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Research Article

EFFECTS OF TEAM IDENTIFICATION AND SERVICE QUALITYON CUSTOMER SATISFACTION

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ABSTRACT
Present study aimed the evaluation effect of, team identification and service qualityon customer satisfaction in the framework of implementation Team customer satisfaction model.Customer satisfaction was defined as a post-choice, cognitive judgment connected to a particular purchase decision. Causal research design, fieldwork data collection, and descriptive and inferential (structural equation modeling) statistical method were applied for current study. Sampling executed based on optimum participant needed for structural equation modeling (567 spectators after drops). Results showed relationships between team identification with of both the sports cape, service staff ،customer satisfaction were statistically significant but these relationships were inverse. The overall results of this study revealed the TCSM was not an appropriate model football premier league in the Islamic Republic of Iran.

Keywords: *Team Identification, Consumer Satisfaction, Service Quality*

INTRODUCTION
Often customer satisfaction is described as the link between perceived quality and post-purchase evaluations and decisions (Churchill & Surprenant, 1982). Customer satisfaction has been found to exhibit strong influence on intent to re-purchase and overall customer retention (Tornow and Wiley, 1991), and firms often use customer satisfaction as a primary measure of product and/or service performance (Anderson & Sullivan, 1993). For example, an individual who attends a sporting event will evaluate the quality of the experience during, and after, the game. If the individual perceives the sporting event has provided a high quality experience, he/she will leave the game a satisfied customer. Furthermore, the individual will make future entertainment purchase decisions based on the outcome of this experience. Likewise, if the individual does not feel as though the entertainment experience was of high quality, the person will leave the game dissatisfied. This dissatisfaction will also shape the individual's future entertainment purchase decisions (Anderson *et al.*, 1994; Yoshida and James, 2010). Marketing theory has long recognized that customer satisfaction provides the foundation for high customer retention rates. Anderson, Fornell, and Lehman (1994) showed that there is strong economic benefit to a firm that is able to maintain high levels of customer satisfaction and customer retention rates (Anderson *et al.*, 1994; Mullin *et al.*, 2007). The concepts of quality and performance have been identified as determinants of satisfaction. In product-based industries, the primary determinant is product quality (Kotler, 1989). For service-based firms, consumer perceptions of quality become the primary indicator of satisfaction (Cronin and Taylor, 1992). The spectator sport industry represents a unique combination of both products and services. Empirical evidence shows that customer satisfaction in the sport industry is driven by consumer perceptions of service quality (Alexandris *et al.*, 2004). As an industry with obvious service components, spectator sport organizations must strive to be perceived by consumers as providing high quality services to ensure a long-term financial success that is, at least somewhat, insulated from team success or failure. However, spectator sport also includes tangible physical components. Consumer perceptions of these tangible goods also contribute to overall customer satisfaction (Oliver and Swan, 1989). Furthermore, the core sport product is the actual event that occurs on the playing surface, and it is an uncontrollable variable that creates unique challenges for sport marketers (Masteralexis *et al.*, 2009). As a result, sport marketing researchers have sharply focused on understanding the influence controllable variables, like service quality and performance, have on

customer satisfaction. The experiential nature of customer satisfaction makes it a construct that is unique to each individual consumer (Oliver, 1993) and thus difficult to quantify for one large consumer group. Customer satisfaction, or dissatisfaction, outcomes are based on subjective perceptions of quality rather than objective organizational quality standards (Greenwell *et al.*, 2002; Oliver and Swan, 1989). This means that organizations must work to fully understand a variety of different types of consumers of their products and services to ensure a high level of perceived quality among those diverse groups. Numerous researchers argue that service quality has an important relationship with customer satisfaction (Chelladurai and Chang, 2000; Clinton, 2011; Greenwell *et al.*, 2002). As mentioned, empirical evidence shows that customer satisfaction has a strong, positive relationship with re-purchase intentions (Oliver, 1993) (Oliver and Swan, 1989). A fan's loyalty to her/his favorite sport team may not be influenced by frequency of purchase at all. Many team sport fans are influenced by significant others in their lives (Mullin *et al.*, 2007). This influence can develop loyalty without any direct consumption experience. This loyalty is often expressed by a deep personal commitment and emotional involvement with a team that insulates the consumer from the effects of poor core product quality or team performance. This particular expression of consumer attitude is referred to as team identification (Lee *et al.*, 2009). While both team identification and core product quality might influence the relationship between perceptions of quality and satisfaction, it is still important to understand the quality of the various service encounters as the consumer moves through the sports cape. It is still likely that as an industry with service-based components, spectator-sport consumers will be influenced by service quality. As a result of the importance of customer satisfaction, service quality, consumer loyalty, and team identification a rich body of literature has emerged studying each of these constructs. However, little research exists that examines the unique mediating role that core product quality and team identification play in influencing perceptions of service quality and satisfaction. While studies suggests that team identification is linked to consumer motivations, no research exists that addresses team identification and core product quality as influential constructs in both service quality and customer satisfaction evaluations. It is important to continue to view team identification in this light as it is a highly valuable segmentation strategy and it has a meaningful relationship with consumer intention to re-purchase; however, research is needed to better understand the relationships between team identification, core product quality, service quality, and customer satisfaction. The general lack of emphasis on the influence team identification and service quality and satisfaction in spectator-sport settings represents a critical gap in the literature. This study is intended to answer the question. What is theEffects ofTeam Identification and Service Quality on Customerin spectators premier leaguefootball? Amodelis presentedbased onanalyzing the responses. Sobased on the Clinton.j. Wareen Model (2011) and studies on the factors affecting the consumer sport, pre-identified model is presented. This study hypothesized theoretical model proposed by fitting the data through a structural equation model is tested.

