

# A Preliminary Study on the Customer Satisfaction Model of the Quality Evaluation for Chinese Campus Football Events

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## Abstract

Chinese campus football is developing in full swing under the promotion of the Ministry of Education. Campus football leagues of different levels and forms have been established all over the country. If campus football is to develop continuously, we must treat campus Football League as an event and pay attention to its quality. At present, there is no research literature on the quality of campus football matches. Campus football match is an event with specific social connotation and significance carried out with campus football match as the core content. By providing campus football match and related services, it can meet the needs of different participating groups and achieve a variety of purposes. Customer satisfaction is a commonly used quality evaluation theory, which can be used to evaluate the quality of campus football matches. The quality of campus football matches is the satisfaction of all customer groups with campus football matches. Broadly speaking, the customer groups of campus football events include educational management institutions, student athletes, referees, sponsors, student parents, video media and staff. Due to the different importance of different customer groups to the event, their satisfaction is also of different importance in the quality evaluation of campus football events. Therefore, the quality of campus football matches is the weighted sum of the satisfaction of all customer groups. Taking the satisfaction of different customer groups of campus football events as the core variable, the leading variable is the factors affecting it, including customers' expectations of campus football events, perceived quality and perceived value of campus football events, and image of campus football events; The level of customer satisfaction will lead to two outcomes: customer complaint and customer loyalty, which are post variables. The perceived value determined by the perceived quality of campus football customers after consumption is compared with their expectations of campus football events before consumption, so as to form the degree of satisfaction with campus football events, and establish the conceptual model of customer satisfaction for the quality evaluation of campus football events, so as to provide ideas for the quality evaluation of campus football events.

## Keywords

Campus football events; Quality evaluation; Customer satisfaction.

## 1. INTRODUCTION

China's youth campus football program has been implemented since 2003, and the effect is not remarkable. On May 7, 2007, the State Council issued the opinions on strengthening youth sports and enhancing youth physique, which has attracted unprecedented attention. In response to the call of the state, the State General Administration of sports and the Ministry of

Education jointly issued the notice on carrying out national youth campus football activities, and fully launched the "youth campus football activities" in April 2009.

With the fact that the performance of China's national football team is too far from the expectations of the Chinese people and the declining physical and health status of teenagers, the state once again put forward the strategy of developing "campus football". Since April 2014, the Ministry of education and the State Administration of sports have formulated an "upgraded version" of campus football to create a more perfect campus football mechanism. In October 2014, the State Council issued several opinions on accelerating the development of sports industry and promoting sports consumption, which included the medium and long-term football development plan and the construction plan of football venues and facilities in the "key tasks", and the development of Chinese football has risen to the level of "national strategy". The national youth campus football leading group was established twice in March 2010 and January 2015, which ensured the development of campus football from the top-level organization design. Since the end of 2014, all provinces across the country have innovated campus football work, designed the overall idea of campus football work from the provincial level, issued relevant implementation opinions on promoting campus football in primary and secondary schools in many provinces, and established campus football leagues in all provinces. In September 2015, the National Football League for primary and middle school students was organized and implemented. The medium and long term development plan of Chinese football (2016-2050) issued in 2016 takes "strengthening the grass roots - accelerating the development of campus football" as a short-term goal to further establish the strategic position of campus football. Wang Dengfeng, director of the Department of sports, health and arts of the Ministry of education, said at the football Congress in early 2017 that seeking progress in stability is the first step in the development of campus football. It is required to improve the campus football league system at the four levels of University, high school, junior high school and primary school. Campus Football League has developed rapidly with the promotion of education departments all over China.

The premise of campus Football League is that the league can survive and grow in the market., the quality of campus football events composed of different leagues is the key point. The establishment of a standardized competition system of campus football is a driving measure to maintain children's interest in football and the cultivation of football reserve talents. However, the campus football game should not be treated as a game. It should be organized and operated as an event to ensure the quality of campus football events. It is the basis for campus football to truly play its fundamental function and establish the brand of campus Football League. Developing the value of campus Football League is the necessary guarantee.

The research literature related to campus football is quite rich, mainly focused on the value and significance of campus football plan, development system, resource allocation, regional development status, influencing factors, implementation elements and evaluation. Liu Guang put forward that campus football has extensive market value in 2003. After that, there is no relevant literature on the development of campus football market, and there is no research on the quality of campus football matches. The foundation of market development is quality. Based on the characteristics and quality concept of campus football events, this paper studies the quality of campus football events by using customer satisfaction theory, puts forward the ideas and models of quality evaluation of campus football events, expands the new field of event quality research and campus football research, and develops a new perspective of event quality research and campus football research, Provide theoretical basis and practical development suggestions for the quality evaluation of campus football events.

## 2. RESEARCH METHODS

Literature method. Through the Chinese platform, the relevant literature on campus football match quality, match quality evaluation and customer satisfaction is searched, the search results are read and sorted, and the topic selection and research ideas of this paper are determined.

