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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



A STUDY ON THE SATISFACTION AND PERCEIVED IMPORTANCE
OF FACILITIES IN KOTA KINABALU SPORTS COMPLEX AMONG
USERS

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ABSTRACT

This study was conducted to profile the facilities users at Kota Kinabalu Sports Complex, to determine of the level of customer satisfaction on the facilities and services provided at Kota Kinabalu Sports Complex and to determine the customers perception on the importance of the various aspects of facilities and services provided. The sample of 132 respondents was selected randomly among users in Kota Kinabalu Sports Complex and various backgrounds were selected to answer the questionnaire in this research. The results of this study show the profile of the facilities users of Kota Kinabalu Sports Complex. Besides that, the results also show the satisfaction of the users on the facilities provided and their perceived importance on the facilities at Kota Kinabalu Sports Complex. This study also includes the determination of situation whether there is the differences in perception of satisfaction between male and female in term of the accessibility, availability, quality, cleanliness of the facilities provided and the services given by the staff.

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CHAPTER 1

INTRODUCTION OF THE STUDY

1.1 INTRODUCTION

Kota Kinabalu Sports Complex is the best sports facilities in East Malaysia. It has a football stadium built in 2001, Likas Stadium, for 35.000 people (20.000 seats). The Sabah Football Association football team (Sabah Hawk which was known as Sabah Rhino before) has Likas Stadium as their home arena. The team of Sabah Hawk was launched on January 24, 2010. In the complex there is also an Olympic-size swimming pool, courts for the three big racquet sports, land hockey fields and a driving range for golf.

'Sport is not a matter of life and death. It is much more important than that'. Bill Shankly's words emphasize that many aspects of our social being cannot be fulfilled in private life or in rituals of consumption. At the same time, sport is a version of 'real life'. According to the study of Richard and Sven Clarke (1995), sports benefits family life was, sports create a forum where youth and families can gather and strengthen themselves. Beside that's in this study, it was mentioned that, sports is a world of social opportunities and richness.

1.3 RESEARCH OBJECTIVES

The main objectives of this study are

- i) To profile the facilities users at Kota Kinabalu Sports Complex.

- ii) To determine of the level of customer satisfaction on the facilities and services provided at Kota Kinabalu Sports Complex.

- iii) To determine the customers perception on the importance of the various aspects of facilities and services provided.

1.4 SCOPE OF THE STUDY

This study covered the various groups of users that use the facilities at Kota Kinabalu Sports Complex. These include the community of athletes, women, young adults and teenagers. So, data collected in March 2010.