EXAMINATION OF SERVICE QUALITY PERCEPTIONS OF MULTI-PURPOSE SPORTS FACILITY USERS

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Abstract:

The purpose of this study: multi-purpose sports facility users are examining the perceptions of service quality. In the study, a questionnaire technique was used from quantitative research techniques. In this context, data were collected from 164 people from sports facilities operating in Gaziantep province. In this study, various statistical methods and analyzes were applied in order to evaluate the service quality of multi-purpose sports facilities by using the SERVQUAL scale used in UTKU (2019)'s Mes Service Facilities in Local Governments: Etimesgut Municipality Case". The expectations and perceptions of the participants regarding the service quality of the sports facilities were determined using the SERVQUAL scale. Therefore, the averages of expected service quality and perceived service quality were obtained through this scale. Descriptive statistics showing the basic properties of the data set (average, standard deviation, media, quarter) have been calculated. Independent sample T-test, independent sample T-test were applied to determine the differences between the expected and perceived service quality between the two groups. One-way analysis of variance (ANOVA) is a statistical analysis method used to compare multiple groups. This analysis has been used to determine whether there is a significant difference between the averages of expected and perceived service quality. When the data was analyzed, no statistically significant difference was found between the expected service and perceived service scores according to gender, membership duration, weekly facility usage frequency, and daily facility usage time. On the other hand, a significant difference was found in some parameters between the expected service and perceived service quality according to income level and education level variables. As a result, it can be said that sports facility users can largely obtain the service they expect from a sports facility, but they cannot receive the expected service in the personnel sub-dimension. It is thought that in-service training to be provided in public sports facilities to increase the quality of personnel may be useful.

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1. Introduction

Organizations and structures emerge as entities that bring together the products and services produced by companies with their customers who demand them, creating the ability to sustain their existence. In the constantly changing global conditions, it is crucial for organizations to adapt to these changes and be leaders in the environment created by the conditions of increasing competition, in line with innovative processes and continuous changes (1).

It is observed that developments in social life and technological advancements increase the importance given to quality and variety in consumer consciousness. Furthermore, it is evident that quality plays a significant role for businesses to survive in a competitive environment. Customers now not only value the price of a product or service but also its variety and quality. In essence, the impact of societal changes on businesses and changes in consumer behavior are observed. The impact of these changes on the competitiveness of businesses and the changing nature of customer expectations has become undeniably important (2).

It can be seen that globalization has brought about an increasingly competitive environment and this situation means offering customers more choices. The fact that customers have various alternatives has led to the emergence of the need for differentiation in businesses. In a highly competitive environment, it is stated that businesses need to develop differentiation and innovative approaches in order to better respond to customer needs by standing out from others. This situation requires businesses to focus on differentiation strategies in order to maintain their competitive power and ensure customer satisfaction. In this context, it is stated that businesses need to focus on differentiation and innovation in order to sustain their presence in the competitive environment. It is emphasized that a business needs to analyze the quality of the service it provides and determine the criteria that will differentiate it from its competitors. Firstly, it is stated that the business needs to learn whether it fulfills the service it provides in its entirety and analyze the quality of the service. If this analysis is done correctly, it is stated that the business needs to determine the criteria that will differentiate it from its competitors. After these criteria are determined, it is stated that the business needs to move on to the implementation process and provide services in accordance with these criteria. At the end of this process, it is stated that the business can achieve the desired superiority in the competitive environment. In other words, it is expressed that businesses need to analyze the quality of their services, determine the criteria that will differentiate them from their competitors, and provide services in accordance with these criteria in order to sustain their presence in a competitive environment. In short, it is emphasized that globalization brings about an increasingly competitive environment and offers customers more choices, leading to the need for differentiation in businesses (3).

In an environment where competition is high, it is stated that businesses need to develop differentiation and innovative approaches in order to better respond to customer needs. It is also stated that businesses need to focus on differentiation strategies in order to maintain their competitive power and ensure customer satisfaction. Similarly, it is emphasized that businesses need to analyze the quality of the services they provide and determine criteria that will differentiate them from their competitors. It is stated that services should be provided in accordance with the criteria determined through this analysis, and that the business can gain a competitive advantage in the competitive environment. Essentially, it is emphasized that businesses need to focus on customer-focused differentiation and service quality-focused strategies in order to sustain their presence in a competitive environment. In this paragraph, the impact of globalization and increasing competition on businesses and the strategies that businesses need to follow in order to remain competitive in this environment are generally described.

