

Original Article

# The impact of service quality on improving loyal behaviors (Case study of customers of wrestling sports complexes in Kermanshah province)

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**Abstract:** Today, competition to improve the quality of services is recognized as a critical strategic issue for sports venues. The purpose of this study is to determine the impact of service quality on improving loyal behaviors. (A case study of customers of wrestling sports complexes in Kermanshah province). The research method was descriptive-correlational and was conducted in the field. The study's statistical population was the customers of wrestling halls in Kermanshah province. In this study, 450 people were considered as the statistical sample of the study by random cluster sampling. Bonajski's (2012) Research Work Questionnaire was used to measure research variables. Univariate and multivariate regression and the Friedman test were used to analyze the data. The regression test results showed that the service quality variable has a predictive power of about 18% of the variance of communication quality. Furthermore, the results showed that the variables of personnel responsiveness, reliability, and trust in personnel could be significant predictors of the communication quality component. Also, the results showed that the variable of communication quality could be a significant predictor for the components of loyal behavior, word of mouth, purchasing desire, and dissatisfaction. The study's results showed that the quality of services affects the quality of communication. According to the results, the responsiveness of the complex staff, reliability, and trust in the personnel have a positive effect on the quality. At the same time, no relationship was found between the tangibles and empathy components with the relationship's quality. According to the results, improving the quality of services in sports complexes and the quality of customer relations are the main factors in the occurrence of loyal customer behaviors and their reappearance in the future.

**Keywords:** Ship lounges, customer loyalty, communication, word of mouth, reliability;

## 1. Introduction

Marketing is an almost complex concept that encompasses a wide variety of principles, strategies, and tactics. As a result, gaining an understanding of how it works can be difficult. In fact, mastering marketing and its principles usually involve years of experience and continuous effort in various fields. In simple terms, the actions that lead to an activity by the customer that is beneficial to the business are called marketing. Marketing includes all the strategies and tactics different companies use to find a place for their products and services in the market and persuade the target audience to buy (Vaziqdoost 1399). Relationship marketing is one of the key marketing concepts that are very important. Relationship marketing is a way in which a company focuses on a group of customers that it calls profitable customers, builds a long-term relationship with them, and focuses its marketing efforts on keeping those people satisfied. Communication Marketing It brings together all the activities that lead to establishing and maintaining a business relationship (Hawari 2018). Consciously or unconsciously, selective tools aim to send better and more accurate business messages to customers and receive better communication feedback from them (Kumar and Shah, 2020). Increasing interest in communication marketing has led to a recognition of the long-term importance of customers. Substantial and long-term customer communication leads to desirable results such as increased profitability, reduced costs, increased sales, positive word of mouth, and employee retention (Kim et al., 2018, a). Organizations must strengthen high-quality communication with their customers to turn investment and effort into allocating communication marketing to desirable outcomes (Palmatier et al., 2017). Communication quality means the overall evaluation of the strength and power of a relationship as a composite or multidimensional structure derived from different aspects of a relationship but related (Palmatier et al., 2017). Communication quality is one of the crucial strategies for implementing communication marketing and strengthening the relationship with the desired Quality of the business with the customer. Communication quality is generally related to the relationship between service providers and consumers and is composed of several independent components such as trust, satisfaction, and commitment (Dorsch, 2016).

Trust means personal opinions about another group to meet their needs (Anderson and Weitz, 1989). Commitment is a persistent desire to maintain a valuable relationship (Morgan and Hunt, 2018). Finally, satisfaction is a customer's emotional state that enhances the Quality of the seller-customer relationship (De Wolf et al., 2001). In the marketing literature, it has long been argued that customer satisfaction affects their future purchase intentions and loyalty. Many experts have also noted that

customer loyalty depends on overall customer satisfaction. Therefore, studies show that satisfaction is a leading factor in determining customer loyalty (Seyed Ameri et al., 1400).

Systematic studies in communication quality from the perspective of sports customers are minimal. However, a considerable amount of research has been devoted to practical and theoretical issues in the Quality of communication since the time Crosby et al. (1990) introduced the concept. Kim and Trail (2018) state five reasons for understanding the value of communication quality for sports customer behavior: Communication quality can be used as a tool to identify communication problems between the organization and its customers; it Can be used to evaluate the effectiveness of communication marketing competition; Communication quality can be used as a conceptual policy to coordinate different communication structures; With an acceptable and reliable measurement tool, it can be used to differentiate between successful and unsuccessful communications; Finally, assuming a psychological measurement tool, communication quality can be used to assess the value of an organization's customers.

