



INTERNATIONAL GRADUATE COLLOQUIUM

i-SPEAK 2025

SPORTS AND PHYSICAL EXERCISE ASSEMBLY OF KNOWLEDGE SHARING

COLLOQUIUM PROCEEDINGS

**EXTENDED
ABSTRACT**

The Relationship Between Facility Service Quality and Player Satisfaction Among UiTM Shah Alam Football Team

Muhammad Danish Adam Arshad¹ & Nur Hani Syazwani Bakri^{1*}

¹Faculty of Sports Science and Recreation, Universiti Teknologi MARA, Negeri Sembilan Branch, Seremban Campus, Negeri Sembilan, MALAYSIA

*Corresponding author: hanisyazwani@uitm.edu.my

Keywords: Facility service quality, Player satisfaction, SERVQUAL, University football, Sports management

I. INTRODUCTION

This study investigates how facility service quality influences player satisfaction among UiTM Shah Alam football players. Using the SERVQUAL model, the research examines six key service dimensions to identify which most impact player perceptions. The findings aim to guide facility management improvements, ensuring better support for athletic development and overall team performance in Malaysia's competitive university football environment [1].

II. METHODS

This study involved 30 UiTM Shah Alam football players using purposive sampling. Data were collected through a structured SERVQUAL-based questionnaire covering six service quality dimensions and satisfaction measures. The responses were analyzed using descriptive statistics and Pearson correlation with Jamovi software version 2.6.22 to identify key quality factors and examine their relationship with player satisfaction following the approach of [2].

III. RESULTS AND DISCUSSION

Players rated empathy highest ($M = 4.24$), followed by reliability and technical quality ($M = 4.17$), consistent with findings by [1], who emphasized the importance of care and competence in coaching environments. Tangibles scored lowest ($M = 3.95$), echoing concerns raised by [3] about the role of physical infrastructure in athlete experience.

Regarding satisfaction, service ($M = 3.90$) and game experiences ($M = 3.89$) had a median score of 4.00, reflecting general agreement with positive satisfaction statements. This aligns with [3] who found that consistent service delivery promotes satisfaction and retention in sports contexts. The correlation between facility service quality and player satisfaction was weak ($r = 0.216$) and statistically insignificant ($p = 0.251$). This contrasts with stronger links found in previous research suggesting that other factors like coaching quality or team culture may play a more significant role.

TABLE I
DESCRIPTIVE MAIN FACTORS OF FACILITY SERVICE QUALITY

	N	Mean	Median	SD
Empathy	30	4.24	4.30	0.542
Reliability	30	4.17	4.00	0.613
Technical quality	30	4.17	4.17	0.559
Assurance	30	4.10	4.00	0.642
Responsiveness	30	4.13	4.00	0.571
Tangibles	30	3.95	4.00	0.664

Players rated empathy, reliability, and technical quality highest, showing they value staff care and competence. Tangibles scored lowest, indicating dissatisfaction with physical aspects like equipment and facilities as study by [1].

TABLE II
DESCRIPTIVE LEVEL OF SATISFACTION

	N	Mean
Service Satisfaction	30	3.90
Game Satisfaction	30	3.89

Players reported high satisfaction in both service and game experiences, suggesting that current facility support generally meets their expectations and contributes to a positive playing environment [2].

TABLE III
PEARSON CORRELATION TEST

	Total Mean DV
Pearson's r	0.216
Total Mean IV	df
	28
p-value	0.251

The weak and non-significant correlation between service quality and satisfaction suggests that other factors like coaching or team dynamics may influence satisfaction more than facilities alone.

IV. CONCLUSIONS

Although UiTM Shah Alam football players reported high satisfaction and valued empathy, reliability, and technical quality, the relationship between facility service quality and satisfaction was weak. These findings suggest that facility improvements alone may not significantly enhance satisfaction without addressing broader factors like coaching and team environment.

ACKNOWLEDGEMENTS

The authors gratefully acknowledge Madam Nur Hani Syazwani, his parents, cousins, and friends especially Nur Allysha Othman for their support and encouragement.

REFERENCES

- [1] Allsabab, M. A. H. (2024). Football players' satisfaction with the quality of services provided by youth football coaching clubs. *SPORT TK-Revista EuroAmericana de Ciencias del Deporte*, 13, 4-4. <https://digitum.um.es/digitum/bitstream/10201/139688/1/551561.pdf>
- [2] Sheriff, N. M., Sahak, S. Z., Razali, F. N. F. M., Fadzli, N. N. M., & Japri, N. N. (2022). Dimensions of sports and recreational service quality influencing fitness centre's member satisfaction. *Jurnal Intelek*, 17(2), 168–179. <https://doi.org/10.24191/ji.v17i2.18202>
- [3] Nguyen, T., & Tan, W. (2022). Enhancing player engagement through specialized sports facilities: A study on football teams. *International Journal of Football Research*, 17(4), 234–249.