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The Relationship Between Service Quality and Customer Satisfaction Among Visitors at KOMBES Stadium Panasonic, Shah Alam

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I. Introduction

In a competitive sports industry, service quality in terms of physical facilities and intangible interactions with staff is a major antecedent of customer loyalty [1]. Perceived quality and atmospheric factors are key determinants of visitor satisfaction and behavioural intentions at *Kompleks Belia dan Sukan* (KOMBES) Stadium Panasonic [2][3]. Additionally, it is also necessary to comprehend how demographic differences affect these perceptions to maximize service delivery to ensure long-term patronage [4].

II. Methods

This study adopts a quantitative correlational research design to examine the relationship between service quality and customer satisfaction. A cross-sectional survey method was employed, using a structured questionnaire to collect data from stadium visitors. This design is suitable for identifying patterns, relationships, and statistical associations between variables. The questionnaire is adapted from a study by Salsabila [5] for Section B and from a study by Yoshida [6] for Section C.

III. Results and Discussion

A. Service Quality

Positive perceptions of service quality in all five domains at KOMBES Stadium were noted by the visitors. Empathy had the highest mean value of 3.97. Reliability and Tangibility had similar values, indicating the visitors' satisfaction with the facility's operation.

B. Customer Satisfaction

High (77.8%) and moderate (22.2%) satisfaction levels confirm that the stadium's service standards consistently meet or exceed visitor expectations.

C. Relationship Between Service Quality and Customer Satisfaction

The result of the statistical analysis shows a positive and significant relationship between service quality and customer satisfaction (r = 0.619, p < 0.001). The factors are well-maintained equipment for training and the cleanliness of the facility, which create a pleasant environment and instil confidence in customers [7][8]. Additionally, the competitive pricing of KOMBES Stadium Panasonic acts as a value-added tool for customers, ensuring that they perceive the service quality as matching their investment [9].

However, these findings are contrary to institutional settings where service dimension factors like physical facilities and staffing do not make any impact. For example, in a study carried out at Universiti Kebangsaan Malaysia, it was found that only assurance and empathy were found to be significant drivers of satisfaction, whereas other factors like physical infrastructure were found to be insignificant [10]. It is evident that although KOMBES can take advantage of its physical environment and pricing, service dimension factors may vary depending upon the sporting context.

TABLE I
PEARSON CORRELATION ANALYSIS

Variable	Service Quality	Customer Satisfaction
Service Quality	-	
Pearson Correlation		0.619
Sig. (2 tailed)		< 0.001
n		108
Customer Satisfaction	-	-
Pearson Correlation	0.619	
Sig. (2 tailed)	< 0.001	
n	108	-

IV. Conclusions

The results obtained indicate that the customers visiting the KOMBES Stadium have high satisfaction, with the service quality domains having a positive correlation with the overall experience of the visitors to the stadium. Although the highest score was obtained in the aspect of empathy and responsiveness, the lower score obtained in the aspect of physical reliability indicates an important aspect to be improved in the operations of the stadium.

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