The proportions of service sectors in countries' economic structures are included as a criterion in their development indexes. When observed only within the last 30 years, a rapid increase in the service sector can be observed in all country economies. From the 1970s to the present, the rate of entrepreneurship in the service sector in the United States is at around 60%, while in Japan, the rate of entrepreneurship in the service sector has increased by 40%. Considering these developments, it has become an important priority to create a working environment where the quality of service in sports activities, which have made rapid progress in the industrialization of the service sector, is presented in an improved manner, and the satisfaction of the organizations, employees, and customers providing sports activity services is kept at high levels. In the service sector, it is possible to say that continuous and innovative research and studies are carried out in the field of activities worldwide, and the ultimate goal of these studies is to improve the quality of the service provided and take it one step further. In summary, it is emphasized that the share of the service sector in national economies is increasing and the number of employers is significantly increasing, highlighting the importance of quality service and customer satisfaction in sports activities. In addition, it is stated that research aiming to improve service quality is conducted worldwide, and the main objective of these studies is to enhance service quality (4).

Institutions and organizations operating in the service sector are obliged to meet the expectations of their customers in the service activities they provide. It is made possible to meet these expectations by establishing the concept of quality in the services they offer as their most important priority. They can ensure the extent of the service provided and the level of satisfaction created by measuring the quality of service. For these reasons, institutions and organizations consider the calculability and measurability of the quality of the services they provide as the most important issue (5).

The concept of quality in service businesses is of much greater importance compared to other businesses engaged in production. The main reason for this is that services cannot be stocked and it is quite difficult to achieve quality standards in the service sector. As a result of these and similar reasons, managing the perception of quality

in service businesses where production and consumption are simultaneous processes is considered a fundamental factor in sustaining the existence of the business (6).

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Since the beginning of the 21st century, the phenomenon of sports, like other areas, has undergone rapid changes and has necessitated change in other areas with which it interacts. Throughout its historical development, sports have had a hidden and strong connection with society. In its historical development, sports entered the industrialization lane in the 20th century and became industrialized, enriching itself in terms of form and content and becoming the most modern form it is today.

Sports businesses operate as institutions that focus on customer experience and usage services, with facilities serving as the general purpose. Nowadays, sports service facilities must prioritize customer satisfaction due to their customer-centric service approach. If customers are satisfied with their experience, there is a high probability that they will repeat the service and choose to receive it again. The way the service is provided is of great importance in the sports activity sector, just as it is in other businesses. In short, the concept of quality can be defined as the realization of all activities and efforts. In other words, it refers to gaining a principle in quality work and considering these principles in functions such as service development, planning, and organization (8).

The market environments of businesses operating in the service sector have criteria such as increasing competition conditions in the international arena, slow growth rate, and reaching saturation level in the market. The way to achieve success in these criteria has been possible by raising the quality levels of services prepared for customers (9).

The concept of service quality, which started in the mid-80s, has become an area that is excessively worked on. This development has brought about a better understanding of the concept of service. Concepts such as non-storability and non-measurability, which are characteristics of the service concept, have made the working area more difficult. Service businesses are businesses that cause significant differences in quality perception due to the intangible nature of the products they offer. Sports businesses also cannot benefit from concrete concepts in determining the quality of the service they provide. This study conducted in fitness service-providing sports businesses aims to determine the differences between the quality of the service offered and the perceptions of members regarding this quality (10).

Sport is an activity preferred by people around the world in order to protect and improve their health as well as to achieve performance (11). The positive effects of sports on human health have been proven through scientific studies. Some of these can be summarized as contributing to physical well-being, contributing to mental well-being,

and contributing to social well-being (12-14). The sports environment also supports individuals' social development in addition to their physical development. Sports facilities are important areas preferred for supporting social development (15). As individuals become more aware of the benefits of sports and exercise compared to previous years, the establishment of both public and private sports areas is becoming more widespread. Individuals are becoming more conscious of the benefits of sports and exercise compared to previous years.

Both public and private sports facilities contribute to the establishment and popularization (16). Sports centers should ensure quality through the programs they offer, their hygienic structure, and the environment they provide, in order to satisfy the individuals who use the facilities. Just like in any other service sector, the satisfaction of individuals in sports centers also increases the demand for the service (17). However, if expectations and quality are not met, individuals' dissatisfaction arises, which hinders the preference for the sports center. It is expected by users that sports centers are capable of sufficiently serving the purposes for which they are chosen (18).

With the increase in the number of individuals engaging in sports over time, there has also been an increase in demand for sports centers. This has led to an increase in both public and private sports centers. It is important for the centers providing these services to know how they are evaluated by the individuals using their services. In line with this feedback, it is important for the service providers to make adjustments and provide better quality service by considering the opinions and thoughts of the users (19). The aim of this study is to examine the perceptions of service quality of multi-purpose sports facility users from various variables. The nature of this difference varies according to the research results. Public sports facilities and private facilities will be evaluated and compared in terms of their preference or non-preference based on service quality, along with various variables. These variables include age, gender, education level, frequency of use, hygiene conditions, staff attitude, facility location, number of hours of use per day, the sport discipline in which the service is received, and which sports disciplines are utilized in the facility (20).

