# The Effect of the Quality of Services for Sports Facilities on the Intention to Use: Applying to Sports Facilities in the Arab Academy for Science, Technology and Maritime Transport—Egypt—Alexandria

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## Abstract

This study aims at identifying the impact of the service quality dimensions in sports facilities on the intention to use. The researcher selected a set of dimensions to measure their impact on the intention to use sports facilities. These dimensions are the efficiency of the staff, the infrastructure of sports facilities, the reputation of the organization, the diversity of services, the perceived cost, destination location quality and the use of social media. In this study, the researcher uses a descriptive analytical approach. The population of the study was the users of the sports facilities at the Arab Academy in the summer of 2019, which includes sports teams, employees and students. The data was collected by distributing 384 questionnaires valid for measurement. The researcher also conducted a personal interview with Gernot Rohr, who used the sports academy facilities to participate in the 32$^{nd}$ African Nations Cup hosted by the Arab Republic of Egypt from 21$^{st}$ June to 19$^{th}$ July, 2019. The researcher used the statistical analysis program SPSS V20, and the following results were achieved: 1) There is a positive and statistically significant relationship at ≥0.05 between each of the following service quality dimensions: employee competence, infrastructure, reputation of the organization, website quality and use of social media. 2) The perceived cost has a little effect on intention to use and has no statistical significance. 3) The diversity of services is statistically significant at 0.05, but it has a negative relationship on the intention to use. 4) The most important service quality dimensions for sports facilities were, respectively: 1) the reputation and image of the sports academy by 33%; 2) the sports infrastructure by approximately 29%; 3) the efficiency

of employees by 19%; 4) the use of social media by 17%; 5) the perceived cost of about 8.5%; 6) the quality of the site as a destination; 7) tourism by 7%; and 8) the diversity of services with an inverse relationship by—14%.

## Subject Areas

Sports Science

## Keywords

Sports Facilities, Service Quality Dimensions and Intention to Use

## 1. Introduction

It is generally recognized that participation in sports provides a wide range of benefits to individuals and society. Government agencies encourage individuals to participate in sports either for entertainment or to alleviate the health and well-being of their citizens. Building trust, cohesion, social integration, adherence to national and cultural identity, reducing crime and its spread, and the continuous financing of sports infrastructure, whether it is stadiums or arenas, are often justified due to the benefits that accrue. There is a global realization that spending on sports infrastructure is good for individuals, society and the economy [1].

In the past few decades, marketing in the sports field has evolved from a simple and medium industry to making billions of dollars, and the reasons for this rapid growth are many. The most important of which is the availability of free time for individuals, and the great progress in the world of communications, which gave people a great opportunity to watch championships and sporting events, as well as the great competition between countries on hosting sports tournaments for their high economic gains [2].

Furthermore, the fundamental idea of the modern concept of marketing in the sports field is based on the application of various general methods that are commonly used in the fields of economic and social life. For one to accept this general vision, he does not require detailed and elaborate conditions in order to transfer or introduce marketing ideas to the sports field. However, in light of this general vision, sports marketing is only a process of transferring the general plans of marketing to the sports field [3].

The economic aspect of sports marketing is considered a basic function and a source of income for sports institutions. It is also a main source for increasing the income of workers in such institutions. Focusing on sports marketing, and working to take the interest of the beneficiaries of the service provided will only take place by renewing this service, supporting awareness of interest in sports investment among businessmen, qualifying specialists in the field of sports marketing, relying sports institutions on their own resources, developing these resources, and raising marketing capabilities. The economic aspect from the sports

marketing point of view, provides new resources to implement the plans and objectives of the institution, and from the social point of view, it provides social services to the beneficiaries, taking into account the sports services needed by the members of the institution. This provides the opportunity to practice sports activities and increase sports awareness among the public of the institution. It also helps in achieving the beneficiaries' satisfaction with the provided sports services, by conducting continuous studies and collecting information on the beneficiaries, forming a committee to monitor services and their quality, and providing an information system that can be referred to in the marketing process of the institution [4].

Sports marketing is also intended to expand the spread, whether in services or products, and it is necessary that every sports institution or sports club seek to establish procedures to evaluate the relationship between the services that can be provided and the needs of the requirements of consumers [5].

## 2. Literature Review

This section examines the relationship between the service quality dimensions (employee competence, infrastructure, diversity in services, use of social media, perceived cost, reputation of the organization, quality of the place as a tourist destination) and intention. This takes place through some studies the researcher has consulted on studying this relationship and then making assumptions.

