

# Service Satisfaction with the National Sports Development Fund of Stakeholders

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## Abstract

The objective of this research is to study the factors influencing satisfaction with the services that impact the repeated service usage of the National Sports Development Fund. This study was quantitative research. The sample consisted of 604 individuals who have contacted/used the services of the National Sports Development Fund. The sample size was determined using Taro Yamane's sample size calculation formula at a confidence level of 95 percent. The research utilized a multi-stage random sampling method. The research tool was a questionnaire. The statistics used in this study were multiple regression analysis.

The findings indicated that the stakeholders were highly satisfied in all aspects and every item. The highest satisfaction was with the service provider staff, followed by facilities, service quality, and the service process, in that order. Positive perspectives on various service aspects were reflected, including having knowledge in the field, providing good advice, being attentive in service, giving importance to everyone equally, and having multiple communication channels, among others. When analyzing the multiple regression model, it was found that overall satisfaction with the services influencing the repeated service usage of the National Sports Development Fund, all four aspects, predicted the repeated usage behavior (Y). The satisfaction with service process had the most significant influence, followed by satisfaction with convenience facilities and satisfaction with service quality, in that order. While, satisfaction with service provider staff had no statistically significant influence on the repeated service usage of the National Sports Development Fund.

**Keywords:** Service Quality, Repeated Service Usage, National Sports Development Fund

## Introduction

The National Sports Development Fund is established as a revolving fund for the promotion, support, development, protection, assistance, and welfare related to sports. It serves to support Thai sports, manage funds and assets to aid in developing athletes to excel both nationally and internationally. (National Sports Development Fund, (n.d.)). The vision, as outlined in the National Sports Development Fund's strategic plan for the years 2020-2024, is to be a funding source for promoting, supporting, and developing the nation's sports, aiming for Thailand to be a leading sports country globally. (Sports Authority of Thailand, 2020).

Fund is considered a crucial factor in initiating the promotion, support, and development of national sports. It is essential because any effort in sports development requires budget allocation and national sports management. This begins with youth development at the provincial and regional levels, where sports associations in each province drive sports development and manage activities in the form of provincial sports committees. These committees work towards identifying representatives for national sports. The Sports Association of Thailand oversees and develops various sports at the national level, pushing them to the international stage in events like promoting, supporting, and developing sports in terms of training, competition, event management, or incorporating sports science to enhance performance. The goal is for Thailand to lead in sports at the international level. This involves fostering achievements and good statistics among athletes, continuous improvement in sports, achieving top rankings globally, and creating a reputation, making Thailand a leading country in various sports. (Sopharat, Tengkusulaiman and Sriwisut, 2021)

To efficiently manage this process, this research compares the average satisfaction levels towards the repeated service usage of the National Sports Development Fund, categorized according to the general information of respondents. It also studies the factors influencing satisfaction with the services that impact the repeated service usage of the National Sports Development Fund.

### **Research Objective**

To study the factors influencing satisfaction with the services that impact the repeated service usage of the National Sports Development Fund

### **Literature Review**

#### **Service Quality**

Service is a crucial aspect for businesses and organizations to create customer satisfaction. It involves interactions between the service provider, who responds to the needs of the service user, and the customer. Service can be compared to production, where the consumer immediately consumes the service output in an intangible form. Physical touch is absent, but emotional touch is possible in the form of satisfaction with the service received. Understanding and meeting customer expectations are key elements of service quality (Kerdpitak, et al., 2022; Pakornpongwatthana and Aunyawong, 2022; Phrapratanporn et al., 2022; Prachayapipat, et al., 2022; Nualkaw, et al., 2021).

Service quality refers to the alignment with customer needs, the level of service capability in meeting customer needs, or the level of customer satisfaction after receiving the service (Sangchareontham and Aunyawong, 2023; Setthachotsombut and Aunyawong, 2020). Therefore, service quality is vital in differentiating service businesses by maintaining service levels above competitors and offering quality that meets customer expectations (Sutikasana, et al., 2023; Waiyavat, Wararatchai and Aunyawong, 2022; Wararatchai et al., 2023). Various

information regarding the service quality comes from past experiences, word of mouth, and advertising. Customers will be satisfied if they receive what they want (What), when they want it (When), at the place they want (Where), in the form they want (How). The market must conduct a study to know the customer's decision criteria for using services. Customers generally use the following criteria to evaluate service quality: access, communication, competence, courtesy, credibility, reliability, responsiveness, security, tangible, and understanding/knowing customer (Kotler, et al., 1999).