Quality of service has different meanings for different people; Quality has no meaning and concept except what the customer wants; in other words, a quality product is when it meets the wishes and needs of the customer; according to Krusbay (1984), Quality should be defined as the product adapting to customer needs. According to the research results, it can be said that if we want loyal customers, we must consider the Quality of our services from all angles and not act one-dimensionally. So that the slightest positive action in increasing the Quality of services is not hidden from the customer and can cause his loyalty to sports venues (Seyed Ameri 1400). Dimensions of service quality include five categories as follows:

- ❑ Tangibles: The appearance of facilities, equipment, personnel, and communication tools.
- ❑ Reliability: The ability to perform the promised services reliably and accurately.
- ❑ Responsiveness: The desire to help customers and provide fast service.
- ❑ Reliability: Awareness and politeness of employees and their ability to deliver confidence and trust.
- ❑ Empathy: Compassion and personal attention of the organization to its customers (Zitamel and Parasuraman, 1397).

Richhold (2014), in her article entitled "The Impact of Loyalty," points out that companies' great attention to customer satisfaction causes them to ignore their loyalty and does not necessarily turn customer satisfaction into their loyalty. Kotoris and Alexandris (2021), in a study entitled "Does service quality affect the prediction of satisfaction and



behavioral tendencies in outdoor sports (canoeing, rowing, and shooting)," concluded that satisfaction affects the tendencies Behavioral has a highly significant impact. Wang et al. (2012), in a study entitled "Study of the effect of communication quality and commitment on the behavior of sports customers," showed that the Quality of communication and commitment reflects the behavior of sports consumers at the inter-university level. Communication quality has a direct impact on customer satisfaction. Hence, communication quality and service values affect each other. Service values substantially affect customer satisfaction, and customer satisfaction has an influential role in word of mouth. In addition, the Quality of communication and commitment predicts the behavior of sports customers at inter-school levels. In their article, Nadi and Ghahremani (1399) concluded that there is a significant correlation between supplier competence and the components of the purchase value, buyer satisfaction, brand loyalty and trust, relationship quality, and relationship commitment. In a study conducted by Haddadian et al. (1400) on developing a culture of customer orientation and respect for the client, the results showed that perceived Quality affects satisfaction, and communication also affects client loyalty. In addition, the client's satisfaction affects his loyalty, and perceived satisfaction and Quality affect the intention to return.

Seyed Ameri et al. (1400) concluded that there is a significant relationship between service quality and its subscales, including program quality, Quality of facilities, Quality of interaction, customer satisfaction, and loyalty. According to the research results, one may say that the requirement of commitment and repetition of customer referrals is high Quality of service, which should be provided by providing diverse and attractive programs and classes, knowledgeable coaches, high usage, and attractive appearance of sports equipment. In addition, the high spirit of interaction and attention to the instructor, providing timely guidance and understanding of the unique needs of each participant. The present study was conducted to investigate the mediating role of communication quality to improve loyal behaviors by customers of bodybuilding and aerobics sports complexes in Ananda and to answer these questions: Is there a

significant relationship between communication quality and service quality? Is there a relationship between the quality of communication and the loyal behaviors of customers of bodybuilding and aerobics collections? What are the most critical factors affecting the Quality of services? The present research provided to answer these and other similar questions.

## 2. Methods

This study is a descriptive field investigation. Customers of wrestling halls in Kermanshah province were part of the study's statistical population. According to Cochran's sampling formula and cluster random sampling method from all areas of Kermanshah, some 450 people took part in the study as the statistical sample. Bonajsui's questionnaire (2012) containing 48 questions was used to collect data after piloting on 30 customers of sports complexes, and its reliability coefficient was obtained equal to 0.87. The questionnaire components include service quality, communication quality, and loyal behaviors. The required information was collected in the presence of customers in the bodybuilding and aerobics complexes of Santander, and univariate and multivariate regression and Friedman tests were used to analyze the data.

## 3. Results

The results of the univariate regression test to evaluate the quality of communication through the service quality variable showed that the service quality variable can predict about 18% of the variance of communication quality ( $F_{1,279} = 37.234$ ,  $P = 0.000$ ,  $r^2 = 0.118$ ). The results also showed that service quality dimensions could predict about 30% of the variance in communication quality changes. The results of the multivariate regression test with simultaneous entry method to predict the quality of communication from service quality variables showed that the variables of personnel responsiveness, reliability, and trust in personnel can be significant predictors of the quality component. Be connected ( $F_{5,275} = 24.580$ ,  $P = 0.001$ ,  $r^2 = 0.309$ ).