2. Material and Method

This thesis aims to evaluate the service quality expectations and perceptions of individuals using multi-purpose sports facilities from the perspective of the SERVQUAL scale. This study aims to analyze the service quality offered by sports facilities from the users' point of view, based on four main dimensions within the SERVQUAL scale: perception of staff quality, perception of facility quality, perception of locker room quality, and perception of program quality. The evaluations made by users through these dimensions will provide a detailed understanding of the expected and perceived service quality offered by sports facilities and will be able to provide recommendations for improving service quality.

This research is of great importance in evaluating the perceived service quality of users of multi-purpose sports facilities. The service quality provided by sports facilities

directly affects user satisfaction. By understanding the relationship between service quality and user satisfaction, this research can identify important factors such as loyalty and repeat visits. Additionally, the differences between perceived and expected service quality provide valuable guidance to facility managers on areas that need improvement. These data form the basis for developing strategies to improve service quality. Users' perceptions of service quality play a critical role in comparing sports facilities with their competitors. This research can help identify the necessary steps to maintain or enhance the facility's competitive advantage. Perceived service quality shapes users' impressions of the facility. This research can guide understanding of user expectations and focus on improving services for them. Furthermore, such research can help establish service quality standards for sports facilities in the industry as a whole. This allows for the identification of steps to improve service quality across the sector

2.1 Collection of Data

In the study, the survey technique, which is one of the quantitative research techniques, was used. Data was collected from 164 individuals who use sports facilities in Gaziantep Province. In this research, various statistical methods and analyses were applied using the SERVQUAL scale, which was used in Utku's (2019) master's thesis titled "Measurement of service quality of sports facilities in local governments: The case of Etimesgut municipality", to evaluate the service quality of multipurpose sports facilities. The expectations and perceptions of the participants regarding the service quality of sports facilities were determined using the SERVQUAL scale. Therefore, the expected service quality and perceived service quality averages were obtained using this scale. The presence of possible missing, incorrect, or lost data in the data set was examined, and appropriate methods were determined to deal with these data.

2.2 Statistical Analysis

The impact of missing data on the analysis was evaluated. Normality tests such as the Kolmogorov-Smirnov test or Shapiro-Wilk test were applied to determine whether the data set follows a normal distribution. The measurements of kurtosis and skewness of the data distributions were examined. These measurements indicate how close the data set is to a normal distribution. Since kurtosis and skewness values are more considered in the social sciences field, Independent Samples T-test and One Way ANOVA test were used in the research. Descriptive statistics, which show the basic characteristics of the data set (mean, standard deviation, median, quartiles), were calculated. Independent Samples T-test was applied to determine the differences between the expected and perceived service qualities between the two groups. One Way ANOVA is a statistical analysis method used for comparing multiple groups. This analysis is used to determine whether there is a significant difference between the averages of expected and perceived service quality.

3. Results

This section presents the main analyses and findings of the research. These analyses focused on the perceptions of service quality in multi-purpose sports facilities and examined the differences between participants expected and perceived service quality. In this context, the analysis and findings section explains the answers to the research questions and whether the hypotheses were confirmed or not. This section includes the statistical evaluation of the data obtained regarding participants' perceptions. Additionally, the analysis of the differences between expected and perceived service quality and a detailed presentation of these differences in various dimensions are presented in this section.

At this stage, statistical methods such as missing data analysis, normality tests, descriptive statistics, independent samples t-test, and ANOVA analyses were used. The findings indicate the types of differences in participants' perceptions of sports facilities and highlight which areas of service stand out.

The testing of research hypotheses and their comparison with expected results are comprehensively presented in this section. The analysis of the findings is an important step in achieving the main objectives of the research and contributing to the literature.

Table 4.1: Demographic Data Regarding Participants

		N	%
Gender	Female	95	57.9
	Male	69	42.1
	total	164	100
Income	Low	41	24.4
	Middle	105	64.0
	High	18	11.6
	Total	164	100
Education	Primary education	23	14.0
	High school	124	75.6
	University	17	10.4
	Total	164	100

This table focuses on the relationships between gender, income levels, and education levels, representing the demographic structure of the participants. These data provide a detailed analysis of the participants' profiles. When evaluated by gender, it is determined that 57.9% are female and 42.1% are male. These results indicate that the majority of the total number of participants are represented by women.

When examined by income levls, 25% of the participants are in the low-income group, 64% are in the middle-income group, and 11% are in the high-income level. It is observed that the middle-income group is significantly larger compared to the other groups.

In terms of education level analysis, it is recorded that 75.6% of the participants are high school graduates, 14% are primary school graduates, and 10.4% are university

graduates. Participants who are high school graduates constitute a significant majority compared to other education levels.

These data demonstrate that the participants' demographic characteristics vary in terms of gender, income levels, and education levels, with a particular concentration of participants in the middle-income level and high school graduates.