### **Hierarchy of Needs Theory**

Hierarchy of Needs Theory divides human needs into 5 levels: physiological needs, safety and security needs, belonging and love needs, esteem needs, and self-actualization needs. The important idea of this theory is most needs at lower levels must be satisfied before needs at higher levels can arise. However, this does not mean that needs at more than one level cannot occur at the same time. Human needs are the starting point of motivation. Humans are social animals with endless needs. From birth until death, every human has needs all the time and will want more and more. Human needs are arranged in stages according to their importance from low to high, which is called the 5 basic needs. Maslow organized a hierarchy of human needs in an orderly manner, arranged in order from low to high. If the initial needs have not been met, there are still no needs at the next level (Maslow, 1943).

### **ERG Theory**

Alderfer suggested the ERG theory which reduced Maslow's order of 5 needs to only 3: existence needs, relation needs and self-actualization. Alderfer has expanded Maslow's theory by considering that individuals will have a low level of satisfaction principle reaction instead. The advantage of Alderfer's work is that he views the three groups of needs as not being strictly separated, but there is a continuous relationship or continuum. In addition, Alderfer sees that people's needs do not necessarily occur from low to high in order like Maslow's, however many things can happen at the same time. For example, the need for a sufficient salary can occur at the same time as the need for appreciation and the need for creativity (Alderfer, 1969).

### **Two-Factor Theory**

“Two-Factor Theory” or “Motivation -Maintenance Theory” or “Dual Factor Theory” or “The Motivation- Hygiene Theory” is a concept about motivation factors that consists of 2 main motivation factors. First, motivation factors or motivators are influential factors in creating job satisfaction which is considered an internal factor, stimulating, and causing satisfaction in work operation. If it is not provided, it will not cause dissatisfaction at work. Second, maintenance factors are an influential factor in creating dissatisfaction at work. Therefore, it is necessary to provide it for the purpose of edifying the mind or promoting the health of workers to maintain normal satisfaction forever. Maintenance factors are factors that have a mostly preventive effect. Unable to motivate, that is, it can help eliminate dissatisfaction, but it cannot create satisfaction (Herzberg, 1964).

## Learned Needs Theory

Learned Needs Theory proposes that individuals learn their needs from society. Demand is thus created and developed throughout each person's life and learned that in society. The theory identified three primary needs: 1) need for achievement, the need to work better and efficiently, plus to have a higher standard in life as well as a high need for success, 2) need for power, the need to control, influence or take responsibility for the activities of others, and 3) need for affiliation, the need to maintain friendships and close interpersonal relationships (McClelland, 1961).

## Conceptual Framework

The concepts, theories, documents, and research related to service quality and repeated service usage were used as the Hypothesis: User satisfaction factors affect the repeat use of services by stakeholders of the National Sports Development Fund and conceptual framework as shown in Figure 1