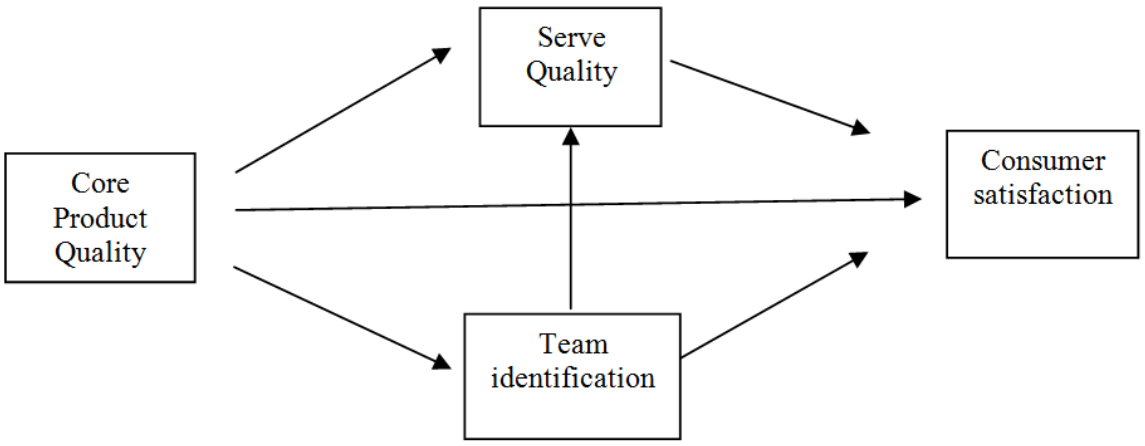

Figure 1: Given theoretical model to estimate the effect of factors onteam customer satisfaction

MATERIALS AND METHODS

The statistical population of interest for this study was fans over 16 years old in football premier league in The Islamic Republic of Iran.

According to optimum number of participant needed for surveying in structural equation modeling method (Raminmehr, 2013), (5 to 10 participants for each research variable), the researches of present study determined that 600 spectators should take part in this investigation; But after data gathering revealed that some of questionnaires were not completely filled and, also, few participants recognized ineligible for study, so, the real sample number reduced to 567 participants. Researchers used causal research design and field dada gathering through 5 Questionnaire that the participants voluntarily completed it.

The scales used in measuring each construct are as follows: customer satisfaction was measured using a 3-item scale defined by Oliver (1980) (Oliver and Swan, 1989). Greenwell *et al.,* (2002) found the instrument to be internally consistent with Cronbach's alpha coefficient of 0.90 (Greenwell *et al.,* 2002). Scale has been used by Oliver and Swan (1989), Westbrook and Oliver (1991) in traditional business research and Madrigal (1995), Warren (2011) in sport consumer research (Clinton, 2011; Madrigal, 1995; Oliver and Swan, 1989).

As such, it is suggested to be a reliable scale for measuring customer satisfaction. Core Product Consumer perceptions of the core product were measured using Zhang *et al.'s* (1997) scale. This scale was also used by Greenwell *et al.,* (2002), Warren (2011), and was found to be internally consistent with a Cronbach's alpha coefficient of 0.80 (Clinton, 2011).