Table 4.2: Membership Information of Participants

		N	%
The duration of membership for participants	Less than 1 year	82	50,0
	1 year	27	16,5
	2 years	18	11,0
	3 years	11	6,7
	4 years and above	26	15,9
	Total	164	100,0
Frequency of facility usage by participants	1-2 days	6	3,7
	3-4 days	80	48,8
	Everyday	55	33,5
	4 days and above	23	14,0
	Total	164	100,0
The daily facility usage times of the participants	Less than 1 hour	33	20,1
	1-2 hours	97	59,1
	3-4 hours	18	11,0
	5 hours and above	16	9,8
	Total	164	100,0

The table contains detailed data on the membership durations, facility usage frequency, and daily facility usage durations of the participants. These data provide important information about the participants' activity levels and tendencies to use the facilities.

Looking at the membership durations, 50% of the participants have been members for less than a year. Then, respectively, 16.5% have been members for 1 year, 11% for 2 years, 6.7% for 3 years, and 15.9% have maintained their membership for 4 years or more. In terms of facility usage frequency, 3.7% use the facilities 1-2 days a week, 48.8% use them 3-4 days, and 33.5% use them almost every day. This indicates that the majority of participants regularly visit the facilities.

Focusing on daily facility usage durations, 20.1% use the facilities for less than 1 hour, 59.1% for 1-2 hours, 11% for 3-4 hours, and 9.8% use them for more than 5 hours.

These data reveal differences among the participants in terms of membership durations, facility usage frequency, and daily facility usage durations. This information provides an important perspective for improving facility management and services.

Table 4.6: T-Test results by gender

	Dimensions	Gender	N		Sd	t	P
Expected Service Quality	Personnel Service Quality	Male	69	4.85	1.84	0.24	0.81
		Female	95	4.92	1.75		
	Service Quality of Dressing Rooms	Male	69	4.94	2.04	-0.30	0.75
		Female	95	4.85	1.79		
	Program Service Quality	Male	69	4.53	1.98	0.47	0.63
		Female	95	4.67	1.80		
	Thesis Service Quality	Male	69	4.9	2.06	-0.58	0.56
		Female	95	5.08	1.84		
Perceived Service Quality	Personnel Service Quality	Male	69	4.88	1.92	1.03	0.30
		Female	95	5.18	1.74		
	Service Quality of Dressing Rooms	Male	69	5.23	1.91	0.47	0.63
		Female	95	5.37	1.75		
	Program Service Quality	Male	69	4.95	2.04	0.23	0.81
		Female	95	5.02	1.80		
	Thesis Service Quality	Male	69	5.04	1.97	0.48	0.62
		Female	95	5.18	1.77		

This table contains the results of T-tests that examine the dimensions of service quality by gender. These tests were conducted to evaluate whether there is a statistically significant difference in average scores on service quality dimensions between different gender groups.

The findings in the table indicate that no statistically significant difference was found between genders in the examined service quality dimensions. It was determined that there is no statistically significant difference in perceived and expected service quality by gender in all dimensions (p>0.5). These results indicate that gender does not have a significant effect on the examined service quality dimensions. In other words, gender differences do not show statistically significant changes in the different ratings that arise in the evaluation of these services. This suggests that the examined dimensions of service quality are not perceived or evaluated differently based on gender.

It has been determined that there is no statistically significant difference in the expected service quality dimensions according to the income level of the participants when Tablo 4.7 is analyzed (p>0.05). However, when the perceived service quality dimensions are examined, it has been found that there is a statistically significant difference in the participants' perceptions regarding the quality of the changing rooms and facility services dimensions (p>0.05).

Tablo 4.7: ANOVA Test Results by Income Level

	Dimensions		N	$\bar{x}$	Sd	F	p
Expected Service Quality	Personnel Service Quality	Low	41	5,34	1,76	2.23	0.102
		Middle	105	4,67	1,76		
		High	18	5,14	1,84		
		Total	164	4,89	1,78		
	Service Quality of Dressing Rooms	Low	41	5,33	1,71	1.752	0.177
		Middle	105	4,69	1,92		
		High	18	5,06	2,04		
		Total	164	4,89	1,90		
	Program Service Quality	Low	41	5,08	1,87	3.17	0.045
		Middle	105	4,34	1,81		
		High	18	5,14	2,06		
		Total	164	4,61	1,88		
	Thesis Service Quality	Low	41	5,44	1,77	2.296	0.104
		Middle	105	4,77	1,98		
		High	18	5,41	1,88		
		Total	164	5,01	1,93		
Perceived Service Quality	Personnel Service Quality	Low	41	5,76	1,65	782	105
		Middle	105	5,09	1,84		
		High	18	5,59	1,86		
		Total	164	5,31	1,81		
	Service Quality of Dressing Rooms	**Low***	41	5,73	1,59	3.254	0.041
		Middle*	105	4,87	1,88		
		High	18	5,21	2,03		
		Total	164	5,13	1,86		
	Program Service Quality	Low	41	5,35	1,78	1.099	336
		Middle	105	4,84	1,93		
		High	18	5,10	1,94		
		Total	164	5,00	1,90		
	Thesis Service Quality	**Low***	41	5,62	1,57	2.87	0.06
		Middle*	105	4,83	1,88		
		High	18	5,08	1,81		
		Total	164	5,06	1,82		