### 2.1. The Relationship between Employees, Service Quality and Intention

This section discusses the relationship between employee efficiency, service quality and intention. Exploratory studies to perform service quality measurement evaluate service quality in fitness clubs with the aim of developing service quality. Knowing the extent of customer satisfaction with the service provided and its results prove that there is a strong statistical relationship between the employee's role and the quality the service is based on [6].

Another study investigates the effects of the quality of service in sports centers on customer loyalty and the intention to adhere to the exercise by practicing the study. The researcher used statistical analysis programs, Amos, SPSS, and the results concluded that the dimensions of service quality from facilities and coaches positively affect customer loyalty and the intention to adhere to the exercise [7].

One more study entitled "Quality of Service and Behavioral Customer Intentions": Group and Classical Banking Services and their Effects on the Consumer and Society aims to explore the different dimensions of service quality that affect the behavioral intentions of customers in banks in the private and public sectors. The results of this study reveal four dimensions of service quality in individual banking services. They are customer service, reliability, tangibility and comfort. It shows that the quality of service is the factor of customer orientation that consists of the response and attitude of the employees. The service provider is the

most important factor and the most influencing on the behavioral intentions of customers in the case of private sector banks. The reliability of the service is the most influential in the case of public sector banks [8].

Based on the previous studies, the researcher can assume the first hypothesis of the study; there is a statistically significant relationship between the competence of employees and the intention to use sports facilities.

H1: There is a statistically significant relationship between employee efficiency, service quality, and intention.

## 2.2. The Relationship between Service Diversity, Service Quality and Intention

This section examines the relationship between diversity in services and intention. An experimental study to examine and expand the measurement of perceived quality of service in centers of physical activity and sports in which the researcher adopted to measure service quality in two dimensions only, namely; infrastructure and staff. The researcher also added the dimension of the quality of the program's diversity to the measure of perceived service quality. The researcher conducted personal interviews with clients of physical activities and sports centers. The results of this study proved that the diversity component of the training program is more important for clients than the two main dimensions of measuring perceived service quality, which are the infrastructure for facilities and employees [9].

A study entitled "An Empirical Examination of the Evolving Advertising and Media Markets" uses a tripartite perspective to assess the relative importance of the diversity of services, the network location, and the customer portfolio. The purpose of this study is to determine the diversity of media that has recently become available and to identify the relative importance of the diversity of advertising services of almost 112 media organizations. The results of this study indicated a strong relationship between the diversity of services and the increase in revenues resulting from customer satisfaction with the company and the quality of the various services it provides [10].

Another study entitled "The Impact of Banking Services Diversity in Achieving Customer Satisfaction in Islamic Banks" aims to identify the impact of the diversity of banking services in achieving customer satisfaction for Islamic banks. The researchers conducted the study on a sample of (361) individuals from clients of Islamic banks. Statistical significance at the level of 0.05 between the diversity of services provided by Islamic banks in its various dimensions in achieving customer satisfaction, as the relationship, was positive. The greater the diversity in the banking services provided, the greater the achievement of customer satisfaction becomes [11].

Based on the previous studies, the researcher can assume the second hypothesis of the study; there is a statistically significant relationship between diversity in services, their qualities and the intention.

H2: There is a statistically significant relationship between the diversity of

services, the quality of service, and the intention.

## 2.3. The Relationship between Social Media Use, Service Quality and Intention

The current section studies the relationship between social media use, quality of service and intention. It examines social media as a resource for analyzing the sentiment of airport service quality (ASQ). The researcher analyzed 4392 tweets on his Twitter account at London airport. The purpose of this study is to investigate the factors that affect consumers' reactions to the factors affecting the quality of airport service. The results of this study concluded that the interactions, posts and reactions through the airport account on social media have an impact on management decisions towards providing better services and improving the quality of service provided [12].

The role of social networking platforms, as a tool, enhances the service quality and the purchase intention of customers in Islamic country. The study sample was chosen from customers and the marketing team was from the Internet service provider and banking services. The study aims to provide reviews related to services. Based on these reviews, organizations that provide services can improve the level of quality of service and intention to purchase for customers. The results revealed that the role of social media and applications across social media platforms help in developing awareness of services, responsiveness, assurance, empathy, reliability and intention to buy for customers [13].

