

The Management and the Service User's Satisfaction at the King's 84th Birthday Anniversary Sport Complex

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Abstract

The objective of this research was to study the effective management at His majesty the king's 84th birthday anniversary sport complex and to study the satisfaction of the customers at His majesty the king's 84th birthday anniversary sport complex. This research uses a mixed method approach with an exploratory sequential design. The subjects in this research were consisted of the sport club manager and his assistant at His majesty the king's 84th birthday anniversary sport complex. The instruments an interview form with 4m's of marketing and the marketing mix questionnaire were used in this research. The data was characterized using means, standard deviation, and content analysis. Overall research results were high at 3.86 out of 5.00. The highest ratings were at 4.12 (Price), and the lowest raking were at 3.49 (Promotion).

Keywords : Effective Management, Service user's Satisfaction, Sport Slub, 4m's of marketing,

Introduction

The potential and advance country development need to focus on the fundamental thing which is "Man". Specially, creating the better system of the internal management in every level which makes the man as the real core for the sustainable development. To develop the country for advancing base on the effective of the man development and the quality society by creating the standard of the population health care in order to be the important resources to develop the country. And also have the sport promoting strategy for creating the opportunity to all people in the society in order to develop the proper sport skill from the fundamental to the athlete level.

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From the important and the government policy, the government uses the sport as the tool for developing the man because sport is the benefit thing to the human life. The more complex for this world, the more sport is more important. Playing sport makes the body getting stronger and have more fun. The government give the important in the country development by working continuously as the sixth national sport development plan issue which is related to the twelve national economic and social development plan 2017 – 2021 (Office of the National Economic and Social Development Council. 2017).

The sport authority of Thailand is the organization who is responsible toward the country's sport. It is the organization for coordinating and transforming the plan to the practice in every level. And also working in the role of promoting the sport among the sport association both national and international levels, controlling and operating the sport activities for the beneficial sporting. (The sport science and exercise office. 2004).

From the above statement, the sport authority of Thailand is very important in term of the direct responsibility towards the national sport development, and for relating to the government policy in the decentralization to the local administration by arranging to have His Majesty the King's 80th Birthday Anniversary, 5th December 2011 Sports Complex. And in order to know the sports management process, the researcher would like to study the management and the customer satisfaction of this sports complex by using the theory and the research methodology which the researcher hopes that this research might be the benefit of the sports club to sustainable develop.

The research objective

1.To study the effective management at His majesty the king's 84th birthday anniversary sport complex.

2.To study the satisfaction of the customers at His majesty the king's 84th birthday anniversary sport complex.

The research methodology

In this study, mixed method research was used and included two steps (Zikmund, W.G. 2003). Step 1 : To study the theory of the effective management of His majesty the king's 84th birthday anniversary sport complex from the document, the journal, the research thesis that relates to the sport facility management, and to interview the key informant which were consisted of the sport club manager and his two assistant at His majesty the king's 84th birthday anniversary sport complex in order to know the management method. Step 2 : To study the 400 service user's satisfaction of His majesty the king's 84th birthday anniversary sport complex.

The research results

The result from the data analysis consisted of two parts (Qualitative and Quantitative) as follows :

Part 1. The conclusion of the quantitative analysis :

1.The result of analyzing the general information of the respondent : The respondents were male (202 people, $\bar{X} = 48.8$), and female (198 people, $\bar{X} = 47.8$). The respondents who were 21 – 40 years old (201 people, $\bar{X} = 48.6$), and below 20 years old (103 people, $\bar{X} = 24.9$).The respondents graduated in Bachelor's degree (233 people, $\bar{X} = 56.3$), high (56.3 people, $\bar{X} = 20.8$). Most of the respondents were the student (254 people, $\bar{X} = 61.4$), and the entrepreneurs (78 people, $\bar{X} = 18.8$). The respondents who had no income the income (149 people, $\bar{X} = 36.0$), and they had the income 10,000- 20,000(113 people, $\bar{X} = 27.3$). Most of the respondent came to exercise at the facility 3-4 days per week (130 people, $\bar{X} = 31.5$), and 5-7 days per week (126 people, $\bar{X} = 30.4$).

