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ASSESSMENT OF EVENT QUALITY IN MAJOR SPECTATOR SPORTS : AN EXPLORATORY STUDY

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Abstract

Major spectator sports constitute a large, competitive industry today with an ever-expanding customer base. However, many sporting organizations are facing resistance from their customers due to increased pricing and higher expectations pertaining to event quality. In this context, it is critical for the sustainability of sports organizations that it delivers high quality service to the fans (customers). Many studies aiming to measure service quality in the sport spectator context and the relationship between Service quality and Customer satisfaction have been articulated by several researchers in the past. The purpose of this study is to enhance understanding of fans (customers) perceptions of event quality at major spectator sports events by gauging the effectiveness of the service quality models in the Indian context. This paper aims to investigate the applicability of one of the service quality models (SERVQUAL model) in predicting customer satisfaction through spectators attending a major field hockey game in India. Service quality was measured by the SERVQUAL scale while customer satisfaction was measured by Oliver (1980) scale. Two sets of data were collected: the first one before the spectator's participation in the event to measure their quality expectations, and the second one after their participation in the event, to measure their quality perceptions. The gap scores were calculated, and these scores were used to predict customer satisfaction.

Keywords: Service Quality, Satisfaction, Fans, Event.