Logical analysis method. Starting from the reality of campus football, this paper analyzes the characteristics of campus football events, defines campus football events as a service product, applies the service quality evaluation theory to the service quality evaluation of campus football events, and designs an applicable theoretical model.

## 3. RESULTS AND ANALYSIS

### 3.1. Characteristics of Campus Football Events

Campus football is the general name of football training and activities in the field of school management. Campus football match is an event with specific social connotation and significance carried out with campus football match as the core content. By providing campus football match and related services, it can meet the needs of different participating groups and achieve a variety of purposes.

Campus football events belong to the category of sports events and have the basic elements of football events, such as athletes, referees, football fields, organizers and organizers, staff, funds and so on. China's current campus football has its own unique attributes.

The sponsor of campus football events is the education management organization. The development of campus football in China is an activity promoted by the Ministry of education in order to realize the national strategy. The Ministry of education is the promotion and responsible department of campus football in China. Educational management institutions at different levels are the organizers and responsible organizations of campus football events in different regions.

Students are the main participants in campus football matches. Campus football is the basis of national football development strategy and national health strategy. Teenagers on campus are the main participants. Their physical enhancement and love for football are the goals of national campus football development.

The main focus of campus football events is the relatives of students and athletes. Teenagers as minors, parents as guardians and caregivers will inevitably pay attention to students in the process of participating in campus football. At the same time, because campus football is in the early stage of development, it is difficult to attract the public outside parents to pay attention to its game. Parents and other relatives of student athletes are the main concern of campus football events.

### 3.2. Concept Analysis of Campus Football Match Quality

The evolution of the concept of quality has experienced four stages: product quality, service quality, customer satisfaction and customer satisfaction. Making a product suitable for the customer's point of view, or a collection of product or service characteristics, is the initial quality connotation. With the development of society, the relationship between quality and customers is closer. In the basis and terminology of quality management system, customer satisfaction is "the feeling of customers that their requirements have been met". Oliver's customer satisfaction is the latest concept of quality evaluation - customer expectation difference theory. It holds that customer satisfaction depends on the realization degree of customers' expectation of the benefits of products and services, that is, a judgment of the performance of products and services or the degree to which products and services meet their own needs.

Based on the theory of customer satisfaction, this paper holds that the quality of campus football events is the satisfaction of the customers of campus football events after experiencing the events. In a broad sense, all interest groups related to the organization and operation of campus football are the customers of campus football events, including the providers of operating funds of campus football events, the organizers and participants of campus football events, and the consumer groups of campus football. At present, China's campus football match is an activity promoted by the education department from top to bottom. China's educational management institutions at different levels are the organizers and organizers of campus football matches and the main person in charge of the funds required to prepare for campus football matches. The smooth progress of campus football matches cannot be separated from the participation of student athletes, referees and some necessary staff. Without them, campus football matches will not be held smoothly. As the buyer, the sponsor is the real consumer group of campus football events. The broadcasting media of campus football events have participated in the extended production of the events, so that more people can see the campus football events. Primary and secondary school students can not participate in campus football matches without the support of their parents. Parents' opinions have an important impact on student athletes. Therefore, this paper takes China's educational management institutions, student athletes, coaches, referees, sponsors, student parents, video media and staff as the customers of campus football events.

Therefore, the quality of campus football events is the satisfaction of customer groups such as educational management institutions, student athletes, referees, sponsors, student parents, video media and staff.

### 3.3. Quality Evaluation Ideas of Campus Football Events

It can be seen from the concept that the satisfaction of all customer groups determines the quality of campus football matches, that is, the sum of the satisfaction of all customer groups is the evaluation index of the quality of campus football matches.

In fact, different customer groups have different importance for campus football events. As the initiator and sponsor of the campus Football League, the educational management organization plays a decisive role in the current campus Football League, and the participation intention of student athletes also plays a key role in the campus Football League. In comparison, although sponsors and broadcasting are conducive to the development of campus football matches, they can not determine the existence of campus football matches at present. Therefore, among the satisfaction of all customer groups, different groups have different contributions to the quality of campus football events, that is, in the evaluation of the quality of campus football events, the weight of the feelings of different customer groups should not be the same.

