

The background of the entire cover is an abstract, high-energy image. It features a blurred figure of a person, likely a runner, in motion. The figure is overlaid with vibrant, streaky light trails in shades of teal, blue, and orange, creating a sense of speed and dynamic movement. The overall composition is energetic and modern.

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## **EXTENDED ABSTRACT**

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# EXPLORING THE RELATIONSHIP BETWEEN SERVICE QUALITY AND STUDENT SATISFACTION IN SPORTS FACILITY MANAGEMENT: EVIDENCE FROM A HIGHER EDUCATION SETTING

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I. INTRODUCTION

This study examines the relationship between service quality and student satisfaction with sports facilities at IKTBN Chembong. It identifies preferred service quality factors, measures satisfaction levels, and investigates their relationship. Addressing gaps in Malaysian contexts, it explores how service quality impacts sports participation and engagement. The research contributes empirical evidence to improve infrastructure and enhance student satisfaction in sports facilities.

II. METHODS

This study employs a non-experimental quantitative approach using surveys to assess service quality and student satisfaction at IKTBN Chembong. A total of 241 students were surveyed, ensuring data accuracy. Descriptive analysis was conducted to examine demographics, while correlation analysis using Jamovi software explored relationships between service quality and satisfaction. Findings aim to provide insights into enhancing sports facility services.

III. RESULTS AND DISCUSSION

A. Assurance

Students rated assurance as the highest service quality factor, aligning with previous studies that found a positive relationship between service quality and student satisfaction. No surprising findings emerged.

B. Service quality

Overall, 93% of students were satisfied, with assurance receiving the highest mean score ( $3.64 \pm 0.79$ ) and tangibles the lowest ( $3.28 \pm 0.79$ ). Satisfaction levels did not vary by demographics.

C. Relationship Between Service Quality and Student Satisfaction

A moderate, statistically significant correlation ( $r = 0.62$ ,  $p < 0.005$ ) was found between service quality and student satisfaction, with assurance having the strongest impact. These findings highlight key areas for improvement and offer actionable recommendations to enhance sports facility services at IKTBN Chembong (Table 1).

TABLE I RELATIONSHIP BETWEEN SERVICE QUALITY AND STUDENT SATISFACTION TOWARDS SPORT FACILITIES IN IKTBN		
Service Quality	Student Satisfaction	
	Pearson	0.62
	Sig (2-tailed)	<0.005
	N	201

IV. CONCLUSIONS

This study confirms a positive relationship between service quality and student satisfaction at IKTBN Chembong sports facilities. Assurance emerged as the most influential factor, while tangible aspects require improvement. The findings provide valuable insights for enhancing facility services, ensuring better student experiences, and guiding future infrastructure development to improve overall satisfaction.

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