



INVESTIGATION OF QUALITY OF SERVICE MENTALITY IN TURKEY AND IRAQ SPORT CENTERSⁱ

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Abstract:

In this study as a descriptive study, sports centers and related perceived conducted for the assessment of the expected quality of service of the members of fitness centers in Turkey and Iraq. Research universe consisted of individuals who attend fitness centers in the city of Gaziantep in Turkey and Erbil in Iraq. The sample group consisted of 500 Turks and 179 Iraqis. As a data collection instrument, Service Quality Assessment Scale developed by Lam (2000) and adapted to Turkish by Gürbüz et al. (2005) was used to determine the Quality of Services provided in sports centers. The data obtained from the scales were coded in a computer environment and analyzed statistically by using SPSS 22.0 program. As a result, the quality of service for work in Iraq discussed in both Turkey and understanding of the research group fitness centers are negative. Also, servQual scores are negative in all sub-dimensions. The comparison between the two countries, the quality of service of sports business in Turkey was determined to have higher scores.

Keywords: sport centers, service quality, servQual

1. Introduction

There is no generally accepted definition of the concept of service, but there are explanations in a wide variety of forms. The growing importance of the concept of service has been brought about by the diversity and increase in the service sector in order to satisfy it with increasing customer requirements. It has the characteristic of being a product which is not material property but totally emerged in order to meet the needs of the consumer. The rapid improvement in industry and technology together with the quality of service and the importance given to the evaluation of these services

ⁱ This study was designed from Master Thesis of Mr. Hayman Taher Zardo with same title.

can be understood by the increase in the work done within the framework of service quality. It seems that there is competition in services as much as products. Because quality has a direct impact on the buying tendency. The increase in the number of businesses in the sector, however, has led to the creation of a competitive environment. Therefore, it has become necessary for enterprises to create new strategies that will give priority to the concept of quality in order to survive in this environment (1).

Services, as well as enhancing the benefits of the products and providing benefits to the consumer (2). The most prominent feature of the service is that it is evaluated as an abstract activity that provides satisfaction and benefit to the individual by meeting the needs of the individual. It has a structure that does not have a specific standard, cannot be priced, is hand-held, cannot be smelled, and can easily hebae (3).

Nowadays, especially with the developments in communication technology, the states have to look for various alternatives. Different management styles of people have emerged by abandoning the classical management understanding of machines which is seen as valuable from the people. Particularly knowledgeable and equipped individuals have become the most important value. It is believed that social development can be achieved more easily with people who have vision, use effective time strategies, and are knowledgeable. With this understanding, it has been argued that the norms of society and the restructuring and shaping of institutions' structures are an inevitable necessity. These developments are supposed to bring about rapid growth of the service sector and it is assumed that this growth will continue in the next century. Of course, these developments have contributed significantly to the increase in interest in service. However, it is stated that there are still no clear results in setting out the definitions of the services and in determining the dimensions (4).

The sport phenomenon is considered as a service sector which is very important in the protection and development of individual and social health as of the period we live in. The sport phenomenon, considered as an important advertising and promotional tool in the printed and visual media, has become an attractive economic activity area where financial events that cannot be underestimated have been transformed into a consumption sector in terms of being a recreational activity appealing to large masses and attracting attention (5).

In the turn of the sport into an industry, the tendency to become a spore has increased considerably in recent years, being a major influence of technological developments. Talented people have become an important tool in earning money and status, and at the same time, people who follow have become an important means of entertainment from the opener (6). It is the concept of quality in another phenomenon that occupies a large space in life. It is stated from the various descriptions that the concept of quality has come to prominence in terms of services and it has started to be seen as important in terms of businesses. Therefore, the greatest endeavor of enterprises is to know that they are aiming to provide the best service by increasing the quality of services and that they can survive on this number (7).

In order for businesses to offer their audiences a good quality of service, they need to act with a clear philosophy of innovation first. To create an institutional quality

culture, the best quality must be taken as a basis, and innovations and developments should be closely monitored. The issue that needs to be addressed here is that customer behaviors should not be ignored when innovations and developments in the market are followed (8). This study was conducted, in the highlight of this information, was carried out to examine the quality of service concept in the sports business in Iraq and Turkey.

2. Method

In this study, Turkey and Iraq to the outgoing members of fitness centers, sports centers and related perceived as a descriptive study conducted for the assessment of the expected quality of service.