The research deals with complaints on social media and traditional service channels. It was conducted on a sample of (1256) customers who had complaints, recorded on social media and through traditional methods, namely; the company's hotline. The results indicated that the impact of social media sites, especially electronic word of mouth ((EWOM), was more effective and practical when compared to complaints on traditional media [14].

Based on the previous studies, the researcher can assume the third hypothesis of the study; there is a statistically significant relationship between the use of social media, the quality of service and the intention.

H3: There is a statistical indication between social media use, service quality and intention.

## 2.4. The Relationship between Perceived Cost, Quality of Service and Intention

Factors affecting the cost of logistics services and service quality are illustrated in a survey within the Indian steel sector and the purpose of the study was to understand the economic and social factors affecting the logistical cost of the steel sector in India and its relationship to the quality of service. The two researchers of this study conducted a regular survey of the steel sector in India and the results of the study indicated a positive relationship between the elements of logistical cost and service quality [15].

Another study examines the effects of service comfort and perceived quality

on perceived value and satisfaction as well as loyalty in low-cost sports centers. The researchers conducted the study on three low-cost sports centers in Spain. The sample included 763 users; 381 women and 382 men who were current clients of those centers. The results of the study showed a positive relationship between the low cost of sports centers, the quality and comfort of service, the perceived value, and the customer satisfaction and their loyalty to those centers [16].

Another study gives evidence that the perceived value of clients drives their intentions towards medical tourism. 301 questionnaires were analyzed and distributed among clients of medical tourism in China. The findings concluded that the perceived value of clients had a significant positive impact on their intention in medical tourism through the following factors: perceived service quality, perceived medical quality and degree perceived risk and perceived cost [17].

Based on the studies that were demonstrated above, the researcher can assume the fourth hypothesis of the study, which is that there is a statistically significant relationship between perceived cost, quality of service and intention.

**H4: There is a statistically significant relationship between perceived cost and service quality and intention.**

## 2.5. The Relationship between Infrastructure, Service Quality and Intention

In Indian manufacturing organizations, two researchers conducted a study to show how the quality management practices in infrastructure and basic quality management practices affect the quality of performance and business. A sample of 262 industrial organizations was involved in the study. The results of the pilot study revealed that quality management practices in infrastructure have positive effect on basic quality management practices and an indirect one on quality performance, meanwhile basic quality management practices have a positive effect on quality performance. Moreover, quality performance has a positive effect on business performance [18].

The second study in this regard shows how quality management practices and infrastructure: affect quality. The researcher conducted a questionnaire on a sample of (226) industrial factories in the United States of America. The purpose of the study was to solve the problems related to quality management by knowing the relationship between infrastructure and basic quality management practices, as well as the direct and indirect impact on quality performance. The results show that infrastructure has a direct role in improving quality performance by supporting basic quality management [19].

A third study discussed the relationship between the quality of the university's recreational facilities service and the level of students' participation in physical activity. This study was conducted on (390) students at the National Defense University in Malaysia. The researcher conducted a questionnaire to measure service quality through three main dimensions: the facility's atmosphere, the quality of operations and the efficiency of the staff. The results indicated that

there is no significant relationship between the quality of service and the level of physical activity. Consequently, the quality of service did not affect the level of students' participation in students' physical activity. However, there was some evidence that indicated the lack of the suitable infrastructure, recreational facilities and quality factors that could attract students to participate in physical activity [20].

Based on the previous studies the researcher can assume the fifth hypothesis of the study, which is that there is a statistically significant relationship between infrastructure, service quality and intention.

**H5: There is a statistically significant relationship between infrastructure, service quality and intention.**

## 2.6. The Relationship between the Organization's Reputation, Quality of Service and Intention

The purpose of the study was to investigate the impact of customer satisfaction, service quality, perceived value of services, company's image and reputation on the customer's loyalty and their relationship in the Turkish banking industry. The effects of mediating the perceived value and the image of the company's reputation were also examined. The sample involved group of bank clients in Izmir, Turkey. The results of the study indicated that the corporate image and the reputation of the company can be used as common marketing criteria to measure the bank's performance. The results also showed that satisfaction and the perception of quality influence customer's loyalty through perceived value, image and reputation [21].

Another study conducted a survey on (375) regular customers in local banks in Malaysia. The purpose of conducting the study is to examine the dimensions of the overall perceived service quality from the customer's perspective and its relation with the overall perceived general services in retail banking services. The Relationships between total perceived quality, customer trust, satisfaction and the bank's reputation were examined. The results indicated that the perceived overall service quality positively effects customer trust, customer satisfaction, and bank's good reputation. The study also presented that the important relationship between perceived overall service quality, customer satisfaction, trust and the bank's good reputation indicates that the performance of tangible quality, compassion, reliability, security and online banking services is important for banks to satisfy customers, increase customer confidence and enhance perception of the bank's good reputation [22].