**Table 1.** Regression coefficients of service quality and its dimensions t

| Service quality and its dimensions     |                            | Parameter  | Deviation | Standardized | t      | Sig.  |
|--|----------------------------|------------|-----------|--------------|--------|-------|
|  |                            | estimation | from S.E  | parameter    |        |       |
|  |                            | b          |           | Beta         |        |       |
| the quality of service                 | Communication quality<br>→ | 0/387      | 0/063     | 0/343        | 6/102  | 0/001 |
| Tangibility of service                 |                            | /131       | 0/090     | 0/078        | 1/460  | 0/146 |
| Accountability of collection personnel |                            | 0/365      | 0/197     | 0/122        | 1/854  | 0/045 |
| Reliability                            |                            | 1/395      | 0/230     | 0/402        | 6/073  | 0/001 |
| Reassurance to staff                   |                            | 0/920      | 0/288     | 0/208        | 3/196  | 0/002 |
| Empathy with customers                 |                            | -0/084     | /178      | -0/030       | -0/473 | 0/636 |

The results of the univariate regression test to predict the loyalty behavior through the communication quality variable showed that the communication quality variable can be a significant predictor for the loyalty behavior component ( $F_{1,279} = 27.378$ ,  $P = 0.001$ ,  $r^2 = 0.089$ ). The results also showed that the

communication quality variable could be a significant predictor for the variables of word of mouth ( $F_{1,279} = 146.851$ ,  $P = 0.001$ ,  $r^2 = 0.345$ ), willingness to buy ( $F_{1,279} = 74.322$ ,  $P = 0.001$ ,  $r^2 = 0.210$ ) and dissatisfaction ( $F_{1,279} = 4.537$ ,  $P = 0.001$ ,  $r^2 = 0.016$ ).

**Table 2.** Regression coefficients of communication quality and its effect on the dimensions of loyal behaviors

| Communication quality and dimensions of loyal behaviors |                    | Parameter  | Standard  | Standardized | t      | Sig.  |
|---|--------------------|------------|-----------|--------------|--------|-------|
|   |                    | estimation | deviation | parameter    |        |       |
|   |                    | b          | S.E.      | Beta         |        |       |
| Communication quality<br>→                              | Loyal Behaviors    | 0/245      | 0/047     | 0/299        | 5/232  | 0/001 |
|   | Oral advertising   | /142       | 0/012     | 0/587        | 12/118 | 0/001 |
|   | Willingness to buy | 0/151      | 0/017     | 0/459        | 8/621  | 0/001 |
|   | Price sensitivity  | 0/001      | 0/034     | 0/002        | 0/038  | 0/969 |
|   | Dissatisfaction    | -0/050     | 0/023     | -0/126       | -2/129 | 0/034 |

Friedman test was used to rank the dimensions of service quality. The results of the Friedman test showed that in terms of importance, the dimension of tangibles received was recognized as the most critical

dimension. Then the dimensions of reliability, trust in staff, empathy with customers, and responsiveness were recognized as the least essential in terms of customers. (Table 3).



**Table 3.** Friedman ranking test results to compare service quality dimensions

| Dimensions status compared to each other | Average rating     | Dimensions of service quality          |        |
|--|--------------------|--|--------|
| First Place                              | 4/68               | Tactics received                       |        |
| Second place                             | 3/86               | Reliability                            |        |
| third rank                               | 2/76               | Assurance of collection personnel      |        |
| Fourth                                   | 1/93               | Empathy with customers                 |        |
| Fifth rank                               | 1/78               | Accountability of collection personnel |        |
| Friedman ranking test indicators         |                    |  |        |
| The significance level                   | Degrees of freedom | K Square                               | Number |
| 0/001                                    | 4                  | 717/976                                | 450    |

