



Guideline Developing; Service Quality Improvement for Sport and Health Center

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Abstract

Introduction: The guideline of service quality can improvement the service of sport and health center The aim of the study was to the developed guideline for improving service quality of Sport and Health Center , Suranaree University of Technology.

Methods: Qualitative research used for in-depth interview with stakeholders. The participants were 5 key informants, 1 Vice President for Student Affairs, 1 Head sport and health center, 1 Officer of sports and health center, and 2 member sport and health center. Semi-structured interview was POLC and 7P's. Interview data were developed for interview concept analysis.

Results: The guideline to improvement the service quality formulated from interwove stakeholders were; 1) Planning, there should the work with policy, mission, and vision. 2) Organizing, structure and delegate the duty to staff. 3) Leading, set the meeting to review the operation to encourage and promote the performance of the staff. 4) Controlling, monitor and evaluate. The evaluated satisfaction for staff and member has done every year. And Marketing Mix 1) Promote activities and projects, 2) Organization and safety, 3) one stop service for member 4) There should be the first aid system, 5) Develop personnel to provide service mind and human relations, 6) Drinking Water Service, 7) set the information and technology system for sports facility management for example, booking and Wi-Fi internet service 8) There should be the network public relation with organization and us media to promote physical activity and sports.

Conclusions: The suggested guideline to improve the service quality was appropriated to promoted the projects, operating organization and service, provided for utilizing Information and technology and setting network to promoting physical activity and sports.

Keywords: Sport Management, Service Quality, Sports and Health Center



Introduction/Objective

The exercise is gaining popularity in the society, there are more places to exercise. Obviously, the sports complex business is increase full service. Such as fitness center, sport club, sport complex etc. The sports complex is another healthy option, because this place is comfortable to exercises and sport activity. The focus on developing quality service standards were developed of personnel to be available in academic, technology and efficiently services. (1)

The Suranaree University of Technology provided this center to serve for exercise place, sports equipment, and fitness equipment were modern and standard. It is also used in teaching, sports tournaments, training and exercise consultation. Evaluation of the satisfaction of the service sport and health center of the users towards the service. It is a measure of service that can meet the needs of the user. In addition, it can be used to adjust the service to increase the dependence. (2)

In sport service, the satisfaction of customers was more important because it was inclinator for customer were use sport complex and facility in these place. Satisfaction have composition about service quality because there is important to quality of service mind and develop sport complex to be great in the future.

The sport and health center, Suranaree University of Technology is nonprofit orgznization. He provided service without any condition for students and staff, while the other private businesses for profit organization such as restaurant business, stadium business etc., but if the cost is incurred. Quality of service is important for the users to be satisfied with the service. The researcher so interested to study the needs of the users and developed guideline for improving service quality sports and health center, Suranaree University of Technology. The SERVQUAL theory is integrated with the 7P's (marketing mixes) to be used as a tool for study the expected quality and quality of service to consumers. The aims of the study were to develop a guideline for improving the service to be effective and suitable for the current situation.

Methods/Methodology

Participant: The in-depth interview stakeholders participants was used to collect data. Purposive sampling were 5 key informants, 1 Vice President for Student Affairs, 1 Head sport and health center, 1 staff of sports and health center, and 2 member sport and health center.

Methodology: The study concepts, document theory, and research related to the quality service in sports and health center, Suranaree University of Technology. The researcher created a semi-contact interview. By implementing the 4 functions of management (POLC): Planning, Organizing, Leading and Controlling, the SERVQUAL (3): Tangible, Reliability, Responsiveness, Empathy, Assurance and The 7'Ps (Marketing mix) (4): Product, Price, Place, Promotion, People/ Employee, Physical Evidence, Process

Analysis: Data were developed for interview and content analysis.

Results

After interview stakeholders findings of 7 parts, the showed improvement to developed guideline Such as past 1 product, past 2 price, past 3 place, past 4 promotion, past 5 people/ employee, past 6 physical Evidence and past 7 process.

Part 1

Table 1 The products of guidelines for service quality improvement for sport and health center, Suranaree University of Technology.

The needs of the member and customer	Details
1. The sport and health center have CCTV and record the events on-site exercise facilities / sports in the sport center.	CCTV should be recommended.
2. Lockers are adequate and safe to operate while exercising and playing.	Increase the installation of lockers at the stadium. It is easy to access, easy to use and safety.
3. Parking places are safe and insufficient capacity of the service users. The shuttle service to Wi-Fi and internet connection Fitness / Sports for indoor stadiums and outdoor stadiums.	-The security would be necessary. The promote system smart logistics or smart transport for service. Should be attend. - Add the Internet and Wi-Fi. To the online security system in the stadium area. - The developed a system in the new version smart finesse or smart university.

From table 1, the guidelines for service quality improvement for sport and health center, Suranaree University of Technology were add CCTV should be recommended, and there should be Add the Internet and Wi-Fi for the online security system in the stadium area and developed online system for the new version smart finesse or smart university.

Part 2 Price

Table 2 The price of guidelines for service quality improvement for sport and health center, Suranaree University of Technology

The needs of the member and customer	Details
1. Service rate was compromise for members / teachers / staff / students / students / external customers.	The service fee rates for both internal and external member and customer should be reasonable and cost effective.
2. The suitability of service rates of each stadium and time period.	Pricing should be appropriate for the service period.
3. The variety of service rates, for member and customer such as times, monthly, yearly, etc.	The improved the rates for yearly package. Some access rates are collected on a per-incident basis.