In order to determine which groups these differences originate from, the LSD test from the Post Hoc tests has been used. Accordingly, it has been determined that participants with low-income level ($\bar{x}$=5.73) have higher perceptions of the quality of the changing rooms compared to participants with moderate income levels ($\bar{x}$=4.78). Additionally, it has been found that participants with low-income level ($\bar{x}$=5.62) have a higher level of perceived service quality regarding facility services compared to participants with a moderate income level ($\bar{x}$=4.83).

Table 4.8: ANOVA Test Results According to Education Level

	Dimensions		N	x̄	Sd	F	p
Expected Service Quality	Personnel Service Quality	Primary School	23	4.29	1.92	2.23	0.196
		High School	124	4.97	1.95		
		University	17	5.16	1.93		
		Total	164	4.89	1.89		
	Service Quality of Dressing Rooms	Primary School *	23	4.17	1.54	1.752	0.038
		High School	124	4.91	1.79		
		University*	17	5.71	1.91		
		Total	164	4.89	1.82		
	Program Service Quality	Primary School	23	3.83	1.77	3.17	0.074
		Lise	124	4.70	1.72		
		University	17	5.04	1.82		
		Total	164	4.61	1.81		
	Thesis Service Quality	Primary School **	23	4.01	1.81	2.296	0.012
		High School*	124	5.09	1.81		
		University*	17	5.72	1.51		
		Total	164	5.01	1.90		
Perceived Service Quality	Personnel Service Quality	Primary School	23	4.86	2.06	782	0.247
		High School	124	5.32	1.90		
		University	17	5.83	1.87		
		Total	164	5.31	1.66		
	Service Quality of Dressing Rooms	Primary School	23	4.41	1.85	3.254	0.054
		High School	124	5.16	1.96		
		University	17	5.82	1.86		
		Total	164	5.13	1.83		
	Program Service Quality	Primary School **	23	5.35	1.92	1.099	0.022
		High School*	124	4.84	1.95		
		University	17	5.10	1.93		
		Total	164	5.00	1.89		
	Thesis Service Quality	Primary School **	23	4.07	1.54	2.87	0.006
		Primary School **	124	5.14	1.79		
		High School*	17	5.83	1.91		
		University*	164	5.06	1.82		

ANOVA results regarding the expected service quality and perceived service quality averages according to the participants' education level are given in Table 4.8. Upon examining the table, it was determined that there is a statistically significant difference in the averages of the dimensions of dressing room service quality and facility service quality according to the participants' education level. In order to determine which groups these differences originate from, the LSD test from the Post Hoc tests was utilized. Accordingly, it was found that university graduate participants (x̄= 5.70) have higher expectations for dressing room service quality compared to primary school graduate participants (x̄= 4.16). Additionally, it was determined that primary school graduate participants (x̄= 4.01) have lower expectations for facility services compared to high school graduate participants (x̄= 5.09) and university graduate participants (x̄= 5.71).

Tablo 4.9: ANOVA Results Regarding Membership Duration

	Dimensions		N	$\bar{x}$	Sd	F	p
Expected Service Quality	Personnel Service Quality	Less than 1 year	27	4.82	0.20	1.099	0.359
		1 year	18	4.54	0.31		
		2 years	11	5.25	0.45		
		3 years	26	5.74	0.51		
		4 years and above	164	4.88	0.34		
		Total	82	4.89	0.14		
	Service Quality of Dressing Rooms	Less than 1 year	27	4.79	0.21	0.588	0.472
		1 year	18	4.79	0.36		
		2 years	11	5.30	0.49		
		3 years	26	5.50	0.56		
		4 years and above	164	4.77	0.38		
		Total	82	4.89	0.15		
	Program Service Quality	Less than 1 year	27	4.51	0.21	1.207	0.310
		1 year	18	4.18	0.34		
		2 years	11	5.22	0.45		
		3 years	26	5.22	0.53		
		4 years and above	164	4.70	0.38		
		Total	82	4.61	0.15		
	Thesis Service Quality	Less than 1 year	27	4.94	0.21	0.479	0.788
		1 year	18	4.82	0.38		
		2 years	11	5.28	0.49		
		3 years	26	5.60	0.54		
		4 years and above	164	4.95	0.39		
		Total	82	5.01	0.15		
Perceived Service Quality	Personnel Service Quality	Less than 1 year	27	5.02	0.20	1.019	0.261
		1 year	18	4.74	0.38		
		2 years	11	5.88	0.37		
		3 years	26	5.36	0.45		
		4 years and above	164	4.82	0.38		
		Total	82	5.06	0.14		
	Service Quality of Dressing Rooms	Less than 1 year	27	5.25	0.21	1.330	0.399
		1 year	18	5.06	0.36		
		2 years	11	6.05	0.37		
		3 years	26	5.60	0.53		
		4 years and above	164	5.14	0.33		
		Total	82	5.31	0.14		
	Program Service Quality	Less than 1 year	27	4.89	0.22	1.343	0.256
		1 year	18	4.67	0.39		
		2 years	11	5.76	0.36		
		3 years	26	5.64	0.53		
		4 years and above	164	4.90	0.36		
		Total	82	5.00	0.15		
	Thesis Service Quality	Less than 1 year	27	5.07	0.21	0.471	0.757
		1 year	18	4.93	0.38		
		2 years	11	5.60	0.40		
		3 years	26	5.44	0.53		
		4 years and above	164	5.06	0.34		
		Total	27	5.13	0.14		