2.1. Subjects

Research universe, Gaziantep in Turkey, consists of individuals who attend fitness centers in the city of Erbil in Iraq. The sample group consists of 500 Turks and 179 Iraqis.

2.2. Data Collection

In this study, Service Quality Assessment Scale (SQAS) developed by Lam (2000) and Gürbüz et al. (2005) were used to determine the quality of the services provided at sports centers. The scale consists of 40 items and 6 sub-dimensions. The sub-dimensions are the so-called dimensions of personnel, program, changing room, physical features, training facility, child care. However, the child care dimension is not included in the study, as there are many studies in the research center and there is no care service in the sports centers (10).

2.3. Statistical Analysis

The data obtained from the scales were coded in a computer environment and analyzed statistically by using SPSS 22.0 program. Statistical results were evaluated according to 5% error rate, 95% confidence interval and $p < 0.05$ significance level. The Independent Samples t test was used to compare the two groups, and the One-Way ANOVA test was used to compare multiple groups. Post Hoc LSD test was used to determine the groups from which significant differences in multiple groups were derived. SERVQUAL scores were obtained by subtracting the expected service points from the perceived service scores and creating a SERVQUAL score of + and -.

3. Results

Table 1: Distribution of service quality scores (SERVQUAL) of the study group

Sub-dimensions	Turkey		Iraq	
	Mean	SD	Mean	SD
Staff	-.31	1.18	-1.53	1.03
Programme	-.43	1.09	-.96	1.38
Changing room	-.30	1.16	-1.71	1.28
Facility	-.35	1.02	-.57	1.41

Table 1 gives the distribution of service quality scores (SERVQUAL) of the research group. In all subscales, the average scores of Servqual are negative. According to this, in all sub-dimensions, the expectation of those going to sports centers in both countries is higher.

Table 2: The research group's service quality scores (SERVQUAL) are compared in terms of countries

Sub-dimensions	Nation	N	Mean	SD	t	p
Staff	Turkey	500	-0.31	1.18	12.284	.000
	Iraq	179	-1.53	1.03		
Programme	Turkey	500	-0.43	1.09	5.211	.000
	Iraq	179	-0.96	1.37		
Changing room	Turkey	500	-0.30	1.16	13.600	.000
	Iraq	179	-1.71	1.28		
Facility	Turkey	500	-0.35	1.01	2.224	.026
	Iraq	179	-0.57	1.41		

Table 2 compares the service quality scores of the research group in terms of countries. Significant differences were found in favor of Turks in all sub-dimensions ($p < 0.05$). Iraqi service quality scores were lower.

4. Discussion

Research in this part of Turkey and Iraq in sports centers services they have received the result of individuals who, to compare the results for that level of service quality perception of what occurs in them were transferred.

Firstly, we look to assess the level of service quality as we Servqual scores in all subscales scores of individuals who benefit from Servqual sports centers in Iraq, both in Turkey and have reached the conclusion that there is a negative. We can say that the individuals involved in this study are higher than the perceptions of the sports entrepreneurs that they have benefited from, and that sports entrepreneurs cannot respond to the expectations of the customers at the competent level.

Sevimli (2006) found that service quality scores were negative in all subscales (11). Acer (2015) by the study to determine the available public and private sports centers services they offer quality in Turkey, which reached all dimensions in negative points, and the service quality score indicated otherwise seen as positive and also that it was not a factor in the quality of service in Olmasının public or private sports organization (12).

In Öztürk's (2014) study, he found the scores of SERVQUAL negative. Therefore, the expected service quality is higher than perceptions. However, this result indicates that the quality of service of sports enterprises cannot be low or bad (13). Indeed, Brady and Cronin (2001) stated that the expectations of individuals receiving services are always upset (14). Chelladurai and Chang (2000) mentioned that each individual's quality understanding may be different (15).

When evaluating the service quality score on the basis of countries, it was found meaningful in favor of the Turks in all dimensions of the scale ($p < 0.05$). Iraqi service quality scores were lower. The services provided in the business of sports in Turkey, which therefore can be said to be seen more positively by customers. In the field literature, no studies have been found to compare the two countries. Therefore, it can be said that the result we have found is important because of the fact that it is a first to work.

As a result; the research group is negative both for understanding the quality of service in Iraq discussed in study sports centers in Turkey. Because servQual scores are negative in all sub-dimensions. The comparison between the two countries, the quality of service of sports business in Turkey was determined to have higher scores.

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