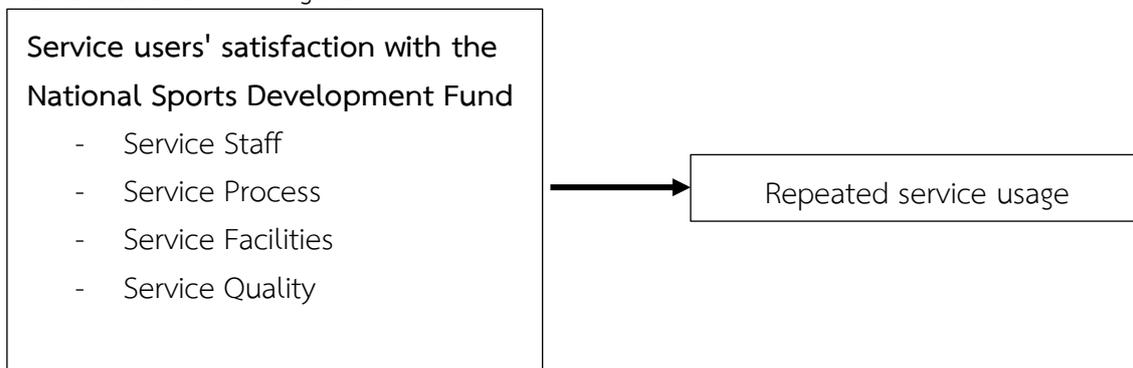


Figure 1 Conceptual Framework

## Research Methodology

The sample was people who come to contact/use the services of the National Sports Development Fund of Thailand between April and August 2023. The sample size was determined using Taro Yamane 's (1973) sample size calculation formula at a confidence level of 95 percent, resulting in a sample size of 604 respondents. Multi-stage sampling was used by considering the characteristics of the selected groups according to the study objective and linking them with the target group of stakeholders. First, Accidental sampling was used from those who come to contact/use the services of the National Sports Development Fund between April and August 2023. Second, cluster sampling was conducted by dividing the population into areas from the region, divided into 5 regions, with 60 respondents in each region.

Research instrument was a questionnaire divided into 3 parts: basic information about the respondents in the form of a checklist, a questionnaire on satisfaction factors of service users towards the National Sports Development Fund in the form of a 5-level rating scale with 34 items, and the repeated service usage of the National Sports Development Fund in form

of a 5-level rating scale with 3 items. The content validity of a questionnaire was checked by finding the Index of Item–Objective Congruence (IOC)  $>.05$  and Try Out with the 30 persons who contact to request services from the National Sports Development Fund which is not a sample to check reliability with Cronbach's Alpha Coefficient  $>.70$ .

Data was analyzed according to the following steps: first, check the completeness of each questionnaire returned by the respondents. Second, the preliminary assumptions on the factors influencing satisfaction with the services that impact the repeated service usage of the National Sports Development Fund was checked before conducting Enter Multiple Regression Analysis, with Durbin-Watson and Multicollinearity by using the Variance Inflation Factor (VIF) or Tolerance. The multiple regression prediction equation in the form of unstandardized scores was:  $\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_kX_k$  and in the form of standardized scores was:  $\hat{Z}_y = \beta_1(ZX_1) + \beta_2(ZX_2) + \beta_3(ZX_3) + \dots + \beta_k(ZX_k)$ .

## Research Result

### General information of the respondents

The sample group was mostly male, 376 people or 62.25 percent, and female, 228 people or 37.75 percent. Most were between 26 and 35 years old, or 275, or 42.55 percent. The next most common were under 25 years old, or 162, or 26.28 percent. The next most common were between 46 and 60 years old, or 90, or 14.90 percent. The next most common were between 36 and 45 years old, or 52, or 11.59 percent. The next most common were over 60 years old, or 25, or 4.14 percent. The majority had a bachelor's degree, or 274, or 45.36 percent. The next most common were a master's degree, or 102, or 16.89 percent. The second most were high school graduates, or 75, or 12.42 percent. The third most were vocational certificate graduates, or 63, or 10.43 percent. The third most were doctoral graduates, or 51, or 10.43 percent. People accounted for 8.44 percent and lower secondary school level, 39 people accounted for 6.46 percent. Most were athletes, 316 people or 52.32 percent, followed by sports personnel, 200 people. 33.11 percent, parents 51 people, or 8.44 percent, executives of provincial sports associations 31 people, or 5.13 percent, and executives of the Sports Association of Thailand 6 people, or 0.99 percent, most of them contacted for the first time 383 people, or 63.41 percent, followed by less than 5 times 138 people, or 22.85 percent, contacted 5-10 times 65 people, or 10.76 percent, and more than 10 times 18 people, or 2.98 percent, most of them contacted via website/Fan-Page Facebook 158 people, or 26.16 percent, followed by telephone/fax/E-Mail 144 people, or 23.84 percent. Contact the fund directly, 132 people or 21.85 percent, official letters, 77 people or 12.75 percent, through association coordinators, 54 people or 8.94 percent, and Line OA Application, 39 people or 6.46 percent. Mostly used the service for training camp, 207 people or 34.27 percent, followed by prize money for athletes, 93 people or 15.40 percent, support for sports personnel development, 59 people or 9.77 percent, sending athletes to participate in competitions, 44 people or 7.28 percent, support for sports equipment, 44 people or 7.28

percent, scholarship support, 46 people or 7.62 percent, organizing competitions, 33 people or 5.46 percent, support for professional sports development, 30 people or 4.97 percent, welfare support, 21 people or 3.48 percent, and support for sports science development. 14 people, or 2.32 percent, supported the development of boxing sports, 13 people, or 2.15 percent.