The results of the one-way ANOVA analysis conducted to determine whether there is a significant difference in the expected service quality and perceived service quality sub-

dimensions of the participants according to their membership durations are presented in Table 4.9. When examining the p-values of both the expected service quality sub-dimensions and the perceived service quality sub-dimensions, it was determined that no service quality sub-dimension showed a statistically significant difference according to membership duration (p>0.05).

Table 4.10: ANOVA Results for Weekly Facility Usage Frequency

	Dimensions		N	$\bar{x}$	Sd	F	p
Expected Service Quality	Personnel Service Quality	1-2 days	80	4.04	1.50	0.729	0.536
		3-4 days	55	4.81	1.73		
		4-6 days	23	4.99	1.92		
		Everyday	164	5.15	1.68		
		Total	6	4.89	1.78		
	Service Quality of Dressing Rooms	1-2 days	80	4.20	1.96	0.273	0.844
		3-4 days	55	4.91	1.87		
		4-6 days	23	4.93	1.99		
		Everyday	164	4.93	1.82		
		Total	6	4.89	1.90		
	Program Service Quality	1-2 days	80	3.56	1.79	1.099	0.351
		3-4 days	55	4.53	1.80		
		4-6 days	23	4.68	1.98		
		Everyday	164	5.04	1.89		
		Total	6	4.61	1.88		
	Thesis Service Quality	1-2 days	80	4.89	1.77	0.036	0.991
		3-4 days	55	5.01	1.91		
		4-6 days	23	4.97	2.09		
		Everyday	164	5.11	1.80		
		Total	6	5.01	1.93		
Perceived Service Quality	Personnel Service Quality	1-2 days	80	5.01	1.97	0.020	0.996
		3-4 days	55	5.07	1.80		
		4-6 days	23	5.08	1.90		
		Everyday	164	4.98	1.77		
		Total	6	5.06	1.82		
	Service Quality of Dressing Rooms	1-2 days	80	5.11	2.15	0.165	0.920
		3-4 days	55	5.24	1.77		
		4-6 days	23	5.44	1.88		
		Everyday	164	5.31	1.80		
		Total	6	5.31	1.81		
	Program Service Quality	1-2 days	80	4.16	2.10	0.843	0.472
		3-4 days	55	4.87	1.88		
		4-6 days	23	5.26	1.99		
		Everyday	164	5.04	1.69		
		Total	6	5.00	1.90		
	Thesis Service Quality	1-2 days	80	5.37	2.09	0.087	0.967
		3-4 days	55	5.07	1.85		
		4-6 days	23	5.20	1.96		
		Everyday	164	5.09	1.69		
		Total	80	5.13	1.86		

According to the evaluations made on 4.10, it has been determined that there is no statistically significant difference in terms of the sub-dimensions of expected service quality among participants with different facility usage frequencies (p>0.05). This finding indicates that there is no statistically significant change in the evaluations of the sub-dimensions of expected service quality among participant groups with different facility usage frequencies. Similarly, no statistically significant difference could be detected in terms of the sub-dimensions of expected service quality according to participants' facility usage frequencies (p>0.05). These results indicate that participants with different facility usage frequencies exhibit similar trends when evaluating the sub-dimensions of expected service quality. These findings reveal that there is no statistically significant relationship between the sub-dimensions of expected service quality and facility usage frequencies. When evaluating the sub-dimensions of service quality, it is shown that facility usage frequency is not a determining factor in these evaluations.

