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EXTENDED ABSTRACT

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The Relationship Between Service Quality in Sports Facility And Users' Revisit Intention at Bubble Sports Complex Cheras

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Keywords: *SERVQUAL, Service Quality, Sports Facility, Facility User, Revisit Intention*

I. Introduction

Kementerian Belia dan Sukan (KBS) may well suggest that national initiatives such as Visi Sukan Negara 2030 (VSN2030) could demonstrate significant empirical support for promoting healthy lifestyles through well-equipped sporting hubs supported by professional management. Moreover, the important evidence indicates that service quality might indicate a critical role in shaping user satisfaction, loyalty, and organizational sustainability, particularly within sports facilities where user experience influences behavioural outcomes. Thus, revisit intention may show users' likelihood of returning, which affects long-term viability. However, findings could indicate limitations in project approvals remain under the 12th Malaysia Plan. Additionally, evidence may suggest challenges in facility development and maintenance highlight key concerns for Malaysia's sports facility sector.

II. Methods

This study employed a quantitative research method using a Google Form survey and collected data from 401 users at the Bubble Sports Complex in Cheras. Data were analysed using descriptive analysis and inferential analysis (Pearson Correlation), to examine the relationship between Service Quality on Sports Facility and Users' Revisit Intention at Bubble Sports Complex, Cheras.

III. Results and Discussion

A. *SERVQUAL - Service Quality on Sports Facility*

The results indicate the most prevailing dimension of the service quality is "Empathy" with the highest mean of 4.15 (*SD* = 0.66). This finding may suggest that users highly appreciated attention, care, and understanding demonstrated by staff at the Bubble Sports Complex Cheras.

Table I
Prevailing Dimension of The Service Quality at Bubble Sports Complex Cheras

SERVQUAL Dimension	Mean	Standard Deviation (SD)
Empathy	4.15	0.660
Assurance	4.10	0.672
Reliability	4.08	0.709
Responsiveness	4.08	0.681
Tangibility	4.05	0.707

B. *Users' Revisit Intention*

The results of the overall level of users' revisit intention at Bubble Sports Complex, Cheras showed a mean score of 4.16 (*SD* = .768). The findings may demonstrate that users have a strong likelihood of revisiting the facility.

Table II
Overall Level of Users' Revisit Intention at Bubble Sports Complex Cheras

	Mean	Standard Deviation (SD)
Revisit Intention	4.16	0.768

C. *SERVQUAL - Service Quality on Sports Facility and Users' Revisit Intention*

The results of the relationship between Service Quality on Sports Facility and Users' Revisit Intention indicates a strong, positive, and statistically significant relationship between SERVQUAL and revisit intention ($r = 0.799$, $p < 0.001$). The findings confirm that service quality has a significant relationship with revisit intention among users at Bubble Sports Complex Cheras. Therefore, the research objective to examine the significant relationship between service quality on sports facilities and revisit intention is successfully achieved.

TABLE III
CORRELATION OF SERVICE QUALITY ON SPORTS FACILITY AND USERS' REVISIT INTENTION

		Revisit Intention
SERVQUAL	Pearson's r	0.799***
	Sig. (2-tailed)	<0.001
	N	401

Note. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

IV. CONCLUSIONS

In conclusion, the significant empirical findings could indicate that users rated service quality at Bubble Sports Complex Cheras positively, with all five SERVQUAL dimensions achieving high mean scores across key indicators. Moreover, the results may suggest that Empathy emerged as the most influential factor, indicating that staff attentiveness and professionalism play an important role in shaping user perceptions. However, all service quality dimensions might indicate strong positive relationships with revisit intention, supporting study hypotheses.

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