A study aims to examine the comprehensiveness of a model consisting of reputation, website quality (motivators), perception, emotion and intention to buy (response) used (219) questionnaire respondents. Most of the participants in this study were females. The results indicated that reputation has a significant positive impact on consumers' feelings and a significant negative impact on perceived risks. Customer service, also, had a positive effect on the degree of risks.

The study results concluded that factors that have a positive impact on consumers' sentiment certainly have a positive effect on the intention to buy [23].

Based on the previous studies, the researcher can assume the sixth hypothesis of the study, which is that there is a statistically significant relationship between the reputation of the organization, the quality of service and the intention.

**H7: There is a statistically significant relationship between the organization's reputation, service quality and intention.**

## 2.7. The Relationship between Destination Location, Service Quality and Intention

A Case study conducted in Piang State, Malaysia aimed to examine the relationship between environmental situation factors, motivation, destination image, word of mouth, and perceived quality of service to predict tourists' intention to choose a sustainable tourism destination. It also aimed to investigate the moderate impact of knowledge on the relationship between those factors as a mediator for choosing a sustainable tourism destination. The study was conducted on (300) participants who answered a questionnaire that was distributed in a soft and a hard copy forms. The statistical analysis examined (161) responses only, and the results indicated that the environmental position, motivation and word of mouth make a noticeably positive effect on the intention to choose a sustainable tourist destination. However, the image of the destination and the perceived quality of service did not have a significant impact on the intention to choose a sustainable tourist destination. It was noted that knowledge plays a moderate role in the relationship between the environmental situation and the intention of tourists to choose a sustainable tourist destination [24].

Another study aimed to provide a deeper understanding of the various factors of destination quality in explaining the satisfaction of European tourists in Nha Trang, Vietnam, which includes one of the most beautiful bays in the world and receives more than one million international tourists per year. The two researchers conducted the study on (356) European tourists and the results indicated that the most important factors of destination quality are accommodation, nutrition, souvenir shops and tourist attractions. Moreover, the researchers found that hospitality and friendliness of local people are the most important factors that affected tourists' satisfaction [25].

Psychological factors that affect the behavioral intention of tourists were investigated in a study on tourists visiting southeastern Anatolia, Turkey. The study revealed the relationship between personality traits, motives, perceived destination quality, general satisfaction with destination, and behavioral intentions of local tourists. The data was collected through a questionnaire distributed among domestic tourists in Southeastern Anatolia, Turkey. The results indicated that an inclusive destination is positively influenced by notions of place quality as a facade impacts loyalty in a positive way and reinforces the positive behavior of tourists towards the intention to return to these places again [26].

Based on the previous studies, the researcher can assume the seventh hypothesis of the study, which confirms a statistically significant relationship between the location of the destination, service quality and intention.

H7: There is a statistically significant relationship between destination location, service quality and intention.

## 3. Methodology

This section provides a detailed description of the methods that are used in this study. It illustrates how the field data required was obtained to conduct the statistical analysis in order to reach the results that have been discussed and interpreted in light of the literature related to the study and the goals to achieve.

### 3.1. Data Collection and Sample Selection

The researcher selected a random sample from the users of the sports academy facilities during the summer of 2019, as it represents the population of the study. The researcher distributed 400 questionnaire forms among the sample chosen, of which 384 are valid for statistical analysis. The questionnaire included a list of elements to measure the effect of the quality of private services dimensions on the intention to use.