Table 4.11: ANOVA Results for Participants' Daily Operation Usage Times

		Dimensions	N	x̄	Sd	F	p
Expected Service Quality	Personnel Service Quality	Less than 1 hour	33	4.34	1.75	1.758	0,157
		1-2 hours	97	4.99	1.83		
		3-4 hours	18	5.44	1.53		
		5 hours and above	16	4.80	1.69		
		Total	164	4.89	1.78		
	Service Quality of Dressing Rooms	Less than 1 hour	33	4.21	1.87	2.029	0,112
		1-2 hours	97	5.10	1.92		
		3-4 hours	18	5.18	1.75		
		5 hours and above	16	4.74	1.73		
		Total	164	4.89	1.90		
	Program Service Quality	Less than 1 hour	33	4.11	1.92	1.234	0,299
		1-2 hours	97	4.69	1.85		
		3-4 hours	18	5.08	1.91		
		5 hours and above	16	4.67	1.84		
		Total	164	4.61	1.88		
	Thesis Service Quality	Less than 1 hour	33	4.23	1.93	2.588	0,055
		1-2 hours	97	5.28	1.90		
		3-4 hours	18	5.18	1.84		
		5 hours and above	16	4.78	1.97		
		Total	164	5.01	1.93		
Perceived Service Quality	Personnel Service Quality	Less than 1 hour	33	4.35	1.89	2.252	0,084
		1-2 hours	97	5.26	1.76		
		3-4 hours	18	5.33	1.79		
		5 hours and above	16	4.97	1.86		
		Total	164	5.06	1.82		
	Service Quality of Dressing Rooms	Less than 1 hour	33	4.64	1.95	2.221	0,088
		1-2 hours	97	5.50	1.78		
		3-4 hours	18	5.70	1.58		
		5 hours and above	16	5.15	1.77		
		Total	164	5.31	1.81		
	Program	Less than 1 hour	33	4.34	2.05	1.908	0,130

	Service Quality	1-2 hours	97	5.24	1.85		
		3-4 hours	18	5.00	1.85		
		5 hours and above	16	4.90	1.72		
		Total	164	5.00	1.90		
	Thesis Service Quality	Less than 1 hour	33	4.56	1.96	1.709	0,167
		1-2 hours	97	5.37	1.82		
		3-4 hours	18	4.97	1.89		
		5 hours and above	16	4.98	1.70		
		Total	164	5.13	1.86		

Based on the data analyzed on 4.11, it has been determined that there is no significant difference in terms of the sub-dimensions of expected service quality in terms of participants' daily facility usage times (p>0.05). These results reflect that evaluations of expected service quality sub-dimensions among participant groups with different daily facility usage times did not show a statistically significant change. Similarly, no statistically significant difference was found in terms of participants' daily facility usage times based on the sub-dimensions of expected service quality (p>0.05). This indicates that participants with different daily facility usage times exhibit similar trends when evaluating the sub-dimensions of expected service quality. These findings demonstrate that the sub-dimensions of expected service quality and daily facility usage times are not correlated, meaning that there is no statistically significant relationship between these factors. It can be observed that daily facility usage times are not a determining factor in evaluating the sub-dimensions of service quality for participants.

5. Discussion

In this section, the findings obtained from the research and the evaluation and conclusion will be made in line with the information in the literature. In the previous section of the study, the studies conducted on sports and service quality in the literature were mentioned, and it was observed that complete unity and consensus could not be achieved with similar views on service quality and that a service quality concept with clear boundaries and sharp statements could not be fully determined in terms of social sciences where the human factor is involved.

When the study and analyses are examined together with the tables interpreted above, it can be seen that the perception of service quality in sports facilities is formed by the physical conditions of the facilities, demographic data such as age and gender, and the physical structures of the sports facilities, as well as the experience, training, and expertise of the staff, each contributing to the concept of quality separately. In the progressing and developing order, the perception of service quality in sports, which affects customer satisfaction, cannot be examined on a clear line, as in consumer preference theories, but rather a quality perception study should be conducted taking into account both physical, social, and psychological values in the region, which has been accepted to a small extent within the concept of quality in service. It is thought that it would be beneficial to obtain a service quality approach that can be generalized in the

literature by making it more thematic and regional, and by advancing the research in a more boutique manner, with the small outputs that will be obtained. If we look at the sub-dimensions separately, the comparison from the perspective of gender was conducted to evaluate whether there is a statistically significant difference between the average scores in the dimensions of service quality among gender groups. The findings indicate that there is no statistically significant difference between genders in the examined dimensions of service quality ($p > 0.5$). In a general evaluation from the perspective of gender, shows that gender does not have a significant effect on the examined dimensions of service quality. It indicates that the examined dimensions of service quality are not perceived or evaluated differently based on gender.

When different studies conducted in Alanya are examined, it can be concluded by looking at the whole that both private and public facilities are examined. One of the responsible institutions that should provide services in this regard for individuals living in society to benefit from sports services is the local government. Local governments create satisfaction with positive feedback as a result of the quality of service they provide. As long as the expectations and preferences of the people are met in every service provided, the existing position is maintained. In this regard, it aims to provide innovation, suitability, accessibility, and superior service quality. It pays attention to requests and complaints as much as possible. Failure to make arrangements for local governments and the inability to ensure permanence when the public does not receive the expected service result in consequences.

