Abstract

The incorporation of new technologies in the management models is essential for controlling the evaluation of the quality perceived by users in an effective way. The development and implementation of technological measures must be complemented with the application of an appropriate research methodology, enabling the quality research to become a competitive key for organizations. Thus, the evaluation of quality of sports services must determine the appropriate way in which companies offer their services, so the aim of this study is to evaluate the quality with a tool for collecting information, computerized through the MenPas platform (www.menpas.com). The study included 220 users of sports services in Alcalá la Real (Jaén), using the Questionnaire of Evaluation of the Quality Perceived in Sports Services (CECASDEP). Satisfactory results which indicate that the tool brings together the necessary methodological requirements in terms of reliability and validity.

Keywords

Perceived quality, sports services, user satisfaction, Sport management.