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Quality of Community Sports Service Distribution and Behavior Intention of the Elderly

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Quality of Community Sports Service Distribution and Behavior Intention of the Elderly

Abstract

The purpose of this study was to explore the quality of community sports distribution service through the evaluation and satisfaction of the elderly in Yangpu District of Shanghai on the quality of community sports service and explore the relationship between the quality of community sports distribution service, satisfaction, and behavioral intention. Data were collected by using surveys and analyzed using mathematical statistics. The survey refers to SERVPERF model to design a six-dimension, intermediary variable satisfaction and behavioral intention five-point scale for the service quality of community sports distribution. The sample size was 261. SPSS25.0 was used to conduct data analysis. Reliability and validity test and correlation analysis of service quality and satisfaction and behavior intention of the elderly were conducted. The Cronbach's Alpha value of the scale was 0.932. The KMO value was above 0.8, and Bartlett sphericity test was significant, indicating high reliability and validity of the scale. The analysis results showed that the mean values of the six dimensions of service quality and satisfaction were higher than 4.2, indicating that the elderly had a high evaluation of community sports distribution service quality. Community sports service delivery service quality dimensions and satisfaction and behavior intention between different degree of correlation, in addition to the tangibility of community sports service reliability of distribution service quality, responsiveness, assurance, empathy, and practicality for older people to participate in community sports service satisfaction and behavior intention of distribution had significant positive correlations. More women than men participated in community sports service delivery among the elderly since most of the delivery items are dance and martial arts. The elderly had a good participation in community sports service distribution, with the frequency and duration of weekly participation basically meeting the requirements of China's sports population within 4-5 years. They had more than 30 minutes of moderate intensity training at least three times a week. According to the evaluation and satisfaction of the elderly on the service quality of community sports service delivery, community sports service delivery was of high service quality. The service quality of community sports service delivery had a positive impact on the sustainability of elderly people's participation in community sports service delivery, and they were willing to recommend it to people around them to participate. Community sports service distribution activities should be publicized and promoted on the Internet so that more people can participate in the willingness.

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Keywords: community sports service, satisfaction, intention