

## **The Relationship between Qualities of Sport Events and Customer Satisfaction: A Study of President's Gold Cup Volleyball Tournament – 2017**

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This particular study titled "The Relationship between Qualities of Sport Event and Customer Satisfaction" was accomplished with special reference to President's Gold Cup Volleyball Tournament- 2017. This study was undertaken by focusing on the matter that was recognized from the National Volleyball Convention -2017 and through records of Sri Lanka Volleyball Federation. There were four objectives constructed and achieved by this study which included the key objective namely which was to identify the relationship between quality of sport event and customer satisfaction and three specific objectives which were to determine relationship between service quality and service satisfaction, to determine the relationship between core product quality and game satisfaction and to provide strategies to eliminate or minimize the impact of the given challenges to improve the quality of services and core product. In-depth literature assessment was accomplished to offer a conceptual model to formulate hypotheses for the study. A quantitative research design was applied to examine customer satisfaction. The questionnaire survey was the main data collection method and 100 volleyball players and 50 spectators were selected as the sample by using random sampling method. The questionnaire consisted of 33 items with two subsections as service and core product quality. One dependent variable, particularly customer satisfaction and two independent variables, service quality and core product quality were selected to the study. The study provided conclusions after wearing out detailed scientific analyses of data using suitable statistical tools. The conclusions are indicated separately in players' and spectators' perspective, as well as all the main stakeholders'. The course setting resulted in service quality being weak positively correlated with service satisfaction and the core product quality being strong positively correlate with game satisfaction. Moreover the results indicated a significant strong positive relationship between quality of sport event and customer satisfaction. The results of this study will be able to be used to tailor advertising messages as well as it will be important to different affiliated parties in the sports sector.

**Keywords:** service quality, core product quality, service satisfaction, game satisfaction, customer satisfaction