From table 2, show the price of guidelines for service quality improvement for sport and health center, Suranaree University of Technology were the service fee rates for both internal and external member and customer should be reasonable and cost effective and pricing should be appropriate for the service period.

Part 3 Place

Table 3 The place of guidelines for service quality improvement for sport and health center, Suranaree University of Technology

The needs of the member and customer	Details
1. The route/map were clear to a sports / fitness facility.	To have the clear route signs, such as the map with route signs must be consistent for ease of access to the service and the safety.
2. The first aid set and the primary nursing room for emergency situation in exercise and sport.	- There should be had the first aid system, nursing care and counseling at the nursing room. - Automated external defibrillator (AED) to stand by in the stadium fitness and gymnasium should be have referral plan
3. The water, beverages and snacks should be apply at the fitness, indoor stadiums and outdoor stadiums.	Should be a distribution of water, beverages and snacks for convenience to the member and customer.

From table 3, show the place of guidelines for service quality improvement for sport and health center, Suranaree University of Technology were have the clear route signs, such as the map with route signs must be consistent for ease of access to the service and the safety. There should be had the first aid system, nursing care and counseling at the nursing room and Automated external defibrillator (AED) to stand by in the stadium fitness and gymnasium.

Part 4 People

Table 4 The people of guidelines for service quality improvement for sport and health center, Suranaree University of Technology

The needs of the member and customer	Details
1. There are number of staff to services.	- Should staff for suggest to member and customer the equipment in the fitness room and housekeeper added to the indoor and outdoor stadiums to clean and landscaped environment. - Employ the student and athletes in the club work format.
2. The staff is enthusiastic. Respond to support customer.	- Should set the meeting jobs description to encourage and promote the performance of the staff. - The survey evaluated the customer satisfaction every year.
3. The staff are amiable and services mind.	The develop personnel to provide service mind and human relations.

From table 4, show the people of guidelines for service quality improvement for sport and health center, Suranaree University of Technology were should set the jobs description to encourage and promote the performance of the staffs and the develop personnel to provide mind services and human relations. And survey evaluated the customer satisfaction every year.

Part 5 Physical Evidence

Table 5 The physical evidence of guidelines for service quality improvement for sport and health center, Suranaree University of Technology

The needs of the member and customer	Details
1. The drink machine at the fitness and sport center or nearby.	Should provide drink machine at the fitness and sport center many point.
2. Tai and English signs, warning, instruction to use of exercise and sports equipment.	- Labels and pictures should be provided on instruction to member and customer the fitness equipment. - Make a warning sign. the sign and tell the order and the booking time in the case of booking a duplicate place.

From table 5, show the physical evidence of guidelines for service quality improvement for sport and health center, Suranaree University of Technology were add provide drink machine at the fitness and sport center many point or nearby and add the Labels and pictures on instruction for member and customer of fitness equipment and sign or tell the order and the booking time in the booking for duplicate place.

Part 6 Process

Table 6 The process of guidelines for service quality improvement for sport and health center, Suranaree University of Technology

The needs of the member and customer	Details
1. Announce and service rules to use gymnasium, sports equipment, exercise machine.	Set the information and technology system for sports facility management for example, booking or smart finesse.
2. The regulations on the use of the service, notice the fitness and gymnasium clearly.	The rules for access to fitness and gymnasium in indoor and outdoor stadiums.
3. The seminar course exercise and sports training.	The seminar course usually to educate member and customer external organization in exercise and sports training.

From table 6, show the people of guidelines for service quality improvement for sport and health center, Suranaree University of Technology were set for information and technology system on sports facility management for example, booking or smart finesse. And the seminar course usually to educate member and customer external organization in exercise and sports training.



Part 7 Public Relations

Table 7 The public relations of guidelines for service quality improvement for sport and health center, Suranaree University of Technology

The needs of the member and customer	Details
1. Consistency in public relations activities and regularity on website.	Has consistency in public relations, presenting activities to information in a common perception.
2. They have many channels to announce health information and health promotion.	Reduce the use of paper to disseminate information. Focus on social media. Or auto-response on line application.
3. Add a label information on exercise and sport.	-The should update the news knowledge. -The should have a prominent publicity board in the announcement. Indoor and outdoor stadiums. Or the school building. And focus on the website.

From table 7, show the process of guidelines for service quality improvement for sport and health center, Suranaree University of Technology were reduce the use of paper to disseminate information. There should be focused social media or auto-response on line application. And a publicity board for the announcement indoor and outdoor stadiums or the school building and focused the website.

Conclusions and discussion

The guideline to gain up the service quality formulated from the findings of research were: 1) Planning, there should the work in accordance with policy, mission, and vision as determined by the university for success in the operation. 2) Organizing, there should set the structure and delegate the job description. 3) Leading, should set the meeting to review the operation to encourage and promote the performance of the staff. 4) Controlling, they should set the monitor and evaluates the systems. The work of personnel and staff and survey evaluated the customer satisfaction every year. And Marketing Mix 1) Promote activities and projects, 2) Organization and safety, 3) Easy payment and configure the appropriate service, 4) There should be the first aid system, 5) Developed personnel to provide service mind and human relations, 6) Drinking Water Service, 7) set the information and technology system for sports facility management for example, booking and Wi-Fi internet service 8) There should be the network public relation with organization and us media to promote physical activity and sports.

The suggested guideline to improve the service quality were To promoted the projects, operating organization and service, provided for utilizing Information and technology and setting network for promote physical activity and sports

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