This scale exhibits strong validity due to its ability to measure core product quality in accordance with the definition of core product used in this study. Team Identification Team identification was measured using the Trail *et al.,* (2001). It has been tested, and shown internal consistency, in numerous research studies (Ross *et al.,* 2009; Trail *et al.,* 2005; James and Ross, 2002; Trail and James, 2001).

Service Environment Consumer perceptions of the sport service environment were measured using Wakefield, Blogett, and Sloan's (1996) sports cape instrument (Wakefield and Sloan, 1995). Greenwell *et al.,* (2002) found the subscales they used to have internal consistency with Cronbach's alpha coefficient of 0.91 (Greenwell *et al.,* 2002).

Service Staff This study used Howat *et al.'s* (1996) four-item scale to measure consumer perceptions of service staff. Greenwell *et al.,* (2002) also used this scale to measure consumer perceptions of service staff as a predictor of customer satisfaction, and with a Cronbach's alpha coefficient of 0.92, found the scale to be internally consistent (Greenwell *et al.,* 2002).

This study will use structural equation modeling to conduct a confirmatory factor analysis (CFA) that attempts to fit TCSM to of data. Additionally, Pearson correlation coefficients and descriptive statistics analyzed to further understand the implications of this study.

As such, this study will examine the root mean square of approximation (RMSEA), the non-normed fit index (NNFI), the comparative fit index (CFI), the goodness of fit index (GFI), the standardized root-mean squared residual (SRMR), and the Chi-Square ($\chi 2$) statistic. Reliability was assessed by examining Cronbach's alpha coefficient sand average variance extracted (AVE) for model test.

RESULTS AND DISCUSSION

Characteristics of samples are presented in Table 1. The frequency of participants in had been 16 to 25 years old (67/2 0/0). The most frequent education level were under Diploma (30/7 0/0), the most frequent marital status were single (73/5 0/0) and the most frequent job status were student (59/3 0/0) differences.

Table 1: Age

Age Groups	Frequency	Percentage	Marital status Groups	Frequency	Percentage
16-25	381	67/2	Single	417	73/5
26-35	150	26/5	Married	141	24/9
36 - …	33	5/8			
Job Groups	**Frequency**	**Percentage**	**Education Groups**	**Frequency**	**Percentage**
Free	117	20/6	Under diploma	208	6/9
Employed	72	12/7	Diploma	198	14/3
Unemployed	39	6/9	Higher diploma	96	16/9
Student	336	59/3	BSc	40	30/7
			MSc and more	19	30/2

Table 2 shows the overall grand means for each theoretical construct represented in the TCSM. Team Identification (M = 5.77), Customer Satisfaction (M = 5.49) and Core Product Quality (5.25) had the highest mean scores, and the lowest mean of all latent variables was Staff Quality (M = 3.59) in the model.

Table 2: Latent Variable Grand Means

Variable	Team Identification	Customer Satisfaction	Facility Aesthetics	Scoreboard Quality	Space Allocation	Directional Signage	Seating Comfort	Facility Layout	Directional Signage Staff Quality
Mean	5/77	5/49	4/54	4/31	4/14	4/.5	4/.4	3/99	3/59

Table 3 provides a detailed explanation of Assessment of main variables. The majority of respondents (82%) reported high levels of team identification, (78.3%) reported high levels of Core Product Quality and (63.5%) reported high levels of Customer Satisfaction, A complete summary of these results can be found in table 2.

Table 3: Quality Assessment of main variable

Score	Team Identification		Customer Satisfaction	
	Frequency	0/0	Frequency	0/0
Low(Less than 2/3)	30	5/3	33	5/8
Moderate (Between 2/3 and 4/7)	72	12/7	174	30/7
High(more than 4/7)	465	0/82	360	63/5

Instrument Validity

Table 4.shows the fit statistics for the model test X^2/df ratio (2.27) was appropriate, The RMSEA (0.96), and the NNFI (0.71) and CFI (0.979) also moderate level. Furthermore, the GFI (.64), AGFI (.59) and PGFI (.56), X^2, df were poor. These results indicate that the model was not a fit to the data collected at the football premier league in THE ISLAMIC REPUBLIC OF IRAN.As a result of this failure to fit the model to the data, all other statistical results must be interpreted with a significant level of caution, and the failure to fit the TCSM to the data creates significant threats to validity the reliability of the scales utilized was strong (see Table 4.12).