#### 4- Discussion

The study's results showed that the quality of services affects the quality of communication. The responsiveness of the staff and the reliability and trust in the personnel have a positive and significant effect on the quality. At the same time, no relationship was found between the components of tangibles and empathy with customers and the quality of the communication. Sajjadi et al. (2015) have shown a significant difference between the components of service quality such as tangible quality, trust, accountability, reliability, and empathy in public and private sports clubs. The research results of Jalali Farahani et al. (1398) also emphasize a significant difference between the quality of services in private and public health clubs. By examining the effect of service quality dimensions on customer satisfaction and willingness to repurchase, Kim et al. (2017) showed that the dimensions of "reliability" and "guarantee" have the greatest impact on customer satisfaction. They also point out that the dimensions of the tangible received and the guarantee have the most to do with the viewers' willingness to repurchase. The results of Lee et al.'s (2018) study also show that tangible and empathetic factors are the most important dimensions of service quality in determining customer satisfaction in sports complexes. Hayat and Asker (2013), In their research, showed that the behavior and interaction of the employees of the sports complex is the second important factor affecting the quality of service and

customer satisfaction. Khatibzadeh et al. (1398) also point out that among the variable components of interaction, "friendly attitude" and "respectful behavior of employees" are the most important in the interaction of employees of the sports complex. Pyron et al. (2007) it is pointed out that the most important factor in the quality of communication is the quality of general services, which may be made of both aspects of customer loyalty, namely behavioral and attitudinal, and trust in the product and commitment to the product affect customer loyalty. They also point out that to maintain customer loyalty to the product, suppliers must increase all four aspects of communication quality, i.e., trust, commitment, satisfaction, and service quality; especially in order to increase customer trust, a supplier must have customer trust. Increase the supply of goods; In trying to emphasize a supplier's commitment, the focus should be on constructing the emotional aspects rather than the computational ones. Satisfaction seems to be a critical factor in the willingness to buy, while the quality of service greatly increases both (both willingness to buy and loyalty attitude). The results of Khabiri et al.'s (1398) study show that four independent variables (trust, commitment, communication, and expertise) have a positive and significant effect on relationship quality, and also relationship quality has a positive and significant effect on Word of mouth. Another study result is that the quality of communication affects the





loyal behaviors of sports groups. According to the results, the quality of communication in sports complexes has a significant positive relationship with verbal advertising and the desire to buy and a significant negative relationship with customer dissatisfaction with sports complexes. Abdul Rahman and Kamralzaman (2012) showed that the quality of communication positively affects customer loyalty; however, changing costs have no significant effect on customer loyalty. Practically, the results of this study support the importance of communication quality in increasing customer loyalty. To maintain customer loyalty to the service provider, one may recommend increasing all three aspects of communication quality, including trust, commitment, and satisfaction. Word of mouth, one of the different types of shopping behaviors, is one of the most effective and efficient advertising methods (Ghaffari Ashtiani et al., 1398). Word-of-mouth advertising as a component of shopping behavior refers to a behavior in which the consumer communicates informally with other consumers to convey experience, evaluate, and recommend goods or services (Anderson, 1995). This connection is a very influential factor in consumers' purchasing decisions and is often stronger than other advertising methods because it is a more reliable source of impersonal information (Henning Traw, Gwyner, & Garmier, 2002). And Zethmal and Beatner, 2014). The quality of services received by customers and their relationship with the service provider with the company are the underlying factors of positive consequences for customers. On the other hand, the quality of communication is considered to customers' positive emotions toward the service provider, their relationship with the supplier concerning trust and commitment, and their overall satisfaction with the supplier (Angie et al., 2018). The study of Chen et al. (2007) showed that the quality of communication that results from customer trust and satisfaction leads to customer support and support for the service provider and oral statements for him. Research shows that customer-employee relationships reinforce positive Word of mouth among customers and customers who feel quality relationships with service providers. They are more likely to become supporters of the organization (Angie et al., 2018). Ghaffari et al. (1398) showed a significant relationship between the dimensions of communication quality, i.e., trust, satisfaction and commitment, and oral statements. A significant relationship between common values of trust and commitment was also confirmed, but a