### 3.2. Measurement Variables

#### 3.2.1. Independent Changes

The independent variables are represented in the following seven dimensions (Figure 1): employee competency, diversity in services, use of social media, infrastructure, perceived cost, organization reputation and website quality.
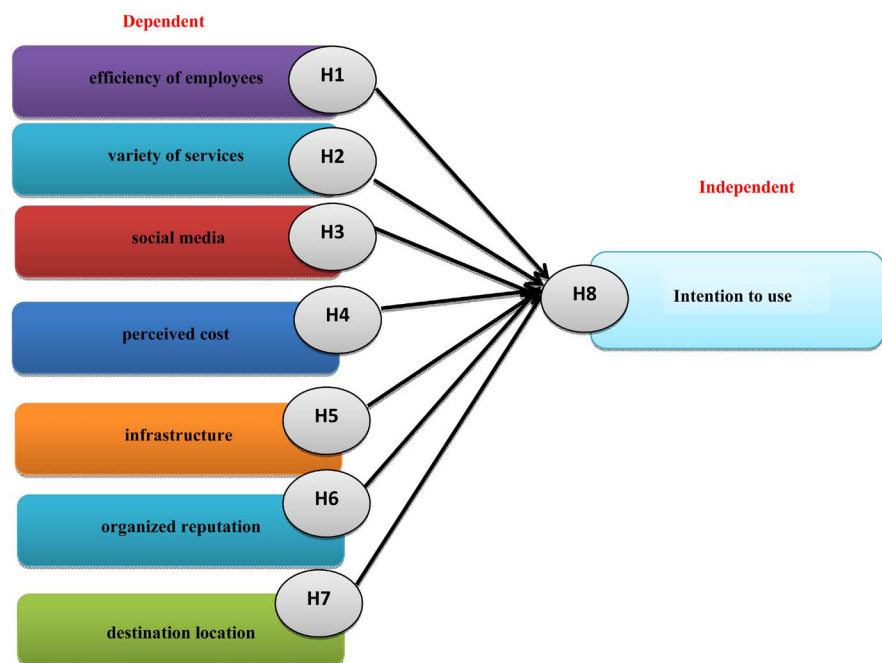


**Figure 1.** Research framework.

### 3.2.2. Dependent Variable

The dependent variable relates to this study is the intention to use sports facilities.

## 4. Descriptive Statistics and Empirical Results

This section reports the findings that the researcher reached from the sample population, and the results of testing the study hypotheses as well as analysis of the information gathered from the questionnaire. Consequently, the researcher initially provided a descriptive analysis of the study sample, and the bilateral linear correlation coefficients matrix of the study variables. Finally, the researcher used the results to validate the variables and data of the study to perform the statistical analysis, and analyze the information gathered from the questionnaire.

### 4.1. Correlation

The researcher used the linear correlation coefficients to determine the relationships between the study variables, as shown in Table 1.

- In reference to the discriminant validity, scholars suggested that it is confirmed for two particular constructs when the AVE values of each of these constructs are greater than the coefficient determination ($R^2$) of the constructs. Table 1 shows the correlation coefficients among the 8 research constructs. As shown, there are no problems regarding the discriminate validity, therefore, the researchers can conclude that the discriminant validity was confirmed [27]. Therefore, the researcher can proceed to interpret the results, which lead to accept or reject the hypotheses under investigation.

- It is clear that the correlation coefficient between the total variables of the study represented in the quality of service and the intention to use was (0.758), which is a high correlation. This confirms the existence of a substantial correlation relationship between them at the level of significance 0.01.

Table 1. Linear correlation coefficients between study variables.

| S | Construct | E | In | R | V | C | L | S | I | AVE |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Employee | 1 | | | | | | | | 56.061 |
| 2 | Infrastructure | 0.453** | 1 | | | | | | | 53.047 |
| 3 | Reputation | 0.464** | 0.575** | 1 | | | | | | 52.801 |
| 4 | Variety | 0.494** | 0.617** | 0.575** | 1 | | | | | 60.411 |
| 5 | Cost | −0.141** | −0.258** | −0.269** | −0.274** | 1 | | | | 59.196 |
| 6 | Location | 0.376** | 0.367** | 0.386** | 0.368** | −0.208** | 1 | | | 59.272 |
| 7 | Social | 0.320** | 0.259** | 0.304** | 0.319** | −0.064 | 0.314** | 1 | | 65.758 |
| 8 | Intention | 0.070 | 0.075 | 0.092 | 0.032 | −0.053 | 0.071 | 0.140** | 1 | 57.494 |
| | SQR (AVE) | 0.749 | 0.728 | 0.727 | 0.777 | 0.769 | 0.770 | 0.811 | 0.758 | |

Discriminant validity analysis. **Correlation is significant at the 0.01 level (2-tailed). Correlation coefficient between employee, infrastructure, reputation, variety, cost, location, social and intention. Source: Statistical Analysis (SPSS v20).

- The total correlation coefficients between the perceived quality of service dimensions and the intention to use represented in (efficiency of employees, infrastructure, reputation, image of the organization, diversity of services, the perceived cost, quality of the site (location) and social media were respectively, (0.749, 0.728, 0.727, 0.777, 0.769, 0.770 and 0.811). This result indicates a high relationship among them, as there is a fundamental correlation between them at 0.01.