Table 4: Sample Fit Indices for the TCSM

Fit Statistics	Value	Indication of Fit
X^2	1963	Poor
Df	721	Poor
X^2/df ratio	2.72	FIT
GFI	.64	Poor
AGFI	.59	Poor
PGFI	.56	Poor
NFI	.71	Moderate
RFI	.69	Moderate
CFI	.979	Moderate

Cronbach's alpha coefficients and AVE were used to assess the reliability of the ten sub-scales used in this study. All of the Cronbach's alpha coefficients were above the acceptable 0.70 level, Sothesituationisfavorable also the factor loading values except for question 4 are more than. /7 thus can be said each question have highly correlated with relevant factors.

Table 5: Instrumental reliability

Variables	a	t-value Factor loading	Variables	a	t-value Factor loading
Customer Satisfaction	./92		***Scoreboard***	./83	
Item 1		./95	Item 23		./80
Item 2		./96	Item 24		./84
Item 3		./88	Item 25		./85
Core Product Quality	./88		Item 26		./77
Item 4		./67	***Comfort***	./87	
Item 5		./74	Item 27		./86
Item 6		./77	Item 28		./89
Item 7		./81	Item 29		./86
Item 8		./82	Item 30		./81
Item 9		/.84	***Lay out***	./89	
Item 10		./70	Item 31		./82
Team ID	./96		Item 32		./89
Item 11		./95	Item 33		./86
Item 12		./96	Item 34		./92
Item 13		./95	***Signage***	./87	
Item 14		./89	Item 35		./94
Space Allocation	./85		Item 36		./94
Item 15		./81	***Staff Quality***	./89	
Item 16		./83	Item 37		./82
Item 17		./86	Item 38		./83
Item 18		./81	Item 39		./92
Aesthetics	./82		Item 40		./91
Item 19		./74			
Item 20		./80			
Item 21		./84			
Item 22		./84			

To test hypotheses 1, 2, and 3, path coefficients for each of the hypothesized relationships with core product quality in the CFA were analyzed for sample. To test hypotheses 4,5, path coefficients for each of

the hypothesized relationships with team identification in the CFA were analyzed for sample. Table 4.13 also includes the standard error (SE) and statistical significance for each latent variable relationship in the CFA. Additionally, Pearson correlation coefficients were calculated for each of the relationships of interest to further examine the impact core product quality may have on customer satisfaction, team identification, and service quality. Since the overall model was a poor fit to each set of data, the following results of the hypothesis tests should be interpreted with caution.

Hypothesis 1

States those individuals that report higher levels of team identification will report higher levels service quality. The path coefficient Layout (-2.86), Staff (-2.59), space (-1.76), Aest (-1.71), Scorb (-1.85), Signs (-2/90), Comfort (-2.54) were statistically significant but Allcoefficients indicate a negative rationshipe and the Pearson correlation Between team identification and Space (.29), Aest (.25) were moderate, also and the Pearson correlation Between team identification and Scorb (.12), Comfort(.08), Layout(.02), Signs(.05), staff(.05) were poor and no significant.

Hypothesis 2

States that individuals that report higher levels of team identification will report higher levels of overall customer satisfaction. The path coefficient (β = -6.11) and statistically significant (p <. 003). Additionally, the Pearson correlation coefficient was 41), this represents a relativelystrong correlation between the two constructs.

Table 6: Latent Variable Relationship

TEAM ID –LAYOUT	TEAM ID-STAFF	TEAM ID-CS
-2.86**	-2.59**	-6.11**
0.599	0.564	2.038

	SPACE TEAM ID-	AEST TEAM ID—	SCORB TEAM ID-	SIGNS TEAM ID-	COMFORT TEAM ID-	LAYOUT-CS	STAFF-CS	SCORB-CS	COMFORT-CS	AEST-CS	SPACE-CS	SIGNS-CS
Path Coefficient	-1.76**	-1.71**	-1.85**	-2.89**	-2.54**	-1.43**	-0.42**	-0.476	-1.207*	-0.81*	-0.82	-1/838
SE	0.447	0.443	0.448	0.61	0.556	0.464	0.164	.349	0.593	0.367	0.447	./961

** Indicate Statistical significance (p<./05)*
*** Indicate Statistical significance(p<./01)*

Conclusion

Result of research showed that relationships team identification with of the sports cape, service staff, customer satisfaction was statistically significant but these relationships were inverse. The overall results of this study revealed the TCSM was not an appropriate model football premier league in in the Islamic Republic of Iran. However the hypothesized relationships in the model were support and the results of this study provide a number of theoretical, managerial, andfuture research implications but ‹these results should be interpreted with caution due to the model's overall lack of fit to the data in each sample.

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