

Analysis of the Quality Levels of Sports Organizations in Istanbul and Kocaeli as Perceived by those Living in those Provinces

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ABSTRACT

Background: Sports organizations are important for their promotion on the physical, economic, and socio-cultural changes and transformations in space and urban fabric.

Aim: The aim of this study is to analyze the quality levels of sports activities in Istanbul and Kocaeli as perceived by people living in these two provinces.

Methods: 519 people, 289 residing in Istanbul and 230 residing in Kocaeli, were included in the study. 53.2% of these are female and 46.8% are male. The questionnaire consists of two parts. First section consists of a 10-item questionnaire for demographic information of individuals created by the researcher, while the second part includes 25-question, four-dimensional scale named Inventory of Perceived Quality and Image at Sport Organization Scale (IPQISO).

Results: Results show that the male participants had higher scores than female participants ($p=0,002$), participants with good economic status had higher scores than others, and the scores of athletes participating in sports activities were higher than others' ($p<0,001$).

Conclusion: Consequently, participants living in Istanbul province had higher scores in quality perception than those living in Kocaeli and the difference was statistically significant ($p<0,011$).

Keywords: Global phenomenon, International conflicts, New world order, Professional sports activities, Urban landscape

INTRODUCTION

Today, sports activities are important for economic development especially in cities with industrial problems, as they ensure regional and local development of countries through prestige, advertisement, promotion, sports success, branding, marketing, and investment funds. Sports activities, which generally take place in cities, provide an enlightenment of the scope and an increase in the level of realization of the rapid urban development and transformation desired by central and local governments by focusing on the effects that they create. Sports organizations are important for their promotion on the physical, economic, and socio-cultural changes and transformations in space and urban fabric.

Although sociology has taken sport to the field of study as a social phenomenon in the last 60 years, archaeological finds and written documents show that sport has been an important activity since the first societies¹. It is seen as a social participation, a business or entertainment². According to Atasoy and Kuter, as a global phenomenon, sports became widespread depending on the socio-economic conditions of societies³. Sports are also included in the phenomenon of consumption, which has accelerated the spread of globalization. In recent years, many types of sports have been formed and the number of audiences or participants is increasing rapidly. While it is expected that sports will help countries to develop and be balanced and sustainable in nature, today discussions abound of how sports have been helpful in shaping the world and what they try to express with their usefulness⁴. Over time, the process of professionalization has removed sporting activities from being a game and turned it into an economically functioning area⁵.

The phenomenon that shows the effect of each formation, project, organization, or structure primarily in

humans is quality. What makes valuable for everything people consume is an affordable price and quality level. The same thoughts prevail in the sports organizations.

Since the quality sporting activities organized by sports organizations have an impact on the audience, then they are expected to consume quality time and money. The phenomenon of quality is represented by different expressions according to the place of use. The reason for this is the multi-dimensional evaluation of quality⁶, which may be due to the emphasis on consumer (customer) or manufacturing processes in different definitions⁷. The counterpart of faith, trust and satisfaction of the product in the market by consumers, or the status of ensuring the satisfaction of the service or product were received by consumers⁸.

Therefore, the meaning of quality to humans includes;

- Meeting expectations and needs
- Satisfaction with the product or service in the market
- The absence of any deficiencies and defects of the product or service offered
- The positive trend of expectations is an important axis in clarifying the perception of quality that may occur in minds⁹.

New world order forces institutions and organizations to develop global strategies that are flexible, based on information, quality, multicultural and simplified as much as possible against competitors in the global market. The achievement of this can be seen in all institutions, big or small, which seems to depend primarily on success in the management process¹⁰. Sporting activities, especially in the 20th century, stand in a very different place in terms of the organization, massification, differentiation, globalization, diversification, politicization, secularization, professionalization, industrialization, commercialization, scientificization, gender neutralization, aesthetics and

erotization from a sociological perspective and continue to exist in a unique way that is full of innovations¹¹. Accordingly, events and activities with a "culture" theme play an important role in the restructuring of the city economy in sports activities that develop in parallel with economic and technological conditions^{12, 13, 14}.

Therefore, it has become imperative to provide stronger specialization, division of labor and coordination. Sports activities can cause bloody conflicts from time to time. While the apparent reasons for these conflicts could be due to a goal, a form of cheering, and an end of match tension, issues like religion, sectarian differences, and local problems can also lie behind international conflicts. Although not based on violence, tribune collapse and some panic accidents may cause deaths from time to time, and sometimes heart attacks and suicides come to the fore due to the outcome of some matches¹⁵.