- There is discriminant validity between the eight questionnaire axes, where the value of all variance coefficients (AVE) for each two dimensions of the scale of one variable is higher than the coefficient of determination (R2) among them. This indicates that the measures have a high degree of discriminant validity at a significant degree of 0.01, which is possible. The researcher can follow up with the results that lead to acceptance or rejection of the hypotheses under study.

## 4.2. Normality Test

In this part, the researcher presents the results of the formal testing of normality assumption for variables of the study.

### Formal Testing of Normality

The researcher has conducted the formal test for the normal distribution of the study variables, and Table 2 shows the results of the formal test for the normal distribution.

From Table 2, the researcher observes that the value of the significance level of the research variables; efficiency of employees, infrastructure, reputation, image of the organization, diversity of services, the perceived cost, quality of the site (location), social media and Intention is 0.000. This confirms that they are all less than 0.05. This means that the data is not normally distributed.

Table 2. Formal testing of normal distribution.

| Variables | Formal testing of normal distribution | | | | | |
|---|---|---|---|---|---|---|
| | Kolmogorov-Smirnov[a] | | | Shapiro-Wilk | | |
| | Statistic | Df. | Sig. | Statistic | Df. | Sig. |
| Employee | 0.108 | 384 | 0.000 | 0.944 | 384 | 0.000 |
| Infrastructure | 0.114 | 384 | 0.000 | 0.922 | 384 | 0.000 |
| Reputation | 0.115 | 384 | 0.000 | 0.943 | 384 | 0.000 |
| Variety | 0.120 | 384 | 0.000 | 0.740 | 384 | 0.000 |
| Cost | 0.076 | 384 | 0.000 | 0.984 | 384 | 0.000 |
| Location | 0.141 | 384 | 0.000 | 0.917 | 384 | 0.000 |
| Social | 0.86 | 384 | 0.000 | 0.976 | 384 | 0.000 |
| Intention | 0.128 | 384 | 0.000 | 0.904 | 384 | 0.000 |

Source: Statistical Analysis (SPSS v20).

## 4.3. Descriptive Analysis of the Survey Axes

In this part of the analysis, the researcher conducted a descriptive analysis for the study variables to find out the extent of the study sample's awareness of the eight questionnaire axes. They consist of seven independent variables that represent the quality of services for sports facilities, namely; employee competence, infrastructure, reputation, image of the organization, diversity in services, perceived cost, quality of place and communication sites and the axis of intention is used as a dependent variable. Table 3 shows the descriptive analysis of the study variables.

Table 3 shows the descriptive analysis of the eight study variables to find out the extent of the study sample's awareness of the questionnaire axes. They are represented by seven independent variables, namely; employee efficiency, infrastructure, reputation of the organization, diversity in services, perceived cost, location quality, and social media, which represent the dimensions of service quality. The eighth variable is the intention to use, which is the dependent variable through the standard deviation, the total sum of the weighted average, and the general trend of all the axes. The results concluded are as follows:

- From the above table, it is evident that the study sample is aware of a relatively high percentage of the questionnaire axes represented in the dimensions of the quality of private services on sports facilities. The intention to use in a general direction "agree" with a total arithmetic mean of 4.006 and a standard deviation of 0.643 which is less than one.
- The order of the axes of the questionnaire according to the importance of the members of the study sample came as follows: The first rank with a general trend "strongly agree" is the efficiency of the employees. The second rank is the infrastructure with similar general trend "strongly agree". The third rank is the organization's reputation with also a general trend "strongly agree". The fourth rank is the intention to use with a general trend "I agree" and the fifth rank is quality of the site with a general trend "I agree". In the sixth place, the diversity of services with a general trend, and in the seventh place, social media, with a general trend "I agree", and in the last place comes the perceived cost of the average with a neutral response. The arithmetic mean of the questionnaire axes according to the order of importance for the study sample, respectively are: (4.370), (4.352), (4.322), (4.140), (4.122), (4.085), (3.821), (2.754) and the standard deviation of all the axes is less than one.

## 4.4. Hypothesis Testing

The researcher conducted a multiple regression test to measure the effect of the (independent) explained variables, which are employee efficiency, infrastructure, reputation and image of the organization, diversity in services, perceived cost, website quality, and social media use on the interpreted variable (dependent), which is the intention to use. The results are summarized in Table 4.