2. The result of analyzing the result of the service user's satisfaction : In the aspect of product found that the service users satisfy in the aspect of the product in high level ($\bar{X} = 3.91$, S.D. = 0.78). When considering into the item found that the highest average was the convenience of informing the emergency problem (4.27, S.D. = 0.79), and the second highest was the field's condition ($\bar{X} = 4.20$, S.D. = 0.65). In the aspect of the price found that the service users satisfy in the aspect of the price in high

level (\bar{X} = 4.12, S.D. = 0.69).When considering into the item found that the highest average was the suitable rate (\bar{X} = 4.35, S.D. = 0.68), and the second highest average was the swimming and the fitness center rate (\bar{X} = 4.19, S.D. = 0.64).In the aspect of the place found that The service users satisfy in the aspect of the place in high level (\bar{X} = 3.95, S.D. = 0.84).When considering into the item found that the highest average was the service hours (\bar{X} = 4.23, S.D. = 0.80), and the second highest average was the sufficient toilet (\bar{X} = 4.22, S.D. = 0.77). In the aspect of the promotion found that the service users satisfy in the aspect of the promotion in medium level (\bar{X} = 3.49, S.D. = 0.91).When considering into the item found that the highest average was using the project promotion/ the activity (\bar{X} = 3.73, S.D. = 0.81), and the second highest average was publishing the knowledge about the exercise (\bar{X} = 3.69, S.D. = 0.83).

Part 2. The conclusion of the qualitative findings

The key informants expressed the comment follow the 4m's of marketing theory as follows; In the aspect man, most of the personal is the government officer. They don't have the sport knowledge. The staff isn't enough if compares to the size of sport complex, and the number of the service users especially for the person who graduate from the sport filed, but everybody do their best as the statement from one of the informant that "We don't have many sport guys here, but we do our best." In the aspect of money, the sport club always receives the financial support from the government, such as the maintenance cost, the equipment cost and also the activity cost. The process of withdrawing the money is difficult as the statement from one of the informants that "We sometimes pay for the athlete's food." In the aspect of the material, the sport club have all the necessary equipment as the statement from one of the informants that "We have everything we need such as, all the sport equipment, the photo copy machine, the phone and the desk etc. They also have the proper toilet and the parking. In the aspect of the management, the sport club's manager is a skillful person. He has the sport and managing skill. The sport club always create the project which can cover every age of the service user as the statement from one of the informant that "Our main project is the children day project, but we're trying to

manage the happiness from the three generation which are the children, the adult and the older.

The research discussion

The overall finding of the service users satisfy in the aspect of the marketing mix were in High level ($\bar{X} = 3.86$, S.D. = 0.80). When considering into the item found that the highest average was price ($\bar{X} = 4.12$, S.D. = 0.69), the second average was place ($\bar{X} = 3.95$, S.D. = 0.84), the third average was product ($\bar{X} = 3.91$, S.D. = 0.81) and the fourth average was the promotion ($\bar{X} = 3.49$, S.D. = 0.91) respectively. This finding was related to the many research of the works as follows; 1. Sport science and exercise office Chulalongkorn university (2004) about the survey of sport field condition and the administrative guideline of the province's sport field which found that if the facility and the sport equipment were good, the service user would be very happy. 2. Wittawis Rungruangpon (2011) about setting the sale price for the product by the marketer which found that should regard to the customer's worthy and the expectation towards the product. 3. Komchanan Vohan (2008) about the management process and the coordination among the organization which found that many business offices need to have the proper management and coordination in order to achieve the company's mission and 4. Nidtayaporn Saisana (2007) about the assessment in the operational and administrative level which found that the proper assessment increase the staff performance, and also as a tool for convincing them to work harder in order to achieve the organization's objective.

Suggestions for using research results

1. The staff's training in term of using the technology should be available.
2. Should increase the budget for managing the sport club.
3. Should increase the effective of planning.
4. Should have the organization chart.
5. Should increase the car parking

Suggestion for further research

Should study the sport club in the different areas, such as the customer's expectation.

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