Each sport activity has different features, even if there are repetitive activities in some sports. Since time, facilities, responsible persons and competitors, weather conditions will be different each time, more efforts should be placed and more expertise should be utilized at the planning stage than routine work, because detailed planning is required for such organizations.

Organizations have a common purpose, which is to provide jobs and benefits to specific positions and to run the organization in a healthy way¹⁶. The ability to detect, effect and correct all changes that occur to the original plan is the basis of the monitoring process. While the conditions considered in the planning of sports activities are regulated for implementation, they should be planned and evaluated according to the conditions that may develop apart from the current situation. All sports institutions and organizations should be equipped for adverse problems that may develop¹⁷.

A sport organization is an entity that is managed as a social personality or organization in the sports industry, which has a specific purpose, relatively clear boundaries, and a rational structure and functioning system. It has a planned and scheduled work pattern designed to carry out or organize and manage all kinds of sports activities and events that will take place within this framework¹⁸. It is also accepted as the referral and management of the tasks undertaken to plan and coordinate activities such as courses, meetings, panels, camps and so on¹⁹.

The sport organization takes into cognizance things that should be done in various stages of all the activities organized in relation to sporting events, what kind of deficiencies can be encountered and what should be done to eliminate these problems. This is because issues will be easily resolved when these phases are taken into account and there will not be problems²⁰.

The most important feature of sporting activities is the need for timely, planned, and controlled works within a determined budget between dates that have been confirmed previously. At the same time, the success of an organization is associated with the completion of the organization within the time, cost, and performance constraints²¹.

When we look at the possibilities that may lead to the emergence of risks during an activity, we encounter factors such as change of internal / external conditions, ignorance,

uncertainty, uncontrolledness, planlessness and no program, distancing from the facts, time shortage, limited resources, unlimited demands, complex activities, stress, high working tempo²².

Cultural and social infrastructures must be constructed in a sustainable manner in line with certain plans and programs in order to integrate sports activities in cities with urban life and to contribute to social life in such cities.

The contributions of such large events on a local and national scale can be listed in general and specifically as follows:

General purposes.

- To contribute to raising a healthy society as a public service within the framework of social purpose
- To provide equal opportunity to all citizens through sports
- To promote sports branches throughout the country and to spread sports branches
- To train successful athletes and sportsmen
- To help improve the nature of urban landscape
- To ensure the development of sports culture in the cities
- To strengthen sports infrastructure in cities^{23, 24, 25}.
- Specific purposes.
- To provide financial gain
- To encourage political superiority
- To facilitate advertising and marketing^{26,27}.

MATERIAL & METHODS

The universe of the research consists of individuals residing in the cities of Istanbul and Kocaeli. The sample of the study consists of 289 residents living in Istanbul and 230 individuals living in Kocaeli.

Frequency (n) and percentage (%) values were made for categorical demographic variables and arithmetic mean, standard deviation, median, minimum and maximum values for non-categorical demographic variables was used. In comparison to demographic variables and scale scores; Independent sample T test was used to compare demographic variables with binary categories, and one-way analysis (ANOVA) was used in the analysis of more than two categories. Spearman correlation was used to compare quantitative variables and scale scores. In the study, the type I error rate was taken as 0.05.

A questionnaire which consists of two parts was used in the research. The first section consists of a 10-item questionnaire for demographic information of individuals created by the researcher (age, gender, marital status, chronic diseases status, educational status, occupation, economic situation, participation in events, weekly sports duration, city of residence), and the second part includes 25-question, four dimensional scale named Inventory of Perceived Quality and Image at Sport Organization Scale (IPQISO) which was developed by Bayrakdaroğlu and Katkat²⁸.

RESULTS

While comparing the demographic information and scale scores of the participants, as shown in table 2, it was determined that the male participants had higher scores (p

<0.002) than their female counterparts. It was determined that there was no difference in marital status ($p=0,265$), chronic illness conditions ($p>0,269$), educational status ($p=0,205$) and occupational groups ($p=0,984$) in terms of scale scores. It was determined that the participants, who stated their economic status as good, had higher scores than other participants ($p<0,001$). It was determined that the participants who participated in sports events had higher scores ($p<0,001$) than other participants. It was

determined that the participants who performed sports more than 1 hour per week had higher scores ($p<0,001$) than other participants. It was determined that the participants residing in Istanbul had higher scores ($p<0,011$) than other participants. It was determined that there was no significant relationship between the participants' ages and scale scores ($p>0,582$).