significant relationship between understanding with the customer on verbal statements and trust was not accepted. Gomson (1987) and Lee and Kim (2019) point out that the quality of communication is the quality of interaction between the organization and the customer and can help develop long-term communication. Crosby et al. (1990) found that when sales personnel emphasize the quality of communication, their action reduces the insecurity and uncertainty experienced by the customer. This action, in turn, can lead to customer confidence and, in the future, ensure the performance of personnel and will affect customer interactions. Kumar et al. (1995) noted that communication quality affects trust, commitment, conflict, expectations, and willingness to invest in customers. The quality of communication reflects the relationship between the customer and the organization, which depends on customer satisfaction (Ying Woo and Chi Li, 2015). According to Garbarino and Johnson (2019), communication quality includes satisfaction, trust, commitment, and aspects that positively impact future customer desires. Communication quality is an important indicator for evaluating the communication power between the supplier and the customer. Also, in this study, the relative importance of service quality dimensions in the order of importance for customers of sports complexes using the Friedman ranking test is allocated to the actual dimensions received, reliability, trust in the staff of the complex, empathy with customers and accountability of the complex staff. According to Nayebyzadeh and Fattahi (2017), the received confidence is the most important factor, and dimensions of reliability, accountability, empathy, and tangible received were in the next ranks. The reason for this The difference can be considered in the type of customers' expectations from sports complexes and that from the point of view of sports customers, the appearance of sports facilities and equipment, regular and well-dressed officials and coaches, up-to-date equipment and attractive and pleasant sports equipment and facilities are important. It is high, among other factors. Attention to communication and communication quality has increased in the field of marketing. These structures are key concepts that enhance understanding of the relationship between sports clients and teams. Understanding the factors that affect the quality of communication is beneficial for sports marketing researchers because it provides them with a clear understanding of the relationship between customers and sports organizations. Also,



by recognizing these factors, sports managers can identify the quality levels of communication with customers and thus create responsive communication management strategies (Kim et al., 2018). Strong long-term relationships with customers lead to desirable outcomes such as increased profitability,

reduced costs, increased sales, positive Word of mouth, and employee retention (Boehler & Nofer, 2015; Palmatier et al., 2020). Also, positive, strong, and close customer relationships can be a special and unique source for creating a sustainable competitive advantage (Morgan and Hunt, 2019)

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## تأثیر کیفیت خدمات بر بهبود رفتارهای وفاداری (مطالعه موردی مشتریان مجموعه‌های ورزشی کشتی استان کرمانشاه)

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**چکیده:** امروزه رقابت برای بهبود کیفیت خدمات به عنوان یک موضوع استراتژیک کلیدی برای اماکن ورزشی شناخته شده است. هدف از این مطالعه تعیین تأثیر کیفیت خدمات بر بهبود رفتارهای وفادار بود. پژوهش حاضر از نوع توصیفی - همبستگی و به صورت میدانی انجام شد. جامعه آماری پژوهش مشتریان سالن‌های کشتی استان کرمانشاه بودند. در این پژوهش ۴۵۰ نفر به عنوان نمونه آماری پژوهش به روش تصادفی خوشه‌ای در نظر گرفته شدند. برای سنجش متغیرهای تحقیق از پرسشنامه کار پژوهشی استفاده شد. برای تجزیه و تحلیل داده‌ها از رگرسیون تک متغیره و چند متغیره و آزمون فریدمن استفاده شد. نتایج نشان داد که متغیر کیفیت خدمات دارای قدرت پیش‌بینی حدود ۱۸ درصد از واریانس کیفیت ارتباطات است. همچنین متغیرهای پاسخگویی پرسنل، قابلیت اطمینان و اعتماد به پرسنل می‌توانند پیش‌بینی کننده معناداری مؤلفه کیفیت ارتباطات باشند. همچنین، متغیر کیفیت ارتباط می‌تواند پیش‌بینی کننده معناداری برای مؤلفه‌های رفتار وفاداری، دهان به دهان، تمایل به خرید و نارضایتی باشد. با توجه به نتایج پژوهش حاضر کیفیت خدمات بر کیفیت ارتباطات تأثیرگذار است. لذا پاسخگویی پرسنل مجموعه، اطمینان و اعتماد به پرسنل مجموعه‌های ورزشی بر کیفیت تأثیر مثبت و معناداری دارد، در حالی که بین مؤلفه‌های ملموس و همدلی با مشتریان رابطه‌ای مشاهده نشد. با توجه به نتایج، ارتقای کیفیت خدمات مجموعه‌های ورزشی و کیفیت ارتباط با مشتری از عوامل اصلی بروز رفتارهای مشتریان وفادار و ظهور مجدد آن‌ها در آینده است.

**واژه‌های کلیدی:** سالن‌های کشتی، وفاداری مشتری، ارتباطات، تبلیغات شفاهی، قابلیت

اطمینان؛

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این نماد به معنای مجوز استفاده از اثر با دو شرط است یکی استناد به نویسنده و دیگری استفاده برای مقاصد غیرتجاری.