The results of satisfaction with services that affect the repeated service usage of the National Sports Development Fund using Enter Multiple Regression Analysis from examining the preliminary assumption found that the tolerance test using Durbin-Watson was equal to 1.61 that was close to 2. So, it concluded that the errors were independent

**Table 1** Multiple regression analysis

Satisfaction	b	SE <sub>b</sub>	$\beta$	t	p-value
2.1 Service staff (X <sub>1</sub> )	.015	.080	.012	0.192	.848
2.2 Service process (X <sub>2</sub> )	.437	.080	.318	5.488*	.000
2.3 Service facilities (X <sub>3</sub> )	.334	.087	.273	3.856*	.000
2.4 Service quality (X <sub>4</sub> )	.236	.075	.203	3.164*	.002

**Constant = 1.699; SE<sub>estY</sub> = ±.222**  
**R = .404; R<sup>2</sup> = .164; F = 29.280; p-value = .000**

From Table 1, it was found that satisfaction with services had an effect on repeat use of the services of the National Sports Development Fund as a whole. It was found that all 4 aspects of service satisfaction could together predict the repeated service usage of the National Sports Development Fund (Y). Satisfaction with the service process (B) has the most influence, followed by satisfaction with service facilities (C) and satisfaction with service quality (D), respectively, while satisfaction with service staff (A) has no influence on repeat service usage of the National Sports Development Fund with a statistically significant level of 0.05.

## Discussion

From the study of satisfaction with the National Sports Development Fund services of stakeholders, satisfaction with service provider staff had the highest level of satisfaction. This shows that service personnel give importance to service users, corresponding to Chumworathye and Jesdalak (2015) studying the influence of job characteristics on service quality through customer focus of customer service personnel, Krung Thai Bank PCL in Nakhon Pathom Province. The results of such research found that customer focus was a mediating variable in the relationship between job characteristics and service quality. The results of this research can be used to further improve the development of customer service personnel's job characteristics and service quality in order to create competitive potential for other agencies that have the same important characteristics of customer service. In addition, from the study of factors that affect the repeated service usage of the National Sports Development Fund, satisfaction with the process of providing services has the most influence, consistent with Satrakhom (2014) studying service quality and expectations of insured persons towards the Social Security Office, Ubon Ratchathani Province. The results of such research found that

agencies should provide confidence to service recipients by performing tasks to meet standards, adhering to rules and regulations in operations, and solving problems. They also should primarily reach the minds of those receiving services by giving importance to those who receive services, publicizing the benefits customers will receive, and facilitating services in remote locations. As for responding to service recipients, they should increase the number of staff to provide adequate services to those receiving services, including enthusiastic services and booth to receive complaints and express opinions.

## **Suggestions**

### **Suggestions from this research**

For practical recommendations, service personnel should have knowledge of the job and always give good answers or advice, speak politely, and smile happily. They should pay attention to service, be enthusiastic about operations. Facilities, service location and welfare should be clean as well as spacious and have a good environment. A good communication system with many contact channels should be available. The National Sports Development Fund should simplify the process to be convenient and fast. Adhering to existing regulations based on principle of fairness, transparency, and auditability. The e-Service system should be used to help support the operational process, including adding additional personnel in order to be able to work comprehensively and in harmony with the Sports Authority of Thailand and reduce service time. In addition, the fund should be a part of supporting and reducing complexity in operations. The target group should be expanded to be very diverse. There should also be a clear and concrete plan and guidelines for developing sports towards excellence and a support the continued use of a committed budget over the long term. A risk management should be planned. The financial concepts, innovation and products should be studied and analyzed. The fund should support budget for the investment and research & development of sports in order to create innovations to raise the level of sports to be accepted internationally.

### **Suggestions for future research**

For further study, an exploratory factor analysis (EFA) should be done to determine the factors affecting the selection of National Sports Development Fund services in order to lead to the development of a new theory regarding the quality of service of government agencies. Moreover, a structural equation modeling (SEM) should be performed to study other factors related to the quality of service of government agencies.

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