Table 1: Demographic information of the participants

	n	%
Gender		
Female	276	53,2
Male	243	46,8
Marital status		
Married	66	12,7
Single	453	87,3
Chronic diseases		
Exist	36	6,9
Non exist	483	93,1
Education status		
Secondary school and lower	33	6,4
High school	247	47,6
Graduate	218	42,0
Postgraduate	21	4,0
Occupation		
Doesn't work	57	11,0
Student	337	64,9
Civil Servant	38	7,3
Laborer	17	3,3
Self-employed	25	4,8
Other	45	8,7
Economical status		
Good	243	46,8
Average	241	46,4
Bad	35	6,7
Sport Status		
Never	82	15,8
1 hour and less per week	65	12,5
1-3 hours per week	144	27,7
3-5 hours per week	91	17,5
5 hours and more per week	137	26,4
City of residence		
Istanbul	289	55,7
Kocaeli	230	44,3
Age		
Mean.±Sd.	22,67±7,12	
Median(min-maks)	20(5-60)	

Table 2: Comparison of participants' demographic information and scale scores

	Mean	Sd.	T	p	Difference
Gender					
Female	75,8696	30,89980	-3,142	0,002*	
Male	84,0700	28,53675			
Marital status					
Married	75,8485	27,46368	-1,117	0,265	
Single	80,2715	30,41664			
Chronic diseases					
Exist	74,3611	31,09906	-1,106	0,269	
Non exist	80,1077	29,98528			
Educational status					
Secondary school and lower	77,4242	32,46058	1,534	0,205	-
High school	82,6478	30,27236			

Graduate	76,8165	29,83307			
Postgraduate	78,7619	24,38628			
Occupation					
Doesn't work	77,2807	29,89610	0,135	0,984	
Student	79,8576	31,11256			
Civil Servant	81,5263	23,91396			
Laborer	80,5882	31,12487			
Self-employed	77,9200	24,93645			
Other	80,8000	30,46429			
Economical Status					
A	84,7119	28,83380	7,874	<0,001*	A>B,C
B	76,4357	30,64958			
C	67,5143	28,60005			
A:Good B:Average C:Bad					
Event participation status					
Yes	83,0993	28,67979	5,215	<0,001*	
No	64,7708	31,61262			
Weekly sports status					
A	62,2439	32,48155	12,130	<0,001*	C,D,E>A,B
B	71,8923	31,18149			
C	82,9028	26,94058			
D	87,6813	26,27584			
E	85,2190	28,99333			
A: Never B: 1 hour and less per week C: 1-3 hours per week D: 3-5 hours per week E: 5 hours and more per week					
City of residence					
Istanbul	82,7024	30,13894	2,556	0,011*	
Kocaeli	75,9478	29,61775			
Age					
R	0,024				
P	0,582				

DISCUSSION

The quality levels perceived by people residing in Istanbul and Kocaeli Metropolitan cities for sports activities were examined in this study. In the questionnaire consisting of 10 items regarding demographic information of individuals, results were obtained from age, gender, marital status, chronic diseases status, educational status, occupational status, economic status, participation in sports activities, weekly sports status, and city variables, and the differences in the level of quality perceived by individuals were evaluated.

A total of 311 subjects participated in the study of Okumuş and Duygun²⁹, for the expected level of service and perceived quality in educational services. The age range of the subjects was 18-39. In the results of the study, there was no statistically significant relationship between the perceived quality level of the students' income and educational status. In our study, a similar result was obtained with the absence of a significant relationship in educational status. In the evaluation of income situations, results were obtained in the opposite direction of our study. In our study, it was concluded that the participants with high income had higher scores when compared to other participants. This situation is among the possible results considering the differences in the study, such as the sample group being different. The main reason why high-income participants have high scores in the quality they perceive is due to the fact that many organizations are followed in the city, the presence of important organizations and the separation of time and finance.

In the study carried out by Schijns et al. on the quality of sports services in clubs, it was observed that the companies within a quality service and organization have

an impact on the satisfaction of their customers, and these situations also improved their sense of loyalty³⁰. The concept of quality is a desired situation by individuals in the field of production and service. Meeting their expectations is considered as a possible result based on their loyalty and continuity to that brand, product, or organization.

