Abstract

The consumer experience with quality of service has traditionally been regarded as one of the most important variables that influences attitudes towards it. These consumer attitudes are a major part of marketing research. In the context of sports services, perceived quality and its relationship with satisfaction are the most common variables. The aim of this study was to gather information and analyze the different sport quality measurement tools from the year 2000 until present. After gathering information, we selected 21 tools that measure sport service quality with different methodological approaches and samples, assessing the trends that have been modeled based on SERVQUAL and SERVPERF scales, as well as the reliability and validity of the scales designed.

Keywords

Quality perception, sport management, client satisfaction, dimensions.