

**UNIVERSITY TEKNOLOGI MARA**

**THE RELATIONSHIP BETWEEN SERVICE  
QUALITY AND SPECTATORS SATISFACTION  
AMONG MALAYSIAN FOOTBALL FAN**

**SHAHRUL NIZAM BIN SHAMSUL BAHRI  
2016666898**

Research Project submitted in partial fulfilment of the  
requirements for the degree of

**Bachelor of Sports Management (Hons.)**

**FACULTY OF SPORTS SCIENCE AND RECREATION**

**JANUARY 2019**

## AUTHOR DECLARATION

I hereby declare that this research project is original and is the result of my own work with the regulation of University Teknologi MARA. It is useless otherwise indicated or acknowledgement as referenced work. This research project has not been submitted to any other academic institution or non-academic institution for any degree or qualification. Neither the University Teknologi MARA (UiTM) nor the faculty of sports science and recreation, UiTM is liable to be blamed for any false report or any disclosure of classified made by me.

Name of student	:	Shahrul Nizam Bin Shamsul Bahri
Student I. D. No	:	2016666898
Programme	:	Bachelor of Sports Management (Hons)
Research project title	:	The Relationship Between Service Quality And Spectators Satisfaction Among Malaysian Football Fan
Signature of student	:	.....
Date	:	January 2019

## ABSTRACT

Spectator satisfaction was influenced by the dimension of quality and affected to the satisfaction of spectator. This study was aimed to determine the relationship between service quality and spectator satisfaction. The survey using questionnaire was approach to 451 of spectators at the Tan Sri Dato Haji Hassan Yunus Stadium, Larkin, Johor. The respondents were chosen using random sampling. For the purpose of this study, the questionnaire was adopted and adapted from Yoshida and James (2010). The statistical analysis that the researcher used is Pearson correlation. The current study has indicated that, there is a significant relationship between service quality and spectator satisfaction ( $r=.746^{**}$ ,  $n=451$ ,  $p<0.05$ ) the result obtained in this study depict, there is a significant relationship between service quality of service provided and spectator satisfaction. This finding will help the organization to manage all of service quality dimension in order to attract spectator to come to the stadium.

## Tables of content

<b>Author's declaration</b>	ii.
<b>Letter of transmitter</b>	iii.
<b>Acknowledgement</b>	iv.
<b>Abstract</b>	v.
<b>Table of content</b>	vi.
<b>List of table</b>	ix.
<b>List of figure</b>	x.
<b>List of abbreviation</b>	xi.
<b>1.0 INTRODUCTION</b>	<b>1</b>
1.1 Background of study:	1
1.1.1 Service quality	2
1.1.2 Spectator satisfaction	2
1.1.3 Relationship between Services Quality and Spectator satisfaction	2
1.2 Statement of problem	2
1.3 Research question	3
1.3.1 What are the levels of satisfaction of sports spectators toward the service quality provided by the service provider?	3
1.3.2 What is the most influential factor in service quality provided by the service provider toward sports spectator?	3
1.3.3 Is there any relationship between service qualities towards spectators' satisfaction?	3
1.4 Research objectives	4
1.4.1 To identify the level of satisfaction of sports spectators toward the service quality provided by the service provider.	4
1.4.2 To identify the most influential factor in service quality provided the service provider toward sports spectator.	4
1.4.3 To determine the relationship between service quality towards spectators' satisfaction.	4
1.5 Research hypothesis	4
1.5.1 Ho: There is no significant relationship between service quality toward spectators' satisfaction.	4
1.5.2 Ha: There is a significant relationship between service quality toward spectators' satisfaction.	4
1.6 Significant of study	4
1.7 Delimitation of study	5
1.8 Limitation of study	5
1.8.1 Instrument research	6
1.8.2 Respondents	6
1.9 Definition of term	6
1.9.1 Spectators	6
1.9.2 Spectators Satisfaction	6
1.9.3 Service Quality	7

2.0	<b>LITERATURE REVIEW</b>	8
2.1	Introduction	8
2.1.1	To identify the level of satisfaction of sports spectators toward the service quality provided by the service provider.	8
2.1.2	To identify the most influential factor in service quality provided the service provider toward sports spectator.	8
2.1.3	To determine the relationship between service quality towards spectators' satisfaction.	8
2.2	Concept of Service Quality	8
2.3	Concept of spectator satisfaction	10
2.4	Relationships between Service Quality and Spectator Satisfaction	12
2.5	Conclusion	13
3.0	<b>METHODOLOGY</b>	14
3.1	Introduction	14
3.1.1.	To identify the level of satisfaction of sports spectators toward the service quality provided by the service provider.	14
3.1.2.	To identify the most influential factor in service quality provided the service provider toward sports spectator.	14
3.1.3.	To determine the relationship between service quality towards spectators' satisfaction.	14
3.2	Research design	14
3.3	Sampling procedure	15
3.4	Instrumentation	15
3.5	Data Collection Procedures	17
3.6	Data analysis	18
3.7	Pilot study	19
3.7.1.	Reliability Analysis	19
3.7.2.	Pilot test:	19
3.8	Score	20
4.0	<b>RESULTS AND FINDING</b>	22
4.1	Introduction	22
4.2	Descriptive Analysis	22
4.2.1.	Descriptive Statistic for Demographic Profile of Respondents	23
4.3	Research Finding	24
4.3.1.	Descriptive Statistic for Spectators Satisfaction:	24
4.3.2.	Descriptive Statistic for Service Quality:	25
4.4	Hypothesis Testing	27
4.4.1.	The Relationship between Service Quality towards Spectators' Satisfaction:	27
4.5	Conclusion	28
5.0	<b>DISCUSSION, CONCLUSION, AND RECOMMENDATION</b>	29
5.1	Introduction	29
5.2	Discussion	29
5.2.1	To identify the level of satisfaction of sports spectators toward the service quality provided by the service provider:	29
5.2.2	To identify the most influential factor in service quality provided	30