Zeithaml et al. showed that when individuals are satisfied with the quality of the service they receive, there is an increased probability of positive behavior³¹. In the studies conducted, it was determined that when the degree of quality of the service provided increased, the level of participation in the organizations also increased^{32, 33, 34}. According to the study of Cronin et al., while examining the service industry, the audience expects quality from the sportsman it watches, the team it admires, the entertainment it wants, health, safety, social events, cafe, and eating places³⁵. If these expectations are met, a certain level of satisfaction will be achieved in individuals. This satisfaction will influence many factors such as the behavior of the individuals, the city where it is located, the athletes there. In our study, men showed more satisfaction than women in sports organizations. Therefore, we conclude that men are able to encounter the organizational structure that they expect, while women encounter the organizational structure beyond their expectations, probably because they easily express their dissatisfaction with the deficiencies prevailing in qualities, activities and in the environment where they participate. Therefore, creating a more protective, entertaining, and comfortable environment for women in the specified cities and working towards meeting their expectations will enable a more effective organization to be formed.

2027 participants participated in the satisfaction and

perceived quality study of Nuviala et al., to create prediction models on the customers of public and private professional sports services in Spain³⁶. The study, which was attended by Spanish sports service users, consisted of 66.1% male and 33.9% female. The results obtained showed that the quality of the sports service received was good and high scores were obtained from technical factors and efficiency of staff. Quality expectation and interest showed variable rates according to different branches.

Rial et al. (2010) and Mañas et al. (2008) concluded that the human factor is a determining factor in the quality level in personnel and sports services in the same direction in the results of their studies^{37,38}. From the results of our study, we concluded that men have higher perceived quality levels than women. At the same time, we observed that the income level, participation in sports activities, and the level of quality perceived by those who do sports more than an hour per week are higher than other participants. The fact that people with good income have the opportunities to go to national and international organizations is effective in creating such a result. People who do sports are more involved in sports, they follow and participate in the organization of sports in every aspect than other participants. Follow-up and participation will ensure that people are involved in many organizations. Especially if this situation has gained continuity, the person will show himself gradually in more professional organizations, and the quality of the organizations he visits will be at a high level accordingly. This is one of the expected results. The sports activities taking place in the province of Istanbul have higher level of quality than those in Kocaeli as seen from the results. This situation is also part of the expected results. The fact that Istanbul hosts more high-level sports activities than Kocaeli province, have more facilities, resources and opportunities, more investments in infrastructure, sports branches, have enabled such a result.

As it can be seen in the results of many studies, the factor that determines the quality level in sports organizations is the trained human factor, establishment, promotion, and marketing. It is likely that individuals working in sports services who do not have sufficient skills will experience some deficiencies and problems in the services that are provided within the organization. In this case, it may cause poor quality in terms of getting the services that people expect and want. The expectations of women should be

taken into consideration when sports events are to be held, and the establishment of a system that will allow for the participation of people with almost every income situation should be done. Differences between the provinces should be removed, and quality should be felt in the organization held in each region.

CONCLUSION

In the perceived quality level study of sports activities held in Istanbul and Kocaeli Metropolitan cities, a statistically significant relationship was found between men and women and it was found that men had higher scores than women ($p < 0,002$). There was no statistically significant difference between the marital status ($p > 0,265$), chronic illness ($p > 0,269$), educational status ($p > 0,205$),

occupational groups ($p > 0,984$) and age status ($p > 0,582$). It was observed that the participants with good economic status had the highest perception quality scores, and a significant difference was found between other participants ($p < 0,001$). It was also observed that the participants who are involved in sports activities had higher scores than those who are not ($p < 0,001$). The participants who do sports more than 1 hour per week, had higher scores in the quality level perceived from the organizations than those who never did or who only do 1 hour sports and the difference was statistically significant between them ($p < 0,001$). Therefore, we conclude that the quality level perceived by the sports organizations of the participants residing in Istanbul is higher than the participants residing in Kocaeli province ($p < 0,011$).

Increasing the participation of the sports organizations, advertising and promoting in a good way and the fact that the personnel involved in the organizations are related to the sports management and operation will increase the quality level. The perception formed in individuals is realized with the interest in the surrounding events. This means that all communication tools that may be of interest to people should be used in promotions and marketing. The use of individuals trained in sports management during sports organizations will be effective in building organizations with high quality. Emphasis should be placed on the field of management and organization, increasing the number of people trained in this field, and ensuring that they take part in more activities of the sports organizations.

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