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# Designing a Model for Supply of Quality in Sports Services (Case Study of Guilan Province Pools)

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The aim of this study was to design a quality supply pattern in the pools of Gilan province. It is a descriptive-survey study. The statistical population consisted of managers, staff, coaches and lifeguards in the Gilan province. 129 people were selected by random sampling according to numbers sufficient for modeling in pls software, 10 to 20 times the dimensions of the variables. The main instrument of the research was a researcher-made questionnaire based on a library study and exploratory interviews. In order to evaluate the content validity of the research tool, at first, the views of sports management experts (5 people) and pool managers (5 people) were used. Then, the reliability of the questionnaire was evaluated and validated through the Cronbach's alpha in the preparatory phase (the guideline study) and the final one. To assess the relationship between variables, the path analysis method was used in the smart pls structural equation modeling software. The results of factor analysis indicated that dimensions, safety and security, physical and health and welfare attractiveness, respectively, had a significant effect on explaining the structures of the provision of facilities. The results also demonstrated that dimensions of brand advantage, the access advantage, and the cost advantage, respectively, had a significant effect on the competitive advantage of the Pool. Furthermore, the dimensions of personnel behavior, the responsiveness and the accountability, and the trust and the confidence of customers, respectively, had a significant effect on explaining customer behavior management structures. In addition to, the path analysis represented that the customer behavior management variable on the pool has a direct, positive and significant effect on the competitive advantage and the quality of service provision. As well as, the indirect effect of behavior management on the quality of service provision (with a competitive advantage mediator) was significant and was more influential than its direct effect. The findings also revealed

there was a significant direct effect between the provision of facilities and the competitive advantage of the pool, but no meaningful relationship between the provision of facilities and the quality of service provision. The results also showed that the indirect effect of the provision of facilities on the quality of service provision (with a competitive advantage mediator) was significant and more effective compared to the direct effect. The competitive advantage of the pool has a direct, positive and significant impact on the quality of service provision. In general, based on research findings, we can find that although customer behavior management and the provision of facilities have a significant effect on the quality of service provision, the development of the competitive advantage improves the effect of these variables much more than the direct impact, and therefore ensures the stable providing of service quality in pools and sports complexes.

**Keywords :** Sport Services, Quality Of Services, Quality Provision, Pool Quality, Gilan Province.

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