Table 3. Descriptive analysis of the study variables.

| Variables | Code | N | Mean | Standard Deviation | The general trend |
|---|---|---|---|---|---|
| Employee | E | 384 | 4.370 | 0.465 | Strongly agree |
| Infrastructure | IN | 384 | 4.352 | 0.517 | Strongly agree |
| Reputation | R | 384 | 4.322 | 0.496 | Strongly agree |
| Variety | V | 384 | 4.085 | 0.564 | I agree |
| Cost | C | 384 | 2.754 | 0.879 | neutral |
| Location | L | 384 | 4.122 | 0.695 | I agree |
| Social | S | 384 | 3.821 | 0.649 | I agree |
| Intention | I | 384 | 4.140 | 0.751 | I agree |
| Total | | 384 | 4.006 | 0.643 | I agree |

Source: Statistical Analysis (SPSS v20).

Table 4. Results of multiple regression for study variables.

| Dependent Variable | Independent variables | R | $R^2$ | f | Sig f | Beta | t | Sig t | Tolerance |
|---|---|---|---|---|---|---|---|---|---|
| | Employee | | | | | 0.189 | 1.71 | 0.08 | 0.010 |
| | Infrastructure | | | | | 0.285 | 2.31 | 0.02 | 0.008 |
| | Reputation | | | | | 0.326 | 2.65 | 0.08 | 0.008 |
| Intention to Use | Variety | 0.977 | 0.954 | 1119.1 | 0.00 | −0.143 | −1.36 | 0.17 | 0.011 |
| | Cost | | | | | 0.086 | 2.49 | 0.01 | 0.10 |
| | Location | | | | | 0.072 | 0.94 | 0.34 | 0.021 |
| | Social | | | | | 0.170 | 2.694 | 0.00 | 0.030 |

Source: Statistical Analysis (SPSS v20).

Table 4 concludes the following:
- The correlation coefficient between the independent variables and the dependent variable is very strong; reaching (0.977) as evident in the value of (R).
- The determination coefficient has a value of (0.954), which means that the independent variables explain a very high percentage of the dependent variable, which is almost close to the correct one, as seen in the determination coefficient (R2).
- There is a statistical significance for the model where the value of the statistical significance of sig (F) is less than 0.05 as shown in sig (F).

**The standard beta value varies from one variable to another, as follows:**

1) The standard beta coefficient for the independent variable, the employee's efficiency, is 0.19. This means that the efficiency of the employees explains 19% of the data for the dependent variable (the intention to use) with statistical significance of 0.010, which is less than 0.05. This is clear in the value of tolerance coefficients, and it means as the employees' efficiency improves by (1), the in-

tention to use increases by 19%.

2) The standard beta coefficient of the independent variable, the infrastructure value, is 0.29. This means that the infrastructure variable explains 29% of the data for the dependent variable (the intention to use) with statistical significance of 0.008 less than 0.05. This is evident in the value of tolerance factors and means as the infrastructure of sports facilities improves by (1) the intention to use increases by 29%.

3) The value means of standard beta coefficient of the independent variable, the reputation and image of the organization is 0.33. This means that the efficiency of the employees records 33% of the data for the dependent variable (the intention to use) at a statistical significance of 0.008, which is less than 0.05 as shown in the value of tolerance coefficients. This means that as the efficiency of the employees increases by (1), intention to use increases by 33%.

4) The standard beta coefficient of the independent variable, the diversity of services, is −0.143. This means that the diversity of services is in inverse relationship with the dependent variable (the intention to use) at a statistical significance of 0.011, which is less than 0.05. This confirms that intention to use decreases by −14%.

5) The standard beta coefficient of the independent variable, the perceived cost, is 0.09. This states that the perceived cost explains 9% of the data for the dependent variable (the intention to use) at a statistical significance of 0.102 which is greater than 0.05. This means that there is no significant indication of the perceived cost and the intention to use.

6) The standard beta coefficient of the independent variable, the site quality, is 0.07. This means that the quality of the site is 7% of the data for the dependent variable (the intention to use) with statistical significance of 0.02. This is less than 0.05, which indicates that the better the service quality improves by (1), intention to use increases by 7% approximately.

7) The standard beta coefficient for the independent variable, the use of social media, is 0.17. This means that the use of social media represents about 17% of the data of the dependent variable (the intention to use) with a statistical significance of 0.03 is less than 0.05, which means that as the use of social media increase by (1), intention to use increases by 17%.

