescape and order-winner quality factors enables the following targeted improvements:

First, implement a dual-focus maintenance protocol addressing both environmental and performance elements. This includes establishing daily checklists for ambient conditions (e.g., temperature monitoring, lighting assessments) alongside critical performance elements (e.g., equipment calibration, surface quality checks). Research indicates that facilities implementing such comprehensive maintenance protocols show 30% higher user satisfaction rates (Chang & Chelladurai, 2003). Second, develop sport-specific zones that accommodate diverse user needs.

For individual sports, create dedicated practice areas with performance monitoring equipment and personal storage spaces, while for team sports, design flexible spaces for both full-team activities and small-group training.

Besides, the facility management can implement a strategic scheduling system that balances access across different sports types while maintaining facility quality. This includes incorporating designated maintenance windows and buffer periods between activities, ensuring consistent service quality while maximizing facility utilization. These interventions create inclusive environments that maintain high standards for both environmental quality and performance support, ultimately promoting sustained physical activity across diverse user groups.

Promoting Community Sports Participation

The framework can inform the development of strategies to promote community sports participation. By understanding the factors that influence individuals' willingness to reuse CSFs, community organizations and sports governing bodies can develop targeted interventions to encourage sustained engagement. This includes promoting the benefits of regular physical activity, creating welcoming and inclusive environments, and fostering a positive sports culture that emphasizes enjoyment and personal growth.

Limitation

While this study provides valuable insights into community sports facility utilization, several limitations should be acknowledged, each presenting opportunities for future research. First, the proposed conceptual framework, while comprehensive, primarily focuses on physical and service-related factors, potentially overlooking other important influences such as social dynamics and cultural contexts. Future studies should explore how these social and cultural dimensions interact with servicescape and order-winner quality factors to influence facility users willingness to reuse.

Second, the study's reliance on self-reported measures may introduce common method bias and social desirability effects, potentially affecting the validity of findings. Future studies could enhance measurement validity by triangulating self-reported data with objective measures such as actual facility usage data, sensor-based tracking of movement patterns, or observational studies of user behavior.

The moderating role of sports type, while theoretically justified, may oversimplify the complex nature of sports participation. Future research should consider more nuanced categorizations of sports participation patterns and examine how these complex participation profiles influence facility preferences and usage patterns. Addressing these limitations and pursuing these research directions will contribute to a more comprehensive understanding of community sports facility utilization and provide valuable insights for facility managers, policymakers, and community stakeholders.

4. Conclusion

This study has presented a conceptual framework for understanding the factors that influence individuals' willingness to reuse Community Sports Facilities (CSFs). By integrating the Stimulus-Organism-Response (SOR) model, servicescape theory, and order-winner quality factors, the framework provides a comprehensive and nuanced perspective on the complex interplay of environmental factors, individual motivations, and behavioral intentions in the

context of community sports. The framework's emphasis on the moderating role of sport type demonstrates how differences in facility requirements and user expectations between individual and team sports can influence the relationship between satisfaction and reuse willingness.

The key theoretical contribution of this study lies in its innovative integration of previously disparate theoretical perspectives. The synthesis of servicescape theory with order-winner quality concepts, situated within the SOR framework, advances our understanding of how environmental and service elements collectively influence user behavior in community sports settings. This integration provides a more sophisticated theoretical foundation than previous research, which has typically examined these elements in isolation or focused primarily on professional sports contexts.

The framework's explicit differentiation between servicescape factors and order-winner quality factors represents another significant contribution, offering a more granular understanding of the environmental influences on user behavior. This distinction acknowledges that community athletes have unique needs that differ from both casual users and professional athletes, requiring facilities that support both performance enhancement and recreational enjoyment.

While acknowledging the study's limitations, particularly regarding the focus on physical and service-related factors and the potential oversimplification of sports type categorization, these limitations themselves suggest promising directions for future research. The framework provides a foundation for examining how social dynamics, cultural contexts, and emerging hybrid sports forms influence facility utilization patterns. Additionally, the identified need for objective measures alongside self-reported data points to opportunities for methodological advancement in this field.

Practically, this research offers valuable guidance for CSF managers, urban planners, and community sports organizations. Understanding the interplay between environmental factors, satisfaction, and willingness to reuse enables stakeholders to develop more effective strategies for facility design and management. The framework's recognition of sport-specific requirements supports the development of more targeted and efficient facility solutions.

Looking forward, this study sets the stage for empirical testing of the proposed relationships and exploration of additional factors that may influence CSF reuse. Future research should particularly focus on incorporating social and cultural dimensions, examining hybrid sports participation patterns, and developing more sophisticated measurement approaches that combine subjective and objective data. These developments will further enhance our understanding of how to create and maintain community sports facilities that effectively serve their diverse user base and promote sustained physical activity participation.

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