It is a reasonable way to evaluate the quality of campus football matches by using the weighted sum of the satisfaction of all customer groups. that is,

$$CFCSI = \sum SAT_i * W_i = SAT_g * W_g + SAT_p * W_p + SAT_s * W_s + SAT_r * W_r + SAT_c * W_c + SAT_m * W_m + SAT_a * W_a \quad (\sum W_i = 1)$$

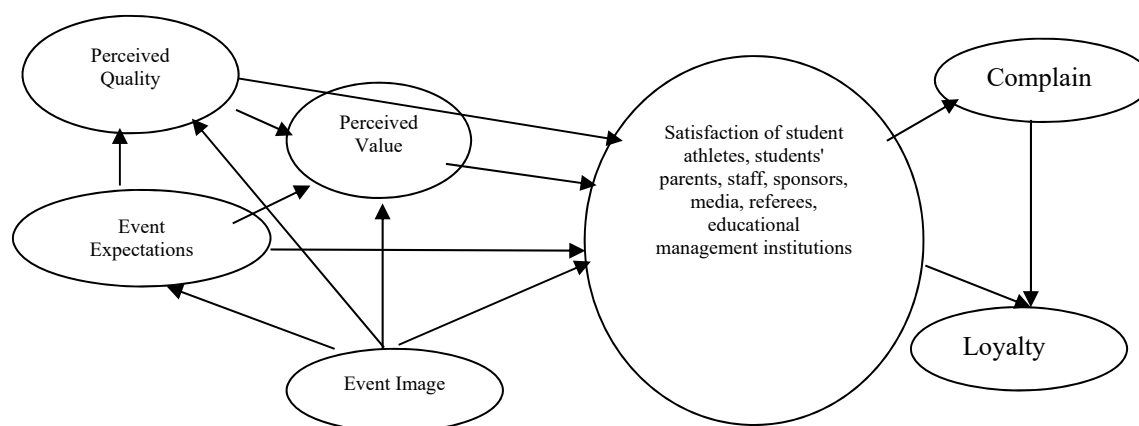
(CFCSI means Campus Football Customer Satisfaction Index, G represents the educational management organization, P represents the parents of students, s represents the staffs, R represents the referee, C represents the sponsor Corporation, M represents the media organization, and a represents the student athletes.  $W_i$  is the weight of each customer group.)

Whether every match in the campus football League can satisfy all participants determines the quality of campus football matches and whether the campus Football League can be successfully held, expanded and developed. The satisfaction of any interest group has an impact on the survival and development of campus football events, and is closely related to the quality of the events.

### 3.4. Conceptual Model of Customer Satisfaction for Quality Evaluation of Campus Football Matches

As a service product, campus football matches can adopt the evaluation model of service quality. The customer satisfaction model based on the causal relationship between customer psychology and behavior can provide an effective quality evaluation theory for the development of campus football events.

Based on SERVQUAL service quality evaluation model, the perceived value determined by the perceived quality of campus football customer groups after consumption is compared with their expectations of campus football events before consumption, so as to form the degree of satisfaction with campus football events and determine their follow-up behavior. As shown in the figure below, the conceptual model of customer satisfaction of campus football match quality and the path relationship between its variables.



**Figure 1.** Conceptual model of customer satisfaction of campus football match quality

The model takes the satisfaction of different interest groups of campus football events as the core variable, and the leading variable is the factors affecting it, including customers' expectations of campus football events, perceived quality and perceived value of campus football events, and image of campus football events; The level of customer satisfaction will lead to two outcomes: customer complaint and customer loyalty, which are the post variables of the model. Customers' expectations of campus football matches are compared with their perceived quality in the consumption process, and combined with the image of campus football matches, their perceived value of campus football matches is formed. These four factors comprehensively form customers' satisfaction with campus football matches, that is, the quality evaluation index of campus football matches. Satisfaction determines two behaviors of customers: one is to like and continue to participate in campus football matches; The other is dissatisfaction. If you complain, you need to solve the main factors of complaint before you can make it satisfied.

After the evaluation of modeling technology, the conceptual model of customer satisfaction of campus football match quality can establish an empirical model of customer satisfaction of campus football match quality, which can be used as an effective tool for the quality evaluation of campus football match.

## 4. CONCLUSIONS AND RECOMMENDATIONS

Campus football is carried out throughout the country. The quality of campus football events must be paid attention to, otherwise it will become a mere formality and can not expand and

develop campus football. As a kind of events, campus football events also have service attributes, and their quality can be studied by service quality evaluation model. The quality of campus football matches refers to the satisfaction of educational management institutions, student athletes, referees, sponsors, student parents, video media and staff and other customer groups with campus football matches. In theory, it is described as the weighted sum of the satisfaction of these customer groups, and makes use of the expectation of matches, perceived quality, perceived value, image of matches, customer satisfaction, customer complaints Customer loyalty and other variables construct the conceptual model of customer satisfaction for the quality of campus football matches.

In the follow-up research, we will study the weight of campus football customer group, investigate the expectation and perceived service quality of campus football event customer group, collect the data needed to establish the League customer satisfaction index, use the structural equation method to build the customer satisfaction index model of campus football event quality evaluation, and establish the quality evaluation tool of campus football event, which will improve the market competitiveness of campus football event It is of great significance to build the brand of campus Football League and promote the socialized development and market development of campus football, the benign development of sports competition and performance industry, leisure and fitness industry and sports industry.

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