## 4.5. Structural Equation Analysis to Extract

To attain an appropriate foundation for research model evaluation, Structural Equation Modeling (SEM) was constructed using the AMOS SPSS v20 program (Figure 2).

The results indicated in Table 5 show that the statistic ($\chi 2$) weighted or adjusted with a degree of freedom of 1.490, which is less than 2.5; this is considered a good average [28]. In addition to the Goodness of fit index (GFI), which measures 0.870 and the Comparative fit index (CFI) which measure 0.943. These results are good indicators to compare the extent of the quality of the

**Figure 2.** The equation model of the direct effect of the dimensions of the quality of services of sports facilities (independent variables) on the intention to use (the dependent variable).

**Table 5.** Indicators of the structural equation model between the study variables.

| RMSEA | CFI | GFI | χ2 CMIN/DF |
|-------|-----|-----|------------|
| 0.036 | 0.943 | 0.870 | 1.490 |

measurements with the difference in the sample size from one study to another. The Residual Mean Square (RMSEA) is 0.036, which is the value that expresses the amount of errors in the model that cannot be explained, and it is an acceptable value as it is less than 0.08 [29].

**Based on the previous results, the following can be observed:**

- The first hypothesis is accepted, as there is a positive correlation between the employee's competence and the intention to use.
- The second hypothesis is accepted for the existence of an inverse correlation between the diversity of services and the intention to use.

- The third hypothesis is accepted, as there is a positive correlation between the use of social media and the intention to use.
- The fourth hypothesis is accepted, as there is a positive correlation between perceived cost and intention to use.
- The fifth hypothesis is accepted, as there is a positive correlation between the infrastructure and the intention to use.
- The sixth hypothesis is accepted for the existence of a positive correlation between the reputation of the organization and the intention to use.
- The seventh hypothesis is accepted because there is a positive correlation between the quality of the site as a tourist destination and the intention to use.

## 5. Contributions and Originality

The results of the study confirmed the existence of a positive effect between the efficiency of the employee providing services of sports facilities at the Arab Academy for Science and Technology on the intention to use sports facilities. This gives an indication of the possibility of an increase in the efficiency of the employees providing services of sports facilities, leading to an increase in the intention to use sports facilities.

The results of the study confirmed the existence of an adverse effect between the diversity of services in sports facilities at the Arab Academy for Science and Technology on the intention to use sports facilities, which gives a reverse indication of the possibility of an increase in the diversity of services of sports facilities. This leads to a decrease in the intention to use sports facilities, an unexpected relationship as all previous studies indicated since there is a positive relationship between the diversity of services and the intention to use.

The results of the study confirmed the existence of a positive effect between the use of social media on the intention to use the sports facilities in the Arab Academy for Science and Technology. This gives a positive indication of the possibility of an increase in the use of social media, leading to an increase in the intention to use sports facilities.

The results of the study confirmed the existence of a positive effect between the perceived cost of using sports facilities in the Arab Academy for Science and Technology under study, which gives a positive indication of the possibility of an increase in the perceived cost leading to an increase in the intention to use sports facilities. This is also an unexpected relationship where the perceived cost is related to the intention in an inverse relationship and this may be due to the interest of users; the quality of the service provided over the perceived cost.

The results of the study confirmed the existence of a positive effect between the infrastructure of sports facilities in the Arab Academy for Science and Technology, which gives a positive indication of the possibility of an increase in infrastructure leading to an increase in the intention to use sports facilities.

The results of the study confirmed the existence of a positive effect between the reputation and soundness of sports facilities in the Arab Academy for Science and Technology. This indicates that the reputation and image of sports facilities increase positively, leading to an increase in the intention to use sports facilities.

The results of the study confirmed the existence of a positive effect between the quality of the site, as a sports tourism destination, for the sports facilities in the Arab Academy for Science and Technology. This shows that the possibility of an increase in the quality of the site as a sports tourism destination leads to an increase in the intention to use sports facilities.

## 6. Recommendation

In light of the results of the study and to achieve the desired goals, the researcher suggests the following recommendations:

- Circulating the study to all organizations, public and private that own sports facilities within the Arab Republic of Egypt.
- Use of modern scientific methods for good marketing and promotion of sports facilities within organizations.
- Paying attention to the human element by organizing periodic training courses in various fields for the employees providing services in sports facilities.
- Establishing channels on social networking sites to communicate with users of sports facilities to answer questions, respond to inquiries, and quickly solve problems.
- Attention to the infrastructure of sports facilities and constant work on its development is also required.

## Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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