Local governments aim to ensure the continuity of the masses who come to engage in sports by meeting the expectations of the public. A similar situation exists in private sports organizations. The aim is to maintain and increase the existing potential. Private sports organizations remain standing as long as there are users who use the facility. And as long as they remain standing, they increase their services to meet expectations. As demand increases, the aim is to maintain existence, grow, and gain more publicity. User satisfaction may require the need for these and similar studies to meet expectations and perceive this service (21).

According to Başaran (1998), who conducted research on the sports organization operating under the name of Youth and Sports General Directorate, it has been determined that although the provision of sports to the masses and the preparation of infrastructure are included in the Constitution and sports laws, the needs for facilities, equipment, and personnel are not adequately met, and sports environments for young people and all citizens to spend their leisure time are not adequately prepared, despite being included in the programs of the General Directorate of Youth and Sports. The purpose of doing sports and actively using facilities is not limited to a healthy lifestyle. In the field of recreation, sports facilities can also be examined as an active sports life. Sports is important not only for physical needs but also for mental health. Various sports activities in sports halls can also be seen as leisure activities. This situation can create a change in perspectives. When looking at quality perceptions, when the purpose of using the facility is for leisure, entertainment, and variety is sought. Expectations change when

it is used for health and sports purposes. User satisfaction is achieved when athletes can find sufficient space for their branch and are acceptable in various sub-elements (22).

There are social responsibilities to ensure the continuity of a healthy quality of life. To maintain continuity in sports facilities, it is necessary to maintain social interest. The fundamental way to maintain this interest is to meet the expectations of facility users. It is known that when the expectations and needs of consumers are met at a high level, their tendency to be loyal increases, and this increased loyalty positively affects their future purchases (Greenwell, 2007: 7-8; Triado et al., 2004). It is stated that customer satisfaction has a strong relationship with loyalty (23).

In a study conducted by Kim and Kim (1995) on sports and fitness centers, it is stated that there is no difference in the perception of service quality between genders, and that the perception levels of service quality for both private and public sports facilities users are essentially the same (24). When looking at the expected dimensions of service quality based on participants' income levels, it was found that there was no significant difference statistically ($p > 0.05$). When examining the perceived dimensions of service quality, it was found that participants' perceptions of dressing room service quality and facility service quality showed a statistically significant difference ($p > 0.05$). It was found that participants with lower income levels had a higher perception of service quality regarding facility service quality compared to participants with moderate income levels. Similar and different results have been obtained in similar studies. Güçlü (2013) states that members with lower income levels will have a higher perception of the excellence of the prepared or provided program (25).

According to the research findings of Boz (2007), as customers' income level increases, they attach importance to meeting with managers when necessary and are able to communicate more easily and effectively with employees (26). It has been determined that there is a statistically significant difference in the averages of the dimensions of dressing room service quality and facility service quality according to the participants' education level. It has been found that the expected service quality for facility services is lower for participants who have completed primary education compared to participants who have completed high school and university. In this regard, it can be said that individuals who have completed high school, university, and postgraduate education have higher service quality expectations than those who have completed primary education. Individuals who have a higher education level and have acquired knowledge through sufficient research may have a higher level of knowledge about the service dimension in private or public sports facilities, which may have increased their expectations for service quality accordingly. Therefore, we can say that individuals' education level is an important factor in their perceived dimensions of expected and perceived service quality.

In Yüzgenç's study (2010), a significant difference was found in the personnel sub-dimension, and it was stated that individuals with university education have higher expectations (22). In Demirel's study (2013), it was determined that members with a high school education have higher expectations regarding program and personnel sub-dimensions compared to members with a university education (21).

If we look at the sub-dimensions of membership duration, it has been determined that there is no statistically significant difference in any of the sub-dimensions of expected service quality or perceived service quality according to membership duration. In terms of facility usage frequency, this study shows that there is no statistically significant change in the evaluations of expected and perceived service quality sub-dimensions among participant groups with different facility usage frequencies. These results indicate that participants with different facility usage frequencies exhibit similar trends when evaluating expected service quality sub-dimensions. These findings demonstrate that there is no statistically significant relationship between expected service quality sub-dimensions and facility usage frequencies. This sub-dimension study shows that it is not a determining factor.

In the study conducted by Memiş and Ekenci (2007), it was found that the continuity of service quality of members benefiting from businesses for one year or more decreases over time (27). It was determined that the expected service quality sub-dimensions in terms of daily facility usage durations did not show a significant difference among participants (p>0.05). When evaluating the service quality sub-dimensions, it is observed that daily facility usage durations are not a determining factor in these evaluations (28).

We are completing this study with the view that it will be beneficial in assisting those who will work in this field in the future and in adding up-to-date information to the literature, based on the opinion that it will be helpful in this regard.

Conflict of Interest Statement
The authors declare no conflicts of interest.

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